Our Pou, shaped by us, crafted with care.
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Pou
This is the story of how our pou is being created.

Why it is important and what it will mean for us now and into the future.

This book speaks to the spirit of the name of our pou, Te Pou Mātāpuna and what it embodies.

Ko tātou tātou, we are a Co-operative created and owned by Aotearoa New Zealand dairy farmers. Our rich history is built on farming families working together to share the natural goodness of our dairy with the world.

Over the last few years, our Co-operative has been on a journey to reset our strategy and direction. These changes have given us the opportunity to relook at how we tell our story as a unique Aotearoa New Zealand company.

We are a Co-operative who connects people all over the world, so it is important we create a bicultural foundation for a multicultural workforce. Our customers and employees are from many different countries and cultures. At the same time, we are from Aotearoa, New Zealand.

And as a result, te ao Māori (the Māori world view) inspires our mindset. We recognise the significance of Māori culture, people and perspectives in shaping who we are, as well as the role it plays in celebrating our identity here in Aotearoa New Zealand and globally.

With this in mind, we have set out on a journey to better acknowledge and appreciate this. To embrace the Māori world view and Māori culture as a stronger part of our story. To build closer connections with āhu (indigenous tribes) and to integrate Māori culture and values into who we are in a sincere and genuine way.

The next step in this journey is to tell our story through the creation of a pou. A pou is a traditional Māori way of telling a story through the art of wood carving. It will be a physical representation of our Co-operative and everyone in it, telling the story of our past, our present and our future ambitions. A tangible reminder that our strength and success come from working together and from our connection to Aotearoa New Zealand out into the world.
Bringing our values together

Our values are how we think, feel and act. We have recently been on a journey to understand how Māori culture overlaps with our Good Together philosophy and our values, and how they can come together in one combined approach. The result is a way of thinking, feeling and acting that binds us all through a collective ambition to create good for people and place. For each other, for our Co-operative, and for all Aotearoa New Zealand. To create Good Together. Tātou, tātou.

Scan the QR code below to watch our values video
Our values brought together by a reciprocal framework.

**CHALLENGE BOUNDARIES**

**DO WHAT’S RIGHT**

Co-operative **SPIRIT**
Whanaungatanga

**MAKE IT HAPPEN**

**Good for**
**PLACE**
Kaitiakitanga
Inspired by the Māori world view

Maori principles align with our Co-operative’s values and aspirations, they are human principles and play an important role in uniting us all, no matter where we are in the world.

Manaakitanga
Care for people.

How we care and support each other from our farmers to staff right through to our customers. From the language we use, to the relationships we make and cherish, to our support for each other physically, emotionally, spiritually and culturally.

Kaitiakitanga
Care for our land and environment.

How we ensure that we respect, protect and look after our natural environment so that our future generations may enjoy the benefits of our environment whilst understanding the inherent obligations of Kaitiakitanga.

Whanaungatanga
Care for the connectivity between people.

How we connect with each other to share common purpose and goals, based on respect, humility and trusted relationships.
This pou tells a story of the core values of our Co-operative, and our journey to connect closer to te ao Māori.

Shaped by the many voices of our people, here at home and around the world, it reflects our values and aspirations in a way that is uniquely of Aotearoa, but beneficial to everyone. It is sculpted from a single native Tōtara (native tree) extended to us by Ngāti Whātua Ōrākei (tribe from Ōrākei), and carved by the hands of Mana Whenua (local indigenous authority) through Master Carver Arekatera Maihi.
Standing tall in the heart of our Co-operative, this pou is a beacon to bring us together and a taonga (treasure/gift) for everyone. Guiding us as we stand on the shoulders of giants, building on all achieved before us, and enabling us to see and reach further.

This pou is a marker of the journey we have been on and the foundation for Fonterra moving forward, with whakapapa (genealogy) at the forefront of our decision making. We are its guardians, and each day our role is to build mana (pride/respect) into it by living the values it represents. Together building upon our past for a shared future. Tātou, tātou.

The word Mātāpuna tells the same story as our name, Fonterra meaning to “spring from the earth”.
Our collective journey

The five step process of crafting our unique pou

Whakarongo
To Listen

This initial phase of the process was about kōrero, conversation and listening. Our farmers and employees came together from different parts of the organisation, all over the world to share stories of their values and our Co-operative with the Master Carver.

Whakawhiti
To Reciprocate

This next phase of the process involved taking all the learnings and conversations from the first phase and developing them into an idea, and inspiration, and a story that could be expressed through a visual medium by carving it into the pou.
The development and installation of a pou, as a physical representation of our combined values, requires a highly collaborative process. It’s important to ensure our story is told in a genuine and meaningful way, respecting tikanga (customs and protocol), and incorporating the many voices of our Co-operative and the journey we are embarking on. Forming a two-way dialogue between Fonterra and Mana Whenua (indigenous people), between our people and Māori carving experts.

**Whakamahi**
To Make

Bringing the story of Fonterra and our values meant applying it to the pou. Beginning the carving process, from a bare Totara (native tree) trunk. Carved by hand and eye, crafted with incredible skill and care over a period of 16 weeks.

**Whakatū**
To Install

Whakatū is the installation of the carved pou in a way that is tika, or correct. It will involve a ceremony and a celebration for the people all around the world, as it will mark the beginning of a new chapter for Fonterra.

**Whakamana**
To Uplift

Whakamana will be the final – and ongoing – phase of the process. This is where we will share the story of the pou, its meaning and the values it represents, with the wider community and the world. A proud illustration of our Aotearoa identity.
Whakarongo is to Listen.

During this phase of the project, we set about exchanging meaningful dialogue to understand each other’s worlds and share our collective aspirations for Fonterra.

In order to create a design that is unique to us, Arekatera went on a two-month journey with us to get to know our Co-operative and the people in it.

This pou will mean different things to different people. We should be proud of what this will become because it is the foundation for Fonterra moving forward.

Scott Nelson

Listening to people’s kōrero, and how each of those can feed into the story behind what will become a taonga for everyone.

Tiaki Hunia

Whakarongo

Arekatera’s induction included four farm visits across the Waikato, Auckland and Canterbury and conversations with 26 farmers, as well as visits to Te Rapa Manufacturing, Edgecumbe Manufacturing, Farm Source store Morrinsville, Fonterra Research and Development Centre, and eight online staff workshops with employees in New Zealand and around the world.

Scan the QR code to watch the Whakarongo Chapter.
We have a lot to gain by understanding more of the tikanga. Manaakitanga, Kaitiakitanga, Whanaungatanga are all essential to being part of a Co-op.
Stu Muir

What we do today, we are thinking of tomorrow, of the next generation coming through.
Geoff Spark

We have a saying at Fonterra, and that is that we are standing on the shoulder of giants.
Alastair MacGibbon

This is a real momentous step that things are changing and we are moving in a different direction as a Co-op.
Tracy Brown
Whakawhiti is to Reciprocate.

To take all the learnings and conversations from the first phase and develop them into an idea, an inspiration, and a story that could be expressed through a visual medium by carving it into the pou.
During the Whakarongo phase, there was a lot of talk about manaaki (caring), so that will be shown in the carving. My design will also show Kaitiakitanga or guardianship. And through those conversations, talking about the future, looking ahead to a brighter future, not just for the company but for people in general.
Arekatera Maihi

“

Whiti

It’s pretty surreal. Probably for me, seeing the rākau (wood) get onto the truck. This was probably the moment where I thought, wow, our Co-op has moved in terms of culturally and symbolically, holistically and I guess it sort of really goes to the heart of our values.
Haylee Puaranui

”

Scan the QR code to watch the Whakawhiti Chapter.
Whakamahi is to Make.

Whakamahi is to put our learnings into practice through the craftsmanship of carving. The carving process, lead by Master Carver Arekatera Maihi begins by taking the design composed through the previous phases and applying it to the Tōtara (native tree).

Scan and stay tuned for this next chapter in our documentary.
Building Relationships
The process of building our Māori Strategy, aligning our values, and ultimately developing Te Pou Mātāpuna has been a highly collaborative journey, along the way we have built and strengthened relationships both within our Co-operative and with the cultures and communities we work in.

It has involved and united farmers and staff, here at home and around the world. Significantly, it has enabled us to establish and strengthen relationships with iwi and Mana Whenua as well as Māori cultural experts and advisors.
In order to create a pou that tells our story in a sincere and powerful way, we are working with storytellers, experts and genuine masters of craft.

The carving of this pou is led by Arekatera Maihi and his team of carvers. Arekatera is a Master Carver and well-known musician and tā moko artist (traditional Māori skin art).

“We’re really fortunate to have someone like Arekatera involved, both because of his talent and because of who he is.”

Tiaki Hunia
“The function of a pou is to instil inspiration in those who look at it and engage with it. And that’s what we hope to do.”

Arekatera Maihi, – Lead Master Carver

Arekatera graduated from the New Zealand Māori Arts and Crafts Institute in 2006 and established Toitu Design Ltd in 2007. Since its inception, Toitu Design has been a leader in its field and has built a reputation around expertise, authenticity, and workmanship to the highest standard. A strength is fusing traditional Māori art forms with contemporary design.

Arekatera’s work can be seen outside Eden Park, and as part of the America’s Cup 2021 to name just a few.
Why we’re doing this

We are from Aotearoa New Zealand. We acknowledge the importance of Māori culture, values and perspectives, and are on a journey to integrate them into our organisation in a meaningful way. We are also a global business and employer. Our people and the people we work with are from all over the world. So it is important we create a bicultural foundation for our multicultural workforce.

Why it’s important

The story of Fonterra is built on generations of farming families working together. The pou is a traditional Māori way of telling our story, a physical representation of our Co-operative and a reminder to all of who we are and what we stand for. It illustrates themes of intergenerational farming and environmental sustainability, of care and respect for people and place, all of which are important to us and our customers.

How it will add value

As a global business based in Aotearoa, the Māori world view enables us to connect to many cultures, enhancing our provenance story and strengthening customer relationships. Around the world, indigenous cultures are increasingly being recognised and respected. The Māori principle of Kaitiakitanga (guardians or stewards to protect our natural environment) aligns with our provenance story and is a big part of why our products are in demand around the world.

How it’s being made

After a two month journey getting to know our Co-operative, with input from a wide range of farmers and employees, Master Carver Arekatera Maihi and his team are designing and carving the pou from a single, 12 metre Tōtara tree. The log was gifted to Ngāti Whātua Ōrākei in Auckland. Once complete, the pou will be erected in our Fanshawe Street office as a focal point for our story. Offcuts from the carving will be turned into gifts for people and other Fonterra sites.
How to get involved

As we move forward and we start to bring worlds and cultures closer together, it’s a time for us all to celebrate our own cultures and differences. This kaupapa or project acts as an invitation to all of the people that make up our Co-operative to bring their full self and culture to Fonterra each and everyday. It is through our differences we find strength and common ground.

The pou will be revealed at an event in November and there will be an invitation going out closer to the time. In the meantime, please encourage your friends, family, and fellow farmers to learn more about this journey by visiting www.fonterra.com/tepou, if you have any questions please email te.pou@fonterra.com
Scan the QR code above to visit our website.
Discover more about Te Pou project.

Visit our website at fonterra.com/tepou