

True colours *Autumn 2010*

Our vision

“To enable pohutukawa and rata to flourish again in their natural habitat as icons in the hearts and minds of all New Zealanders.”

Project Crimson and Meridian celebrate Waimate's strawberry season

In December last year, Project Crimson joined forces with Meridian staff and headed down to the peaceful country town of Waimate to take part in the region's largest and most famous annual event, the Waimate Strawberry Fare.

The Fare was first celebrated in 1984 off the back of the thriving strawberry industry. It now attracts over 10,000 visitors each year offering all day entertainment and upmarket stalls.

Project Crimson and Meridian have been taking part in the event together for three years. Staff from both organisations run a combined stand offering games, information, merchandise and give-aways.

“It's great to be able to talk to people about what we do,” says Bridget Abernethy, Executive Director, Project Crimson.

“We love opportunities like this where we can stand beside Meridian and show people what the partnership is about.”

Meridian's Sponsorship Manager, Tracey Wemyss believes being part of the event is a great way to give something back to Meridian supporters.

“The Fare is a great opportunity to return something to the Waimate community. It's also an excellent chance to bring staff from different areas together and to show people the positive culture of our organisation.”



Project Crimson's Conservation Manager, Caroline Wallace offers a friendly face at the Project Crimson stand with Meridian helper.

Canterbury Rugby Football Union helps plant rata at Washpen Falls



Staff from the CRFU get stuck in.

Over 30 staff from the Canterbury Rugby Football Union (CRFU) turned up to plant southern rata (supplied by Project Crimson) at a site near Washpen Falls in December last year.

Project Crimson identified the area as an excellent site for regeneration of southern rata five years ago and has been working with landowners Tom and Jen McElrea to eradicate pests and regenerate and replant southern rata. CRFU has been part of the project since 2008 when Project Crimson and CRFU recognised the potential for a team-building day for staff and players.

Hamish Riach, CRFU's CEO was grateful for the opportunity to involve his staff in the initiative.

“It was great for the staff at Canterbury Rugby and the Crusaders to get their hands dirty for Project Crimson. Everyone really enjoyed the experience. It was a great day in lovely countryside and we felt privileged to be able to help.”

Tom and Jen McElrea run the site as a popular outdoor recreational area with high ecological values and are thrilled with the progress achieved.

“We'd like to say a huge thank you to Project Crimson and CRFU for providing the trees and putting the day together. It was a wonderful day for us and for conservation,” says Tom.

“We've worked closely with Project Crimson for the past five years and with their help we have significantly improved the area.”

Ata Rangi recognised as top New Zealand Pinot Noir producer

Project Crimson is thrilled to congratulate Ata Rangi on receiving the “Tipuranga Teitei o Aotearoa” award which translates to “Grand Cru” or “Great Growth of New Zealand” for their Pinot Noir.

In presenting the honour at the Gala Dinner of the international Pinot Noir 2010 event, Alastair Maling, Master of Wine said: “This is to recognise Ata Rangi as a top echelon producer and the role they have played in the development and success of Pinot Noir in New Zealand over the last 30 years. They are an inspiration to the rest of the industry.”

Vine age, proven and consistent wine quality, unique terroir and winemaking philosophy were all taken into consideration.

Phyll and Clive were stunned and delighted by the surprise announcement. They attributed their success to their “unique piece of dirt” and to their hard-working and dedicated team, paying special tribute to talented winemaker Helen Masters and to Clive’s sister, Alison, also a third share-holder and a key member of the management team.

From left, Ata Rangi’s Helen Masters, Phyll Pattie and Clive Paton graciously accept the award.



TIPURANGA TEITEI
O AOTEAROA

Awarded to
Ata Rangi
in recognition as a Premier Producer of
New Zealand Pinot Noir for their
Ata Rangi Pinot
On this date 4th Feb

Project Crimson helps Rodney blossom

Each year Project Crimson commissions an annual funding round which involves assisting individuals and groups to achieve their ecological goals by providing funding and trees for local projects.

In 2009, Project Crimson provided the Leigh Harbour Valley Society in Rodney with 50 pohutukawa trees. The majority of these were planted along the Leigh coastal walkway at the bottom of Mt Pleasant Drive, in a wetland area, and the remainder further up the valley.

Kathryn Erikson, co-ordinator of the Leigh Harbour Valley Society is thrilled with the assistance they’ve received from the community and Project Crimson.

“I would like to extend my sincere thanks to Project Crimson for supporting us with the donation of these trees. I believe they will make a huge impact on the Leigh Harbour area and we look forward to seeing them blossom in a few years time.”

The Leigh Harbour Valley Society was established in February 2009 due to a shared concern about the severe weed and pest problem along the coastal walkway and in the Leigh Valley, an area of native bush.

For more information on Project Crimson’s annual funding round, visit www.projectcrimson.org.nz and click on ‘funding’.

From left, Leigh Harbour Valley Society’s Project Coordinator, Kathryn Erikson and President Sue Haigh.



\$10 off this season’s Bloomers

This season’s Bloomer t-shirts are still on sale! Created by wonderful Wellington designer Laurie Foon, the t-shirts are available from Starfish stores and through the Project Crimson website www.projectcrimson.org.nz.

As we’re coming to the end of Summer, we’ve dropped our prices from \$55 to \$45.

This special offer is only available from the Project Crimson website:

www.projectcrimson.org.nz/store.



Bartlett's rata voted third favourite plant in New Zealand

Kiwi's love and concern for one of its most endangered species shone through after it was voted New Zealand's third favourite plant in the Favourite Native Plant poll run by the New Zealand Native Plant Conservation Network (NZPCN).

Thousands of votes were received for over 100 species in this annual poll. Bartlett's rata was overtaken by Pingao which came out on top followed closely by tree nettle.

Dr Philippa Crisp NZPCN President was pleased with the response to the poll.

"The poll provides an opportunity to explain why we love our native plants and it highlights the importance of our unique plant life in people's lives and to our national identity.

"It's great to see so many New Zealander's express their love of our native plants and it's particularly touching to see so many people so concerned about plight of Bartlett's rata."

Ten reasons why Bartlett's rata should be number one as identified by voters:

1. It is an amazing tree with beautiful flowers, bark and foliage
2. Because some things are worth fighting for
3. It is a beautiful and remarkably undervalued tree
4. It is a whole ecosystem supporting its own fungi, bryophytes and lichens
5. It could do with a helping hand
6. Anything that has its own endemic liverwort has got to be pretty cool
7. Because extinction is forever
8. It is an intriguing representative of the subgenus
9. I like it for its highly anomalous position in the tree *Metrosideros*
10. Because it is the sole host for a threatened liverwort *Frullania wairua*.

The next New Zealand Plant Conservation Network conference will be held on Friday 8 – Sunday 10 October, 2010 in Christchurch. The theme is 'plants in a human landscape – conservation outside nature reserves'. All are welcome to attend. For more information please email info@nzpcn.org.nz or visit www.nzpcn.org.nz.



Rata Day celebrated in world rata capital

The Department of Conservation (along with help from some locals from Otira in the West Coast) hosted a celebration of the village's extraordinary rata bloom last month.

Jose Watson, Community Relations Officer for DOC West Coast, was impressed with the interest from the community in the celebration. "We set up a marquee in the village and had a steady stream of overseas and kiwi visitors. People were very interested to learn about the story of rata in this valley.

"Otira is the rata capital of the world and this year's bloom particularly stood out. The health of the rata is largely thanks to the possum control programme that has been underway since the area was first colonised in the 1960's. It is really fitting that this village becomes the world's rata capital and is a great opportunity for a celebration on an annual basis."

Project Crimson's dedicated Trustees visited a native block in Utakura, a special piece of native forest owned and protected by Project Crimson.

evolu blogzine gets under the skin

Congratulations to our product partner evolu on its recent launch of blogzine, titled 'evolu Under the Skin'.

Paul Westlake Managing Partner of evolu agrees the concept is an excellent way of embracing new technology and new channels in talking to customers.

"Our brand philosophy is all about balance and our products deliver this benefit to the skin, but it's also much wider than that. To us, balance is a principle that crosses over from beauty into our health and lifestyles in general."

evolu's blogzine discusses skincare and beauty, as well as other aspects of living that the team at evolu feel are relevant to balance.

The Project Crimson partnership is incorporated into blogzine through ongoing articles and posts about evolu's support for the Trust. The blogzine is accessible from evolu's website www.evolu.co.nz or directly at blogzine.evolu.com.



Rata Moehau – Big rata asleep on the hill

It's widely known that Bartlett's rata is threatened, yet the effort to protect the species may be less so. Far North Threatened Plants Ranger, Janeen Collings explains how local community groups, iwi, DOC and Project Crimson are working tirelessly to keep this important native species alive.

The big rata might be asleep on the hill but the local community is wide awake in their efforts to protect this Taonga. Thanks to the efforts of many, Bartlett's rata, the unique white flowering forest giant, is well on the way to recovery. It was under serious threat of extinction with only 31 adult trees in the wild. The trees were clinging to existence in three discreet sites all within a short distance of each other in the Far North.

Iwi Ngati Kuri supported the Department of Conservation (DOC) in the initial efforts to boost up the population. A total of 360 trees were planted into Radar Bush and Kohuroa in the winter of 2007. These sites are intensively managed for possum control. Many of those planted are now reaching into the light at over two meters tall and looking very healthy. Volunteers at the Kerikeri Nursery and from the community did a wonderful job of growing this first lot of trees. The wider conservation programme for Bartlett's rata will see a range of protected sites throughout the Far North established with trees sourced from all three sites.

Project Crimson has been working diligently in the background providing funding and valuable support for the ongoing conservation of Bartlett's rata.



Help put more pohutukawa and rata in the ground

Project Crimson relies largely on the support of volunteers and donations to achieve its goal. You can help us plant for as little as \$25 or as much as you like. Planting one tree costs \$25 and includes seed collection, propagation, three years of care in one of our nurseries and growth and planting.

To donate, go to www.projectcrimson.org.nz and click on 'donate'.

We would like to say a huge thank you to those of you who have generously donated to Project Crimson in the past. Your contributions go a long way in helping us to protect these important native species.

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Become a fan of Project Crimson on Facebook, chat to our experts, check out our photo gallery and be part of our interactive team at Project Crimson.

You'll be kept up to date with all the latest news from Project Crimson.

Just search for 'Project Crimson Trust' on Facebook or click on the link from our website:

www.projectcrimson.org.nz.



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