

MAYORAL COLUMN

A MODEL OF BRAVERY

I have total admiration for Paul Hyslop and Dianne Downey and the amazing business venture they have created at The Limery.

This couple came to Wairoa from Auckland looking for a lifestyle block by the sea.

Roll forward 10 years and they are now New Zealand's biggest exporter of lime juice to Australia and are about to increase their staff levels to 10. This is an exemplary example of what can be achieved with blood,

Council has always endorsed their vision, including supporting their application for a loan through the Provincial Growth Unit.

It hasn't been an easy journey for Paul and Dianne, and it can be tough being self-employed with compliance costs and market variations.

This loan enabled The Limery to develop an on-site juicing factory which is where the real growth potential is.

The Limery began exporting juice to Australia last August and less than a year later demand for their product is five times what they are supplying.

This can only be good for our district by creating employment and working co-operatively with other growers also develops additional income streams.

Branding is a big part of The Limery and through this marketing work they have contributed to building a citrus industry for Wairoa. Building a brand and establishing a market is hard enough but these two literally started at grassroots and are delivering a paddock to plate product.

Growing, processing and exporting limes makes The Limery one of a kind in New Zealand – and it's based in Wairoa. The Limery also finds a use for everything they produce with lime blossom used in gin botanicals, peel in food flavouring and even the pulp from the juicing is fed to livestock.

They are also pesticide free and work hard on their environmental footprint.

The Limery has attracted national attention and Country Calendar has been in town filming their journey. Their story is expected to screen next month with a tentative date of July 11, and I know a lot of Wairoa people will be like me and watch with pride about what is unfolding right on our doorstep.



Mayor Craig Little

sweat and tears.

A group of us visited the Kopu Road based business recently and councillor Melissa Kaimoana summed up what Paul and Dianne have achieved by describing The Limery as a model of bravery for Wairoa.

This local couple made a real leap of faith by having the bravery to jump off the cliff without worrying where they were going to land. I guess bravery is part of entrepreneurship and this couple certainly have it in bucket loads.

They have planted an orchard of 4000 lime trees of different varieties and source limes from another 16,000 lime trees grown across 14 Wairoa properties.

We were honoured to have Regional Director of Te Puni Kōkiri Mere Pohatu as part of our delegation. Mere had heard so much about The Limery and the good work they were doing and said the visit just confirmed the incredible levels they are achieving.



The Limery's Dianne Downey shows visitors the inside of The Limery's juicing room.



At The Limery with Paul Hyslop and Dianne Downey, from left, myself, elected members Hine Flood, Danika Goldsmith, Melissa Kaimoana and Council's Group Manager of Finance and Corporate Support Gary Borg.



Checking out some of the lime varieties, from left, myself with elected members Danika Goldsmith, Hine Flood and Melissa Kaimoana.



Inside The Limery packhouse with Regional Director of Te Puni Kōkiri Mere Pohatu and owners Paul Hyslop and Dianne Downey.