

Pink Pine (*Halocarpus biformis*): A Commercial Opportunity for Ngāi Tahu

Date: Tuesday 21 February 2017
Time: 2.00 – 3.00pm
Location: Room 208, Level 2, Te Ao Marama Building
Presenter: **Shannon Goldsmith (Ngāi Tahu), MBA**

Shannon's research has focussed on developing an understanding of the commercial viability of extracting an essential oil – manool, from the native tree Pink Pine, with a view to enabling Ngāi Tahu to realise greater value from this natural resource. Pink Pine, a tree endemic to New Zealand, contains the compound manool. Manool is an essential oil characterised by a strong scent and fixative properties which can be converted to compounds highly valued in the perfume industry. The focus of Shannon's MBA project, in conjunction with the Ngāi Tahu Research Centre, was a start-up commercial bio prospecting opportunity for Ngāi Tahu based on a traditional cultural practice.

Analysis was carried out on the perfume industry, in particular the commercial markets for both Pink Pine and manool in relation to Ngāi Tahu. A presentation will be delivered by Shannon to discuss his research around developing an implementation plan to enable Ngāi Tahu to realise maximum value from this unique natural resource.

RSVP for this event by contacting: kirsty.ameriks@canterbury.ac.nz