GOVERNANCE FRAMEWORK & CHARTER

Te Anga Whakahaere mo Te Tohu Manuka Certified Trademark

DOCUMENT ID:	MCT-GOV-2026-V3	**CLASSIFICATION:**	Official Trust Governance Policy
RATIFIED DATE:	29 October 2026	**JURISDICTION:**	Aotearoa New Zealand
GOVERNING BODY:	Board of Trustees & Kaahui Rangatira	**STATUS:**	Board Ratified | Active

1. PURPOSE AND MANDATE

1.1 The Manuka Charitable Trust was established to administer, protect, and defend the integrity of genuine Manuka honey from Aotearoa New Zealand under Maori indigenous authority and statutory regulation.

1.2 The Trust holds and oversees the Tohu Manuka Certified Trademark and Geographical Indications, preventing the unauthorized commercial misappropriation, adulteration, or dilution of the taonga species Leptospermum scoparium across international markets and multilateral trade jurisdictions.

1.3 Every certified batch is subject to end-to-end chain of custody auditing, ensuring authenticity is grounded in both indigenous cultural provenance and New Zealand export authentication science.

2. THE FOUR POU ARCHITECTURE

RAKAU - Botanical Specification

Manuka can be sourced exclusively from the biologically distinct taonga species, grown and harvested within New Zealand soils and climates.

WHENUA - Terroir & Provenance

Each batch of certified Manuka must be traceable to the unique regional biodiversity and GPS hive-site coordinates of the wild forest or coast where harvested.

TIKANGA MAORI - Traditional Law

Licensees must market certified products in ways that honour te Ao Maori, authentic cultural heritage, correct te reo usage, and indigenous kaitiakitanga.

PUTAIAO - Chemical Authentication

Independent scientific authentication verifies the unique chemical and genomic signature, complying strictly with MPI government export definitions.

3. TE TIRITI O WAITANGI COVENANT

Governance operates at the intersection of Rangatiratanga (indigenous authority) and Kawanatanga (state regulation). The Trust upholds the rights of hapu and iwi under Article 2 of Te Tiriti o Waitangi over their taonga species, while collaborating transparently with MPI and international regulators.

4. GOVERNANCE BODIES & DECISION-MAKING

4.1 Te Tuapou (The Board of Trustees):
Responsible for overall strategic direction, financial and fiduciary stewardship, legal risk management, and statutory reporting. The Board oversees certification trademark approvals and appeals.

4.2 Kahui Rangatira (Iwi Leaders Advisory Council):
Comprising recognized leaders from regional iwi across Aotearoa (including Te Tai Tokerau, Tairawhiti,) Tj 0 -13 Td (Central Plateau,

4.3 Standards & Scientific Review Committee:
An expert body reviewing laboratory methods, isotopic analysis, genomic markers, and harvest audit results.

5. CERTIFICATION LIFECYCLE & COMPLIANCE

5.1 Annual Audit & Renewal: Every licensed organisation across all four supply-chain tiers (Beekeepers,) Tj 0 -13 Td (Processors, Ex

5.2 Traceability & AP E-Cert: Batches must maintain unbroken documentation from hive site to retail pack.

5.3 Enforcement & Misuse: The Trust enforces zero-tolerance against trademark infringement, false origin claims, and chemical adulteration. Non-compliance results in immediate revocation and public register notice.

6. CONSTITUTIONAL RATIFICATION & SIGN-OFF

ON BEHALF OF THE BOARD OF TRUSTEES

Pita Tipene
Chair, The Manuka Charitable Trust
Date: 29 October 2026
Location: Waitangi, Aotearoa New Zealand

ON BEHALF OF KAHUI RANGATIRA

Haami Piripi, ONZM
Lead Kaitiaki & Iwi Representative
Date: 29 October 2026
Location: Aotearoa New Zealand

OFFICIAL NOTIFICATION & PUBLIC REGISTER

This governance framework constitutes the formal standard for the Tohu Manuka Certified Trademark. All certified licensees, supply-chain participants, and international export partners are legally bound by the rules and criteria set forth in this instrument. Registered under New Zealand law.

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