Kai Anamata mō Aotearoa
Future Food New Zealand

Draft Te Tauihu Food Strategy

WORKING DRAFT – OCTOBER 2026

Working draft for discussion and testing at the Kai Anamata mō Aotearoa Conference, 10–12 November 2026.

Final Te Tauihu Food Strategy to be completed by September 2028

Tūpuna Pono – to be good ancestors

Where people and place thrive through kai

DRAFT

 ©Wakatū 2026

About this draft

- This is a Strategy in development.
- This document is not the final Te Tauihu Food Strategy. It captures where our thinking, research and conversations have reached so far and provides a framework for the next stage of the journey.
- This Te Tauihu Food Strategy is for everyone who contributes to, or depends on, the food system of Te Tauihu. It brings together Mana Whenua, marae, whānau and communities, growers and producers, food businesses, schools, researchers, health and community organisations, councils, government and funders. Whether we grow, gather, produce, distribute, prepare, buy or share kai, we all have a stake in its future. The Te Tauihu Food Strategy provides a shared direction for strengthening our regional food system, recognising the different roles, aspirations and contributions of those involved.

There is still much to do.

- **A food system is more than food production.** It includes the way kai is grown and gathered, processed, distributed, sold, shared, consumed and managed as waste, and the relationships between those activities and our people, whenua, wai, moana, economy and wellbeing.
- **What do we mean by indigenous food systems?** For the purposes of the Te Tauihu Food Strategy, indigenous food systems are the interconnected relationships, knowledge, practices and values through which Mana Whenua grow, gather, harvest, prepare, preserve, share and care for kai. They are grounded in whakapapa and relationships with whenua, wai and moana, and include mātauranga Māori, tikanga, customary food practices and taonga species. They are living food systems that continue to evolve and adapt.
- **Te Tauihu is a food-rich region,** but that does not automatically make us food-secure or resilient. Climate change, food affordability, environmental pressures, infrastructure gaps and changing food production systems highlight the need for a coordinated regional approach.
- **The** Te Tauihu Food Strategy **builds from the Te Tauihu Intergenerational Strategy and its vision of Tūpuna Pono - being good ancestors.** It asks what that intergenerational responsibility means for the way we grow, gather, produce, distribute, share, consume and value kai across Te Tauihu.

DRAFT

- The Te Tauihu Food Strategy is being developed through Kai Anamata mō Aotearoa (KAMA), our food systems research and action programme, and has been informed by the Te Tauihu Food Strategy Working Group, regional wānanga, research, community knowledge and evidence from Te Tauihu, Aotearoa and internationally. It is grounded in Te Tauihu – its people, whakapapa, whenua, wai, moana, food-producing landscapes, communities, knowledge and economy. We will learn from food-system approaches elsewhere, but we are not seeking to import a model developed somewhere else. **Ultimately, the Te Tauihu Food Strategy must be shaped by the people who live, grow, gather, produce, distribute, prepare, sell and share kai here.**
- The Kai Anamata mō Aotearoa – Food Security in a Changing World conference in **November 2026** provides an important opportunity to test this draft with a wider group, challenge our thinking and identify what needs to happen next.
- **The Motueka Call** provides an early place-based pathway for turning the Te Tauihu Food Strategy into action. Rather than waiting until the Te Tauihu Food Strategy is completed, we want to begin testing practical ideas, strengthening existing initiatives and learning from what works.
- **2027** will be a year of engagement, testing and refinement. We will work with Mana Whenua, communities, growers, producers, businesses, researchers, councils, health organisations, government, funders and others to strengthen the Strategy and identify the partnerships, resources and commitments needed to deliver it.
- The final Te Tauihu Food Strategy will be completed by **September 2028.**

What does the Te Tauihu Food Strategy mean for me, my whānau, my business, my organisation or my community?

If you are...	This Te Tauihu Food Strategy is about...
Whānau and communities	Access to nourishing, affordable kai, food security, wellbeing and resilience.
Mana Whenua, marae and whānau	Upholding whakapapa, rangatiratanga, mātauranga Māori, customary kai and relationships with whenua, wai and moana.
Growers, farmers, fishers and producers	Viable livelihoods, healthy ecosystems, innovation, infrastructure and stronger markets.

DRAFT

Food businesses and employers	Building resilient supply chains, local purchasing, opportunities for enterprise and retaining value in Te Tauihu.
Schools, rangatahi and educators	Developing food knowledge, practical skills, leadership and opportunities for future generations.
Health and community organisations	Improving food access, nutrition, equity and community wellbeing.
Researchers, councils, government and funders	Aligning knowledge, policy, planning, resources and investment to enable change.

What we want from you

As you read and discuss this draft, we ask you to consider:

- Have we identified the right priorities for the future of kai in Te Tauihu?
- What have we missed, and whose voices or experiences need to be better reflected?
- What existing initiatives should we strengthen or connect?
- What practical actions could make the greatest difference?
- What could you or your organisation contribute?

Our journey: past, present, next and intergenerational future

The Te Tauihu Food Strategy is best understood as a journey. Our past informs us. Our present tells us what needs attention. Our next steps shape the Te Tauihu Food Strategy. Our intergenerational vision tells us why it matters.

PAST	PRESENT	NEXT	INTERGENERATIONAL FUTURE
Understand where we have come from	**Build the evidence and agree the emerging direction**	**Test, engage, act and refine through 2027**	**Create a food system that leaves future generations stronger**

DRAFT

Key milestones

- 2019 - AuOra established within Wakatū Incorporation to advance mātauranga Māori-led research and innovation, including work focused on kai, taonga species, biodiversity and the future wellbeing of Te Tauihu.
- 2019–2020 - development of the Te Tauihu Intergenerational Strategy.
- 2023 - Kai Anamata mō Aotearoa (KAMA) begins as a research and action programme focused on strengthening regional food resilience and informing the development of a Te Tauihu Food Strategy. The programme brings together mātauranga Māori, community knowledge, science, research and practical action to better understand our food system and identify pathways for change.
- 2024 - first Te Tauihu Food Strategy wānanga at Te Āwhina Marae.
- 2025 – Te Tauihu Food Strategy Working Group established.
- 2026 - evidence, modelling, engagement and this draft Te Tauihu Food Strategy developed; KAMA conference provides the first major opportunity to test it.
- 2027 - regional engagement, research, testing and early implementation, including the Motueka Call.
- September 2028 - final Te Tauihu Food Strategy completed.

DRAFT

The Te Tauihu Food Strategy at a glance

WHY - Why does Te Tauihu need a regional food strategy?

Te Tauihu is food-rich, but that does not automatically make us food-secure or resilient. This combination of abundance and vulnerability is why a regional approach matters. Our food system faces interconnected pressures affecting people, whenua, wai, moana, our economy and our ability to respond to future disruption. **At the same time, we have significant strengths, knowledge, relationships and food-producing capability to build from.**

↓

OUR GUIDING KAUPAPA - What future are we trying to create?

Tūpuna Pono - to be good ancestors **Where people and place thrive through kai.**

↓

WHAT NEEDS TO CHANGE - Where will collective action make a difference?

Six emerging areas for collective action

1. Nourishing and affordable kai

2. Healthy whenua, wai and moana

3. A thriving regional food economy

4. Collective leadership and partnerships

5. Mātauranga Māori, research and innovation

6. Food knowledge and capability

↓

FROM STRATEGY TO ACTION – What will we do?

The Te Tauihu Food Strategy provides the regional direction.

The **Motueka Call** is our first place-based opportunity to test practical action, strengthen existing initiatives and build partnerships.

↓

HOW WILL WE KNOW? - Are we making a difference?

We will develop outcomes, evidence and indicators that help us understand whether our food system is becoming more **resilient, equitable and sustainable**, and whether people and place are thriving through kai.

DRAFT

This is an emerging Te Tauihu Food Strategy. The direction, priorities, actions and measures will continue to be tested and refined with Mana Whenua, communities, growers and producers, businesses, researchers, government and others across Te Tauihu.

1. Our foundation

Tūpuna Pono – being good ancestors

The Te Tauihu Food Strategy gives practical expression to the Te Tauihu Intergenerational Strategy.

Its starting point is simple:

> **The decisions we make about kai, whenua, wai, moana and our communities today should leave future generations stronger than we found them.**

The Te Tauihu Intergenerational Strategy established a vision centred on Tūpuna Pono - being good ancestors. The Te Tauihu Food Strategy applies that intergenerational thinking to our food system.

Our emerging vision is:

To be good ancestors – where people and place thrive through kai.

Kai is more than sustenance. It connects people to place, culture, identity, whānau and one another, and contributes to the wellbeing of both people and environment. The Te Tauihu Food Strategy therefore sees the food system as an interconnected whole - from growing and gathering through processing, distribution, consumption and waste, and the effects of those activities on people, whenua, wai, moana, climate and wellbeing.

How the Te Tauihu Food Strategy gives effect to the Te Tauihu Intergenerational Strategy

Intergenerational outcome	What this means for kai
Tangata - People & Communities	Nourishing and affordable kai that reflects our people, place and food traditions; stronger community wellbeing, connection and resilience.
Te Taiao - The Natural World	Healthy whenua, wai, moana and biodiversity supported by regenerative food systems.
Pūtea – Economy	A resilient regional food economy that creates local value, livelihoods and innovation.
Mātauranga – Knowledge	Mātauranga Māori, science, research, innovation and intergenerational learning informing decisions.

Rangatiratanga – Leadership	Collaborative, future-focused leadership with Mana Whenua, marae and whānau participation and local agency.
Papa Whenua – Infrastructure	Processing, storage, distribution, kitchens, pātaka, food hubs and systems that strengthen resilience.
Te Tauihutanga – Identity	Kai strengthening culture, identity, belonging, stories and connection to place.

How we will work

Place first - ground the Te Tauihu Food Strategy in the people, whakapapa, whenua, wai, moana and communities of Te Tauihu.

Build from what already exists - connect and strengthen existing work rather than unnecessarily creating new programmes.

Mātauranga Māori and science alongside each other - value different knowledge systems while appropriately protecting mātauranga Māori.

Learn by doing - test practical action while the Te Tauihu Food Strategy continues to develop.

Collective action - enable shared leadership, responsibility and participation across the food system.

2. Why Te Tauihu?

Te Tauihu is a nationally significant food-producing region with a distinctive combination of whakapapa, whenua, wai and moana, productive landscapes, biodiversity, mātauranga and food traditions, science and innovation, strong communities and a significant regional food economy.

Its strengths include productive whenua, horticulture, agriculture, aquaculture and fisheries; strong Mana Whenua leadership; rich mātauranga Māori; recognised science and research capability; and an active community and enterprise sector.

The pressures shaping our food future

Alongside our significant food-producing strengths, Te Tauihu faces interconnected pressures that affect the resilience, accessibility and sustainability of our regional food system.

These include:

- food affordability and equitable access to nourishing kai, including pockets of household and whānau food insecurity;

- climate change, extreme weather and the vulnerability of transport and supply networks to disruption and natural hazards;

DRAFT

- biodiversity loss, environmental degradation and the impacts of some production practices on whenua, wai and moana;
- pressure on productive land and water;
- fragmented food networks, geographic distance and connectivity;
- gaps in processing, storage, cold-chain, transport, logistics and distribution;
- income and employment pressures, including seasonal and relatively low-paid work in parts of the food and primary sectors;
- changing food environments and consumption patterns, including increasing availability and consumption of highly processed and fast foods, and pressures on local food knowledge, practices and food culture;
- food loss and waste;
- challenges maintaining a diverse and viable base of local food production, producers and food enterprises;
- workforce, succession and capability challenges; and
- loss of local and intergenerational food knowledge, skills and production practices.

These pressures are interconnected. Their relative importance, the evidence behind them and how they are experienced across Te Tauihu will continue to be tested and refined through engagement.

Our food story

Kai has always shaped the identity, economy, culture and wellbeing of Te Tauihu.

Before European settlement, Māori food systems were grounded in intimate knowledge of whenua, wai, moana, seasons and ecosystems. Fishing, gathering, hunting and horticulture supported settlements throughout the region. Archaeological evidence also shows adaptation and experimentation with crops such as kūmara, taro and yam in a cooler climate.

Colonisation dramatically changed relationships with land and food. Land loss, new crops and livestock, environmental modification and later industrialisation reshaped both the economy and the environment.

Today, Te Tauihu produces significant quantities of high-value food for national and international markets. That export success is an important part of the regional food economy.

DRAFT

However, our emerging evidence points to a paradox: much of the food produced here leaves the region while communities remain dependent on national and international supply chains for everyday food.

The future does not require choosing between exports and local food. It requires a more resilient balance in which successful export industries continue to thrive while more locally produced kai, value, capability and infrastructure also benefit the communities where that food is produced. This includes strengthening our ability to nourish our own communities and increasing regional resilience when wider supply chains are disrupted.

3. Where are we now? What the evidence is telling us so far

We have enough evidence to set a direction, but not enough to say the Te Tauihu Food Strategy is finished.

KAMA is building the evidence through literature and strategy review, a Food Security Index, community engagement and survey work, computational food-system modelling, biodiversity monitoring, indigenous crop research, and engagement with communities, Mana Whenua, growers, producers, researchers, businesses, government and other parts of the food system.

Five emerging findings

- Te Tauihu is food-rich but not necessarily food-secure. The region produces substantial food, yet healthy, affordable kai that reflects people's cultural preferences, food traditions and ways of gathering, preparing and sharing food is not equally accessible.
- Our food system is highly connected to national and international supply chains. Local resilience requires stronger local pathways as well as successful export industries.
- Whenua, wai, moana, biodiversity and food production cannot be treated separately. Food-system resilience and environmental wellbeing are interconnected.
- Infrastructure matters. Processing, storage, cold-chain, transport, logistics, distribution, shared kitchens, market access and procurement all influence the resilience and viability of local food systems.
- We are not starting from scratch. Significant activity is already underway across Te Tauihu. The opportunity is to connect, strengthen and fill gaps rather than duplicate good work.

Our sphere of action and influence

Our regional food system is also shaped by forces beyond Te Tauihu, including national policy and regulation, market structures and commercial influences. The Te Tauihu Food Strategy therefore needs to be clear about where we can act directly, where we can influence, and where collective advocacy is required.

DRAFT

Being clear about these different spheres will help us focus effort where Te Tauihu can make a practical difference, while also building a stronger regional voice on the wider settings that affect our food system.

Our sphere of action and influence

WE NEED TO ADVOCATE FOR CHANGE

National regulation • food standards • supermarket settings • national policy • structural and commercial determinants

WE CAN INFLUENCE

Regional planning • investment • enabling infrastructure • regional/public procurement settings • business environment • health settings

WE CAN ACT DIRECTLY

Local production • local procurement • community kai • skills • food waste • connections • local infrastructure • restoration

These spheres are interconnected. Regional action can demonstrate what works, strengthen our influence and provide evidence for wider change.

What is still being built

- A clearer baseline of household and community food security, including who experiences insecurity, its drivers and how experiences differ across Te Tauihu.
- A better understanding of regional food flows - what is produced, exported, imported and consumed locally.
- A better understanding of how value flows through the regional food system - where value is created, where it is retained, and where there may be opportunities for more of that value to remain within Te Tauihu.
- The computational model and future scenarios.
- A stronger understanding of infrastructure and investment needs.
- More direct engagement with communities, producers, Mana Whenua, health, business and government.
- A practical set of indicators and baselines for measuring progress.
- A clearer understanding of which food-system barriers can be addressed locally or regionally, which can be influenced through partnerships and investment, and which require national advocacy or system change.

4. Our emerging vision and areas for collective action

Our emerging vision is for a food system where people and place thrive through kai - supporting nourishing and affordable kai, healthy whenua, wai and moana, thriving communities, a resilient regional economy, strong culture and identity, and positive outcomes for future generations.

From the work undertaken so far, we have identified six emerging areas for collective action. Together, they identify where we currently think collective action could make the greatest difference to achieving our vision.

They are not intended to be the final areas of collective action for the Te Tauihu Food Strategy. They provide a starting point for discussion and action and will be tested and refined through the Te Tauihu Food Strategy Working Group, the November 2026 KAMA Conference and the wider 2027 engagement programme.

The final areas for collective action, actions and measures for the Te Tauihu Food Strategy will be informed by what we learn through that process.

Area 1 – Nourishing and affordable kai

- Improve access to nourishing, affordable kai that reflects people's cultural preferences, food traditions and ways of gathering, preparing and sharing food.
- Strengthen household, community and regional food resilience during emergencies and supply-chain disruption.
- Support māra kai, pātaka kai, food rescue and community food infrastructure.
- Reduce food waste and improve food equity.

Area 2 - Healthy whenua, wai and moana

- Restore and protect whenua, wai, moana and biodiversity.
- Support diverse, sustainable, regenerative, organic and climate-resilient approaches to food production, appropriate to place and context.
- Support appropriate access to whenua, wai and moana for gathering, growing and harvesting kai.
- Strengthen catchment and ecosystem approaches.
- Recognise and protect the long-term value of highly productive land and water for future food production.
- Protect and strengthen indigenous food systems, customary food practices and taonga species.

Area 3 – A thriving regional food economy

- Strengthen local value chains and food enterprises.

DRAFT

- Increase local procurement and consumption of locally and regionally produced food.
- Develop regional provenance and strengthen connections with tourism and hospitality.
- Identify and invest in enabling infrastructure, including processing, storage, cold-chain, transport, logistics and distribution.
- Retain more of the economic and social value generated through food within Te Tauihu communities.
- Support innovation and higher-value opportunities.
- Strengthen the viability and diversity of local growers, producers, processors and food businesses.
- Better understand and address the economic, regulatory, infrastructure and market conditions affecting the viability and competitiveness of local food enterprises.

Area 4 - Collective leadership and partnerships

- Strengthen collaboration across Mana Whenua, communities, growers, producers, businesses, councils, researchers, health, government and funders.
- Align investment, knowledge and resources.
- Support local and community-led action.
- Clarify governance and delivery arrangements for the long term.
- Build a strong regional voice for kai, enabling Te Tauihu to advocate collectively on national policy, regulatory and systemic issues affecting our regional food system.

Area 5 - Mātauranga Māori, research and innovation

- Protect mātauranga Māori and ensure its use is guided by appropriate tikanga, authority and relationships.
- Strengthen research, data, evidence and monitoring.
- Support indigenous crops, taonga species and new knowledge pathways.
- Build collaborative research partnerships.
- Foster innovation and commercial opportunities where appropriate.

Area 6 - Food knowledge and capability

- Build food literacy and practical skills through education, training and hands-on learning in growing, harvesting, preparing, preserving and sharing kai.
- Support rangatahi leadership and participation in shaping the future food system, alongside schools and intergenerational learning.
- Develop workforce capability and leadership.
- Strengthen community capability and self-reliance.

5. From a Te Tauihu Food Strategy to Action – The Motueka Call

The Motueka Call is where we begin.

DRAFT

The Motueka Call is our first place-based opportunity to put the emerging Te Tauihu Food Strategy into practice. Rather than waiting until 2028, it provides a way to test practical action, strengthen existing initiatives and learn what works.

Motueka offers a strong starting point because of its horticultural economy, Mana Whenua leadership, marae, community food initiatives, local growers and producers, food businesses, and active environmental and community networks.

The purpose is not to create another organisation, strategy or programme. It is to **connect what is already happening, strengthen successful initiatives, identify gaps, test practical ideas and learn from what works**.

The Motueka Call proposes five areas for practical action:

Grow and share local kai

Strengthen the ways local kai is grown, shared and made available within the community.

Buy and support local

Strengthen local procurement, local food businesses and connections between growers, producers, hospitality, retailers, organisations and consumers.

Restore whenua, wai and moana

Support food production that restores and regenerates whenua, freshwater, moana and biodiversity.

Build knowledge and capability

Strengthen food knowledge, practical skills, mātauranga Māori, rangatahi involvement and intergenerational learning.

Waste less and build circular food systems

Reduce food waste, strengthen food rescue and second-harvest initiatives, and explore circular and innovative uses of food and organic resources.

The proposed **Motueka Call is set out in Appendix 1**. It will be tested with the Te Tauihu Food Working Group before being launched at the **Kai Anamata mō Aotearoa Conference in November 2026**.

The conference will be used to connect people across the Motueka food system, identify what is already happening, what should be strengthened, where the gaps are, and who is willing to contribute. Practical actions and partnerships will then emerge from that process rather than being predetermined.

What we learn through the Motueka Call will feed back into the development of the wider Te Tauihu Food Strategy. The intention is not to replicate Motueka elsewhere, but to understand what can be learned and adapted for different places and communities across Te Tauihu.

DRAFT

6. Building from what is already happening

A major strength of Te Tauihu is that significant work is already underway across food security, māra kai, food rescue, restoration, biodiversity, catchment management, research, environmental monitoring, health, local enterprise and community development.

These initiatives are not separate from the Te Tauihu Food Strategy. The opportunity is to understand how existing and emerging work can contribute to a stronger regional food system, where greater connection or alignment could add value, and where there are gaps that may require new action.

Connect. Strengthen. Fill the gaps.

Examples of aligned activity include community kai and food-access initiatives, Meet the Need - which originated from an initiative in Mohua/Golden Bay before scaling nationally, Motueka and Te Tauihu catchment and restoration programmes, KMTT Restoring Lowlands, biodiversity and eDNA work, local grower networks, food rescue, māra kai, research institutions and regional monitoring programmes.

A fuller inventory of aligned initiatives will be maintained as a working resource and developed through the 2027 engagement process, including identifying opportunities for greater connection, collaboration and collective impact.

7. Shaping the Te Tauihu Food Strategy together – 2027 Engagement Plan

2027 will be a critical year. The Te Tauihu Food Strategy cannot be built through research alone. We need to hear from the people who grow, gather, produce, distribute, prepare, sell, share and rely on food across Te Tauihu.

The purpose of engagement is not simply to ask whether people agree with the Te Tauihu Food Strategy. It is to shape it together.

Who we need to hear from	**What we need to understand**
Mana Whenua, marae and whānau	Aspirations for kai, whenua, wai, moana, mātauranga, rangatiratanga and future generations.

 ©Wakatū 2026

Growers, farmers and land-based producers	Production, resilience, productive land and water, climate, markets, barriers, opportunities, capability and succession.
Mana Whenua, customary harvesters, fisheries, aquaculture and other moana-based food-system participants	Customary kai and mahinga kai, fisheries and aquaculture, access and resilience, environmental health, mātauranga Māori; economic opportunities.
Food businesses, processors, distributors, retailers and regional economic / business networks	Infrastructure, supply chains, procurement, markets and commercial opportunities.
Foodbanks, food rescue and community organisations	Food access, affordability, food insecurity and community-led solutions.
Rangatahi, schools and education providers	Aspirations for the future food system; rangatahi leadership and participation; skills, knowledge, intergenerational learning and future workforce.
Health sector	Nutrition, wellbeing, food environments and inequities.
Councils and government	Planning, infrastructure, policy, procurement, regulation and investment.
Researchers and science organisations	Evidence, knowledge gaps, innovation, monitoring and modelling.
Funders and investors	Investment priorities, sustainability and what can be enabled.

Proposed engagement pathway

February–April 2027 – Listen and test

Take the emerging Strategy out to communities and sectors through hui and wānanga, targeted sector conversations, interviews, workshops, surveys where useful, and engagement through existing networks. Ask: What matters most? What have we missed? What is already working?

May–July 2027 – Deepen

Hold more focused conversations around the six emerging areas for collective action and the issues that require deeper exploration. This should include targeted engagement on nourishing and affordable kai; whenua, wai and productive land; regional food infrastructure and procurement; regional and national policy, regulatory and commercial settings; mātauranga, research and innovation; food knowledge and capability; and the Motueka Call.

A dedicated moana-based food systems hui or engagement stream will also be undertaken with Mana Whenua, customary harvesters, fisheries, aquaculture, researchers and other relevant participants. This will explore the role of moana in the Te Tauihu food system and ensure that customary kai, fisheries, aquaculture, mātauranga Māori, environmental health and future opportunities are appropriately reflected in the developing Strategy.

This is one area where our current understanding is not yet sufficiently developed, and the intention is to build this part of the Strategy with the people who hold the knowledge, experience and relationships, rather than trying to fill the gap before that engagement occurs.

August–October 2027 – Test the emerging actions

Return the Strategy to stakeholders. Identify priority actions, potential leads, partners, resources, investment requirements and indicators of progress.

November 2027 – April 2028 – Report back

Produce a clear What we heard, What changed, What happens next summary so people can see how their contribution affected the Strategy.

May–September 2028 – Finalise

Complete the evidence base, resolve outstanding issues and prepare the final Te Tauihu Food Strategy.

DRAFT

8. How can you be part of this?

We want the Strategy to move from endorsement to participation. Organisations and communities will be invited to:

- Lead something. Take responsibility for an initiative or action.
- Support something. Provide people, expertise, relationships or resources.
- Fund something. Invest in research, infrastructure or community action.
- Host something. Provide a place for a trial, hui, project or demonstration.
- Trial something. Test a new approach and share what is learned.
- Measure something. Help build the evidence and monitoring system.
- Advocate for something. Help remove policy, funding or structural barriers.

9. Building the evidence

The final Te Tauihu Food Strategy needs to be grounded in evidence as well as community aspiration. KAMA is building a shared evidence base through complementary workstreams.

Evidence workstream	**What it contributes**
Literature and strategy review	What other food systems and strategies can teach us; evidence of best practice and gaps.
Food Security Index	A baseline understanding of food insecurity across Te Tauihu.
Community engagement and survey	What communities value, where barriers exist and what opportunities they see.
Computational food-systems modelling	Testing future scenarios and interactions across the food system.

 ©Wakatū 2026

Biodiversity and environmental monitoring	Understanding relationships between food production, ecosystems and environmental health.
Indigenous crop research	Opportunities for culturally important species and diversified production.

During 2027 these streams should be brought together to answer where the greatest needs and opportunities are, which interventions could make the greatest difference, what evidence is still missing and what should be measured over time.

10. How will we know we are making progress?

Before deciding what to measure, we need to be clear about the changes we want to see. Through the Working Group, conference and 2027 engagement, we will develop a small set of outcomes that describe what success would look like for people, place and the regional food system over time. Those outcomes will then inform the indicators and measures we use.

We should avoid creating an entirely new monitoring system where suitable measures already exist. The Strategy should align, wherever practical, with the Te Tauihu Intergenerational Strategy and Oranga Te Tauihu, alongside relevant food-system indicators.

Potential indicators include:

- household and community food security;
- access to nourishing, affordable kai that reflects people's cultural preferences, food traditions and ways of gathering, preparing and sharing food;
- local procurement and consumption of Te Tauihu-produced food;
- food waste reduction and redistribution;
- participation in māra kai and community food initiatives;
- regional processing, storage and distribution capacity;
- soil, freshwater, coastal and biodiversity health;
- local food enterprises, employment and value creation;
- research, innovation and knowledge-sharing activity;
- Mana Whenua leadership and participation;
- partnerships, investment and collective action;
- food knowledge, skills and community capability.

DRAFT

Consider during 2027 whether an appropriate measure of community connection, participation or food-system belonging can be developed.

11. What is still unresolved?

This draft deliberately leaves some matters open. These are not weaknesses to hide; they are questions the Working Group, conference and 2027 engagement programme need to help answer.

Gap requiring further work	**Question to test**
Mana Whenua leadership and governance	What should Mana Whenua leadership of a regional strategy look like, and how should decision rights work?
Governance after KAMA	Who should hold or coordinate the Strategy after the research programme finishes?
Motueka Call ownership	Who convenes it, and how do Mana Whenua, Council, growers, businesses and community organisations share responsibility?
Geographic scope	How do Motueka learnings translate to Nelson, Mohua/Golden Bay and Marlborough without assuming one model fits all?
Commercial growers	How do major commercial producers participate alongside community and local growers?
Aquaculture, fisheries and customary kai	Are moana-based food systems, customary harvest and aquaculture sufficiently represented?

Food affordability and economics	What actually drives the price and accessibility of healthy kai in Te Tauihu?
Infrastructure	What processing, cold-chain, storage, kitchens, transport and distribution infrastructure do we have and need?
Regional food flows	How much food is produced, exported, imported and consumed locally?
Procurement	What could councils, hospitals, schools, marae and businesses realistically purchase locally?
Health	How should nutrition, public health and inequities be integrated more strongly?
Regional food resilience and self-reliance	What level of local and regional food resilience is desirable and realistic, including during emergencies and supply-chain disruption, and how should this balance with national and export food systems?
Regional value	Where is value created and retained across the Te Tauihu food system, and where are the opportunities to retain more economic and social value locally?
Mātauranga Māori protection	How will mātauranga and taonga species be protected in research, innovation and commercial activity?

Rangatahi	How will young people help design the food system they will inherit?
Investment	Which actions need public funding, philanthropy, commercial or community investment?
Measures and targets	What small set of indicators and future targets will tell us whether conditions are improving?
Policy, regulatory and commercial settings	Which barriers can be addressed locally or regionally, which can Te Tauihu influence, and which require collective advocacy for national or system change?

12. Our pathway to September 2028

2026 – Test

- Regional Food Strategy Working Group tests and refines this draft.
- 10–12 November: KAMA Conference challenges the emerging Te Tauihu Food Strategy and launches and begins testing the Motueka Call.
- End of 2026: conference feedback is captured and the 2027 engagement programme is confirmed.

2027 – Engage, test and act

- Undertake regional engagement.
- Continue KAMA research, modelling and evidence work.
- Progress selected Motueka Call initiatives.
- Identify infrastructure and investment requirements.
- Strengthen and connect aligned initiatives.
- Clarify governance and delivery arrangements.
- Test indicators, baselines and measures.

 ©Wakatū 2026

September 2028 – Finalise

- Publish the final Te Tauihu Food Strategy.
- Confirm the final vision and areas for collective action.
- Complete the evidence base.
- Set out the regional action framework and Motueka Call learnings.
- Confirm delivery and partnership arrangements.
- Confirm monitoring, reporting and review.
- Set out the longer-term implementation roadmap.

What we want people to remember

1. **Kai connects people and place. A resilient food system supports nourishing communities, healthy whenua, wai and moana, and a thriving regional economy.**

2. **We are thinking intergenerationally. Tūpuna Pono asks us to make decisions today that leave future generations stronger.**

3. **Collective action starts now. The Motueka Call provides an opportunity to test practical ideas, strengthen existing initiatives and build partnerships while the wider Strategy continues to develop.**

Note on supporting evidence and references

This working draft is intentionally concise. The detailed evidence, literature review, historical material, aligned-initiative inventory and full bibliography developed through the Kai Anamata Mō Aotearoa (KAMA) programme and Professor Charlie Eason's September 2026 technical draft remain important supporting material. They should be retained as the evidence base for the November conference paper, 2027 engagement and the final September 2028 Te Tauihu Food Strategy.

References and detailed source notes will be consolidated once the substantive content and structure of the Te Tauihu Food Strategy are agreed.

DRAFT

Draft Appendix 1 – The Motueka Call

THE MOTUEKA CALL

A call to practical, collective action for a stronger local food system

Why Motueka?

The Motueka Call is our first place-based opportunity to put the emerging Te Tauihu Food Strategy into practice. Rather than waiting until 2028, it provides a way to test practical action, strengthen existing initiatives and learn what works.

The **Motueka Call** is an invitation to do something about that together.

Motueka provides an opportunity to begin now: connecting what is already happening, strengthening successful initiatives, identifying gaps, testing practical ideas and learning from what works.

The intention is not to create another organisation, strategy or programme. It is to **connect, strengthen and act**.

Our first task is to connect Motueka's food system - bringing together Mana Whenua, growers, producers, businesses, community organisations, schools, researchers and others; mapping what is already happening; identifying connections and gaps; and creating opportunities for people to work together.

Our call

We invite Mana Whenua, marae, whānau, growers, producers, businesses, schools, community organisations, researchers, health organisations, local and central government, funders and others to work together to strengthen the Motueka food system.

Our starting question is simple: **What can we do together to ensure that the people and place of Motueka thrive through kai – now and for future generations?**

In doing so, we are guided by **Tūpuna Pono - our responsibility to be good ancestors**.

We propose five areas for collective and practical action.

1. Grow and share local kai

We want to make it easier for locally grown kai to reach local people.

 ©Wakatū 2026

This could include strengthening māra kai, community gardens, food forests and edible public spaces; mapping where food is grown and shared; developing second-harvest relationships with orchards and growers; strengthening pātaka kai and food-sharing networks; and providing practical opportunities for people to learn how to grow, harvest, preserve, prepare and share kai.

2. Buy and support local

We want more of the value created through food to remain within our local economy and community.

This could include strengthening connections across the food system between growers, producers, processors, retailers, hospitality providers and consumers; increasing procurement of food produced within Te Tauihu by businesses and institutions; supporting local markets and food enterprises; making food produced in Te Tauihu easier to identify, access and purchase; and exploring how Motueka and Te Tauihu can better recognise, promote and celebrate locally produced kai and the values and production practices behind it.

We will explore a **Motueka Kai Pledge**, inviting businesses, organisations and individuals to make practical commitments to supporting the local food system.

A pledge might be as simple as a café sourcing more seasonal produce locally, an orchard supporting second harvest, a school growing food, an organisation purchasing locally for events where practical, or a business providing expertise or resources to a local initiative.

3. Restore whenua, wai and moana

A resilient food system depends on healthy whenua, wai and moana. We want food production, restoration and biodiversity to strengthen and regenerate one another, rather than compete.

This could include connecting growers and food producers with catchment and restoration initiatives; developing demonstration sites; improving soil, freshwater and ecosystem health; restoring biodiversity; strengthening indigenous food systems, taonga species and rongoā pathways; and sharing regenerative and climate-resilient practices.

4. Build knowledge and capability

Food resilience is also about what people know and what knowledge is passed between generations.

We want to strengthen food knowledge and capability through schools and rangatahi programmes, food gardens, wānanga, seed saving, growing, preserving, fermentation, cooking and food literacy.

DRAFT

We also want to strengthen opportunities for mātauranga Māori and local food knowledge to be passed between generations, while ensuring that mātauranga is appropriately respected and protected.

5. Waste less and build circular food systems

Food should be valued as a resource.

We want to reduce edible food going to waste, strengthen food rescue and second-harvest systems, increase composting and circular approaches, and explore opportunities to create new products and enterprises from food and organic material that would otherwise be wasted.

How you can contribute to the Motueka Call

The Motueka Call will only matter if it leads to action.

We invite people and organisations to consider what they could contribute.

Could you:

- **Lead something** – take responsibility for an initiative or action?
- **Support something** – contribute people, expertise, relationships or resources?
- **Fund something** – invest in research, infrastructure or community action?
- **Host something** – provide a place for a trial, hui, project or demonstration?
- **Trial something** – test a new approach and share what you learn?
- **Measure something** – help us understand whether change is occurring?
- **Advocate for something** – help remove a policy, funding or structural barrier?

A commitment does not need to be large.

Small actions across many organisations can create significant collective change.

What happens next?

The Motueka Call will be launched at **Kai Anamata mō Aotearoa – Food Security in a Changing World, 10–12 November 2026**.

The conference will be used to identify practical ideas, existing initiatives that could be strengthened, people and organisations willing to contribute, and potential first actions.

Following the conference, these contributions will be brought together into an initial **Motueka Call Action Plan**.

DRAFT

During 2027 we will:

- connect and map existing Motueka food-system initiatives and the people involved;
- identify strengths, gaps and opportunities for greater collaboration;
- confirm the first practical actions and the people or organisations willing to lead or support them;
- test selected initiatives;
- identify barriers, resources and investment requirements;
- establish a small number of measures of progress; and
- share what we learn.

After the first year we will ask:

What changed? What worked? What didn't? What should we do next?

The lessons from Motueka will feed directly into the final Te Tauihu Food Strategy.

They may also help other communities across Te Tauihu develop their own place-based responses. The intention is **not to replicate Motueka everywhere**, but to learn what can be adapted to different places.

Opportunities to explore, not commitments

- Explore whether a Motueka/Te Tauihu kai fund or investment mechanism could help enable practical local food initiatives and fill funding gaps.
- Explore options for stronger regional food identity, recognition or provenance.
- Keep organic/Hua Parakore/certification approaches available for further testing rather than adopting a single preferred model.
- Keep participatory approaches such as citizens' assemblies as an engagement idea for further consideration, not a Strategy commitment.

The invitation

The Motueka Call is not asking everyone to do everything.

It is asking each of us:

- **What is one thing we can contribute to a stronger, healthier and more resilient local food system?**
- **What can we achieve together that we cannot achieve alone?**

DRAFT