

CUSTOMER:	HAWKES BAY FORESTRY GROU	PROOF TIME	26/06/2019 9:45:30 a.m.
REP ID:	26T	LAST RUN:	06/27/19
		SIZE:	36.6X8

Forestry is making a serious contribution to the Hawkes Bay economy.

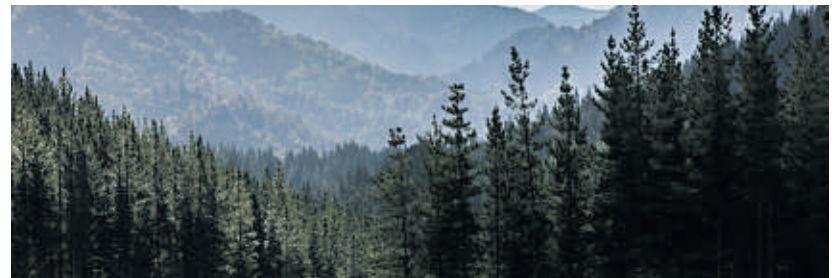
This is an exciting story with many beneficiaries. At the national level, forestry is pushing to be our 2nd largest export earner and helping us transform to a bio-circular economy:

- Innovative forestry products • Carbon markets • Wood based bio energy
- Investment opportunities • Integrated manufacturing

Science, innovation and technology are unlocking potential and driving a shift to high tech harvesting and manufacturing. Just as NZ earns plaudits for efficient production of meat products, so too are we seen as being good at producing wood ~ we need to be given our distance from markets! While some worry at job-losses implicit in exporting logs, most see exports offering investors real choice and helping keep the domestic processing market competitive.

Forestry has been regarded as a less-than sanguine work opportunity, but this too is changing. Innovation, continuous training and an uncompromising stance on safety are key. School leavers are recognising here a diverse opportunity for well-paying and interesting careers for skilled workers, technicians and professionals. Those on the inside value their jobs and agree that Hawkes Bay would be a poorer place without forestry.

From a national perspective, NZ needs to transition to a more sustainable future and a low emissions economy. Government sees this involving an increased role for commercial plantation forestry.



Expanding forestry is the easiest way to achieve NZ's net zero carbon goal by 2050

Napier Port is highly dependent on a vibrant trade in wood products



Retirement just got a whole lot better for Hawkes Bay residents Keith and Marie Dolman

Carbon sequestration is key to mitigating climate change, and fast growing introduced tree plantations are the most effective for this. The high cost to NZ of not achieving the 2050 zero carbon target has galvanised the 'billion tree' planting programme which is expected to lift the land under tree plantations from 1.7 to 2 million hectares across NZ by 2028.

This initiative is seen by some as triggering a rush of sheep and beef farms being sold for conversion to forests. Thing is, we have seen a reduction in farms as a general trend for many years and there are a number of factors at play here including farm amalgamations, urban spread and an aging population. The suggestion is not an alarming shift, more a gradual redistribution in land use.

Tree plantations offer opportunity to build greater resilience for rural communities, environmental shocks and a changing climate. The need for such resilience is perhaps gaining traction now with awareness of possible catastrophic economic and livelihood impacts from the emerging global market for 'meat' substitutes, for instance.

Whichever way we look at it, farming and forestry are partners in our future success: all will lose if we allow an 'us versus them' approach. We need to work together to get the best outcomes for the land and water and for the good of our communities. Now is the time to step up and focus on the opportunities of further diversifying our land use. Together we can make meaningful change and at the right pace and in so doing reinforce our reputation as a world leader in sustainably grown, low emissions, high value natural products.



SUPPORTING A GROWING INDUSTRY VITAL TO OUR WELL-BEING

- ♥ Competitive, sustainable and profitable
- ♥ Economic resilience and de-risking dependence on sheep & beef
- ♥ Choices and easy access to a wide range of investors
- ♥ Varied and attractive job opportunities
- ♥ Commitment to safety and personnel well-being
- ♥ Easiest way to achieve New Zealand's zero carbon goal by 2050



People who work in forestry are safe, valued and well-trained