



# NURTURING OUR WORLD



Māori are the indigenous people of New Zealand who have developed a culture based on synchronicity and connection with the natural environment. Māori have long been an active influence on New Zealand culture. Today, in a modern context, they are using their traditional cultural values to guide their own business and, ultimately, influence the dairy businesses of New Zealand.



### Miraka is Māori

Miraka is an example of an indigenous business that New Zealand dairy businesses sit up and take notice of.

Miraka is the first Māori-owned and managed dairy factory in New Zealand. Situated at Mokai, 30km northwest of Taupō, Miraka is the result of Māori land owners who stepped into the manufacture and marketing of their own products to the world.

As an indigenous enterprise, Miraka has an inter-generational view of business including a 100-year view on success, relationships, growth, and profitability. Its vision is to “Nurture our world” in a way that cares for people and planet.

*Kaitiakitanga* (inter-relatedness of people and the environment) is a core ancestral value of Miraka and drives behaviour in the factory and across its farm supply base. *Tikanga* (graceful and enduring natural balance) is another inherited value. Together these values light the path for the current and future growth of the company.

Miraka wishes to act as a catalyst for vision, leadership, and relationship-building at community, local, national, and international levels.

Whole milk powder production began in 2011 with the addition of a UHT plant in 2014. The Taupō Pure brand was created in 2017 as a platform for direct customer sales.




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Local farms supply 1.4M litres of milk a day from 70,000 cows, over a combined land area of 27,000 hectares. Miraka currently produces 60 million litres of UHT milk and 35,000 tonnes of milk powder annually.

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CASE STUDY



**MIRAKA UNDERSTANDS THE DEEP CONNECTION BETWEEN PEOPLE AND THE NATURAL WORLD. IT TAKES ITS ROLE AS KAITIAKI SERIOUSLY — THIS IS REFLECTED BOTH WITHIN ITS ORGANISATION AND IN ITS BUSINESS RELATIONSHIPS.**

**Miraka is Connection**

Miraka was the first dairy factory internationally to use electricity and heat energy from renewable geothermal sources. It directs its organic waste to a worm farm to produce compost and uses its treated wastewater to irrigate adjacent farmland. Auditing waste streams, exploring alternative technologies, utilising re-useable/re-cycleable materials and a culture of continuous improvement all provide an important foundation for a resilient low-emissions, no-waste future.

Future ISO 14001 accreditation will assist Miraka to structure its environmental actions into an internationally recognised management framework.

Te Ara Miraka (the Miraka way) - its farming excellence programme - was introduced in 2015. To supply milk to Miraka, farmers must participate in Te Ara Miraka.

The programme aims to produce first-class milk with the lowest environmental impact and greatest farming efficiencies. Effluent and nutrient management, cow reproduction, in-calf rates, and milk production standards are audited annually. Farms meeting these standards gain an additional milk price premium.

The programme is a long-term commitment to provide Miraka farmers with the ability to care for the land, achieve profitability, produce quality milk, and build stronger communities. All waterways are stock fenced, dairy shed water is 100% free of E Coli and sediment, and all farms have Farm Environment Plans. Over time, Miraka expects to extend its influence beyond its own circle of production. There is much scope for change and better integration between milk production, environmental regeneration, and community revitalisation. Miraka see this as a step-by-step, conversion-by-conversation process on-farm, within community, and across industry.



**Miraka is More**

As an indigenous business, Miraka brings an additional quality to its business. It thinks about the world and its place upon it differently. Planning and thinking is always with an eye on the coming 100 years. As a values-based business, finding alignment within the organisation and across its external business relationships is seen as key to its success.

As a small company, Miraka wants to take on some big challenges. Saving the Planet is a tough order for a small dairy company and Miraka is always on the look-out for like-minded and like-spirited people and organisations. In doing so it seeks to create relationships that are not just transactional, but transformational. Building the right relationships will help it grow, learn, and collectively, shape the world and its future.

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Miraka is an indigenous dairy company 10-years new to the global market, driven by a 100-year focus on the future and supported by 1,000 years of wisdom and tradition.

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Mahi (work) means more at Miraka – the Māori culture and traditions of the organisation are a real point of difference. Attend one of its hui (meetings) as a guest and you'll soon feel part of the whānau (family).

As tangata whenua (people of the earth), Miraka wants to take actions and create ideas that are life-affirming and environmentally sound.

