



Rotary Club of Christchurch South Inc.

P O Box 12-243, Christchurch 8023, NZ.

SERVICE ABOVE SELF



Bulletin

#22 for 27 November 2024

27/11/2024	Peter Hope	The Sante Story – Marketing New Zealand Organic Wholefoods around the Globe
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This address was focused on 'barley grass'.



Google 'Peter Hope, barley grass' and top of the list is: [New Zealand Barley Grass: What makes it so good?](#)

This is not about the weed that is *related* to barley and that can be identified by its ear which breaks up easily and sticks into clothing and animal fur. No ... this is the genuine cropping article that provides for malt and beer. Except that in this case, 'barley grass' is the burgled commercial term for harvested barley *leaf*, harvested when the barley crop is at 'Redband' gumboot height, for its fresh green leaves to process into barley leaf powder.

This increasingly important export crop is grown under the '*organic*' banner and exclusively in Canterbury at present, for the Philippines market. Pioneering work was done by local farmers, some 20 years ago.

It is described as a functional food i.e a food containing health-giving additives. (think for example, yoghurt with its probiotic component). It is a combination of micro-nutrients some of which include vitamins, amino acids, minerals, alkaline minerals, proteins, phytonutrients, antioxidants chlorophyll and enzymes. Barley

grass *powder* is very potent at fighting free radicals that can cause damage to health. The dry powder is reconstituted for human consumption, as an aqueous mixture.

Because harvesting is so early in its growth, two crops a year are possible. The crop is harvested with a large lawnmower and processed ‘immediately’ at 85% moisture and taken down to 4%. Its rapid growth and early harvest make for low pest problems, assisting marketing by NZ’s ‘clean green image’.

There is an increasing Japanese market, for which it seems, the greener and nastier tasting the product, the better.

Canterbury with its free draining alluvial soils, abundant rainfall and artesian water and temperate climate, is the Goldilocks growing environment for the crop. Differing soil types help to spread the risk. The market return is US\$180 to US\$400 per kg, at a cropping rate of 1200 kg/ha.

Our audience was taken on an interesting journey into current Philippine marketing strategies for the product, including the highly discredited pyramid programme not favoured by Sante.

Thanks to Viv for the photo.

Upcoming Meetings

4/12/2024	John Veale	My Life as an Optometrist & twenty years of Rose Charities
11th December 6 pm	Rotary Christmas Dinner	@ the Canterbury Club. Details, below (page 3)
18/12/2024 5.30 for later restaurant dining	Port and cake. <i>Traditional.</i>	Cashmere Club

• **FIRST WALK AND LUNCH FOR 2025 – THURSDAY 20 FEBRUARY**

• **Street Appeal Dates:**

Aviva

May 16th and 17th

Or

May 23rd and 24th.

New World, St. Martin’s.

This date will all be confirmed nearer the time of the appeals.

Notices:



- **Rotary Christmas Dinner**

Wednesday 11th December 6 pm

We are off to the Canterbury Club this year. \$45 per head.

Fare includes Xmas Ham and Plum pudding

It will be great to have you all there

Please pay for dinner ahead to Rotary Account

03 1599 0081963 00 or alternatively you can pay on the night.

Car parking handy to venue

Formal dress i.e. Long sleeved business shirt for the men and dress trousers (no polos or logos) and elegant dress or trousers for the women

Graeme Dockrill will be our MC and special thanks to him for arranging this lovely venue



Please let David know if you are attending. Ph 027 290 0946

- **Fit for Purpose / Transformation Workshop Stamford Plaza Hotel SYD airport 12 -13 October 2024**

Report back to Christchurch South RC

Delegates from the 84 Rotary clubs from Australia and New Zealand were seated at 14 different tables. We were able to workshop ideas raised by the presenters within our groups. Our group was South Island dominated with representatives from Nelson, Christchurch South, Lincoln, Dunedin South, Queenstown, one lone Aussie and our group coach from Invercargill.

12 Presentations were given, each by an expert in their field:

1. How did we get ourselves INTO this membership crisis? (Mark Huddleston, principal organiser)
2. Transformation of the Ballina RC – responding to the needs of the community with the “Say NO to domestic violence” campaign (Andy Rajapakse)
3. How do we get ourselves OUT OF this membership crisis (Mark Huddleston)

For the sake of brevity, I will deal with the first 3 talks in this edition and cover the other 9 talks later.

In presentation 1, Mark related how his club in a small South Australian town had handed in its charter due to a decline in membership to the point where it was no longer viable. When a Lions club started up in the same town with many more members, he examined why this had happened and came up with 5 reasons why some Rotary clubs are unable to balance recruitment against our losses

- We are no longer seen as relevant
- There is ineffective communication (both within and outside the club)
- The voluntary landscape has changed
- We have become obsessed with PROCESS to the detriment of outcomes
- We have become comfortable and complacent and allowed the membership question to fall into the “its not my job” area.

In presentation 3 , Mark began to raise how we might get ourselves out of the membership crisis.

- Break the unhealthy obsession we have with meetings – move from a meeting centric culture to a service centric culture. Most members do not join Rotary simply to attend meetings, they join out of a desire to serve their local community and the international community. So we should be examining how to bring this about. Don't leave the task of identifying service projects to a small group of your club, involve one and all and especially the community in this – see presentation 2 below. He mentioned how some clubs have even gone so far as sacrificing one meeting a month to make that meeting happen a round a service project.
- Use social, printed and other forms of the media to advertise what your club is doing – he suggested 5% of the annual budget to be devoted to attracting new members.
- Use mentors to help new members find their feet and to find a role within the club that suits their capabilities and interests.

In presentation 2, Andy described how the Ballina club had reached out to the community in order to become more relevant and in doing so had turned around their membership crisis. Their Rotary club wanted to avoid deciding themselves what the community needed and instead met with local community leaders, councillors, politicians and the police to identify what the community

themselves needed. It soon became evident that this was solving the problem of domestic violence within the community. Their “Say no to domestic violence” campaign has spread throughout Australia with attention being drawn to the wearing of purple t-shirts on Fridays in support of the project which has grown their membership into the 80's through others in the community wanting to help.

Not all Rotary Club projects can be as successful but it does indicate the need for us to canvas what the community wants if we are to be perceived as being relevant.

This is just a start and I will hopefully be able to give you more ideas from discussion of the other 9 talks. You can of course raise these at Rotary meetings or with myself or Athol McCully who chairs our membership committee.

Geoff Bailey

30 November 2024.

• Duties:

Duty	4-Dec-24	11-Dec-24	15-Jan-25
Cash Desk	M Bruce	A McCully	M Bruce
Cash Desk	P Mears	M Opie	David Buist
Reception	A Kim	A Stewart	Viv Ellis
Speaker's Host	G Dockrill	#N/A	Mel Opie
Grace	G Dockrill	H Garlick	Mel Opie
International Toast	A Kim	#N/A	Viv Ellis
Thanks to Speaker	P Mears	#N/A	M Bruce
Quote for the Week	M Bruce	#N/A	David Buist
Speaker Reporter	A Airay	G Bailey	Athol McCully
Sergeant	V Ellis	#N/A	Geoff Bailey

• Leave:

WHO	FROM	TO
J Wylie		TBA
S Hays	11/08/20	TBA
E Bermingham	01/01/23	TBA
S McLean	20/03/24	TBA
L Brown	01/05/24	TBA
R McKinney	13/09/24	mid- April
R Palmer	03/11/24	TBA

The link for the club web pages is www.christchurchsouthrotary.org.nz

The link to club Facebook pages

is <https://www.facebook.com/ChristchurchSouthRotary/>

Reminders:

APOLOGIES

Record your apology at the Reception Desk at a prior meeting, OR email: chchsouthrotary@gmail.com before 11.00am Wednesday.

You will get a reminder a couple of days before the meeting re apologising and to advise if bringing a guest.

Emergency apologies to Alan McKinnon (021 142 7668)

OR, Club Secretary Viv Ellis (027 490 3161)

DUTIES If you are unable to carry out your allocated duty, it is YOUR responsibility to arrange a substitute.

LEAVE OF ABSENCE

Please advise all leave of absence of 3 or more weeks to the Secretary, by email or in writing