

# Whenua Māori Fund

## Project Overview

The Whenua Māori Fund provides funding for the development and care of Māori-owned land — these are stories of the successful applicants.

For contact details visit  
[www.tpk.govt.nz](http://www.tpk.govt.nz)



### Organic Farmed Ginseng

#### Maraeroa C Incorporation



#### Location of the Land Blocks:

Located in Te Kūiti, this Incorporation administers 5,500 hectares of Māori Freehold land.

**Long-Term Aspirations:** This project seeks to capitalise on a niche market by diversifying into growing organic farmed ginseng for export to Chinese markets. The growing time is substantially shorter than their current ginseng process in the wild, ultimately expediting return on investment.

**Project Description:** Maraeroa C has approximately 25 ha to test if the farming of organic ginseng is an ideal and viable crop for small landholders. This project seeks to trial the growing of organic farmed ginseng and marketing of this product to China.

#### Outcomes:

- Undertake market investigations
- Identify optimum growing medium to grow Organic Ginseng successfully
- Feasibility study
- Employment opportunities

**Partners:** Maraeroa C Incorporation, Ice House and Te Puni Kōkiri

**Te Puni Kōkiri investment:**  
 \$50,000 (plus GST)