

MY NAME IS STEWART HYDES, AND I AM THE OPERATIONS MANAGER AT MAKIKIMI FRIES. I AM RELATIVELY NEW TO MAKIKIMI FRIES - AND OUR INDUSTRY - HAVING STARTED 4 WEEKS BEFORE COVID LOCKDOWN. First, let me start by thanking you for providing us with the opportunity to come and present to you here today. We appreciate it. <sup>CERTAINLY (AND ME LOSS OF 85% OF OUR SALES)</sup>

In doing so, I fervently hope this is an old-style consultation process .. where, with the utmost of respect, we present our case .. and you listen. I mean that in the nicest possible way .. I really do .. in a way that means we have open minds, looking to be influenced by good arguments, and good news stories.

For I have previously presented to Hearings that have had pre-determined, political agendas – where I have walked away feeling, really, we were wasting our time. <sup>I'M SURE THAT IS NOT THE PARTICULAR CASE HERE - 000</sup> We have high hopes, for this process, and what we are here to do today. <sup>CERTAINLY</sup>

Let me tell you a little about myself, personally. I grew up in rural New Zealand. Mid-Canterbury actually .. just up the road. I grew up fishing, swimming, and enjoying our local river .. the Ashburton. <sup>I'M NOT A FARMER & SO I'M NOT ONE-EYED.</sup> I took it for granted, and I thought nothing of it. It had always been there .. and I thought it always would be.

And in two or three short decades .. I've watched that definitely change.

Stewart HYDES, MAKIKIMI FRIES

Outside of work, I remain a Hunter .. a fisherman .. and a duck shooter. And I want you to think of those things in the context of the indigenous peoples of Greenland, Alaska and the Amazon. Not in the context of Nordic warriors, from Scandinavia.

*T TO BY A <sup>TRUE</sup> HUNTER IMPOSES A STRONG MORAL & ETHICAL CODE. FAR FROM IT.*

Like all of us, I am sure .. it is not all about business, and money. Nor should it be.

I am sure we are all very concerned about the legacy – both economic, and environmental – that we are leaving for our children, and our grandchildren. *That's why we're here today.*

I am particularly passionate .. about preserving our uniquely New Zealand way of life.

We are lucky enough to live in the greatest country on earth – but we are merely custodians. It is our job to look after and protect it.

I have believed this – since long before it was fashionable or common to do so.

*I AGREE*  
^ Not everything we've done – particularly in recent decades – has been well-aligned with this objective.

Personally, I have a couple of stupid, personal rules. One is that I won't work in competition to a previous employer .. and that's stupid, because it means every time I've changed jobs, I've had to completely change industries.

Another is that I will not work in an industry that requires me to compromise my personal values, and integrity.

If there's one thing that being a Hunter and a fisherman and a duckshooter means I do .. it's that I walk slowly .. and I stop .. and I think.

I notice nature. I notice our environment. And I notice our impacts upon it.

Also, I write poetry. It may not be very good poetry – but it still requires me to think about what I am saying, and to choose my words carefully.

I can honestly say .. I've watched the lowland rivers of Canterbury become degraded .. right before my very eyes.

As a result of that, I've personally advocated against the harmful effects of agricultural intensification, here in Canterbury. Dare I say it, mostly dairy (for that is what I believe has changed the most).

I believe I understand the intent of Plan Change 7, and what it's broadly trying to achieve.

Against all of this background .. I can also honestly say, I am proud to be here today, representing Makikihi Fries.

For ours is a positive, good news story .. in a positive, good news industry.

There's no escaping the fact New Zealand .. Canterbury .. and South Canterbury in particular .. relies on agriculture. Food production. We're good at it. It's one of the key things that has helped us through Covid Lockdown .. and it will help us in our economic recovery. It's stood in the face of government policy .. that has otherwise shut down everything, apart from Essential Services. We desperately need to rebuild our now debt-laden economy.

We need positive, good news stories.

Yes, we need to mitigate our negative impacts on water quality – particularly, the effects of nitrates. I believe strongly in that. But we also need jobs. We need to limit imports, and we need to grow exports. We need a strong economy.

Today, you are going to hear from my colleagues, who are far more qualified to represent our industry, and speak to you in terms of the technical side of things. So I'm not really even going to try to do that.

My main message is to urge you to listen to our case. For I believe it is compelling, and it's well-backed by good science.

Let me use an analogy, if I may. Plan Change 7 is a net that is set to catch a problem. It's a problem we undeniably must address. I 100% agree with that. But like all even good nets – sometimes, they catch the wrong fish.

As my colleagues will tell you .. in far more detail, and far better than I can .. in a world where we must have agriculture, and the world needs food .. potatoes are more part of the solution, than part of the problem.

**SLIDE 1:**

I am here today .. representing our industry .. on behalf of Makikihi Fries.

**SLIDE 2:**

Makikihi Fries is a small, family-owned producer of the world's greatest-tasting .. all natural .. potato fries.

*(READ FEEDBACK)*  
*LET ME READ A COUPLE OF BITS OF FEEDBACK WE'VE RECEIVED IN JUST THE LAST COUPLE OF DAYS.*  
Makikihi Fries was started in 1983 – so we've been around for almost

4 decades. And for all of that time – unlike everybody around us – we've hardly changed a thing.

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We consider ourselves to be to the potato fries industry .. as craft beer is, to the beer industry.

We don't copy everybody else. We don't chase the latest fads. We don't mess with what is a proven recipe. We just keep on keeping on, doing our thing.

We're the minnow of our industry .. the whitebait. We're small – and we plan on staying that way.

But that doesn't mean we can't grow. And just now, we're poised for a bit of growth.

We care about our environment – that's why we're Carbon Zero.

We're like to think we're the Gold Star of "Think Local – Buy Local":

- We're locally owned (still by the same family that started us, way back in '83)
- We employ local people. And when we say local – some live literally just over the road. I live 20 minutes away, in Timaru – and that's further away than almost all of our Team.
- All of our ingredients (there's only two of them) are grown right here in Canterbury
- All of our products are sold right here in New Zealand (we don't export)

We believe you simply can't get any more "local" in our industry, than Makikihi Fries.

### **SLIDE 3:**

So I've pretty-much already covered most of this.

- We were founded in 1983
- We only use 100% Agria potatoes
- All of our ingredients are grown locally, right here in Canterbury
- We're locally owned and operated (still by the same family that founded us)
- We currently employ 17 people (although this is at risk of increasing)
- And because of all of this .. everything about us .. including any profits we make .. stays right here, in Canterbury

### **SLIDE 4:**

So our message is simple:

- We're a small employer – but we are very important, in our small, local, rural South Canterbury community
- We're just what our country needs .. especially in these difficult times .. as we strive to rebuild our now debt-laden economy, after Covid-19 Lockdown. (And this is a process that .. I might add .. hasn't really even started in earnest yet .. as the full impacts of it are not really even widely felt, or understood.)

- Although we're a small player .. the craft beer of the New Zealand Potato Fries industry .. we're well-placed to play a bigger role.
- Please don't let Plan Change 7 .. be the limiting factor.

In closing, let me once again urge you to listen to our case .. what my colleagues who have already spoken have said, and what those who haven't yet have got to say.

For potatoes are a mitigating crop.

And .. well-backed by good science .. ours is a positive, good news story.

The future for Makikihi Fries .. will be one of growth. Provided we let it be.

I hope you have a great day .. and Thank You Very Much .. for listening.

