

# PURE HAWKE'S BAY

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May 20 2011

Lawrence Yule

Mayor  
Hastings District Council  
207 Lyndon Road East  
Hastings

## **Maintaining Hawke's Bay's status as GM free food producing region**

Dear Lawrence,

In an increasingly competitive world market, Hawke's Bay food producers will need to have clear points of difference and will rely increasingly on a regional brand.

Pure Hawke's Bay is a group of local food producers committed to building the region's reputation as a world-renowned, high quality, sustainable food producer.

We believe maintaining Hawke's Bay's current status as a GM free food producing region is a crucial step in protecting and building that brand.

Genetically modified (GM) foods continue to face resistance in many of our key export markets. GM food production poses a considerable economic threat to growers individually and to the Hawke's Bay regional brand. Preserving our GM Free food production will both eliminate the economic risks and enhance the economic opportunities that GM free status offers.

Hawke's Bay food producers, through Pure Hawke's Bay, need the Hastings District Council to introduce measures which will maintain the region's GM free food producer status. We have approached other councils in the region to achieve this.

As you may know, the Whangarei District Council has decided to regulate outdoor GMO activities under the RMA. The Council has indicated that this is likely to result in commercial GMO use being a prohibited activity under the District Plan. Other Northland Councils are also looking to protect their region from this risk. Their investigations of how councils can manage GM risks are a resource that Hawke's Bay Councils can draw upon.

Enclosed are supporting documents which should address questions you might have. If you have further questions, please contact us. We look forward to discussing them with you.

Best regards



John Bostock



Will McFarlane



Scott Lawson

On behalf of

Phil Alexander	John Kamp
Mark Apatu	David Kerr
Danny Bearsley	Peter Kershaw
Bruno Chambers	David Mason
Peter Clarkson	Ken Miller
Trevor Claughton	Taine Randall
Crasborn Brothers	Andrew Russell
Ben Crosse	Wayne Startup
Robert and Charlotte Fisher	Leon Stallard
Richard Gaddum	Andy Tait Jamieson
Mike Glazebrook	Steve Tait Jamieson
Angus Gordon	Mike Walmsley
Rex Graham	James and Sally Williams
Greg and Rachel Hart	Rob Wilson
Steve Horgan	Andrew van Workum

**Enclosed:**

Pure Hawke's Bay Vision Statement  
Hawke's Bay GM Free Food Producer: Q and A  
Pure Hawke's Bay Submission to Rural Discussion Document  
Council management of GMOs: Mandate, Authority and Liabilities