



As a large water consent holder, Wattie's is committed to using water as efficiently as possible, both out in the field and inside the factories.

**SAVING H<sub>2</sub>O  
IS THE WAY TO GO**

## MUCH LOVED KIWI ICON DOES ITS BIT TO PROTECT A PRECIOUS RESOURCE.

Wattie's has been a Kiwi institution since 1934, when the first cans rolled off its Hawke's Bay production line.

We've grown up with Wattie's - tomato sauce, peaches and baked beans on our shelves; peas and beans in our freezers.

Every year, in its two Hawke's Bay factories, Wattie's processes more than 75,000 tonnes of fresh vegetables and 8,000 tonnes of fruit. During the rest of the year another 140,000 tonnes of various ingredients are processed into finished goods. In the height of the season 1,400 tonnes of raw seasonal produce will travel through the King Street factory every day, including the beetroot harvest.

Agricultural Manager, Bruce Mackay, is part of the liaison between the contract growers and the company.

"Every single crop we take comes from an irrigated paddock or orchard, so it's essential that we work with our growers to maximise water efficiencies to optimise crop performance, minimise cost and reduce the risk of crop losses," he says.

"We are constantly striving to keep our water use to a minimum through detailed analysis of the soil's moisture holding capacity, soil moisture monitoring through the season, growth stage monitoring for our various crops, and employing state-of-the-art technology and equipment.

"We have invested hundreds of thousands of dollars in researching what we call "Optimising Water Use", which has seen water use reduce, and crop performance increase through better understanding all of the factors affecting crop performance."

On the factory floor, water is also fundamental to Wattie's manufacturing processes. The Hastings factory runs all year round and water is probably the single most important input.

"Water is the primary way produce is carried around the factory. There are pipes and flumes everywhere. Water is also an ingredient in many finished products and is also used for cleaning, screening, blanching, sterilising, and sanitation," says Bruce.

In the factories there are a variety of water efficiency systems, including a complex screening and recycling programme. This means much of the factory water can be safely reused allowing for multiple benefits from the same litre. **This considerably reduces total water use.**

"We are committed to investment in technology to better manage our water use, both in the paddocks and the plant. Wattie's aspires to be an ambassador for water use best practice."

  
**HAWKES BAY**  
REGIONAL COUNCIL

TE KAUNIHERA Ā-ROHE O TE MATAU-A-MĀUI