



EVERYONE EATS ŌPŌTIKI

FOOD SYSTEMS BACKGROUND AND MAPPING REPORT
FEBRUARY 2021



1. EXECUTIVE SUMMARY

The analysis report forms the foundation and background mapping in a multi-year, collective impact food systems project: Everyone Eats Ōpōtiki. This project will inform the development of a good food roadmap for the Ōpōtiki District and support the implementation and achievement of the objectives agreed upon by the Everyone Eats Ōpōtiki Collective.

There are immense literature and evidence to support a relationship between nutritious, healthy food and good living. The analysis report discusses the multiple and complex dimensions of this relationship having a direct bearing on the Eastern Bay of Plenty community, its residents, and their quality of life. Through a desktop analysis of existing policies, strategies, and relevant reports complemented by a small number of interviews with key informants, Healthy Families East Cape has explored some of the principal systemic influences on the food system of the Ōpōtiki District. It aims to uncover the contextual reasons why many Eastern Bay of Plenty residents are not eating well while exploring a return to a Māori systems approach. With a systems lens, Healthy Families East Cape reveal factors at the local and national levels across the domains - economy, ecology, politics, and culture, that influence and shape what foods end up in households, restaurants, cafes, and workplaces of the Eastern Bay of Plenty, particularly the Ōpōtiki District.

The analysis report also identifies gaps in the documentation and weaknesses across the ecosystem of Ōpōtiki District through programs, projects, and initiatives previously undertaken. From the analysis of gaps and disparities in the infrastructure, Healthy Families East Cape has formed recommendations for developing and implementing an Ōpōtiki District Good Food Roadmap. Healthy Families East Cape does not claim this to be exhaustive or comprehensive. Instead, it demonstrates an evidence-based approach, acting as a starting point for creating discussions and future action, laying the foundations for Everyone Eats Ōpōtiki.

The team at Healthy Families East Cape would like to thank the whānau, stakeholders, and broader Ōpōtiki community for supporting and enabling this work, sharing their time, experiences, and ideas during phase one of the project.

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2. PRINCIPLE FINDINGS AND RECOMMENDATIONS

Economically, food is an integral part of a balanced production and exchange system. A food system includes actors across many levels and their intertwined value-adding activities involved in the production, processing, distribution, consumption, and disposal of food products that originate from agriculture, fisheries, and parts of the broader economic, societal, and natural environments in which they are embedded (Food and Agriculture Organisation of the United Nations, 2018). In response to the Healthy Families East Cape's methodology and approach, the report findings are classified as follows; economy, ecology, political and cultural.

ŌPŌTIKI ECONOMY - KEY FINDINGS

1. There are significant opportunities to support existing and new business and iwi ventures to achieve greater produce diversity and expand production across the Ōpōtiki District.
2. Ōpōtiki District has a small local market challenged by the large population of the wider Bay of Plenty region. The business density amplifies the idea of Ōpōtiki District being a less attractive location for bringing in and retaining skilled labor, especially in the food industry.
3. A large percentage of land in the Ōpōtiki District is Department of Conservation owned or managed (Ōpōtiki District Council, 2020), adding complexity to the lack of terrain available for building a local food economy owned and operated by the people of Ōpōtiki District.
4. Ōpōtiki residents have significant economic pressures such as high unemployment and deprivation that lead to continued unhealthy eating patterns and poor overall health and wellbeing.
5. The recent \$26 million investment into the Ōpōtiki town upgrade and aquaculture reveal the opportunity to create more than 400 jobs (Rotorua Daily Post, 2020). Of particular note the Whakatōhea sea-based mussel farm, a significant commercial opportunity and a key element in the region's aquaculture strategy.

While the wider Bay of Plenty region has an established thriving agriculture sector, Ōpōtiki District and its coastal parts remain an economic area that requires focused attention to balance the inequities relating to accessing affordable, nourishing, local food. Provision of investment in key infrastructure and support for aquaculture opportunities that the region can provide is one way to respond to this issue.



ECONOMICAL RECOMMENDATIONS

1. Support local small - medium social enterprises, business innovation, and job creation - Sheep dairy and goat dairy are emerging industries that have real potential to meet environmental expectations and have nutritional benefits that are driving global demand for their dairy products.
2. Continue to explore other areas of opportunity to support local Iwi in their emergence as successful food providers - The tribal authority of Te Whānau-ā-Apanui has managed a successful fisheries operation since the early 1990's (Shields, 2020) and have become increasingly involved in economic developments, back boning the emergence of developments and business units like these are essential to increasing the levels of land and sea productivity and creating job opportunities for locals.
3. Support local suppliers to provide economically accessible, locally produced food - recently established social enterprise Pā to Plate is connecting descendants to whenua via kai and kōrero, the project aims to reconnect people to their lands, rebuild the Māori food economy in Tai Tokerau, and connect local growers and producers with each other and their Marae (Pa to Plate, 2021).
4. Work and collaborate across the local food system to inspire and rouse changes in pre-existing food retailers that will enable consumers to make healthier choices - support local, buy local.
5. Exploring entrepreneurship and intrapreneurship opportunities, alongside stakeholders, as key components for accelerating systemic economic growth and substantially improving economies' performance.

ŌPŌTIKI ECOLOGY - KEY FINDINGS

1. Te Toi Ahorangi 2030 Strategy is a commitment to reducing the disparity in health status between Māori and non-Māori in the Bay of Plenty. It has been adopted and fully endorsed by the Bay of Plenty District Health Board (BOPDHB) (Bay of Plenty District Health Board, 2020). The Strategy demonstrates a partnership between Te Tiriti o Waitangi, BOPDHB, and Te Rūnanga Hauora o Te Moana a Toi (Te Rūnanga), with the ecological nature and worldview of Tangata Whenua at the forefront of their collective thinking, planning, funding, and decision-making (Te Pare o Toi, 2021).
2. The most ecologically valuable sites on the Ōpōtiki Coast have been identified by the Department of Conservation as a high priority for conservation (Walls, 1998).
3. The Whakatōhea Māori Trust Board has highlighted a key priority focus to lead environmentally sustainable practices as active partners and kaitiaki of their natural resources (Whakatōhea Māori Trust Board, 2021).
4. The Ōpōtiki District's public sewer network is old (1950's) and subject to significant inflows of stormwater and infiltration (Millar and Nirainjanan, 2018) with not only storm events but growing significant contributors to pollutant loads of agricultural, domestic, and forestry land use.
5. Ōpōtiki has a very high proportion of children who are overweight or obese (Scarfe, 2016), in part caused by neighbourhood deprivation and lack of fresh food outlets (food deserts) throughout the district.
6. A large percentage of land is Department of Conservation owned or managed, indicating the prioritization of conserved land for non-food growing purposes.
7. Approximately 46% of Māori males and 62% of Māori females consume less than two servings of fruit each day.
8. In September 2019, the Ōpōtiki District Council gave notice to central government for urgent action on the climate change crisis and ecological breakdown, declaring a Climate Change Emergency (Extinction Rebellion, 2019).

Ecologically, living in a sustainable environment that enables availability and access to nutritious food directly relates to better health outcomes. There is increasing evidence supporting the idea that a high intake of vegetables and fruit promotes health and can also decrease the risk of chronic diseases. Growing an affordable and nutritious food environment can, therefore, contribute to improving this problem.



ECOLOGICAL RECOMMENDATIONS

1. Encourage and develop local food production initiatives through establishing and supporting community gardens (e.g., Pākowhai Community Garden).
2. Prioritize climate change action and create opportunities that accelerate community-level education regarding climate change's looming effects.
3. Encourage opportunities for kaupapa Māori practitioners of mahinga kai to share their knowledge that enables communities to develop a sustainable, local food environment.
4. The Ōpōtiki harbour (Otara and Waioeka rivers) and the Waiotahi Estuary provide particular opportunities for exploring advanced technologies such as onshore aquaculture and farming as new ways of food production.

ŌPŌTIKI POLITICS - KEY FINDINGS

1. Systems thinking is new to most people and an emerging approach to health prevention in the region. Healthy Families East Cape have evaluated through reports and conversations with government, stakeholders, and community that this way of thinking is an opportunity to test different approaches and methods that strengthen prevention through building community capacity and networks within Ōpōtiki.
2. The Ōpōtiki District Council's development and implementation of Ōpōtiki Town Centre Revitalisation project acknowledges horticulture and agriculture business opportunities given the diverse range of local produce (Ōpōtiki District Council, 2020).
3. An analysis of existing policies and strategies of the local council and partnering stakeholders mentions ambitions of healthy eating by the community and affordable local produce. However, a direct focus on building our local community's capacity and capability to grow a sustainable, regenerative food environment is not reflected in strategic co-design aspirations.
4. Mana Whenua Report – A Vibrant and Regenerative Ōpōtiki Community (Whetu Consultancy Group, 2018) commissioned by Te Whakatōhea in 2018 highlights a strong desire to strengthen the relationship between Iwi and local government. The two stakeholders are working in partnership and with improved consent and permitting processes to accelerate the realization of the aspirations of Tangata Whenua.
5. Traditionally, local governments are risk-averse when investing heavily in new programs because of the likelihood of change or disruption in the political environment and health programs linked to government funding election cycles. A review of current policies, public goods, and services can help identify specific areas for improvement to support growth and development in the private sector.
6. A multi-level government and the over-reach of central government in localized regional affairs remains a major challenge in initiating health programs linked to government funding.

Ōpōtiki District Council has taken steps to develop and implement the Ōpōtiki Town Revitalization Project that speaks to horticultural and agricultural opportunities. Healthy Families East Cape is aware of critical issues that affect a vibrant food system and what local government can directly change, influence, and what is beyond its power. Local government could take a lead in this area supporting Ōpōtiki to becoming a District that consciously treats food as a central part of its social life by building questions of the vitality of the local food environment as part of its policy-making.



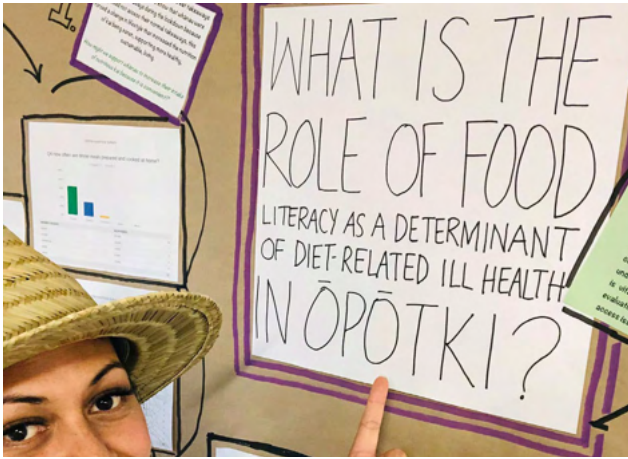
POLITICAL RECOMMENDATIONS

1. Build capacity within Ōpōtiki District Council and amongst stakeholders by integrating food systems thinking across different system levels and within key council plans and strategies.
2. The Ōpōtiki District Council adopts and integrates policies that protect and prioritize local food producers, iwi producers and preserve local food provision to the local district.
3. Review current government policies that are regulatory barriers and place restrictions on the capacity of local farmers, growers, and consumers to buy and sell directly from the farm gate.
4. Implement evaluation processes and priorities from the outset of any future projects.
5. Advocate through to other government levels collaboration, deep research and case studies for planning policy changes for better control around density and proximity of fast food outlets within vulnerable communities.

ŌPŌTIKI CULTURE - KEY FINDINGS

1. An estimated 57,000 obese adults are living in the Bay of Plenty (BOPDHB, 2021). The rise in obesity can be linked to rapid societal changes in the late 20th century, creating obesogenic food environments that encourage unhealthy eating and insufficient exercise.
2. A strong predictor of inadequate fruit-vegetable consumption in Ōpōtiki is the lack of access to fresh fruit and vegetables. In a recent food survey conducted (Healthy Families East Cape, 2021), 45% of the respondents said that access to fresh fruit and vegetables in Ōpōtiki and surrounding areas is challenging. Ōpōtiki has one supermarket and one fresh fruit and vegetable store.
3. Intergenerational trauma has meant a significant loss of traditional knowledge and practice for Māori within the district. People living in isolated communities like Ōpōtiki have increased food insecurity when they cannot practice 'mahinga kai' (traditional food practice) to provide for their family.
4. Powerful economic interests influence the eating habits and lifestyles of families and children.
5. During our food mapping phase, conversations with the Everyone Eats Ōpōtiki collective and key stakeholders revealed that future projects' engagement and sustainability would be significantly enhanced if co-designed with the community in a 'bottom way up.'
6. The importance of positive role models and community champions is imperative, with advocacy for change and accountability greatly benefiting from vision, inspiration, and living examples of possibilities.

Culturally, the daily challenges and economic pressures such as cost of living, together with a local framework that has privileged the expansion of non-local food providers, has made the 'healthy choice' the hard choice to make. Transforming a non-local, 'unhealthy' food system from a community-level into one that is circular and supports optimal health and wellbeing for all Ōpōtiki residents requires united and committed action stemming from the aspirational visions and targets that emerge from the Everyone Eats Ōpōtiki project.



CULTURAL RECOMMENDATIONS

1. Healthy eating, dietary habits, and related issues must be analyzed using a helicopter view that factors in all potential causes and their effects. From this perspective, we build a shared understanding of the Ōpōtiki District food environment, its challenges, and opportunities amongst a diverse group of cross-sector stakeholders.
2. Establish a co-owned and widely understood definition and baseline of food literacy amongst Ōpōtiki residents and food system stakeholders.
3. Support community leaders and champions within the local food environment to establish a co-owned and widely understood definition and baseline of food literacy amongst Ōpōtiki residents and food system stakeholders, with the strategic intent of raising food literacy levels across the district, particularly amongst children and youth.
4. Establish and support a local food security alliance of food producers, distributors, and consumers to strengthen food security in the Ōpōtiki District.
5. Create opportunities for communities to immerse in indigenous ways of knowing and being. Increasing support for kaupapa Māori based practice will help embed ancestral teachings of food within communities, leading to an increase in health and wellbeing amongst the general population.



3. INTRODUCTION

Eastern Bay of Plenty residents suffer a range of significant social and health challenges impacting their overall health and wellbeing. The Ōpōtiki District has a predominantly Māori population with deprivation proportions much higher than the wider Bay of Plenty, averaging Decile 10 amongst households (Jackson and Williams, 2016). Tackling these challenges requires a cohesive and systematic approach, guided by a shared vision and shared sense of responsibility and commitment across all organisations and residents of the Ōpōtiki District.

High rates of obesity and chronic health conditions stem from a damaged food system. Healthy Families East Cape work to backbone a cross-sector collaboration to support increasing the knowledge base within the Ōpōtiki District through local projects and initiatives like Everyone Eats Ōpōtiki. Observations of the local hunting and fishing community during COVID19 alert level lockdowns highlighted the challenges within the local food system that extend beyond accessibility, food literacy, and health, and into the economic development and decline of food production, food security, food sovereignty, and local ecology. Healthy Families East Cape is working across the district to identify how enabling Māori leadership and community ownership can provide diverse cultural and contextual perspectives that can help to strengthen the local food environment. Sharing collective experiences and knowledge to find local solutions for social, economic, and environmental challenges is key in raising the health and well-being of the Ōpōtiki District and its residents. The analysis report aims to support and underpin the development of the Everyone Eats Ōpōtiki project bringing together the work undertaken by Healthy Families East Cape; an analysis of council policies, action and strategy documents, engagements with key stakeholders and partners.

Based on the data, Healthy Families East Cape presents an initial summary of the most significant, critical issues that have emerged. The analysis report provides a preliminary assessment of the gaps and opportunities identified in the Ōpōtiki District food system, strategically informing the scope and direction of the Everyone Eats Ōpōtiki project. The analysis report is not exhaustive but is an evidence-based starting point for conversation and community action to emerge, providing a snapshot of the Ōpōtiki District food system and inter-related components.

4. BACKGROUND

HEALTHY FAMILIES EAST CAPE



Healthy Families East Cape focuses on preventative measures aimed at addressing the underlying causes of poor health in environments where we live, learn, work and play.

SYSTEMS THINKING APPROACH

The Healthy Families NZ prevention initiative is distinct from previous attempts to tackle complex health issues; it takes a systems thinking approach. The Healthy Families NZ Summative Evaluation Report (Ministry of Health, 2018) explains that the approach 'recognises that obesity is a complex issue with many causes and influenced by cultural, environmental, and social factors. Healthy Families East Cape staff recognise the approach is to broaden the understanding of complex issues. The evaluation report highlighted the difficulty of explaining the concept of systems thinking to other systems stakeholders and the community.



5. THE EASTERN BAY OF PLENTY CONTEXT

The Bay of Plenty (BOP) region covers a geographically diverse area of residential and rural land. The entire region has a resident population of approximately 225,320 in 2016; it's divided into five territorial authorities (TA) (Statistics New Zealand, 2019) - Western BOP District (2,121 km²), Tauranga City (168 km²), Whakatane District (4,442 km²), Kawerau District (22 km²), and Ōpōtiki District (3,105 km²).



The Eastern Bay of Plenty region has a total resident population of approximately 50,500, comprising of Whakatane, Kawerau, and Ōpōtiki. The population forecast for both the Tauranga and Western BOP TA are projected to have the most significant additions in the next five years. According to Jackson and Williams (2016), Whakatane, Ōpōtiki and Kawerau are projected to have negative growth of 3%, 15%, and 25%, respectively.

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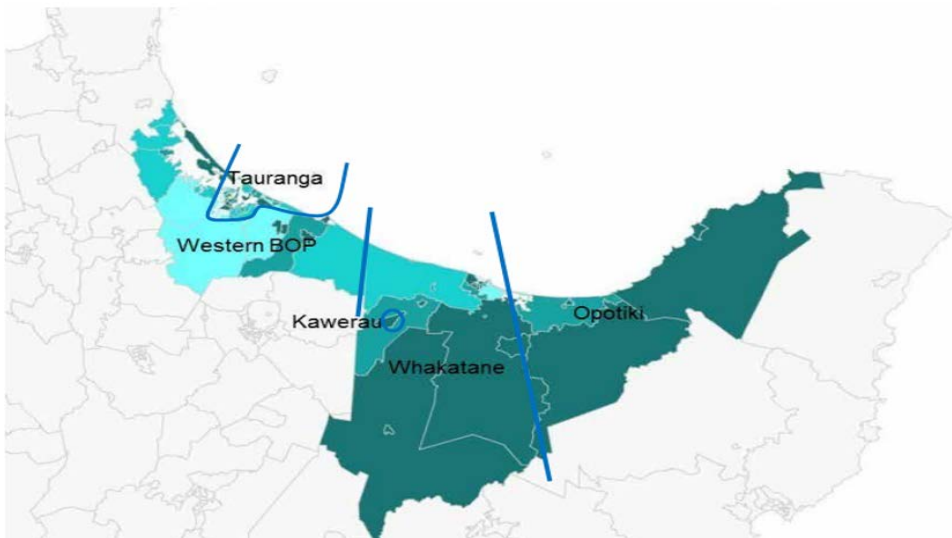


Figure 1. Source: Bay of Plenty District Health Board Health and Services Profile (2016). Statistics New Zealand Boundary maps. Shading indicated levels of deprivations (darker = more deprived). Blue lines indicate approximate boundaries.

ŌPŌTIKI CONTEXT

Ōpōtiki sits alongside Kawerau as being the most deprived regions in Bay of Plenty with 100% of their residents living in quintile 4 and 5 areas

The current population of Ōpōtiki town sits at just over 5,200 residents as of June 2020 (Stats NZ, 2021). There is a total population of approximately 9,000 residents in the wider Ōpōtiki District. In the 2018 Census, approximately 63.7% of people in the Ōpōtiki District said they belong to the Māori ethnic group, and 50.5% identified with the European ethnic group (Ōpōtiki District Council, 2021). Ōpōtiki sits alongside Kawerau as the most deprived region in the Bay of Plenty, with 100% of its residents living in quintile 4 and 5 areas.



Many coastal regions face climate change and population growth, and the Ōpōtiki District is undergoing significant change. The dynamics of climate change and population demographics transform the interrelated economic, ecological, political, and cultural landscapes of Ōpōtiki and the wider Eastern Bay of Plenty.

These changing landscapes bring numerous and diverse opportunities and issues, which have increased the need for the Eastern Bay of Plenty to plan for a resilient, healthy, economically thriving future. We present an overview of the different social domains that may influence and impact future action in both the Ōpōtiki District and the wider Eastern Bay of Plenty.

ECONOMIC PROFILE

Many residents in the Ōpōtiki District and the wider Bay of Plenty region regard fresh food as being too expensive to buy regularly, with families reliant on welfare support and food grants to get by



The Bay of Plenty has a well-diversified range of export-focused industries, including forestry, dairy farming, and horticulture. Kiwifruit and avocados make up some of the most significant horticulture industries across the wider region, employing over 6,000 residents and accounting for at least 80% of the national kiwifruit production (New Zealand Kiwifruit Growers, 2021). Kiwifruit is a well-established and expanding industry in the surrounds of Ōpōtiki, and there has been a rapid expansion on the East Cape around Omaio, Te Kaha, and as far as Raukokore (Explore The East Cape, 2015).

Ōpōtiki's economy is driven primarily by agriculture, with over 400 farms amounting to a total area of 75,660 hectares (Ōpōtiki District Council, 2021). Beef and dairy farms account for 38% of this area, with only 1% in horticulture units. Kiwifruit orchards account for the majority of horticultural land, and the region has plans for deep development to improve the local economy. The region has benefited from manuka honey exports with the increased consumption of health and wellness products globally; this has provided opportunities for Māori industry involvement and potentially expanding manuka honey production in the area.

The injection of \$347.80m Provincial Growth Development Funding (PGDF) into the Bay of Plenty region in July 2020 provides the most significant opportunity for the Ōpōtiki District and Eastern Bay of Plenty to transform their economies. The PGDF provided a much-needed boost in the local aquaculture industry. Ōpōtiki District received the bulk of the funding, with \$117.37million allocated to support the harbour development and construction of the Whakatōhea mussel factory. With both projects, the region forecasts a significant increase in employment opportunities for the district.



Economic factors such as income, employment status, occupation, and education are powerful determinants of health. Stemming from the economic inequities present in the Ōpōtiki District are broader social issues such as poverty, housing, and lack of education. The unemployment rate for Ōpōtiki District is 7.3% compared with 4.5% for the wider Bay of Plenty region; this is higher than the national average. Labourers make up a large portion of the occupations held by people living in Ōpōtiki District at 27.5% compared with 11.3% for all of New Zealand (Stats NZ, 2018). The proportion of Māori adults having no qualification was highest in Ōpōtiki and Kawerau (34 & 35% respectively).

Many residents in the Ōpōtiki District and the wider Bay of Plenty region regard fresh food as being too expensive to buy regularly, with families reliant on welfare support and food grants to get by. In 2012 a population health survey by Toi Te Ora - Public Health Service found 27% of people reported they had gone without buying fresh fruit and vegetables to keep costs down, and around 5% of people accessed food grants or food banks in 2016 over 12 months, equating to over 15,000 people in the region (Bay of Plenty District Health Board, 2016); this number exacerbated by the limited number of fresh food retailers in the Ōpōtiki District compromising the economic affordability and consumption of healthy food for low-income families.

ECOLOGICAL PROFILE

Opportunities for local growers and consumers to connect at 'farm gate' are uncommon



The Bay of Plenty region covers 27,072 square kilometres of land and sea including 18 islands from Lottin Point near Cape Runaway in the east to Homunga Bay north of Waihi Beach in the West. The land area is 16,962 square kilometres. Approximately 67% of the land in the region is forested, and only 1% of land used for horticulture.,

The Eastern Bay of Plenty region has decent access to fertile soils, geothermal resources, favourable climate, renewable energy, and water from coastal and lake environments (Ministry for Primary Industries, 2015). Access to water underpins growth opportunities across most of the key industries in the region. The mild climate and high sunshine hours give the Ōpōtiki District its microclimate. The area is well suited to a wide variety of farming (Explore The East Cape, 2021). These advantages attribute to highly developed production systems supporting crops such as kiwifruit, citrus, and avocados. Opportunities for local growers and consumers to connect at 'farm gate' are uncommon due to policy restrictions and market share characteristics of new retailer spaces that favour larger corporates, including supply and demand challenges for local restaurants and cafes specialising in seasonal and organic foods.

Among other determinants, access to transport, determines whether individuals can participate fully in society, remain active, and access health services when required. In 2013, 8.5% of households reported having no motor vehicle (Bay of Plenty District Health Board, 2016). From the same data, Māori households across the wider region had 10% with no access to a motor vehicle, twice the proportion of non-Māori households. Active transport opportunities increase facilities for physical activity. According to the BOPDHB Health and Service Profile (2016), ischemic heart disease and diabetes are the leading causes of amenable mortality in the Whakatane, Kawerau, and Ōpōtiki regions. Research has demonstrated a strong and consistent link between obesity and diabetes.

POLITICAL PROFILE



*National policy contexts directly
impede on
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The Ōpōtiki District local food system is impacted by the policy context at multiple levels; local, regional, national and global. The current focus is on the local food system, including its interactions with broader policy contexts. National policy contexts directly impede on critical determinants of affordable access to fresh fruit and vegetables locally as the competition planning framework favors larger corporates and the local government planning framework permits the proliferation of fast food outlets in rural and residential areas.



Ōpōtiki Town Centre Structure plan establishes a series of principles 'Spruce it Up', 'Heritage and Taonga' and 'Connecting Sea and Land'

RELEVANT POLICY CONTEXT FOR ŌPŌTIKI DISTRICT

Ōpōtiki District Council's (2020) Ōpōtiki Town Centre Structure Plan Summary June 2020 establishes a series of principles; 'Spruce it Up,' Heritage and Taonga' and 'Connecting Sea and Land.' The masterplan builds upon these principles and options. Still, it does not reflect aspirations of an inclusive, sustainable local food environment that will enable residents to have improved access to affordable and nutritious food. Healthy Families East Cape recommends the following:

- Embedding a local food systems approach across the Ōpōtiki Town Centre Structure Plan 2020, including the more comprehensive revitalization project, and all other relevant council plans, policies, and strategies; these will range from the highest-level strategic documents to peripheral plans, policies, and strategies connected to the food system.

To avoid adverse impacts on the environment and waterways, the government announced new national rules and consenting requirements for the management of farming and horticulture activities (The Bay of Plenty Regional Council, 2021), including:

- Dairy farm or forestry-to-pasture conversions of more than 10 hectares
- Irrigation expansion of more than 10 hectares Intensive winter grazing on forage crops Expansion of dairy support activities
- Stock-holding areas
- Synthetic nitrogen fertiliser uses and reporting Work in or near wetlands and rivers Structures in rivers
- Compulsory farm plans
- Water use metering and reporting, and
- Stock exclusion from waterways

CULTURAL PROFILE



Te Whakatōhea endured significant land confiscations, and local hapū relocated onto land reservations. This displacement continues to have longstanding effects on the health and wellbeing of the descendants of Te Whakatōhea

The Ōpōtiki District has a rich history stretching back to the arrival of several waka from Hawaiki to Aotearoa. The landed waka into the wider Bay of Plenty region include the Mataatua, Nukutere, Takitimu, Te Arawa, and Tainui, with many of the descendent Iwi maintaining their homelands within this region. Of these Iwi, the Ōpōtiki District and Eastern Bay of Plenty is home to Te Whanau-A-Apanui, Te Whakatōhea, Ngai Tai, Ngai Tūhoe, Ngati Awa, Ngati Tūwharetoa ki Kawerau, (McKinnon, 2007).

Following the Musket War invasion of northern Iwi into the Bay of Plenty during the 1820s and 1830s, the mid-1800s saw an influx of European settlers in the Bay of Plenty region. Missionary activity increased during this time, and the name "Bay of Plenty" was established in 1853. Conflict returned to the region in the 1860s at the famous battle of Gate Pa in 1864. In 1865 following the alleged killing by Māori of Missionary Carl Volkner in Ōpōtiki local Iwi, Te Whakatōhea endured significant land confiscations, and local hapū relocated onto land reservations. This displacement continues to have longstanding effects on the health and wellbeing of the descendants of Te Whakatōhea.

Ōpōtiki District has a Māori population of over 60% and over-represented in its highest chronic conditions. Māori children and youth in Ōpōtiki are at increased risk of poor future outcomes; 27% of the population had gone without buying fresh fruit and vegetables to keep costs down (BOPDHB Health and Service Profile, 2016). These risk factors exacerbated when considering all other health determinants for Māori.

*Te Whānau-ā-Apanui remain
steadfast in their right to exercise 'Mana
Motuhake' (authority) over their lands and ocean*



Current local food production activities in Ōpōtiki include the Pākowhai Community Garden established in March 2016. As well as being a place of inspiration, learning and sharing for the community, the garden continues to show how easy and fun growing vegetables can be (Ōpōtiki, 2021). Produce goes towards the community and local foodbank, Whakaatu Whanaunga Trust.

Te Whānau-ā-Apanui remains steadfast in their right to exercise 'Mana Motuhake' (authority) over their lands and ocean. During the COVID19 national lock-down, Rawiri Waititi encouraged more Māori communities to come together and take charge of their well-being (Paranihi, 2020). Te Whānau-ā-Apanui demonstrated the significance of taking charge by empowering locals to safely access their natural environment as a community food source during the lock-down, including the creation of their own online shopping system 'Apanui World,' an initiative put in place to keep locals living within the Iwi border closures protected. An example of a well-oiled local food system in practice. There is currently one community garden around the coastal region at Maungaroa.

Te Whakatōhea have declared it essential to protect and grow their cultural assets, natural assets, and economic assets



The strategic plan of the Whakatōhea Māori Trust Board looks to build a united and prosperous Whakatōhea nation. Building on the strong connection that Māori has with the Whenua, ocean, and fresh produce that comes from these environments, Te Whakatōhea have declared it essential to protect and grow their cultural assets, natural assets, and economic assets (Te Whakatōhea Māori Trust Board, 2021), placing emphasis on the importance of their people being the greatest asset to the Iwi. Te Whakatōhea and Te Whānau-ā-Apanui, have held tight to their cultural identities, language, and heritage. Years of resilience and growth have seen them reclaim much of their strength in aspirations for their people being well educated, healthy, socially interactive, economically and commercially sound, and living in resilient and prosperous environments.

6. POLICY CONTEXT: NATIONAL & LOCAL

An expert panel recommended 39 actions, prioritising 13 for immediate action from the government strongly suggesting a renewed approach to developing a comprehensive multi-sector Food Systems and Nutrition Strategy

As discussed, the local food system in the Ōpōtiki District is impacted by the policy context at multiple levels: local, regional, national and global. Here, we briefly discuss the first three.

NATIONAL PRACTICE

According to the NZ Nutrition Foundation (2018), the third New Zealand Healthy Food Environment Policy Index (Food-EPI) was conducted from February to May 2020 by an Expert Panel of government public health experts. It used an evidence-based approach to benchmark the government's policies and actions against international best practice for creating healthier food environments. The government has made no progress on implementing healthy food policies since 2017 (Mackay, S. et al., 2020). Many large 'implementation gaps' were still identified, including for healthy food in schools, fiscal policies, and marketing restrictions for unhealthy foods. Other gaps identified related to government infrastructure support for preventing obesity and diet-related diseases.

The expert panel recommended 39 actions, prioritising 13 for immediate action from the government strongly suggesting a renewed approach to developing a comprehensive multi-sector Food Systems and Nutrition Strategy. The 13 recommendations grouped into four main areas: Food Systems and Nutrition Strategy include; Infrastructure; People's capacity; Healthier Food Environments (Figure 2). These actions would collectively result in positive environmental sustainability outcomes, economic prosperity, improved health, and increased equity.

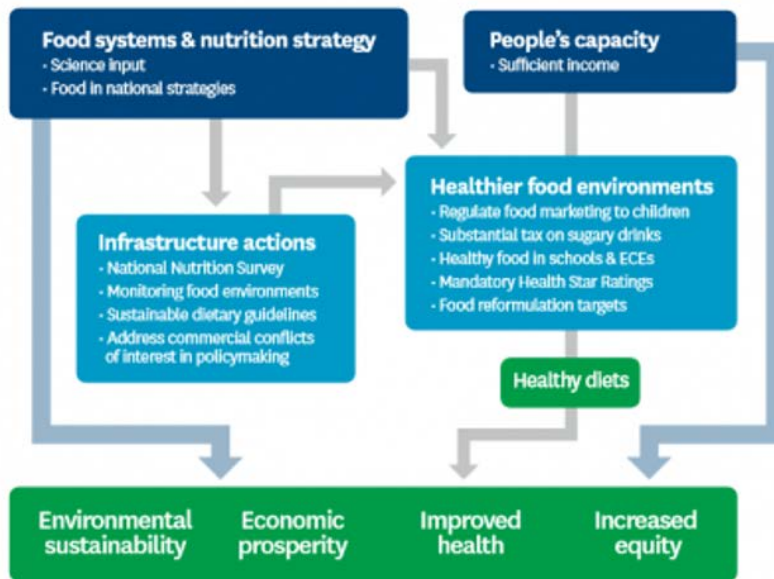


Figure 2 Actions prioritised by the Expert Panel for Government to improve the healthiness of New Zealand food environments (Mackay, S. et al, 2020)

LOCAL GOVERNMENT PRACTICE

At the local government level, policy and practice development are most notable regarding local food systems. It would be possible to detect successive waves of policy, research, and practice development in the following bylaws:

- Food Act 2014
- Alcohol Control 2015
- Eastern Bay of Plenty Local Alcohol Policy Food Hygiene
- Trade Waste
- Mobile shops and other traders

Most food businesses need to register either a food control plan or a national programme, depending on the type of food sold and made and the level of the food safety risk involved (Ōpōtiki District Council, 2021).



7. RESEARCH METHODOLOGY

DATA SOURCES AND KEY INFORMATION SELECTION

Healthy Families East Cape conducted independent online research of documentation and data to ascertain the contexts and issues highlighted in the analysis report alongside data, documents, and websites shared with Healthy Families East Cape. The documents, plans, and policies reviewed of local health data, key policies, and supporting documentation are listed in the following table.

Table Below: The documents, plans and policies reviewed for the analysis report.

<u>Local Government Plans and Policy Documents</u>	<u>National Policy and Supporting Documentation (Ministry for Primary Industries, 2020)</u>
<u>Trading Licence</u>	<u>The New Zealand Health Monitor 2002</u>
<u>Food Control Plan/ National Programme</u>	<u>National Healthy Food and Drink Policy 2019</u>
<u>Food Hygiene regulations</u>	<u>Food Act 2014 (National Program)</u>
<u>Resource Consent</u>	<u>Shop Trading Hours Act 1990</u>
<u>Building Consent</u>	<u>Healthy Food Environment Policy Index</u>
<u>Zero Waste Strategy</u>	<u>Food Control Plan</u>
<u>Certificate of Compliance</u>	<u>Food Regulations 2015</u>
<u>Waste Management and Minimisation Plan 2018</u>	<u>Food (Uncooked Comminuted Fermented Meat) Standard 2008</u>
<u>Environmental Health</u>	<u>Food (Tutin in Honey) Standard 2016</u>
<u>Street Stall Licence</u>	<u>Consumers Right to Know (Country of Origin of Food) Act 2018</u>
	<u>Biosecurity (Meat and Food Waste for Pigs) Regulations 2005</u>
	<u>Animal Products Notice: Manufacture of Dairy Based Infant Formula Products & Formulated Supplementary Foods for Young Children</u>
	<u>Animal Products Notice: Labelling Requirements for Exports of Dairy Based Infant Formula Products and Formulated Supplementary Food for Young Children</u>
	<u>Animal Products Notice: Honey and Honey Based Products - Food Standards Exemption</u>
	<u>Animal Products Notice: Export Requirements for Infant Formula Products and Formulated Supplementary Foods for Young Children</u>
	<u>Animal Products Notice: Animal Products - Food Standards Code – Labelling Exemption</u>
	<u>Food Additives and Fragrance Materials (Combustible) Group Standard 2017</u>
	<u>Food Additives and Fragrance Materials (Corrosive [8.2C]) Group Standard 2017</u>
	<u>Food Additives and Fragrance Materials (Flammable) Group Standard 2017</u>
	<u>Food Additives and Fragrance Materials (Flammable, Toxic [6.1]) Group Standard 2017</u>
	<u>Food Additives and Fragrance Materials (Subsidiary Hazard) Group Standard 2017</u>
	<u>Food Additives and Fragrance Materials (Toxic [6.1]) Group Standard 2017</u>
	<u>Food Additives and Fragrance Materials (Toxic [6.1], Combustible) Group Standard 2017</u>
	<u>Food (Continuation of Dietary Supplements Regulations) Amendment Bill</u>
	<u>Food (Exemption from Compliance with Verification Requirements) Regulations 2020</u>
	<u>Food (Fees and Charges) Regulations 2015</u>
	<u>Food Notice: Approved Food Control Plan Template (British Retail Consortium BRC for Horticultural Operators)</u>
	<u>Food Notice: Approved Food Control Plan Template (Bunnings Warehouse)</u>
	<u>Food Notice: Approved Food Control Plan Template (Care Association of New Zealand)</u>
	<u>Food Notice: Approved Food Control Plan Template (GLOBALGAP)</u>
	<u>Food Notice: Approved Food Control Plan Template (Lone Star Café & Bar Franchise Limited)</u>
	<u>Food Notice: Approved Food Control Plan Template (Ministry of Education)</u>
	<u>Food Notice: Approved Food Control Plan Template (New Zealand Aged Care Association)</u>
	<u>Food Notice: Approved Food Control Plan Template (New Zealand Good Agricultural Practice (NZGAP))</u>
	<u>Food Notice: Approved Food Control Plan Template (Organic Farm NZ)</u>
	<u>Food Notice: Approved official templates for food control plans developed by third parties</u>
	<u>Food Notice: Exemption from operating under a registered food control plan or national programme</u>

[Food Notice: Food for Export - Exemptions from Domestic Compositional Requirements No. 5 2020](#)
[Food Notice: Food Service and Food Retail Business Food Control Plan templates issued under section 39](#)
[Food Notice: Importing Food](#)
[Food Notice: Maximum Residue Levels for Agricultural Compounds](#)
[Food Notice: Requirements for food businesses operating under registered Food Control Plans or National Programmes during the COVID-19 response](#)
[Food Notice: Requirements for Food Control Plans and National Programmes](#)
[Food Notice: Requirements for Recognised Agencies and Persons](#)
[Food Notice: Waiver from evaluation for custom food control plans developed through the "What I need to do"- tool](#)
[Food Safety Law Reform Act 2018](#)
[Import Health Standard: Specified Foods for Human Consumption Containing Animal Products Medicines \(Related Products \(Exempted Foods\)\) Regulations 2003](#)
[New Zealand \(Australia New Zealand Food Standards Code\) Food Standards 2002](#)
[New Zealand \(Bee Product Warning Statements— Dietary Supplements\) Food Standards 2002](#)
[New Zealand \(Permitted Fortification of Bread with Folic Acid\) Food Standard 2012](#)
[New Zealand Food \(Supplemented Food\) Standard 2016](#)



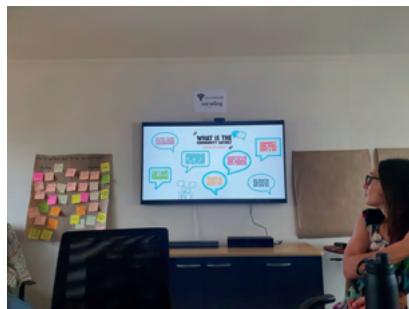
The analysis report is a first step in the Everyone Eats Ōpōtiki project. The purpose is to highlight the current food system work undertaken by Healthy Families East Cape of data, document reviews, and discussions with key informants. The preliminary research was conducted between April 2020 and February 2021 and included the following:

1. A literature review of local health data
2. A broader food policy analysis and literature review of national to local experience
3. A review of key council documents
4. A series of discussions with a small number of key informants
5. Mapping of relevant data highlighting key issues and information gaps

Discussions held in person with:

- Te Ao Hou Trust, CEO
- Local food businesses
- Toi Te Ora Public Health workers

The key informants are identified based on current or previous work in collaboration or alliance with the Eastern Bay of Plenty to improve health outcomes or food access. Key informants responded to a series of broad questions relating to their area of expertise on local data and information available. As a part of the preliminary assessment process, these discussions served as a point of reference to interrogate and compliment the document findings and uncover any undocumented or emerging work, partnerships, or players.





COLLECTIVE IMPACT MODEL

The Everyone Eats Ōpōtiki collective partnership based on the shared view that collective impact will provide a long-term opportunity to address food insecurity and sustainability issues in the community using a 'bottom way up' approach. Over time Healthy Families East Cape anticipates an appetite from other stakeholders to join the collective as work in the local food system progresses.

A collective impact approach involves a group of stakeholders from different sectors committed to a common agenda for solving a complex social problem. The five conditions of success that lead to meaningful results include:

- A common agenda
- Shared agreement on the ways success will be measured and reported
- Mutually reinforcing activities
- Continuous communication and backbone support (an independent, funded staff resource, dedicated to the initiative to co-ordinate the activities)

The Everyone Eats Ōpōtiki collective will agree according to the principles of the collective impact model and life of the project to continuously monitor and evaluate emerging data that progresses against the baseline, feeding the information back into the community to facilitate change. Everyone Eats Ōpōtiki collective is open to new and different approaches for solving complex social problems.

8. DISCUSSIONS AND OBSERVATIONS

To build an appreciation of complex problems that require an integrated approach, the issues, gaps, observations, and opportunities raised cannot be defined by one region. The critical issues definition process helps us understand the complexities of sensitive, external factors, actors, and influences that can be interrelated and across various regions. I.e., Economic Issues –Pressure on local growers to increase production; impacting soil and water systems. Political Issues –Planning framework; impeding on collective efforts to reduce obesity. Cultural Issues – Poor food literacy; shaping our relationship with food.

The report analyses and reflects on the food systems work conducted by Healthy Families East Cape in conjunction with the lived experiences of local stakeholders. The analysis report is a literature review that provides a snapshot of the Ōpōtiki District local food system. It serves as a starting point for broader discussion and analysis from the interpretation of data and documented information retrieved by Healthy Families East Cape. The iterative process of the ongoing evaluation of emerging data will continue for the life of the Everyone Eats Ōpōtiki project. Any required actions identified and prioritised will be following the needs of the community. For clarification, the purpose, critical discussions, and observations highlighted are against the strategic intent of the Everyone Eats Ōpōtiki collective, including conversations with key informants providing additional insight into the findings.





SUSTAINABILITY

Sustainability built into the strategic design of the food system is critical. Everyone Eats Ōpōtiki demonstrates a community-led initiative co-designed by the community in a 'bottom way up approach, more likely to be sustainable, and less vulnerable to political change and upheaval of external environments, enabling community ownership. Observations of traditional 'top-down' approaches to addressing obesity and other dietary-related problems have revealed little validation from the lived experiences of community and grassroots individuals.

NETWORKS



The work across different sectors to building a healthy and fair food system in the Ōpōtiki District is ongoing. Conversations and engagements with key informants and the community highlighted the importance of understanding who exists and is motivated to support the positive growth of a nutritious, affordable local food environment. The Everyone Eats Ōpōtiki project is placed well to support work through these existing networks.

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To the Everyone Eats Ōpōtiki collective partners, local whanau, key informants, stakeholders and wider Eastern Bay of Plenty Community who have contributed to this work, Ngā Mihi.





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