

PAPATOETOE  
**FOOD  
HUB**

TRANSFORMING  
LOCAL FOOD  
SYSTEMS



## ACKNOWLEDGEMENTS

Ngā mihi nui - huge thanks to the many contributors to this report (see Appendix One). You have helped to tell the transformational story of the Papatoetoe Food Hub and provided insights that others can learn from and apply. This report is presented in good faith using the information available.

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Auckland Council



MAMA POTURU AND MAMA T, PREPARING HANGI IN THE WHITE LADY

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# PAPATOETOE FOOD HUB

## PAPATOETOE FOOD HUB

*Growing an environmentally clean, socially inclusive food economy is not just aspirational – it's within our grasp. Even better, we already have the knowledge and tools to help us do this.<sup>1</sup>*

Since emerging as an idea in 2017, the Papatoetoe Food Hub (PFH) in South Auckland has been evolving a community-based approach to providing good<sup>2</sup>, affordable food. Four years later, huge progress and learning have occurred.

Here we share the story of the Papatoetoe Food Hub so far. The hope is that others will be inspired to develop food hubs in their communities and join a growing movement to transform our food system, so that everyone in Aotearoa can access good food at all times.

### TO TELL THIS STORY:



**30 PEOPLE**  
were interviewed<sup>3</sup>



**DOCUMENTS  
& MEDIA**  
were reviewed



**PAPATOETOE  
FOOD  
HUB** data was  
analysed

- 1 In this Spin-Off article by Te Pūnaha Matatini, the Papatoetoe Food Hub was given as an example of a community-led approach towards more sustainable local food systems. See <https://thespinoff.co.nz/partner/te-punaha-matatini/01-12-2020/doughnuts-and-dandelions-reimagining-our-food-system-post-covid-19/>.
- 2 'Good' food refers to food and beverages that are affordable, nourishing, appetising, sustainable, locally produced and culturally appropriate (see Good Food Road Map Appendix Two).
- 3 Appendix One lists contributors.

# GOOD FOR THE POCKET, PUKU AND PLANET - THE FOOD HUB CONCEPT

In South Auckland, the drive for more sustainable local food systems is coming from communities<sup>4</sup>. The Food Hub concept revolves around community-led enterprise, within a circular economy model in which surplus food is rescued from being wasted and turned into good affordable food for the community, within a zero-waste approach. This concept has developed into an entity called The Food Hub Collective. See more on this on page 9.

Here are the key elements of the Food Hub concept.

## A REGENERATIVE APPROACH TO WELLBEING



*“The recovery of the people is tied to the recovery of food, since food itself is medicine; not only for the body, but for the soul, food is the spiritual connection to history, ancestors and the land.”*

**Winona LaDuke** in *Recovering the Sacred*

<sup>4</sup> See for example <https://www.rnz.co.nz/news/ldr/437664/two-women-spearhead-healthy-food-revolution-in-south-auckland>.

## WHY FOOD HUBS?

*“We’ve known for a long time that there’s a real issue in our area with food security and ...[food] choices. And it seems to be getting worse, especially after Covid”.*

**Lotu Fuli** | Otago-Papatoetoe Local Board.<sup>5</sup>

South Auckland communities do not have easy or equitable access to good food. Between 2016 and 2017, [The Southern Initiative’s](#) Healthy Families team spoke with hundreds of local people<sup>6</sup>. Four themes emerged:

### PEOPLE WANT BETTER FOOD AND SEEK IT OUT

Even when healthy, affordable food can be hard to find in communities awash with processed and fast food.

### FRESH FRUIT AND VEGES ARE A LUXURY

Nutritious food is valued but seen as too expensive.

### LACK OF TIME AND SPACE

Many families are time poor, making it easier to grab less healthy options. Some lack cooking facilities and space to cook and share food with whānau.

### LOW CONFIDENCE

A lack of knowledge and confidence to cook healthy meals.



Inequitable and unsustainable food systems are a worldwide problem. Food is overproduced, often in ways that harm our environment. It is over processed and wasted by the tonne in landfills, while thousands in Aotearoa and millions globally experience food insecurity and struggle to access good food.

*“In New Zealand 18% of the preventable health burden is due to unhealthy diet; this is relatively unrecognised. Joining that with sustainability is really important; in New Zealand the food system contributes more than 50% of our greenhouse gases, loss of biodiversity, dirty waterways, ecoli and so on. Our food system has created enormous health and environmental problems. Climate change is hitting us now; we need joined up solutions centring on the food system”.*

**PROFESSOR BOYD SWINBURN** |  
UNIVERSITY OF AUCKLAND.

<sup>5</sup> <https://www.rnz.co.nz/news/ldr/437664/two-women-spearhead-healthy-food-revolution-in-south-auckland>

<sup>6</sup> This involved extensive information gathering and community engagement, including insights from co-design workshops in Otago, Manukau, Manurewa, and the Social Supermarket co-design workshops with South Auckland whānau.

# PART OF A NEW FOOD SYSTEM

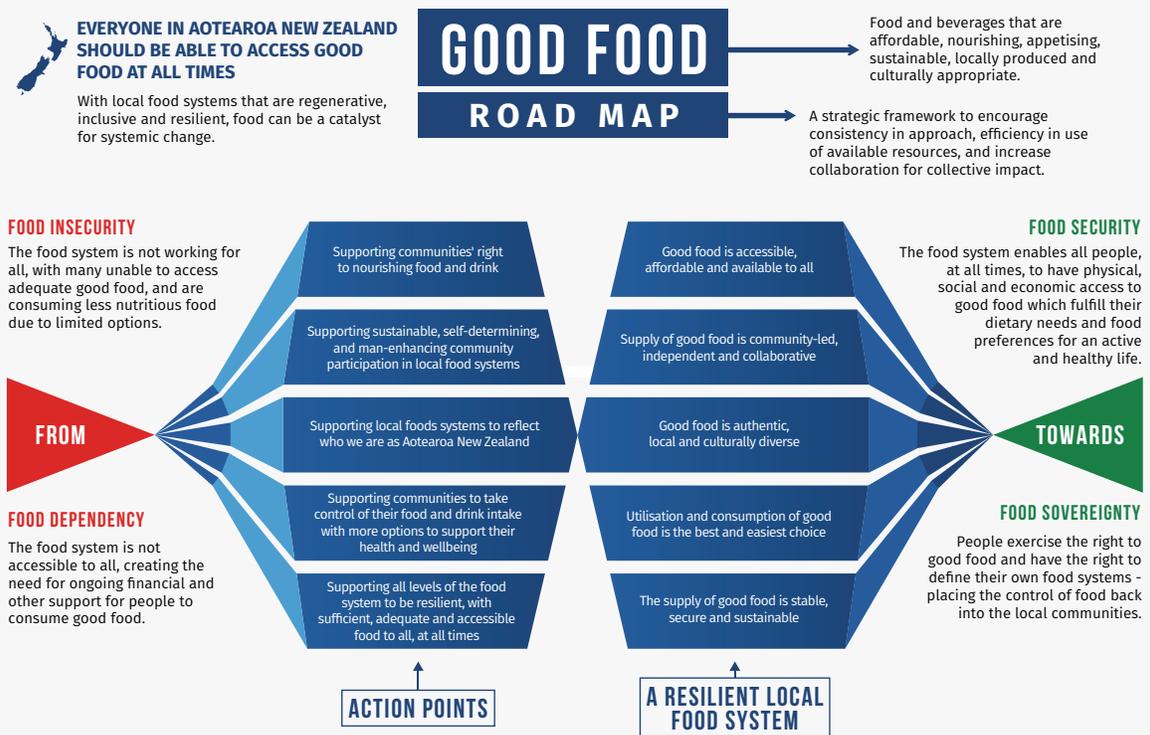
**A community-based movement towards a more sustainable food system is accelerating in Aotearoa. From the Papatoetoe Food Hub (the Food Hub) experience, the Healthy Families team within Auckland Council's Southern Initiative has developed the Good Food Road Map (see Appendix Two), to support this movement.**

The Food Hub is an example of place-based action aligned with this Good Food Road Map, contributing to a resilient local food system in which:

- Good food is affordable, available and accessible locally
- Supply of good food is community-led, independent and collaborative
- Good food is authentic, local and culturally diverse
- Good food is the easiest and best choice
- The supply of good food is stable, secure and sustainable.

The Food Hub model also supports climate change responses. It has been recognised by Auckland Council in its long-term plan (climate action), as a replicable initiative that builds local food resilience by providing access to good, affordable and sustainable food, through rescuing and upcycling surplus food, thereby reducing food waste, waste to landfill and greenhouse gas emissions.

Auckland Council's Southern Local Boards and other organisations across New Zealand have adopted the Good Food Road Map<sup>7</sup>, but mindset and structural changes (policy, regulation, investment, incentives) are needed to make the critical shifts set out in this map.



*"Food Hubs are a beacon within a Good Food Road Map ambition".*  
**Gael Surgenor | TSI.**

7 <https://www.tsi.nz/news/the-good-food-road-map>

# WHAT IT LOOKS LIKE

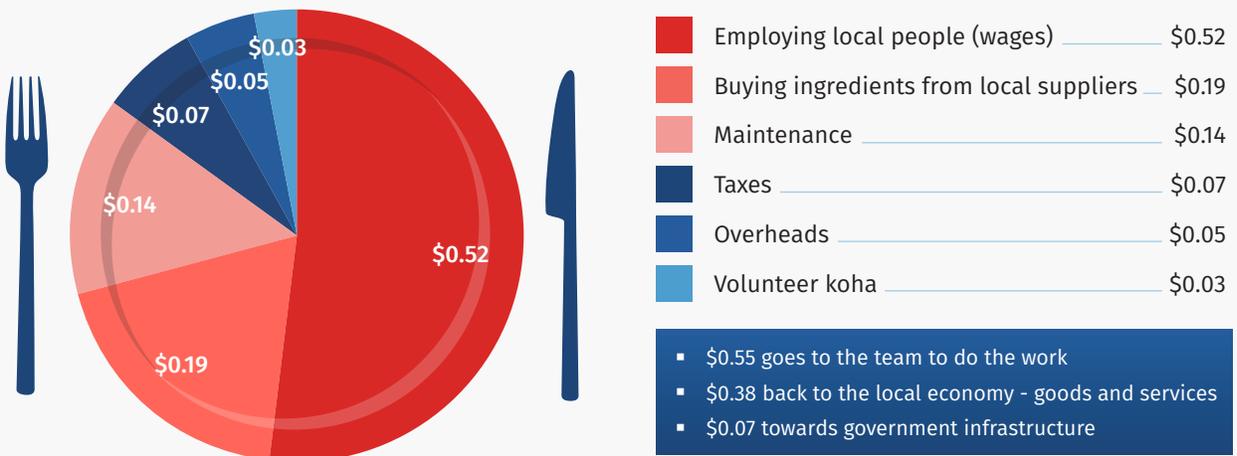
At the Food Hub, surplus food is rescued locally and turned into good affordable food. Food scraps are recycled on-site, creating organic compost that is used for growing plants.

## GOOD FOR THE POCKET, PUKU AND PLANET



# INVESTING IN LOCAL

As a for purpose, not for profit initiative, run by the community for the community, the Papatoetoe Food Hub focuses on employing local people and supporting local businesses and communities. When money is spent at the Food Hub, it is used as follows. **For every \$1 spent:**



**\*BASED ON FINANCIAL RESULTS FROM MAY 2020 TO APRIL 2021**

*“The Food Hub has affirmed that a community-led social enterprise can produce top quality food. Many in the business world and public sector would like to support that if they knew about it”.*

**Sandra Geange** | Middlemore Foundation.

The Food Hub Collective is a social enterprise providing an umbrella entity for collaboration among Food Hubs, as well as mentoring and practical support. The Food Hub Collective aims to nurture and develop new approaches towards community food resilience by providing food that is affordable, nourishing, locally produced, and culturally appropriate.

Community groups and organisations who align with the Food Hub kaupapa and wish to collaborate have the option of joining the Food Hub Collective.



## A SPACE OF MANAAKITANGA

*“The replicable model is space, place, activities but in reality it wouldn’t work without the key people, the community people that make it work”.*

**Sandy Harman** | Foundation North.



When the people interviewed for this story were asked what came to mind when they thought of the Papatoetoe Food Hub, they shared these words.

These words reflect the core values and essence of the Papatoetoe Food Hub. It is a space of manaakitanga (hospitality, kindness, support) for all in the community, through the universal appeal of good food. Both the team and menu reflect the multicultural character of the local Papatoetoe community, with Māori, Pacific, South Asian and Pakeha cultural values and flavours embedded in the initiative<sup>8</sup>.

<sup>8</sup> In the Otago Papatoetoe Local Board area in the 2018 Census, 16% of the population identified as Māori, 46% Pacific, 35% Asian and 17% European.

# THE PAPATOETOE FOOD HUB JOURNEY

The idea to create a Food Hub emerged via The Southern Initiative's Healthy Families team in 2017, and many individuals and organisations have made the Papatoetoe Food Hub a reality. An informal collective involving local individuals and community organisations grew around and shaped the concept. This group met regularly to develop the initiative and explore operational models.

Auckland Council has played multiple roles. The Southern Initiative has played an enabling, seed funding, backbone role. Eke Panuku Development<sup>9</sup> facilitated access to the Papatoetoe site. Waste Solutions supports composting and waste reduction on site, and the Otara-Papatoetoe Local Board is a champion.

Foundation North has been the major funder to date, and New World Papatoetoe supermarket next door to the Food Hub is the main food supply partner. The Food Hub rescues and repurposes surplus food from New World that would otherwise go to landfill.

The journey of the PFH has been so eventful and intensive that key milestones are shared here over four stages, between 2017 and 2021.



EARLY SIGN ON SITE ABOUT THE FOOD HUB

## 2017/2018 – EMERGENCE

*The Food Hub concept emerges and takes shape on an unused netball court and clubrooms site in Papatoetoe. This land is zoned for future housing and was approved as a temporary space to test the concept. Many local groups, residents, sponsors and supporters get involved to support the initiative.*

### 2017

Engagement and workshops with communities highlight lack of access to good and affordable food

Food Hub concept is supported by The Southern Initiative/Healthy Families South Auckland, and seed funding is allocated to develop it

### 2018

Eke Panuku Development supports testing the Food Hub concept on a netball court site in Papatoetoe and organises building consent and site readiness

Food Hub concept takes shape via an informal community collective

Resource consent application under the Resource Management Act (1991) is granted, to establish a Food Hub



PAPATOETOE NETWORK MEETING 2018

<sup>9</sup> Eke Panuku Development Auckland is the council-controlled organisation that delivers urban regeneration in Tāmaki Makaurau (Auckland).

- The existing on-site building (netball clubrooms) is upgraded to meet food production, health and safety requirements

- Silver Chef provides in-kind support with professional kitchen equipment

- Relationship development with community anchors such as the Papatoetoe Library, Papatuanuku Marae, Sikh Temple, Allan Brewster Leisure Centre, Manukau Urban Māori Authority and local businesses

- Washer family donates the iconic White Lady food truck, that becomes the Food Hub's commercial kitchen

- First Community Open Day (22 September), over 200 locals attend, contributing 129 ideas used to steer Food Hub direction

- A pop up 'koha café' begins on Wednesdays and Saturdays, offering hot drinks and fresh produce from the community garden next door

- By the end of 2018, the Food Hub's Facebook page attracts over 30 people a day and local interest grows



NETBALL COURT SITE IS UPGRADED

## 2019 – FORMING

*During this time, engagement occurs with hundreds of local residents and stakeholders. The Food Hub operation shifts from being koha-based to a commercial café five days a week, with surplus food being rescued from the local supermarket. The Food Hub is visited by schools, academics, central and local government, community leaders and groups. The Food Hub Collective is established; a community-led social enterprise aiming to develop and replicate the Food Hub kaupapa.*

- A food control plan is implemented and "A" grade status achieved by the commercial kitchen

- Professional chef contracted to help create a menu and pricing specific to the Food Hub's purpose (good, affordable food)

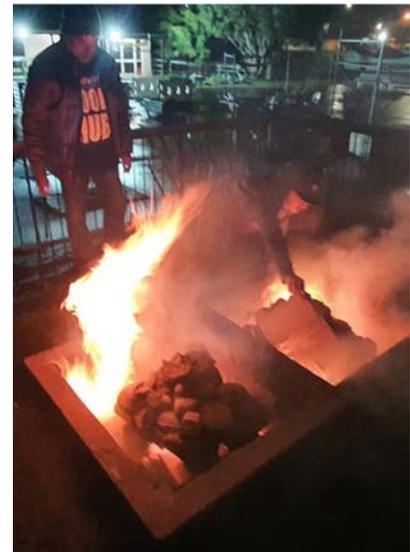
- Partnership with New World Papatoetoe supermarket next door to the Food Hub begins

- An underground hāngi and umu pit is built on-site

- The Food Hub Collective Limited is established as a social enterprise company

- \$200,000 received from Foundation North's South Auckland Innovation Fund

- The Food Hub Collective ends 2019 employing six local people full time and one part-time. The Food Hub generates work, income and volunteering opportunities for the local community



HĀNGI AND UMU PITS

## 2020 – STORMING

*The year starts with record food sales, until COVID19 lockdown hit the Food Hub in March 2020. Lack of local food resilience was evidenced by skyrocketing food bank dependency. The Food Hub used lockdown to restructure the operation and introduce pickup, delivery and takeaway food options. COVID19 places a spotlight on our inadequate food system, with increased local and national interest in the Food Hub model.*

- The Good Food Road Map is adopted by the Food Hub Collective
- Larger scale composting system implemented at the Food Hub
- AUT students use the Food Hub as a case study for their Design for Sustainability paper
- Ministry of Social Development meetings begin, on supporting local employment through the Food Hub
- The Food Hub starts to run a coffee cart at the New World supermarket next door
- First Hāngi Day at the Food Hub sells out
- COVID19 hits, with planning and adapting for level three takeaway, delivery and pick-up options
- Partnership with Department of Corrections for food delivery
- Level three lockdown, implementing takeaway, pick-up and delivery options begin. Food Hub receives the wage subsidy
- Partnerships with farmers in Pukekohe turn one tonne of rescued produce into soup for school children in Papatoetoe
- Food sells out for the first time (via takeaway, pick-up and delivery options)
- Visit from Prime Minister Jacinda Ardern, Ministers Aupito William Sio and Jenny Salesa, and local MP Arena Williams
- Visit from Minister Marama Davidson
- Discount for Community Card and Gold Card holders is implemented
- Food Hub Collective Advisory Board formed (involving a representative from Simpson Grierson, Aro Advisors, New World supermarket and TSI/Healthy Families South Auckland)
- Funding proposals are approved by Foundation North and Waste Solutions for the development and implementation of learning programmes



**FOOD PACKS DELIVERED DURING LOCKDOWN WITH RECIPES**



## 2021 – NORMING

*Significant lessons are learned from the COVID19 pandemic. A new partnership is formed with Buttabeen Motivation (BBM), bringing people to the Food Hub to learn about the whakapapa of kai. Learning programmes ramp up on site and a Papakura Food Hub develops.*

- A partnership with BBM (Buttabeen Motivation) and Whenua to Whenua project (about the whakapapa of kai) drive the learning work on site
- The Department of Internal Affairs produces a report on 16 community hubs in New Zealand, including the Papatoetoe Food Hub
- Auckland Council Long Term Plan includes the replication of the Food Hub model as part of its Climate Action Plan
- Initial conversations about a potential Papakura Food Hub begin
- The Navigators Trust becomes a member of the Food Hub Collective and launches the Papakura Food Hub
- A Co-operation Agreement and Branding Guide is developed by the Food Hub Collective
- The Papatoetoe Food Hub Facebook page has more than 2,800 followers with over 30,000 views (at July 2021)
- Papakura Food Hub opens June 2021



PAPAKURA FOOD HUB OPENING FLYER

## STRENGTHS AND TRANSFORMATIONS

These quotes reveal The Papatoetoe Food Hub's key strengths and transformational effects.

*The Food Hub is a tangible demonstration of how we can do things differently.*

**Julio Bin** | The Southern Initiative

*I learnt about zero waste, now our church is doing it.*

Mama Tans | PFH cooking team

*The Food Hub is providing healthy, affordable food options in an area where those options are limited.*

**Reece Autagavaia** | Otara-Papatoetoe Local Board

*They asked us what we needed, and added a change table. They base the menu on what the community wants.*

**Local Mum**

*The Food Hub represents what we can achieve when we work together... what's most inspiring is seeing the amount of collaboration, generosity and hard work that everyone involved in making the Food Hub happen and keeping it going is putting into it.*

**Hon Arena Williams** | MP for Manurewa

*I have attended so many events at the Food Hub, with the energy of children running around, the sound of people talking and laughing, of happiness. The Food Hub has the ability to deliver community outcomes at an incredibly affordable cost.*

**Connie Clarkson** | Eke Panuku Development

*The Food Hub has influenced how I live my life, I now have a garden, changed my eating habits, it's been so easy.*

**Waikare Komene**

*The Food Hub has created a community space young people are coming into, including schools, to learn about food, gardening, the food cycle, healthy food, cooking food – it's a huge impact to teach children to influence homes.*

**Shalini Pillai** | Foundation North

*We should be doing this elsewhere too.<sup>10</sup>*

**Prime Minister** | Jacinda Ardern

<sup>10</sup> <https://indiannewslink.co.nz/food-hub-collective-serves-positive-flavour-in-south-auckland/>

## A FEW STORIES

*“The Papatoetoe Food Hub is aspirational for our young people. The local community has great ideas, and this is the materialisation of those great ideas”.*

**Efeso Collins** | Councillor, Auckland.

### WHITE LADY ACTIVATES THE FOOD HUB



THE WHITE LADY IN ACTION AT PAPATOETOE FOOD HUB

### PAPA SCOTT



PAPA SCOTT

In the early days of the Food Hub concept forming, the Washer family told an Eke Panuku Development contact that they were wanting to retire the original White Lady food truck, a burger joint that was famous in central Auckland for three generations. The TSI/Healthy Families team suggested putting it in Papatoetoe, so in 2018 the White Lady made its way to the netball courts site. This really began the Food Hub journey, by providing a commercial kitchen on site. The generosity of the Washer family is a big part of the Food Hub story, as is the partnership between community, council, philanthropy and business.

Papa Scott is a local retired resident in his 80s who has found purpose and community at the Food Hub. Papa Scott works tirelessly doing site maintenance and improvements at the Food Hub. Initially a volunteer, he is now part of the core team.

## NEW WORLD SUPERMARKET PARTNERSHIP



PFH RAJU RAMAKRISHNA AND NEW WORLD PAPATOETOE MANAGER MAX MCDERMID

*“I don’t like throwing out food. They come and rescue food, I am very happy to see that getting used”.*

**Max McDermid** | New World Papatoetoe supermarket Manager.

The Food Hub and New World partnership is an exemplar of a community/business partnership. Every week usable food that would otherwise go to waste goes to the Food Hub and becomes ingredients for juices and dishes. This saves New World and the Food Hub money, reduces waste, is more ethical and is good for people and planet. The Food Hub also runs a coffee cart outside New World, which acts as an attractor for supermarket customers. Both organisations work together for the community, rather than in competition.

## BUTTABEAN PARTNERSHIP



BUTTABEAN’S FROM THE COUCH PROGRAMME

**BBM Motivation**<sup>11</sup> aims to improve health and encourage healthy lifestyles in Māori and Pacific communities. The Papatoetoe Food Hub delivers nutritional aspects of BBM’s On the Couch programme. This six-week programme is for people seriously in need of exercise, diet and nutritional support.

BBM brings people to the Food Hub, where they learn about diet, food types, buying on a budget, recipes and cooking. The programme is transformational for many, helping people feel better, make friends, feel supported rather than alone, and improving cholesterol, blood pressure, heart rate and weight loss.

11 See <https://www.thebbmprogram.com/>.

## ACHIEVEMENTS IN NUMBERS<sup>12</sup>

### FOOD RESCUED AND REPURPOSED (Sept 2019 – May 2021)

**18.6**<sup>+</sup>  
TONNES  
Food repurposed



**35**  
TONNES  
OF CO<sup>2</sup>-e  
Estimated Greenhouse Gas  
Emission reduction from diverting  
**SURPLUS FOOD** from landfills



### FOOD WASTE REDUCED (May 2020 - May 2021)

**5.2**  
TONNES  
Food scraps  
composted



**9.82**  
TONNES  
OF CO<sup>2</sup>-e  
Estimated Greenhouse Gas Emission  
reduction from diverting **ORGANIC WASTE**  
from landfills to composting



### GOOD AND AFFORDABLE KAI IN THE COMMUNITY (September 2019 to May 2021)

 **13,000**<sup>+</sup>  
Food items sold

 **12,500**<sup>+</sup>  
Drinks sold

<sup>12</sup> To calculate carbon dioxide or CO<sup>2</sup> emissions, <https://watchmywaste.com.au/food-waste-greenhouse-gas-calculator/> was used. Carbon emission is the release of carbon into the atmosphere, through the use of fossil fuels, contributing to global warming and climate change.

## EMPLOYMENT AND RESOURCING (at June 2021)

**12**   
People employed  
(full and part-time)

**378** **k**   
Funding leveraged

**150** **k**   
In-kind contribution leveraged

## CULTURE AND COMMUNITY

**6**   
Current learning  
programmes on-site



- Hāngi and umu on site
- Local cultures reflected in menu
- Community cafe
- Cultural events
- Indigenous and multicultural food



## PARTNERSHIPS AND PROFILE

 **30** **+**  
Contributing  
organisations



Partnerships  
with local  
schools and  
universities



Significant  
social media and  
mainstream media  
coverage<sup>13</sup>

13 See Appendix Three to access these stories relating to the Papatoetoe Food Hub.

# TRANSFORMATIONAL CHANGE

*“Funding organisations seem to be evolving to recognise that being a social enterprise is a good vehicle for good work. The PFH is addressing food insecurity and poverty by empowering the community to access the skills to make their own healthy food”.*

**Joanna Lim** | Simpson Grierson.

What makes the Papatoetoe Food Hub more than just another great local food initiative are the ways in which it can model and catalyse transformational change<sup>14</sup>. The six conditions of systems change are used below as a lens to view the ways in which the PFH is transformative.

STRUCTURAL CHANGE (EXPLICIT)	RELATIONAL CHANGE (SEMI-EXPLICIT)	TRANSFORMATIVE CHANGE (IMPLICIT)
<p><b>POLICIES</b></p> <ul style="list-style-type: none"> <li>Good Food Road Map<sup>14</sup></li> <li>Food Hub model supported by Auckland Council’s Long-Term Plan</li> <li>Food Hub Collective Charter and Collaboration Agreement</li> </ul>	<p><b>RELATIONSHIPS AND CONNECTIONS</b></p> <ul style="list-style-type: none"> <li>Local employment</li> <li>By locals for locals</li> <li>Community friendly local space</li> <li>Diverse collaboration and partnerships</li> <li>Mana enhancing food experiences</li> <li>Public-private-community partnership approach</li> </ul>	<p><b>MENTAL MODELS</b></p> <ul style="list-style-type: none"> <li>Showcasing an innovative and alternative approach</li> <li>Inspiring others to replicate</li> <li>Raising awareness about food security, food sovereignty, resilient local food systems and sustainability</li> <li>Prototyping, testing, learning approach</li> <li>Inclusive of all people and cultures</li> <li>Challenging status quo models</li> </ul>
<p><b>PRACTICES</b></p> <ul style="list-style-type: none"> <li>Modelling a regenerative, circular economy approach</li> </ul>		
<p><b>RESOURCE FLOWS</b></p> <ul style="list-style-type: none"> <li>Optimising and transforming an unused Council asset</li> <li>Increasing local access to good, affordable food</li> <li>Upcycling food, reducing food waste</li> </ul>	<p><b>POWER DYNAMICS</b></p> <ul style="list-style-type: none"> <li>Supporting community-led food enterprises and food sovereignty</li> <li>Communities taking more ownership of food supply and access</li> <li>Public-private-community partnership approach</li> </ul>	

14 See Kania, Kramer and Senge 2018, [https://www.fsg.org/publications/water\\_of\\_systems\\_change](https://www.fsg.org/publications/water_of_systems_change).

15 Along with Auckland Council’s Southern Local Boards, at least ten other localities and organisations in New Zealand have adopted the Good Food Road Map.

# LEARNING FROM THE PAPATOETOE FOOD HUB JOURNEY

*“The team is boldly moving towards a regenerative local kai system, rooted in their kawa and tikanga from the many cultures that weave together there. Diverse community partnerships build on existing community energy to increase access to good kai, which uplifts the mana and wellbeing of their communities”.*

**Tom Johnson** | Teoranganui/Healthy Families Whanganui.

## CORE INGREDIENTS TO REPLICATE THE MODEL

While each Food Hub will differ depending on local context, core ingredients include:

- a site (underutilised public land, existing community hub, private land etc.)
- a secure local food supply at an appropriate scale (supermarket, community gardens, home growers)
- guiding principles and bottom lines
- a business model based on food rescue and upcycling
- by the community for the community ethos
- social enterprise and business skills
- PPCP (public, private, community partnerships) i.e. diverse partners, resourcing and support, including council (regulatory, strategic, backbone, potential site provision), community, philanthropy, business, sponsorship and in-kind support
- right mix of people and skills (teaching, manaakitanga, operations, chefs, business)
- good governance, community leadership and support
- sustainability and localism focus (circular economy, zero waste, supporting local business)
- profile, engagement, outreach
- passion for creating transformational changes towards local food resilience.



AERIAL PHOTO OF THE PAPATOETOE FOOD HUB



## IT SHOULDN'T BE SO HARD!

*“To get the Food Hub up and running has required lots of time and resources. Don't be naive about what it takes. It takes a lot to bring it to life, from local government, funding, community input, it has required a lot to get it off the ground and sustain”.*

**Lui Poe** | Cause Collective.

The Food Hub journey in Papatoetoe has been challenging at every step, made harder by COVID19. It has required enormous, sustained personal effort from a few key individuals. Pain points have been regulatory requirements, set up costs, establishing and sustaining community enterprises, relationships and power dynamics, financial sustainability, and finding the right mix of personal interests and professional skills, including legal and finance advice.

The environment for community enterprises and local food initiatives overall is difficult. Social enterprises face issues finding an appropriate legal structure, competition from commercial businesses, and the Food Hub's good and affordable food ethos comes up against an entrenched fast-food culture.

*“There are structural barriers for social enterprises in New Zealand, the majority struggle. It's an unfair fight – the Papatoetoe Food Hub budget would be a rounding error of McDonalds' budget”.*

**Dave Saunders** | Aro Advisors.

*“We are up against the mindset of not valuing good food – fast food or the Food Hub?”*

**Therese Mangos** | Pacific Vision Aotearoa.



**BARISTA TRAINING**



**FOOD HUB CATERING**



**PFH MAMAS AND CHEFS**

## ENABLE COMMUNITY SELF-DETERMINATION

*“It shocked everyone when Covid hit in terms of food – I believe the community has the ability but not the tools to achieve food security. People have come to rely on handouts, we don’t want to do another handout but a hand up”.*

**Joseph Fa’afiu** | Papakura Food Hub.

All sectors (central and local government, community, private and philanthropy) can do far more to support local sustainable food resilience. This includes unlocking underutilised public land and facilities for community use, enabling local food production, smoothing regulatory paths, providing incentives and subsidies, supporting establishment of Food Hubs, community-led social enterprise, community engagement and leadership. How a more sustainable and resilient local food system can be accelerated at scale is the focus of a separate 2021/22 report.



## SYSTEMIC RESPONSES ARE NEEDED

*“The pandemic highlighted the need for resilient local food systems”.*

**Julio Bin** | The Southern Initiative/Healthy Families South Auckland.

COVID19 amplified existing social inequalities and the glaring problems with our food system. The need is to reverse the structures that lead to the current inequalities and the prevailing charity responses (including food banks) that reinforce food dependency. This includes incentivising initiatives that support community-led, sustainable local supply and demand for good food.



**PRIME MINISTER JACINDA ARDERN, WITH NATIONAL AND LOCAL POLITICIANS AND FOOD HUB TEAM MEMBERS, 2020**

## DESIRED FUTURE

*“The vision for the Food Hub is a totally self-sustained space, with everyone being compensated meaningfully, being compelling enough to be replicated everywhere”.*

**Raju Ramakrishna** | Food Hub Connector.

*“The biggest impact is yet to come”.*

**Gael Surgenor** | The Southern Initiative.

There is a strong universal desire for the Food Hub kaupapa to continue, strengthen and evolve. Securing a sustainable future for the Food Hub Collective is paramount.

Priorities for the Papatoetoe Food Hub on the current site are:

- increasing patronage through marketing, promotion and signage – especially from locals, people struggling to access good kai, older residents, schools and young people
- becoming more financially sustainable, through initiatives such as catering, food delivery, markets, community events and experiential learning programmes
- growing opportunities for people to volunteer, learn skills, train and find employment: *“Be a local hospitality and food training facility, connected with MIT or AUT, offer studentships for high school students, instead of working for KFC or McDonalds work for the PFH”.* Ofa Dewes, Otago-Papatoetoe Local Board
- expand the network of local food suppliers by incentivising local food production
- expand partnerships with existing and new partners
- continue to grow the education and learning focus at the Food Hub (programmes built around the kai cycle, whakapapa of kai, whenua to whenua, and others).



FOOD HUB COFFEE CART AT NW PAPATOETOE



In the next 10 years, as a nation we could choose to move from food insecurity and food dependency towards food security and food sovereignty. The Food Hub is a proven model that can help local food resilience and be replicated in Auckland and other regions.

Food can be a catalyst for wider systemic change. Creating a more supportive ecosystem for Food Hubs and other local food resilience initiatives should be a national priority. This includes normalising and incentivising supply and demand for good kai, and addressing food waste. There are amazing people in our communities and many stand-alone initiatives that together, can build a powerful movement towards a sustainable food system.

*“Change needs to come from empowering communities rather than expecting the big corporations to do a sudden U-turn on providing healthy food”.*

**Dr Radilaite Cammock.**<sup>16</sup>

PAPATOETOE  
**FOOD  
HUB**

[?] — **THE  
FOOD  
HUB** — [?]  
**COLLECTIVE**

PAPAKURA  
**FOOD  
HUB**



**FOOD HUB OPEN DAY**

16 Quoted 2 June 2021 [Food Havens Feed South Auckland's Whānau in Need](#) - Newsroom article.

# APPENDIX ONE – STORY CONTRIBUTORS

**Contributors were interviewed in April/May 2021 and are listed in alphabetical order by last name.**

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Mama Tans and Mama Judy, Papatoetoe Food Hub Chefs

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Two local mums at the Food Hub

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Reece Autagavaia, Dawn Trenberth, Ofa Dewes and Lotu Fuli\*, Otara-Papatoetoe Local Board

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Julio Bin, Healthy Families South Auckland, The Southern Initiative

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Connie Clarkson, Panuku Development, Auckland Council

---

Efeso Collins, Auckland Councillor

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Paul Condron, Healthy Families Far North

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Joseph Fa’afiu, Papakura Food Hub

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Sandra Geange, Middlemore Foundation

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Sandy Harman and Shalini Pillai, Foundation North

---

Cate Jessop, Sustainable Schools, Auckland Council

---

Tom Johnson, Teoranganui/Healthy Families Whanganui

---

Waikare Komene, Papatoetoe Food Hub

---

Georgina Langdon-Pole, Waste Solutions, Auckland Council

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Ula Letele – BBM, Buttabeen Motivation

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Joanna Lim, Simpson Grierson

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TSI Healthy Families South Auckland team members:

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George Makapatama, Jacqui Yin, Ashleigh Siteine, Turei Mackey

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Therese Mangos, Pacific Vision Aotearoa

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Max McDermid, New World Supermarket

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Leota Alice Meredith, Papatoetoe Library

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Lui Poe, The Cause Collective

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Raju Ramakrishna, Papatoetoe Food Hub

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Dave Saunders, Aro Associates

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Gael Surgenor, The Southern Initiative

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Professor Boyd Swinburn, Professor of Population Nutrition and Global Health, University of Auckland

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Hon Arena Williams, MP Manurewa

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\*Lotu Fuli wasn't available for the interview, but contributed to this report via a quote on page 6.

# APPENDIX TWO – GOOD FOOD ROAD MAP



**EVERYONE IN AOTEAROA NEW ZEALAND SHOULD BE ABLE TO ACCESS GOOD FOOD AT ALL TIMES**

With local food systems that are regenerative, inclusive and resilient, food can be a catalyst for systemic change.

## GOOD FOOD ROAD MAP

Food and beverages that are affordable, nourishing, appetising, sustainable, locally produced and culturally appropriate.

A strategic framework to encourage consistency in approach, efficiency in use of available resources, and increase collaboration for collective impact.

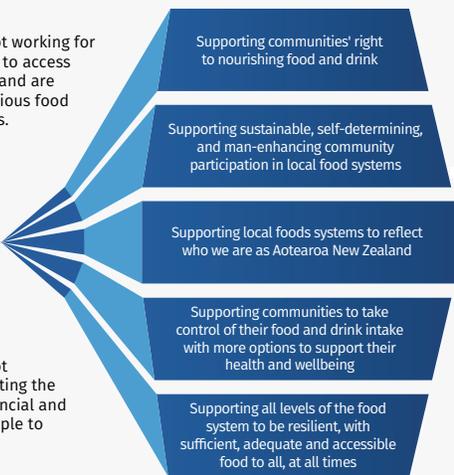
### FOOD INSECURITY

The food system is not working for all, with many unable to access adequate good food, and are consuming less nutritious food due to limited options.



### FOOD DEPENDENCY

The food system is not accessible to all, creating the need for ongoing financial and other support for people to consume good food.



**ACTION POINTS**



**A RESILIENT LOCAL FOOD SYSTEM**

### FOOD SECURITY

The food system enables all people, at all times, to have physical, social and economic access to good food which fulfill their dietary needs and food preferences for an active and healthy life.



### FOOD SOVEREIGNTY

People exercise the right to good food and have the right to define their own food systems - placing the control of food back into the local communities.

<https://www.tsi.nz/news/the-good-food-road-map>

# GOOD FOOD ROAD MAP

## COMMON GOAL

Good Food Road Map is a collective strategy towards food security and food sovereignty in Aotearoa New Zealand in order to help strengthen the overall health, wellbeing, and resilience of our communities.

Achieving this goal requires all of us working together, collaborate and co-create to shift our food systems to better support our people, community, and environmental wellbeing.

It is time to reconnect to our indigenous wisdom, valuing our diverse cultural knowledge around food supply and demand – where food is produced in ways that nourish our people and protect our environment.

On this journey, the right food policy is paramount to optimise food production, distribution, availability and affordability, reducing environmental impact, as well as regulating food advertisements in public spaces and packaging, so it can promote and support the consumption of good food, while educating about the health risks associated with foods that are ultra-processed and high in fat, sugar and salt.

There is an urgent need for developing local food systems that are regenerative, inclusive and resilient, understanding that food can play a critical role in driving systemic change and if produced, delivered, selected and consumed in a sustainable manner, it can improve individual and collective wellbeing, foster multiculturalism and social cohesiveness, build climate and community resilience, preserve and restore the natural environment, create jobs and regenerate communities.

There are plenty of well-structured stand-alone initiatives in New Zealand that together, can create a powerful movement towards a sustainable food system; but they need strategic support and guidance to leverage the work required to deliver positive long-term systemic change.

As a country, we have the necessary resources and collective intelligence to organise, motivate and implement a set of game-changing initiatives. Acting locally, we can have positive transformations in this field and create changes across all sectors within the food system.

The Good Food Road Map is a plan to tackle food insecurity, a proposal taking a realistic approach based on harnessing international experience and local knowledge, leveraging existing resources from different stakeholders, working together to influence the necessary policy and behaviour changes to achieve food security and ensure that food sovereignty remains in the control of our communities in Aotearoa.

This road map supports and aligns with many other local and international food charters, including the C40 Good Food Cities Declaration<sup>1</sup>, where leaders of major cities around the world committed to promote and preserve the health of citizens and the health of the planet by working to transform urban food systems.

<sup>1</sup> C40 World Mayors Summit - Copenhagen, Denmark (October 10, 2019)

# GOOD FOOD ROAD MAP

## Vision

Everyone in Aotearoa New Zealand should be able to access good food\* at all times.

## Mission

Develop and establish sustainable local food systems\*\*, so all individuals and whānau have access to food and drink that are affordable, appetising, nourishing, and nutrient dense, in order to improve community health and wellbeing.

*\*food and beverages that are affordable, nourishing, appetising, sustainable, locally produced and culturally appropriate (adapted from FAO and different food charters).*

*\*\*a collaborative network that integrates sustainable food production, processing, distribution, consumption, and waste management in order to enhance the environmental, economic, and social health of a place, ensuring food security and nutrition (FAO; Community-Wealth Org).*

## Five ideal scenarios - targets



Food  
Equity

### Ideal

1. Individuals and whānau should all be able to meet their basic human rights to nourishing food and drink.



Food  
Sovereignty

2. Individuals and whānau should be able to participate in their local food system in a sustainable, self-determining, and mana-enhancing way.



Food  
Culture  
and  
Traditions

3. Our food system should reflect who we are as Aotearoa New Zealand – a diverse and multi-ethnic society with strong indigenous culture, the 'capital of Polynesia'.

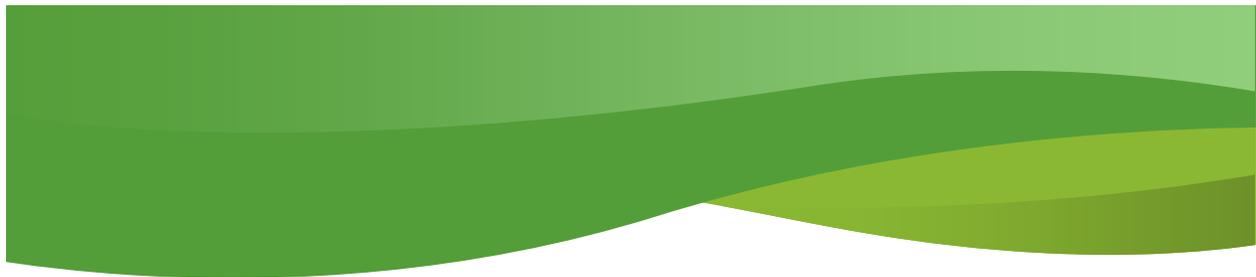
### Facts

- The current global food system is out of balance. Millions of people around the world suffer from hunger, yet many more have an unhealthy diet that contributes to premature death and rising healthcare costs<sup>1</sup>.
- This scenario is not different in New Zealand. Most of our food is consumed in cities<sup>2</sup> and food insecurity, malnutrition, child undernutrition and micronutrient deficiencies are increasingly urban problems, just as much as rising rates of chronic diseases.
- Our people and communities hold collective wisdom (cultural, life experience, individual knowledge) that could effectively shape the food system (demand, supply, marketing, consumption) so that it is supportive of their wellbeing.
- The recovery of the people is tied to the recovery of food, since food itself is medicine; not only for the body, but for the soul, is the spiritual connection to history, ancestors and the land.<sup>3</sup>
- Our existing social, economic and environmental challenges demand a collective approach, tackling the problems at their heart in order to truly deliver systemic change. Food plays a critical role in this process with an equally pivotal and cross-cutting role in driving change, since the connections among food, culture, and society, incorporates our cultural heritage and ethnicity, but is not limited to it. Food can foster multiculturalism and social cohesiveness, celebrating our nation's diversity, cultural identity and sense of place, which is closely connected to the land and the food systems. Indigenous and traditional knowledge offer a wealth of experience that can inspire local food systems to reconnect people to whenua, restoring the natural environment and enhance community resilience.

<sup>1</sup> FAO, 2018, The State of Food Security and Nutrition in The World

<sup>2</sup> C40, 2019, In Focus: Addressing food related consumption in C40 cities

<sup>3</sup> Winona LaDuke in Recovering the Sacred, 2005



### Food for Health and Wellbeing

#### Ideal

4. Individuals and whānau should be able to take control of their food and drink intake.

They need a food system where the best choice is the easiest choice – this means more options and alternatives to support their health and wellbeing.



### Food Resilience

5. All levels of the food system need to be resilient ensuring the supply of sufficient, adequate and accessible food to all.

In order to preserve the environment and ensure food and nutritional security for all, there needs to be a transition based on sustainable development principles<sup>6</sup>.

#### Facts

“We have good access to bad food and bad access to good food.”

Individuals and whānau in Aotearoa are suffering from diet-related chronic diseases.

- One in five deaths can be associated with bad diet<sup>4</sup>. The leading diseases associated with diet related deaths in New Zealand are coronary heart disease, stroke, colon and rectum cancer. Those who live with diet-related diseases are more likely to experience poorer mental, social, and educational outcomes<sup>5</sup>
- Community, non-governmental, and non-profit organisations deliver a number of initiatives tackling the food system, particularly around urban production and food environments. However, many of these initiatives face obstacles including policy constraints, funding constraints and lack of influence or access to decision makers.
- There are also significant and complex underlying systemic issues that cannot be addressed by the community alone:
  - loss of productive land
  - unsustainable business practices
  - waste reduction
  - regulations that can lead to commercial interests favoured over community wellbeing
  - fragmented approaches to addressing the food system e.g. multiple stakeholders with shared interests working independently

- As an island nation with close island nation friends in the Pacific – we are at the forefront of experiencing the effects of climate change. Furthermore, our diets are not just hurting our health but also the eco-system that supports human life<sup>7</sup>. Food is among the largest drivers of global environmental change contributing to biodiversity loss, freshwater overuse, interference with the nitrogen and phosphorus cycles, and land-system change. The world is in a climate crisis, where droughts, floods, desertification and extreme weather events, is reducing our ability to feed everyone on the planet<sup>8</sup>.
- An estimated one-third of all food produced is either lost or wasted. Food loss also represents a vast waste of labour, water, energy, land and other natural resources, as well as emissions, that went into producing it<sup>9</sup>.
- Local food systems<sup>10</sup> are inherently more resilient and provide greater food diversity. Their development, promotion, and protection have a key role to play in achieving greater food security while minimising food waste and GHG emissions<sup>11</sup>.

<sup>4</sup> Lancet, 2017, *Health effects of dietary risks in 195 countries*

<sup>5</sup> OECD, 2019, *The Heavy Burden of Obesity*

<sup>6</sup> FAO 2017, *Food Security and Nutrition in the Age of Climate Change*

<sup>7</sup> The EAT- Lancet Commission <https://eatforum.org/eat-lancet-commission/>

<sup>8</sup> UN Dispatch, 2017, *Climate Refugees Explained*

<sup>9</sup> FAO, 2015, *Food waste footprint & Climate Change*

<sup>10</sup> <https://community-wealth.org/strategies/panel/urban-aa/index.html>

<sup>11</sup> FAO 2017, *Food Security and Nutrition in the Age of Climate Change*

# GOOD FOOD ROAD MAP

## Action Plan

This document provides a framework for an individual plan towards a collective goal having the five ideal targets as a reference. Once you define the approach or initiatives, please share and connect with others so your work can inspire and contribute to systemic change.

**Location:** [*Place, Contact Person*]

	<b>Action Points</b>	<b>Examples of intended approach or initiative</b>
 <b>Food Equity</b>	1. Supporting communities' right to nourishing food and drink	<ul style="list-style-type: none"> <li>Supporting an overall increase of healthy plant-based food consumption (which involves eating more fruit, vegetables, nuts, and legumes, and for many, less food from animal sources) by shifting away from unsustainable, unhealthy diets.</li> </ul>
 <b>Food Sovereignty</b>	2. Supporting sustainable, self-determining, and mana-enhancing community participation in local food systems	<ul style="list-style-type: none"> <li>Working with Iwi, community, businesses, public institutions and other organizations to develop a joint strategy for implementing these actions and achieving these goals inclusively and equitably.</li> </ul>
 <b>Food Culture and Traditions</b>	3. Supporting food systems to reflect who we are as Aotearoa-New Zealand – a diverse and multi-ethnic society with strong indigenous culture, the 'capital of Polynesia'	<ul style="list-style-type: none"> <li>Working with local communities to revive and strengthen cultural food practices that are good for the people and the environment, and celebrates our unique diversity</li> </ul>
 <b>Food for Health and Wellbeing</b>	4. Supporting individuals and whānau to take control of their food and drink intake via a food system where the best choice is the easiest choice	<ul style="list-style-type: none"> <li>Supporting urban/backyard food production and local/neighbourhood food collective/cooperative schemes</li> <li>Talking with policymakers to ensure that schools, hospitals and other priority settings are supported to provide and promote healthier food as the default</li> </ul>
 <b>Food Resilience</b>	5. Supporting all levels of the food system to be resilient ensuring the supply of sufficient, adequate and accessible food to all, in the face of various and even unforeseen disturbances	<ul style="list-style-type: none"> <li>Reducing food loss and waste through education and transformation of current practices.</li> <li>Incentivising local food production and supply chain to increase local demand and consumption.</li> <li>Supporting regenerative agriculture</li> </ul>

# APPENDIX THREE

There have been over 100,000 views of the media below, in total.

## A SELECTION OF PAPATOETOE FOOD HUB MEDIA

**NEWSHUB** | Channel 3 | 8 July 2019

<https://www.newshub.co.nz/home/new-zealand/2019/07/obese-patients-stuck-at-middlemore-hospital-for-months-nowhere-for-them-to-go.html>

**RNZ National** | Jesse Mulligan | 15 July 2019

<https://www.rnz.co.nz/national/programmes/afternoons/audio/2018704172/papatoetoe-food-hub-tackling-south-auckland-obesity>

**ONE NEWS** | TVNZ | 16 July 2019

<https://www.tvnz.co.nz/one-news/new-zealand/south-auckland-food-hub-sets-standard-obesity-rate-sparks-calls-prevention>

**TE KARERE** | TVNZ | 17 July 2019

<https://www.youtube.com/watch?v=qYtz0LQctVM>

**STUFF** | John Weekes | 9 September 2019

<https://www.stuff.co.nz/national/115399179/the-reborn-white-lady-and-the-green-oasis-fighting-food-poverty>

**THE INDIAN NEWS** | 23 July 2020

<https://www.indiannews.co.nz/allstories/pm-visits-papatoetoe-foodhub-run-by-kiwi-indian-rajuramakrishna-and-waikare-komene>

**OUR AUCKLAND** | December 2020

<https://ourauckland.aucklandcouncil.govt.nz/articles/news/2020/12/a-recipe-for-success-in-papatoetoe/>

**NEWSROOM** | Matthew Scott | June 2021

[Food Havens Feed South Auckland's Whānau in Need | Newsroom](#)

**TAGATA PASIFIKA** | July 2021

<https://tpplus.co.nz/community/south-auckland-food-hub-produces-delicious-kai-through-relationships-and-sustainability/>

**THE SPINOFF** | December 2020

<https://thespinoff.co.nz/partner/te-punahamatatini/01-12-2020/doughnuts-and-dandelions-reimagining-our-food-system-post-covid-19/>

## SOCIAL FEEDS

**Facebook** | Papatoetoe Food Hub

<https://www.facebook.com/papatoetoefoodhub>

**Instagram** | Papatoetoe Food Hub

<https://www.instagram.com/papatoetoefoodhub/>

**Facebook** | Papakura Food Hub

<https://www.facebook.com/PapakuraFoodHub>

**Instagram** | Papakura Food Hub

<https://www.instagram.com/papakurafoodhub/>

# GLOSSARY

Te Reo Māori words in this report are listed in alphabetical order below, with English translations, as sourced from the Māori Dictionary <https://maoridictionary.co.nz>.

<b>Aotearoa</b>	North Island - now used as the Māori name for New Zealand.
<b>Aroha</b>	to love, feel pity, feel concern for, feel compassion, empathise.
<b>Hāngi or umu</b>	earth oven - earth oven to cook food with steam and heat from heated stones.
<b>Kai</b>	food, meal.
<b>Kaitiaki</b>	trustee, minder, guard, custodian, guardian, caregiver, keeper, steward.
<b>Kaupapa</b>	topic, policy, matter for discussion, plan, purpose, scheme, proposal, agenda, subject, programme, theme, issue, initiative.
<b>Kawa</b>	karakia (ritual chants) and customs for the opening of new houses, canoes and other events.
<b>Koha</b>	gift, present, offering, donation, contribution - especially one maintaining social relationships and has connotations of reciprocity.
<b>Mana</b>	prestige, authority, control, power, influence, status, spiritual power, charisma.
<b>Manaakitanga</b>	hospitality, kindness, generosity, support - the process of showing respect, generosity and care for others.
<b>Papatūānuku</b>	the Earth, Earth Mother and wife of Ranginui (Sky Father), all things originate from them.
<b>Puku</b>	stomach, belly, tummy.
<b>Tikanga</b>	correct procedure, custom, habit, lore, method, manner, rule, way, code, meaning, plan, practice, convention, protocol - the customary system of values and practices that have developed over time and are deeply embedded in the social context.
<b>Whakapapa</b>	genealogy, lineage, descent.
<b>Whānau</b>	extended family, family group, a familiar term of address to a number of people.
<b>Whenua</b>	land - often used in the plural.





PAPATOETOE  
**FOOD HUB**

**PAPATOETOE**

**FOOD  
HUB**

