

True colours

Autumn 2012

"To enable pōhutukawa and rātā to flourish again in their natural habitat as icons in the hearts and minds of all New Zealanders."



Welcome to the Autumn edition of the Project Crimson newsletter, True Colours. We hope you enjoy it!

Tee Shirts

Thanks to those of you who bought Starfish fundraiser tee shirts this summer. In supporting us over summer, you help us plant more trees this winter. And we do have a large planting programme planned for the July – September period this year.

Our friends at Starfish work hard to make sure their clothes are beautifully designed with products that aren't harmful to our environment – and that's not an easy task.

This year we teamed up with New Zealand artist Shona Moller to create a beautiful image on the front of the tee – printed onto a 100% organic cotton tee-shirt, manufactured right here in New Zealand. We still have women's tees available in small and medium sizes. There is also a grey marl tee shirt for men in various sizes. Check out our website www.projectcrimson.org.nz for more information.



J Friend and Co. and their pohutukawa honey



For those of you who read Cuisine magazine you may have seen that J Friend and Co was the supreme winner of the Cuisine Artisan Awards this year with their pohutukawa honey. We love their products. The honey is of outstanding quality. Try a pot for yourself and see what you think, it's available in many supermarkets throughout New Zealand or online at www.jfriend.co.nz

Farewell to Philip Simpson

After twenty years of service to the Project Crimson Trust Philip Simpson, celebrated author of *Pohutukawa and Rata: New Zealand's Iron Hearted Trees* and well renowned botanist, is leaving the Trust to focus on his vineyard, his new book and other local projects. Philip and his wife Wendy have lived with Project Crimson all their married life. While Philip has travelled New Zealand managing some exciting ecological projects on behalf of the Trust, Wendy (who is noted for her wine sensory evaluation work) has taken care of their Pohara property and their vineyard (Parr and Simpson), which produces superb chardonnay and pinto noir.

Here Philip shares with readers some of the highlights of his time with the Trust.



What have you enjoyed most about being a Project Crimson Trustee?

I love planting rata and pohutukawa trees and learning about the ecology – particularly the limits to their distribution. Applying science to community interests is so important but has to be done in a way that makes the work appealing to people so they want to do the work themselves. I have enjoyed greatly the creation of *Crimson Trails* and writing the book *Pohutukawa and Rata* which the Trust so generously supported.

In leaving the Trust what do you wish for its future?

My hope is that the Trust will always maintain a community outlook and continue to focus on conserving pohutukawa and rata. I hope Project Crimson serves as a centre for sponsored conservation work with high ideals of scientific accuracy. Overall my hope is that the Trust can restore coastal forests to New Zealand which is what it set out to do over 20 years ago.

What will you do with your time now?

I will continue to serve on local conservation organisations and write books on my favourite plants worldwide (now totara and next Joshua tree). I plan to plant an arboretum of world conifers; and naturally I will continue with the vines and wines while the hands hold out!

Do you have any parting comments?

I am deeply grateful to Project Crimson for enabling me to help conserve some of the finest New Zealand trees. The Trust very generously supported my book on pohutukawa and rata, with grant money and a vehicle. This opened the door for my next phase of professional life, and it enabled me to meet many fine New Zealanders and visit some lovely and interesting places. I am also very grateful to my wife Wendy whose support has enabled me to continue this work for such a long time. It has been an honour to be a founding member of the Project Crimson Trust.

Ata Rangī – busy with another vintage



ATA RANGI
· MARTINBOROUGH ·

Twenty minutes south of their vineyard Ata Rangī in Martinborough, co-owners Clive and Phyll have a block of land they call the Bush Block, which is home to around 200 mature northern rata – up high on the ridge at the back of the block. From these trees, Clive has propagated hundreds more, sharing them with local landowners in a bid to bring rata back to the region.

There are a number of people around this area who are lucky to have enough land to plant on - but Clive says that the land is lucky to have them too. “Some of these people have unbelievable knowledge of New Zealand’s biodiversity – over time their knowledge will see a lot of this local land restored back to its former glory.”

On a recent trip to Martinborough, executive director of Project Crimson, Bridget Abernethy, helped Clive and Phyll load some healthy northern rata specimen onto the truck – bound for a landowner down the road looking to plant some new trees on his property. Just another round of local support from Clive and Phyll.

The relationship between Project Crimson and Ata Rangī is in its sixth year and began with the development of *Crimson* – their young vines pinot noir – with a label featuring northern rata and the Project Crimson Trust. A portion of the sales of *Crimson* go back to support the Project Crimson Trust and Project Crimson works very hard to ensure the dollars are well used.

“Our commitment to Ata Rangī” says Bridget Abernethy, “is to see this money go back into planting northern rata in the Wellington region.”

Phyll, the marketing brain behind the brand, says that nearly 80% of *Crimson* is sold offshore to places like Australia, UK, Singapore, Hong Kong, Japan, Canada and Denmark. “The conservation story adds interest. People don’t necessarily understand about the plight of rata here in New Zealand, but they value our commitment to restoring the land with native trees,” she says. “And the label on each bottle of *Crimson* definitely helps to spread the message about the work and goals of the Project Crimson Trust.”

While making wines keeps Clive very busy, he does have other major projects on the boil. He has made it his mission to restore local forests and to reverse the decline of local indigenous species. He has worked hard to engage other passionate individuals from various organisations and with them recently formed the Aorangi Restoration Trust - to enhance the forest’s biodiversity, eradicate pests and turn it into a haven for native birds such as kiwi, whio and weka, which once lived in the area.

While the Aorangi Restoration Trust holds a wealth of conservation knowledge, experience and passion, Clive says they’ll need community support if they’re to see real, positive changes. “Money is hard to come by. We need people to do it for the love of it. We have to get people passionate about the bush, otherwise it won’t work,” he says.

Keep an eye out for new vintage *Crimson* 2011.

www.atarangi.co.nz



Clive and Bridget loading the truck with northern rata.

Living Legends
Where the field meets the forest



Many of you will have been involved in one of Living Legends planting days last year and we would love your help again this year! Living Legends is joint venture community conservation project between Project Crimson and The Tindall Foundation that was set up to commemorate New Zealand’s hosting of Rugby World Cup 2011.

In 2011 volunteers planted 83,000 trees across 17 locations during the six week Rugby World Cup tournament. But there is plenty more to do! Living Legends is a five year project and we have another 45,000 trees being cared for in nurseries throughout New Zealand ready for this year’s plantings.

Each planting project is dedicated to a regional ‘Rugby Legend’ who was selected in 2011 by their provincial rugby union. Our Rugby Legends are involved with the project, and many of them will be donning their gumboots ready to muck in again this year.

Living Legends plantings will enhance some of our most special parks and reserves throughout New Zealand, these are places where we reflect, refresh and can escape the hustle and bustle of our daily lives.

Dates will be announced very soon so make sure you visit www.livinglegends.co.nz to find out more about how you can take part in Living Legends plantings in 2012.

Sir Colin Meads, spade in hand and ready to go.



Treemendous

Another round of Treemendous gets underway in 2012 for Project Crimson, the Mazda Foundation and four lucky schools around New Zealand.

This is the time of year when the Project Crimson team digs deep into its drawers and pulls out the green Treemendous tee shirt, the gardening gloves, the spades and hit the road.

“The green tee shirts are all about making us prominent and easy to spot if people need guidance on the day” says Caroline Wallace, Treemendous organiser. “But the tee shirt also stands for ‘team’”.

Four times a year we get together with the Mazda New Zealand and Mazda Foundation teams and we do something great for a deserving school. This year those schools are Omarama School, Omarama; Tutira School, Napier; Nuhaka School, Nuhaka; and Otaua School, Waiuku.

We have already completed our first makeover for 2012 at Omarama School – in a stunning part of the Central Otago/ Waitaki region of the South Island.

This was a slightly different makeover from normal ones, in that it utilised private land adjacent to the school – on Omarama Station. The makeover started with a hangi at the Station (thanks to the hospitality of the Station owners) on Friday evening, and ended with a beer at the local pub on Saturday.

With a touch of new snow on the mountains the makeover team and local community set to work, completing the newly laid path and planting a range of carex and toi toi amongst other species, around the edge of the lake.

Over 50 people participated in the makeover – with a roll of only 26 children at the school this was a great show of support from the community. Even the local Mayor and his wife turned up to help.

The day finished with a sausage sizzle and home-made cakes and once again the Treemendous team dispersed to their homes in Auckland and Wellington – to be back together again in Nuhaka at the end of April.

The Treemendous makeover at Omarama was a wonderful example of community commitment and conservation principles and will be a great learning resource for the children at Omarama School in the future.



For more information about the Treemendous programme visit www.mazdafoundation.org.nz/treemendous.html. You can view our Treemendous history by heading to www.projectcrimson.org.nz. Click on ‘schools’ and then ‘Treemendous’ to see our amazing native transformations.

A big thank you to our sponsors...



DONATIONS

To achieve our goal of enabling pōhutukawa and rātā to flourish throughout New Zealand we need your help. As a registered charitable trust, Project Crimson relies on the support of volunteers and donations from people just like you. If you would like to help log onto our website www.projectcrimson.org.nz and click ‘donate’. Every little bit helps.

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