



**Miraka
is Milk.**





Nurturing our World



About Miraka

Miraka is the first Maori owned and managed dairy factory.

Situated at Mokai, 30km northwest of Taupo.

Miraka is the result of Maori land owner industry frustration leading to a decision to **take control of their farming futures** by manufacturing their own product and selling directly to a global market.



About Miraka

Established in 2009. Starting production in August 2011.

Miraka is owned by a group of Maori trusts and incorporations:

- Tuaropaki Kaitaki Ltd
- Wairarapa Moana Incorporation,
- Waipapa 9 Trust
- Hauhungaroa Partnership
- Tauhara Moana Trust and
- Pouakani Trust.

Strategic partner Vinamilk - 23% owned



About Miraka

The factory produces

- whole and skim milk powder as high-quality ingredients;
- various individual consumer powder packs under a high-value brand; Taupo Pure and Whaiora
- UHT milk dedicated to 250 ml Tetra Pak bricks available in:
 - Full Cream
 - Trim Milk
 - High Protein
- Frozen Milk Concentrate



About Miraka

- Miraka milk comes from 107 farms
- All within 85km of our dairy processing plant.
- Total of 70,000 cows
- Total farming area of ~27,000 Ha





Miraka – taking control

Vision

Nurturing our World.

Values – tikanga and kaitiakitanga in factory and on farm.

Our environment worldview is of paramount importance.

Legacy factory and farmer whanau - future generations benefit from our work.



Miraka – taking control



Legacy - future generations benefit and remember our work.



Miraka – taking control



Legend – we begin today what
becomes the hero's story tomorrow

Miraka – taking control



Leadership – being true to ourselves
and following our North star

**TE ARA
MIRAKA**





Te Ara Miraka

Established in 2015 to produce first class milk with the lowest environmental impacts and greatest farming efficiencies.

Works closely with farmers to achieve practices that set a high standard of quality and sustainability.

Each year these standards evolve and expand e.g. biosecurity and create a 'new normal'

To supply milk to Miraka farmers must participate in Te Ara Miraka.



Te Ara Miraka

The programme establishes a long-term commitment to:

- Care for the land (Taiao)
- Achieve profitability (Taurikura)
- Grow and support staff (Tangata)
- Produce quality milk (Miraka)
- Maintain healthy and happy animals (Kau)

Is a standards based programme that prescribes best practice.

Farms meeting Te Ara Miraka standards stand to gain an additional 20 cents per kilogram of milk solids - on top of the Miraka milk price.



Te Ara Miraka

Te Ara Miraka has evolved to provide a relationship platform for important conversations:

- 100 years, 100 farms
- Legacy farming
- Practice change
- Leadership

Te Ara Miraka is creating a new norm.

https://youtu.be/dn_udjkOHZ0



Te Ara Miraka

Our new norm is building attunement and alignment with the “matauranga Miraka” but is not the end note - it’s the opening stanza.

Belly-based farming – attuned & aligned with the total farm environment.

Responding from what feels right, sensible & good – creative farming or poetry in pasture

Alignment allows the trainer wheels to come off

Shifts Te Ara Miraka away from standards, compliance and monitoring - encourage not enforce, admire not admonish

Lifts Te Ara Miraka to Farmer-led vision, empowerment, energy and innovation.



Te Ara Miraka

Belly-based farming will allow farmers to intuit and start to connect the dots between climate change, essential freshwater, biodiversity and te mana o te taiao.

It allows them to design and define for themselves how to 'Fit' for a better World.

At Miraka we do not want government to define or prescribe how our farmers should 'fit' according to policy boxes.

We think that is a our and our farmer's role.

Nor do we believe waiting (perhaps in vain) for a vaccine or inhibitor to 'save' the industry.

We prefer to act now and to be fit and ready for whatever the future holds for us.



What's it got to do with Climate Change?!





What's it got to do with Climate Change?!

Nothing





What's it got to do with Climate Change?!

Nothing or no more or less than our current farm
level response.





What's it got to do with Climate Change?!

Unless ETS payments serve to deeply re-connect
farmers with the natural environment...





What's it got to do with Climate Change?!

Unless 'knowing your number' lifts farmers into
proactive action and innovation





What's it got to do with Climate Change?!

Unless FEPs shifts farm behaviours towards legacy
farming





What's it got to do with Climate Change?!
Unless we turn the mind, touch the belly, connect
to the heart of farmers....





What's it got to do with Climate Change?!

Unless we turn the mind, touch the belly, connect
to the heart of farmers....

It doesn't matter what we do!





Te watea o te hinengaro
Te rere pai o te wairua
Nga mea katoa- ka taea!
Right mind, right spirit, right outcome!



AMENE

