



WATSON & SON

FARMING FOR THE FUTURE





WATSON & SON

Watson & Son was established in 2003 in response to the growing demand for Manuka honey. Founder Denis Watson is a scientist and beekeeper with over thirty years of apiary experience

Watson & Son employs over 160 full time staff and has a fully integrated supply chain from beehive to market, ensuring full traceability back to the hive.



APIARY



- *105 beekeepers and over 50,000 hives.*
- *The flowering season starts in the far north first in early November, and continues until March down the lower regions of the island.*
- *Ongoing expansion of our hive base, requiring continuous hive production and colony breeding programme.*
- *Kaupapa of working with other iwi, Maori trusts and whanau landowners to develop their Manuka industry capacity in partnership with W&S.*



MANUKA HIVE SITE CRITERIA

- Ready access for bees to Manuka
- 1ha per hive
- Shelter from the wind
- Morning Sun
- Vehicle Access
- Possibility of all year round (permanent) use

MANUKA PLANTING

- Awapuripuri – Combination of Pukeamuku and Arapapa Tinui Valley Road.
- Traditional Sheep and Beef
- Loam Soils
- Between moderately steep and steep
- 2 Million planted in 2015
- 3.5 Million planted in 2016
- Planting density ranging from 2x2 to 1x1
- Cost per ha 2x2 = approx. \$1600
- Trial and error
- Mistakes made – Lessons learned.
- Permanent sites (approx. 100)
- Approx 5000 hives.



INTEGRATED SUPPLY CHAIN

- RMP Certified Extraction and Packing Facilities
- IANZ Accredited in-house laboratory
- Custom built database which integrates the entire business operation into one system.
- All honey batches can be traced through every stage of the production process with a click of the button.



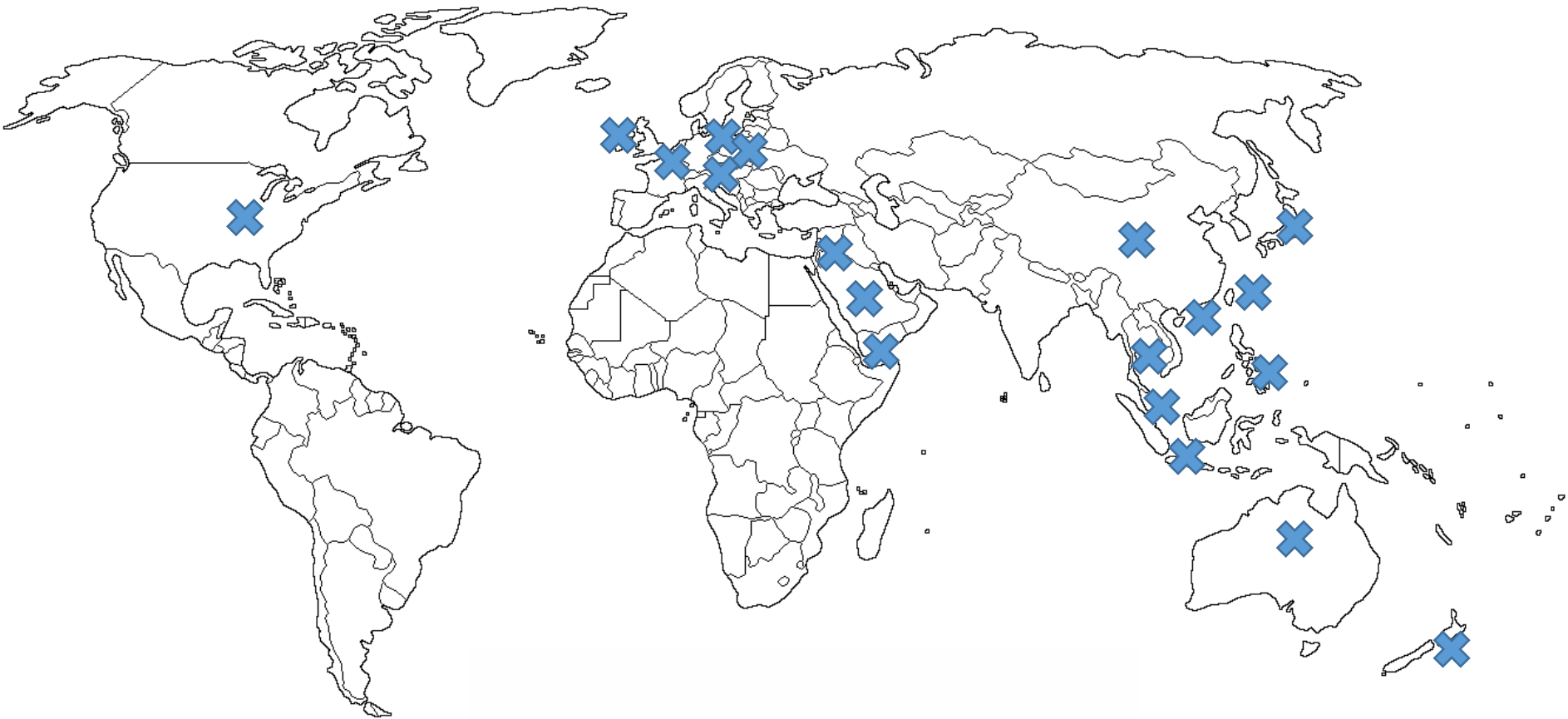
MANUKA

ONE NAME.
WATSON & SON

ONE BRAND.
BLACK LABEL



INTERNATIONAL MARKETS



→ China
→ Hong Kong
→ Thailand
→ Indonesia
→ Australia

→ Malaysia
→ Ireland
→ UK
→ Saudi Arabia
→ Yemen

→ Kuwait
→ France
→ Germany
→ Taiwan
→ USA

PROFITABILITY

- Royalties 30%
- Average hive producing 20kg each would give the following
 - Under 5+ = \$16,320 Landowner \$4896
 - MGS 5+ = \$39,360 Landowner \$11,808
 - MGS 10+ = \$67,200 Landowner \$20,160
 - MGS 20+ = \$190,080 Landowner \$57,024
- Pricing is based on Watson & Son Landowner prices 2016/2017 Season.
- Afforestation grants - MPI Scheme.



LANDOWNER RELATIONSHIPS

- Ensuring on-going supply
- Co-operation with local iwi
- Another income flow
- Spring sites = honey





ENVIRONMENTAL IMPACTS

- Gorse / Competition control
- Erosion Control
- Riparian planting
- Soil Conditioner
- Complimentary Planting



PASTORAL FARMING AND HONEY PRODUCTION

→ Pollination

→ Clover Production

→ Marginal Land

