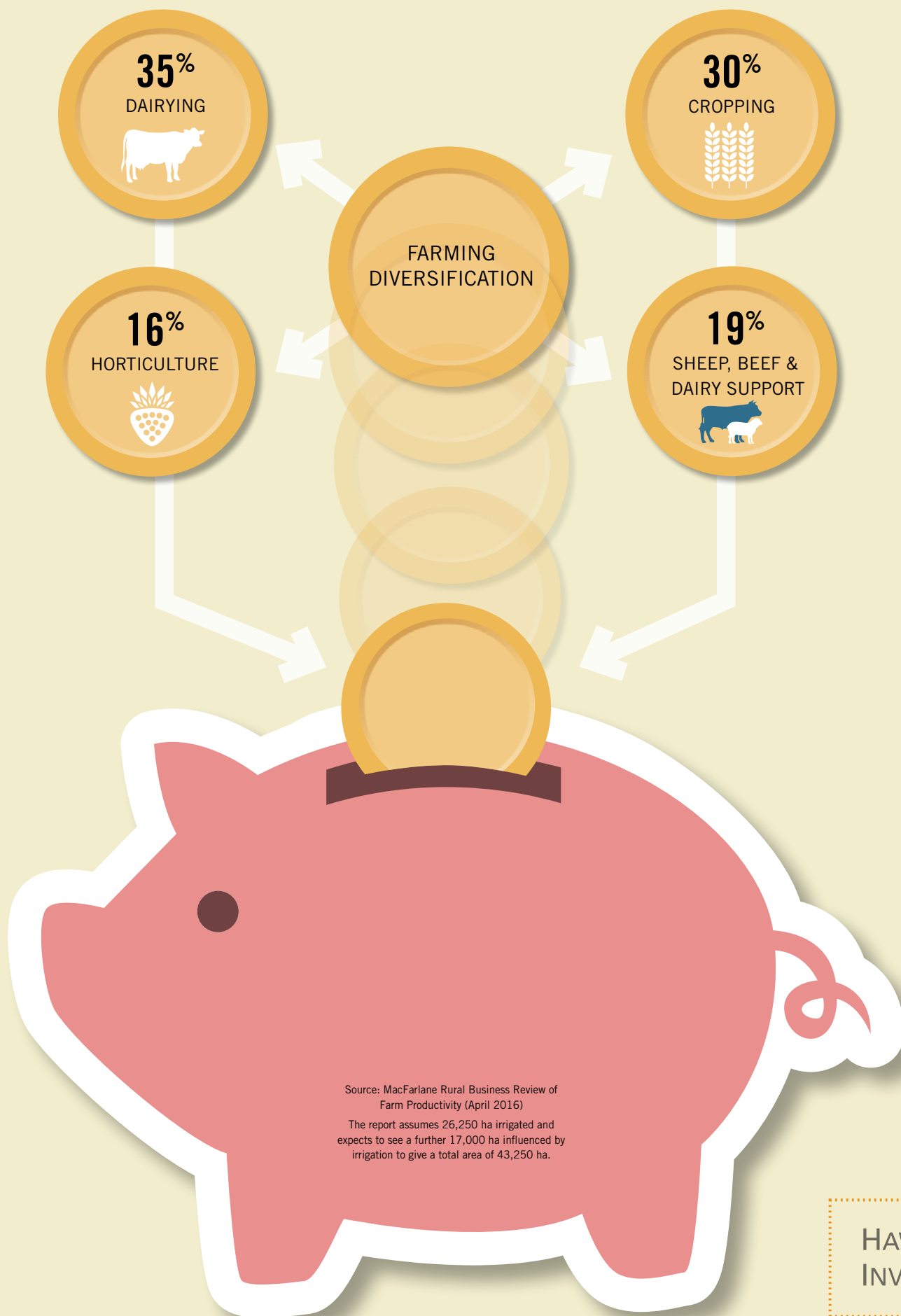


A Stronger Region

Creating a good mix of land uses is the key to a better region.

The Ruataniwha Water Storage Scheme will give farmers a reliable source of water all year round, even in the very dry summer months. This also gives farmers more options for land uses, with new opportunities to grow and diversify. If the region doesn't rely too heavily on one single land use, we'll have a buffer against highs and lows in the rural economy, for the benefit of us all.



Source: MacFarlane Rural Business Review of Farm Productivity (April 2016)
 The report assumes 26,250 ha irrigated and expects to see a further 17,000 ha influenced by irrigation to give a total area of 43,250 ha.

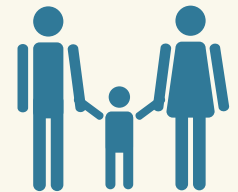
COMMUNITY BENEFITS



More than 2,500 new jobs strengthening local communities



Increased economic activity leading to a boost for local businesses



Additional families to lift local school rolls



More people to join local sports & community clubs



New water activities on the lake created by scheme

Source: Taylor Baines & Associates Social Impact Assessment (July 2012) and Butcher Partners Ltd Review of Regional Economic Impacts and Net Present Value (March 2016).



HAWKE'S BAY REGIONAL INVESTMENT COMPANY LTD