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Submission of Te Taura Whiri i te Reo Māori (the Māori Language Commission) to the Inquiry into Honey

Ō tātou mate tuatini, e takoto mai ai i runga i ō tātou marae maha, i runga i ō tātou papa kāinga, i roto i ō tātou whare, kua ūhia rātou ki ngā taumata kōrero e tika ana hei poroporoaki i a rātou. Nō reira, me kī pēnei ake te kōrero, tukuna rātou kia okioki i runga i te moenga roa. Āpiti hono, tātai hono, ko te akaaka o te whenua ki a tātou te hunga ora.

This submission comments on the use of the Māori word 'mānuka'. It seeks consistent use in line with best practice. This correct spelling is 'mānuka'. The word 'manuka' has no meaning.

We suggest protection of the word spelled accurately along with spelling variants in any regulation or policy. Similar comments would apply to the word 'kānuka'.

The Māori language is endangered. Its revitalisation is taking place through an increase in the status of the language, in critical awareness of revitalisation, and in its increased acquisition and use. Expanding the resource of words and terms and ensuring the quality of its use also support revitalisation. Any official use of Māori words should meet appropriate quality standards.

The use of the Māori word 'mānuka' by honey producers is welcome. Its use in business should also meet appropriate quality standards.

In recognising this the committee can help give effect to the Crown commitment set out in Te Ture mō te Reo Māori the Māori Language Act 2016: s 6 (2)

Ka whakapuaki te Karauna i tōna ū kia mahi tahi me ngā iwi me ngāi Māori ki te āta whai tonu kia tiakina, kia tokona ake hoki tēnei taonga, ko te reo Māori, mō ngā whakatipuranga e haere ake nei.

The Crown expresses its commitment to work in partnership with iwi and Māori to continue actively to protect and promote this taonga, the Māori language, for future generations.

Mānuka, according to the linguist Dr Richard Benton, can be traced back to the proto-polynesian root word 'nuka', probably in turn related to Proto-Austronesian 'nuka' ("wound"). Related words in use in the pacific refer to trees used both for their hard wood and for medicine. This may explain the association of the word for 'wound' with the word for the tree type.

Its first recorded use in English according to the *Oxford Dictionary of New Zealand English* was in a journal written in about 1826. (p468). Interestingly, this reference marks the long vowel, a practice we wish to see become universal.

In any use of the word mānuka the long vowel should be marked with a tohutō (macron). This method of marking long vowels has been established in education now for 30 years. It allows words to be correctly pronounced.

In regulation and policy the primary word referred to should be written as 'mānuka'. A separate reference can be used to protect the incorrectly spelt word 'manuka' and the variant spelling preferred by some writers of Māori 'maanuka'. In branding and promotional use the name should always be written 'mānuka'.

The use of correct spelling recognises the status of the Māori language and encourages young people to see it as something of value. The use of correct spelling also projects respect for our indigenous language when marketing overseas. This would reinforce any reference to the long history of recognition of the health-giving properties of mānuka.

We would be happy to answer any questions or provide further clarification or advice.

Ngā mihi anō ki a koutou ngā mema kōmiti whiringa.