



■ 01 · WHERE WE ARE NOW

A food-producing region that doesn't feed itself

99.66%

of food consumed in Buller is imported from outside the district. *(Foodshed mass balance, 2024)*

ANNUAL DEFICITS

Vegetables	-1,219 t
Fruit & berries	-995 t
Grain	-650 t
Dairy products	-234 t
Poultry meat	-232 t
Pork	-138 t
Eggs	-81 t

ANNUAL SURPLUSES (EXPORTED)

Milk	+884,667 t
Red meat	+8,755 t
Fish caught locally	+1,960 t

The paradox: we over-produce milk, red meat and fish — but none of it stays here. No processing.

Just 20% more (or \$10 per person) local food spend = +\$5 m / yr back into the local economy.

YOUTH & VOICE

Rangatahi & community in the room at every step.

Rangatahi at network founding · schools join markets

Rangatahi panel for hub design · Tai Poutini pathway scoping

Apprenticeships at hub · maara kai in schools · whare kai planning

Vocational training in food systems · annual youth food forum

Next-gen producers leading · Kai Motuhake embedded

Buller Local Food Economy · 10-year strategy on a page

Years 1 – 3 2023 – 25

Setting up for success

8 BARRIERS TACKLED BY THESE STRATEGIES →

B1 Compliance

Year 4 2026

Telling our story · planning

Years 5 – 6 2027 – 28

Build & test

Years 7 – 9 2029 – 30

Scale & embed

Years 10+ 2031 +

Mature and regionalise

12 STRATEGIES DELIVERED BY THESE ACTIONS ↓

S1 Alignment

S2 Resourcing

S3 Local brand

S4 Awareness

S5 Create sup...

S6 Processing

S7 Find markets

S8 Local retail

S9 Compliance

S10 Continuity

S11 Capital cost

S12 Disaster prep

SYSTEM ARCHITECTURE

What we build, when. From connection → infrastructure → regional integration.

Buller Local Food Network

Active membership, sub-groups (Producers, Distribution & Retail, Funders & Investors etc).

B7 B2

Food Map & Directory

Public digital map of producers, products, markets, social enterprise for locals & visitors.

B4 B7

Strengthen Local Markets

Westport Farmers Market, Carters Beach, Karamea & Fox River — complement not compete.

B4 B5

Compliance Mentoring

Agency-led MPI/council navigation. Strong community support to unlock supply.

B1

Local Food Brand

Leverages Wild West Coast / Promoting Buller work. Coordinated comms.

B4

Wild game harvest

For social distribution pilot / quick win.

B1 B2 B6

Local Food Pledge launches

Family · Business · Organisational pledges. Begin with single ingredient.

B4 B5 B2

Food Resilience Hub feasibility

Site selection, business case, design. Multifunctional: kitchen, cool-store, retail.

B3 B6 B7

Social Enterprise — plan

Move from this year's tests to solid plan: governance, model, partners.

B3 B7

Meat/milk/wild game compliance research

MPI deep-dive: sale vs social distribution, micro-abattoir feasibility at hub.

B1 B6

Public Health partnership

Local food in Te Whatu Ora / Food Security Network programmes & Green Rx — health equity outcomes.

B4 B2

Food Resilience Hub — build

Commercial kitchen, chillers, micro-abattoir bay, dairy pasteurisation, retail front. Shared infrastructure.

B6 B3 B1

Social Enterprise — set up

Trades. Recirculates wealth. Creates jobs & training pathways. Structured cost models.

B3 B4 B5 B7

On-farm pasteurisation pilot

Test Your-Farm style direct supply with willing dairy farmers.

B6 B8

CSA pilot — partners setup

Vegetable boxes, home deliveries. Connect producer to eater directly. Structured cost models.

B4 B5

Distribution network

Longwood-Loop style routes; chilled vans; B2B to hospitality & retail.

B8 B2

Hub operating at scale

Aggregation, processing, distribution across the district.

B6 B7 B8

Retailer commitments

Stepped % commitments. Grow-to-order with cafes. Margin parity in supermarkets.

B5 B4

Community vegetable co-op

Implementation phase. Community-owned market garden. Full-time grower.

B3 B6

Regional processing & network

Opportunities to share and scale.

B2 B6 B7 B8

Food tourism

Annual festival. Wild West Coast brand mature. Work with Mahinga kai.

B2 B4

Self-supporting system

Local procurement the norm. New value-add emerging independently.

B1 B2 B3 B4 B5 B6 B7 B8

B FOOD GROUPS

Calorie-dense matters most, but vegetables have the fewest barriers — so they scale first.

	2023 – 2025	2026	2027 – 28	2029 – 2030	2031 +
Vegetables ~1,219 t deficit. Low compliance, easy to grow... EASY	PILOT	PILOT	SCALE	SCALE	SCALE
Fruit & berries ~995 t. Region grows berries & feijoas well.... EASY	PILOT	PILOT	SCALE	SCALE	SCALE
Eggs ~81 t. Stacks with pasture farming. Feasibility w/... EASY	PLAN	PILOT	PILOT	SCALE	SCALE
Dairy (milk + value-add) +884,667 t milk, ~234 t dairy products. Westland... HARD	-	PLAN	PILOT	SCALE	SCALE
Red meat +8,755 t surplus produced — but zero local... HARD	-	PLAN	PILOT	SCALE	SCALE
Pork & poultry 100% deficit. Need new local farms. MPI... HARD	-	PLAN	PLAN	PILOT	SCALE
Fish & kaimoana +1,960 t caught, only 0.03% retained locally.... MEDIUM	PLAN	PILOT	PILOT	SCALE	SCALE
Grains & nuts ~650 t grain, ~70 t legumes/nuts. Source... MEDIUM	-	-	PLAN	PILOT	SCALE

FUNDING & CAPITAL

Where and when capital and other support is needed.

Local Food Brand

Collective local food brand and assets delivered, integrated.

\$20,000

Food Resilience Hub feasibility study

Site selection, business case, design.

\$15,000

Project Delivery — Roles

\$175,000 pa. Years 1 – 3 were funded, year 4 partially funded. Funding required 2027 onwards.

Meat / Milk / Wild Game compliance research

\$15,000

Food Resilience Hub — Land

Land for the local food resilience hub acquired.

Food Resilience Hub — Build

Land minimum 10 ha.

\$2 – \$5 M

Food Resilience Hub — Setup & launch

\$50,000

Community vegetable co-op

Market garden implementation with full-time grower.

\$150,000

■ 03 · VISION 2036

A mana-centred local food system

“By cultivating and provisioning our own food, we have ignited a flourishing, sustainable, and resilient community, safeguarded our planet, and nourished our bodies.”

TARGET OUTCOMES – 10 YEARS

→ Poverty is not a barrier to accessing healthy food in Buller.

→ \$5 million of Buller's annual food expenditure is redirected to the local food system and retained in the local economy each year.

→ Households spend a minimum of 20% of their weekly food budget on locally produced food.

→ Buller has a coordinated food resilience system in place capable of meeting its own food needs for at least 4 weeks.

→ 200 t CO₂e is avoided through transportation reductions each year (equivalent to the annual carbon uptake of approximately 1,200 mature trees).

→ Buller's local food brand is recognised by >80% of local residents.

→ Local food procurement for Buller's restaurants, cafes, and caterers is the norm.

→ A cross-sectoral collaboration model is embedded across established portfolios and has demonstrated the successful transition back to a local food system.

→ Buller's food system transition knowledge and intellectual property is in demand and actively exported to other regions and beyond.

→ Buller's local food system is part of our community identity and a shared source of pride.

Buller has a genuine opportunity to show the rest of the country how it can be done.