



Miraka is Milk.



Who are Miraka?

Background

Miraka is a recently established independent Whole Milk Powder processor, having completed 4 successful seasons, processing raw milk from 98 farms within an 85km radius of Mokai

It is the first majority Maori owned dairy processing facility in the world

The factory has an 8mt GEA dryer with the capability of producing high quality Whole Milk Powder, and a new 100,000 litres/d UHT milk plant with the capability to expand



Who are Miraka?

**Miraka is both young in history,
energy and agility!**



Who are Miraka?

We live by our values...

Kaitiakitanga

Integrity

Excellence

Innovation

Tikanga



Farming Excellence Programme



**Vision –
Global
leadership in
sustainable
on-farm
milk
production
practices to
produce
world-class
raw milk
efficiently**

What is Te Ara Miraka?

Te Ara Miraka is the Miraka Farming Excellence Programme, providing Miraka farmers with tools, resources and access to experts to drive greater profitability, stronger communities and improve stewardship of the land





Objective

Te Ara Miraka will establish the benchmark for “best on-farm practices” with relation to the environment, people and prosperity.

This will lead to farm specific development plans to target the actions necessary to bridge any gaps between current and ideal scenarios.

These plans will be supported through a framework of targeted education platforms and resources made available to farmers.



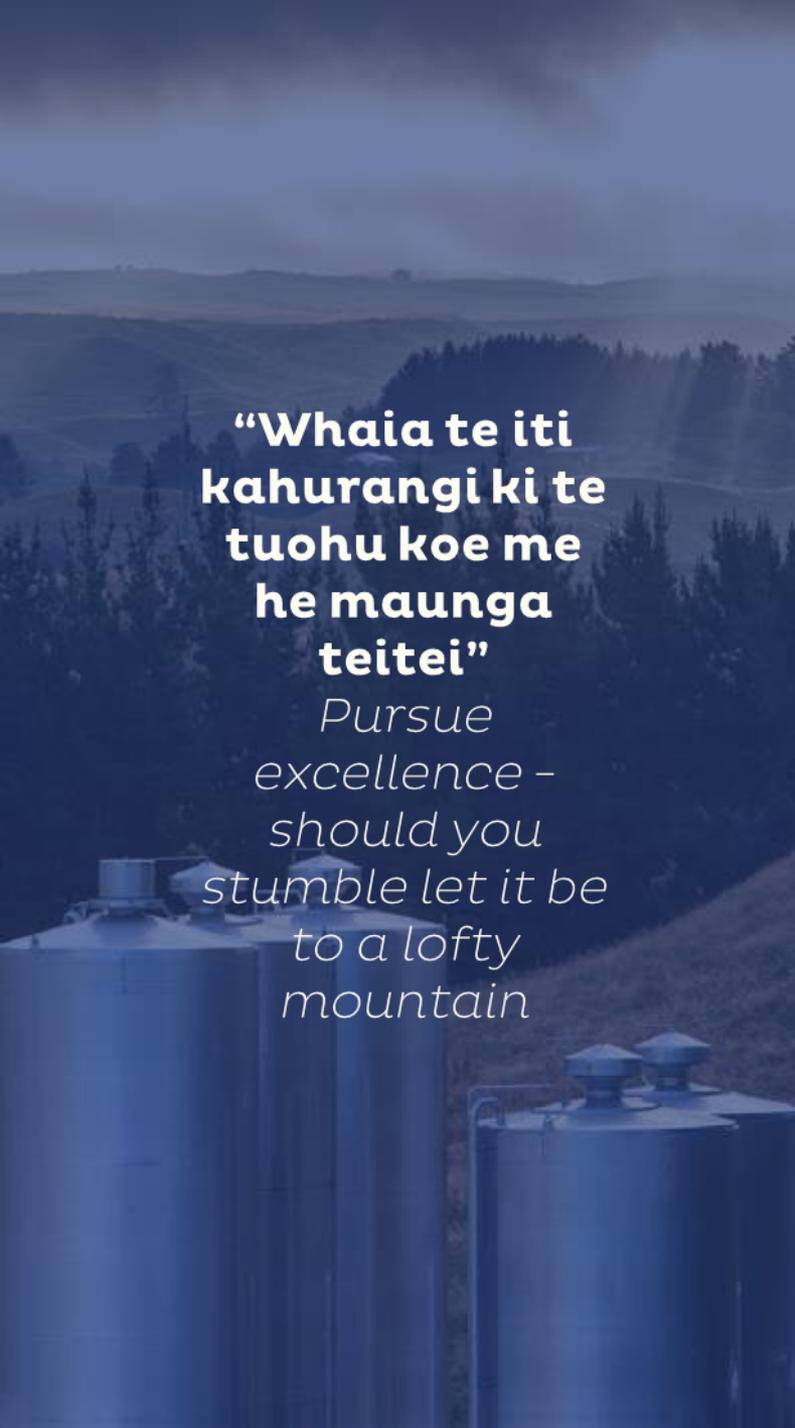
Te Taiao

Water quality and use form a key driver for our focus on improving our environmental footprint.

Standards have been established for

- Waterway Management
- Effluent Management
- Erosion Control
- Recycling
- Environmental Risk Awareness & Mitigation

There are also overriding targets aimed at achieving Production efficiency from lower stocking rates.



**“Whaia te iti
kahurangi ki te
tuohu koe me
he maunga
teitei”**

*Pursue
excellence –
should you
stumble let it be
to a lofty
mountain*

Framework

Te Ara Miraka will contain mandatory and incentivised criteria that will be independently reviewed annually from the 2017 season.

The programme is designed to meet overseas customer demands for a responsible food origin. Sales leveraged from the value of this programme are expected to bring a premium. This premium will then incentivise the continuation of Te Ara Miraka; further developing on-farm production efficiency and sustainability.

Kia Ora.

