



## West Coast Free-Range Eggs

**Buller-based business producing free-range eggs from the Untamed Natural Wilderness of the West Coast.**

Consumers are opting more and more for free-range eggs. According to Consumer New Zealand, three quarters of shoppers buy cage-free eggs at least some of the time, and more than a quarter only purchase cage-free eggs.

This change in consumer behaviour is leading to an increase in demand for free-range eggs and this demand is only going to rise. Over the past few years all of New Zealand's major supermarkets have committed to stopping the sale of caged eggs by 2027, as have a number of major food service providers and fast-food chains.

Utopia Free Range, an enterprising business in Buller, is already ahead of the curve supplying free-range eggs to the West Coast.

Hayden and Rochelle Crossman purchased their property at Utopia Road in Westport during 2011. The land was an ex-forestry block which the couple have cleared and developed over the years. Rochelle's father Kevin decided to build a hen house on the property to keep busy throughout his retirement.

They started off with about 50 chickens supplying free-range eggs at the local market. The demand was instant so they decided to expand the business and build another two sheds. With expansion came regulation requirements, so Hayden and Rochelle approached DWC for support.

"The compliance costs we faced with developing a free-range egg business were very prohibitive. The support of DWC made our



idea of supplying Coast customers with a quality product from a fully registered supplier possible," Rochelle says.

Utopia Free Range now has around 700 hens who can roam freely within a 3.5ha secured area. The hens are housed in re-locatable sheds which are moved around the pastured paddock and always open for the birds to come and go as they please.

"The birds spend most of the day hanging outside the sheds foraging for insects and dustbathing" Hayden says.

Free hens make for happy hens, and happy hens lay the best eggs.

**Email:** [utopiafreerange@xtra.co.nz](mailto:utopiafreerange@xtra.co.nz)  
**Facebook:** Utopia Free Range

## DWC Westland Sports Hub

**Development West Coast, through the Westland District Council, has allocated \$1.5 million from the Major District Initiative fund towards the Westland Sports Hub project and will contribute a further \$30,000 over three years to help with capital items, maintenance and administration of the facility.**

The sporting facilities at Westland High School have long been the base for many sports codes in Hokitika and the wider district. However, the current facilities need major upgrades. The DWC Westland Sports Hub is being developed to address these issues. The project includes covering the outdoor courts, gymnasium improvements, developing a pavilion and major drainage of fields.

"The West Coast has a rich history of sporting success, but the importance of sport to our region goes far deeper than these achievements. Sport has long brought Coasters together, helping build thriving communities across our region," said DWC chair Renee Rooney.



### Plans for the DWC Westland Sports Hub

"We are proud to support this major upgrade of sporting facilities in Hokitika. It will be a big game changer for Westland, benefiting most sporting codes, while importantly bringing our communities closer together."

Fundraising Chair Angela Keenan said that the fundraising efforts for the facility were still underway, and further naming sponsors were being sought for the facility.

## Showcasing our Untamed Natural Wilderness

**DWC's regional tourism manager in China meeting travel agents.**

Jim Little is currently in China where he attended an event at the Beijing Embassy with tourism minister Hon Kelvin Davis, CEO of Tourism New Zealand Stephen England-Hall, chair of Tourism New Zealand Jamie Tuuta and Rebecca Huang the general manager of China Southern Airlines.

Mr Little has given a presentation showcasing the West Coast to around 200 travel agents at the Beijing Westin Hotel. He will now travel with Christchurch Airport and China Southern Airlines to Shanghai and Guangzhou where he will present to an estimated 720 travel agents and airline sales staff.

Mr Little is armed with a presentation, translated into simplified Chinese, and a translated West Coast activity guide for agents.



**Audience at Beijing Westin Hotel**

The Chinese market is New Zealand's second-largest visitor market and most valuable in terms of holiday visitor spend. From May 2018 to April 2019, Chinese visitors spent \$1,744 million in New Zealand, with \$22 million spent on the West Coast. The spend on the West Coast was down during this period due to the loss of the Waiho bridge.

## Upcoming Events

### JULY

**24 West Coast Ambassador Programme**  
11:00am-2:00pm | Hotel Lake Brunner, Moana | \$30  
Register online at [www.dwc.org.nz](http://www.dwc.org.nz)

### AUGUST

**01 West Coast Leadership Programme | NZIML Leading Lean Workshop**  
10:00am-3:30pm | Hokitika | \$380 + GST  
Contact [events@dwc.org.nz](mailto:events@dwc.org.nz) for more information and to see if you are eligible for NZTE business capability funding.

**07 Celebration of Tourism**  
10:00am-5:00pm | Shantytown, Greymouth | \$20 per person  
5:00pm-9:00pm | Monteith's Brewery, Greymouth | FREE  
Register online at [westcoast.co.nz/operators/celebration-tourism/](http://westcoast.co.nz/operators/celebration-tourism/)  
Ph: 03 769 7000

### SEPTEMBER

**05 West Coast Leadership Programme | NZIML Courageous Conversations Workshop**  
10:00am-3:30pm | Greymouth | \$380 + GST  
Contact [events@dwc.org.nz](mailto:events@dwc.org.nz) for more information and to see if you are eligible for NZTE business capability funding.

**19 Accounting for Non-Accountants | NZIML**  
Over 2 days 19-20 September | 9:00am-4:00pm  
Greymouth | \$750 + GST  
Contact [events@dwc.org.nz](mailto:events@dwc.org.nz) for more information and to see if you are eligible for NZTE business capability funding.

## Free Business Development Clinics

These one-to-one clinics are open to businesses from all sectors, all sizes and at all stages of development. They are aimed at helping you gain knowledge, connect with the right people and grow your business. Visit [dwc.org.nz](http://dwc.org.nz) to find out more.

**Contact DWC to book a time between 12:30pm-3:30pm**

### JULY SCHEDULE

**Hokitika**  
3, 10, 17, 24 and 31 July

**Westport**  
4, 11, 18 and 25 July

**Greymouth**  
8, 15, 22 and 29 June

**Franz Josef** 3 July  
**Haast** 4 July

**Hari Hari**  
18 July

## West Coast Visitor Guide

**Promote your business to over 100,000 visitors across New Zealand and overseas in the Official West Coast Visitor Guide.**

The official West Coast Visitor Guide offers a comprehensive guide to the region and details the widest range of tourism industry products available in one visitor publication. It is the most important piece of collateral for businesses to advertise in.

### Benefits to listing:

- A feature in the Official Visitor Guide. 100,000 copies are distributed to every i-Site in New Zealand, over 500 brochure racks in motels, hotels, airports, the TransAlpine Train station, ferries and attractions.
- A web listing on [westcoast.co.nz](http://westcoast.co.nz) which receives 41,473 pageviews on average per month.
- If your listing includes a newsletter feature, your business will be profiled in one of our monthly visitor newsletters sent out to over 5,000 subscribers (and growing).
- If your listing includes being profiled in the Trade Manual, this is dispensed at trade events, such as TRENZ, in both digital (USB stick) and print format to over 1,000 international travel wholesalers and agents.

**For advertising options contact: [alicia@westcoast.co.nz](mailto:alicia@westcoast.co.nz), ph: 03 769 7000**