



Rotary Club of Palmerston North (1924)

President Dave Gaynor, Secretary Steve Paterson,
Treasurer Ron Schalkwijk, Past President John Freebairn



Monday 14th July 2025

Speaker	Adrian Gregory, Rotary District Secretary "Lifting the lid"
Intro/Thanks-	President Dave
Attendance	Stu Schwartz
Sergeant	Nigel Withell
Corporal	Brian Donnelly
Parting Thought	Norelle Ward
Bulletin	Steve Parsons



Monday 21st July 2025

Speaker Benji Pritchard, ManawaTech

"ManawaTech, Fit Rewards, and The Factory - business, community engagement, and impact."

Intro/Thanks	Ramola Duncan
Attendance	Stu Schwartz
Sergeant	Liam Hehir
Corporal	Steve Paterson
Parting Thought	Nick Kaspers
Bulletin	Steve Parsons

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Report on meeting Monday 07th July 2025

Dr Victoria Hatton, CEO, FoodHQ

FoodHQ is New Zealand's leading food and agrifood innovation hub. Victoria shared the organisation's vision and work. She has a strong background in employment strategy, systems transformation, and international sustainability policy (including experience at PwC and the UN Food and Agriculture Organization),

Victoria now leads FoodHQ in driving food innovation from its Palmerston North base.

FoodHQ has three key focus areas:

1. Convening stakeholders to activate change hosting summits on food and fibre innovation.
2. Building capability, supporting both emerging and senior leaders in the sector.
3. Driving insight and foresight, scanning global trends and preparing for the future of food.

She highlighted that while the Manawatū region has a strong food research and innovation base (with 27% of New Zealand's research staff located there), New Zealand is facing challenges:

- Competitive advantage is shrinking as other countries move faster with tech and science.



- Skills shortages are emerging in food technology and engineering.
- NZ lacks clarity about what exactly it is selling in global markets (commodities vs. value-added products).
- Climate change and global uncertainty are further risks, demanding more resilience.

Victoria outlined five key "megatrends" shaping the global food sector:

1. Wellness and metabolic health — rising demand for nutritious, high-protein, health-promoting foods.
2. Fragmentation of health beliefs — social media is shaping consumer choices, requiring engagement with influencers.
3. Naturally functional foods — consumers want foods with clear health benefits.
4. Convenient, single-serve products — the growth of single-person households is driving demand for quick, easy individually portioned foods.
5. Sustainability as standard — climate- and planet-friendly production is now a baseline expectation, no longer a premium differentiator. Finally, she emphasised that the region has excellent foundations in food production, science, and technology, but must continue to innovate boldly, forecast proactively, and respond to changing global signals to stay ahead.

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Attendance included PN and Awapuni Rotarians and Manawatu Business Chamber members.



Parting thought : Martin Townend:

"Small opportunities are often the beginning of great enterprises"

And

"It is knowledge to know that a tomato is



a fruit, but it is wisdom not to put it in a fruit Salad."



Rotary



New Member Form

propose a new member. Just click on the link:
<https://www.pnrotary.co.nz/ProposeNewMember.pdf>

Rotary Club 100 Year booklet update copy is available from Dave Gaynor. This final edition includes all speeches

Club 100 year booklet is now live on
<https://manawatuheritage.pncc.govt.nz/>

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