



Te Reo Māori kupu for Agribusiness

English to Māori

adapt	whakahāngai, urutau
affect	whakaawe(nga)
analyse	wetewete, tātari
apply	whakamahi
asset	rawa
attitude	waiaro
balanced	whārite
belief	whakapono
biodiversity	kanorau koiora
biology	koiora
business knowledge and development	te kaupakihi me ona whanaketanga
business formation	te whakatu pakihitanga
buy	hoko
buying	te hoko, hokonga
capital	uara
cash	pūtea
caution (to demonstrate)	tūpatotanga
client	kiritaki
collate	whakahiato
collective action	kotahitanga
committee	runanga
community	hapori
community development	te whanaketanga a marua
compare and contrast	whakataurite
connections	whakawhanaungatanga
consider	whakaaroaro
constraint	aukati
context	horopaki
critique	arohaehae
cultural identity	ahurea tuakiri
customary value system	tikanga
customer	kiritaki
debt	taurewa
debt servicing	whakaea taurewa
describe	whakaahua
differentiation	pārōnaki
diversification	whakakanorautanga
dividends	hua tūtanga pakihiri
economics	ohaoha
economic activity	mahinga ohaoha
economy	taiōhanga
enterprise	hinonga
enterprise creation	umanga papatahi
entrepreneurial mindset	whakawhiti whakaaro
entrepreneurship	te ngira tuitui



environment	taiao
ethics	mātātika
ethical framework of Māori society	tikanga
equity / ownership	whai tūtanga
evaluate	arotake
explore	torotoro, tūhura
factor	tauwehe
family	whānau
finance	putea
financial literacy	te whanonga putea
financial return	hua ahumoni
food gathering areas	mahinga kai
genealogy	whakapapa
genetics	iranga
genetic variation	rerekētanga ā-ira
goods	rawa
gross return	tōpūtanga hua
guardianship	kaitiakitanga
habitat	wāhi noho
hospitality	manaakitanga
idea	whakaaro
identify	tautohu
impact	pāpā
income assets	rawa whaipūtea
income return / yield	hua pūtea
influence	whakaawe
information	mōhiohio
inheritance	tukunga iho
innovative thinking	whakawhiti whakaaro
interrelationships	whakapapa
investigate	tūhura
investment	haumitanga
investment opportunity	whaiwāhitanga haumi
investments that build welfare and mana	tautuutu
justify	parahau
kinship	whanaungatanga
know	mātau, mohio
knowledge	pūnaha mātauranga
land	whenua
leadership	rangatiratanga
life cycle	hurihanga-ora
life force	mauri
liquid / liquidity	māngohe
living organism	rauopi
long term	pae tawhiti
make a judgement or decision	whakawā
Māori based research	kaupapa Māori
Māori culture	Māoritanga
Māori businesses	pakihi Māori



Māori diversity	ngā matatini Māori
Māori knowledge	Mātauranga Māori
Māori made	toi iho
Māori people	tangata whenua
Māori world view	te ao Māori
meet people's needs	whakatutuki (matea tangata)
moral values	uara ā-wairua
multiple	taurea
multiple bottom-line approach	tuhono
natural resources	rawa
non-financial return (e.g., social, cultural...)	hua kē
opportunity	whaiwāhitanga
organism	rauropi
outcome	putanga
outline	whakatakoto
payment	whakautu, utu
perspective	tirohanga
place	tūrangawaewae
plan	whakarite. kaupapa
plant	tipu
political	tōrangapū
population	taupori
positive outcome	huapai
predict	matapae
prestige	mana
primary sector	rāngai ahu matua
principles	kaupapa
problem solving	whakaoti rapanga, marua whakapuakitanga
process	tukanga
process information	tukatuka mōhiohio
producer	kaiwhakanao
prohibition / prohibited	rāhui
promote	whakatairanga
propose	whakatakoto
quality	kounga
quantity	rahinga
rating	tūnga taurewa
reasons for being	pūtake
reciprocity	manaakitanga
reflect	whakaahua, whakaata
relationship	hononga
relationship management	whanaungatanga a whakahaere
reproduction	whakaputa uri
resource	rawa
resource management	penapena rawa
respect	manaakitanga
respond	urupare
response	urupare
responsible / responsibility	haepapa



responsibilities	purotu
restriction	tapu
returns	hua
returns (best possible on integrated goals)	puawaitanga
risk	tūraru
sacred	tapu
sacred place	wāhi tapu
science	pūtaiao
select	kōwhiri
self-determination	tino rangatiratira
self-empowerment	te taki i te ikeiketanga
sense of belonging	whanaungatanga
service	ratonga
shares/equities	tūtanga pakihi
short term	pae tata
significant	tāpua
skill assessment	te whakawhanuitanga pukenga
social	pāpori
social need	matea pāpori
spirituality	wairuatanga
stakeholder	whaipānga
stories	pūrākau
strategy	rautaki, kaupapa
summarise	whakarāpopoto
sustainability	whāomoomotanga, whakaukangia
symbol	tohu
synthesize	whakahiato
system	pūnaha
technology	hangarau
tension	mānukanuka
term deposit	pūtea penapena
to diversify	whakakanorau
to generate income	whai hua pūtea
to grow capital/ assets	whakapiki uara
total financial return (gross)	tōpūtanga hua ahumoni
total financial return (net)	tōpūtanga hua ahumoni more
trade	tauhokohoko, hoko
treasure	taonga
tribe	iwi
understand	mātau
understanding	māramatanga
unity	kotahitanga
use	whakamahi
value	uara



Māori to English

ahurea tuakiri	cultural identity
arohaehae	critique
arotake	evaluate
aukati	constraint
haepapa	responsible / responsibility
hangarau	technology
hapori	community
haumitanga	investment
hinonga	enterprise
hoko	trade, buy
hokonga	buying
hononga	relationship
horopaki	context
hua	returns
hua ahumoni	financial return
hua kē	non-financial return (e.g., social, cultural...)
hua pūtea	income return / yield
hua tūtanga pakihi	dividends
huapai	positive outcome
hurihanga-ora	life cycle
iranga	genetics
iwi	tribe
kaitiakitanga	guardianship
kaiwhakanao	producer
kanorau koiora	biodiversity
kaupapa	principles, strategy
kaupapa Māori	Māori based research
kiritaki	client, customer
koiora	biology
kotahitanga	collective action, unity
kounga	quality
kōwhiri	select
mahinga kai	food gathering areas
mahinga ohaoha	economic activity
mana	prestige
manaakitanga	hospitality, reciprocity, respect
māngohe	liquid / liquidity
mānukanuka	tension
Māoritanga	Māori culture
māramatanga	understanding
marua whakapuakitanga	problem solving
matapae	predict
mātātika	ethics
mātau	know, understand
Mātauranga Māori	Māori knowledge
matea pāpori	social need



mauri	life force
mohio	know
mōhiohio	information
ngā matatini Māori	Māori diversity
ohaoha	economics
pae tata	short term
pae tawhiti	long term
pakihi Māori	Māori businesses
pāpā	impact
pāpori	social
parahau	justify
pārōnaki	differentiation
penapena rawa	resource management
puawaitanga	returns (best possible on integrated goals)
pūnaha	system
pūnaha mātauranga	knowledge
pūrākau	stories
purotu	responsibilities
pūtaiao	science
pūtaka	reasons for being
putanga	outcome
putea	finance
pūtea	cash
pūtea penapena	term deposit
rahinga	quantity
rāhui	prohibition, prohibited.
rāngai ahu matua	primary sector
rangatiratanga	leadership
ratonga	service
raupōpi	living organism, organism
rautaki	strategy
rawa	asset, goods, natural resources, resource
rawa whaipūtea	income assets
rerekētanga ā-ira	genetic variation
runanga	committee
taiao	environment
taiōhanga	economy
tangata whenua	Māori people
taonga	treasure
tapu	sacred, restriction
tāpua	significant
tātari	analyse
tauhokohoko	trade
taupōpi	population
taurea	multiple
taurewa	debt
tautohu	identify
tauutuutu	investments that build welfare and mana
tauwehe	factor



te ao Māori	Māori world view
te hoko	buying
te kaipakihi me ona whanaketanga	business knowledge and development
te ngira tuitui	entrepreneurship
te taki i te ikeiketanga	self-empowerment
te whakatu pakihitanga	business formation
te whakawhanuitanga pukenga	skill assessment
te whanaketanga a marua	community development
te whanonga putea	financial literacy
tikanga	customary value system, ethical framework of Māori society
tino rangatiratira	self-determination
tipu	plant
tirohanga	perspective
tohu	symbol
toi iho	Māori made
tōpūtanga hua	gross return
tōpūtanga hua ahumoni	total financial return (gross)
tōpūtanga hua ahumoni more	total financial return (net)
tōrangapū	political
torotoro	explore
tuhono	multiple bottom-line approach
tūhura	investigate
tukanga	process
tukatuka mōhiohio	process information
tukunga iho	inheritance
tūnga taurewa	rating
tūpatotanga	caution (to demonstrate)
tūrangawaewae	place
tūraru	risk
tūtanga pakihi	shares/equities
uara	capital, value
uara ā-wairua	moral values
umanga papatahi	enterprise creation
urupare	respond, response
urutau	payment
utu	adapt
wāhi noho	habitat
wāhi tapu	sacred place
waiaro	attitude
wairuatanga	spirituality
wetewete	analyse
whai hua pūtea	to generate income
whai tūtanga	equity / ownership
whaipānga	stakeholder
whaiwāhitanga	opportunity
whaiwāhitanga haumi	investment opportunity
whakaahua	describe, reflect
whakaaro	idea



whakaaroaro	consider
whakaata	reflect
whakaawe	influence
whakaawe(nga)	affect
whakaea taurewa	debt servicing
whakahāngai	adapt
whakahiato	collate, synthesize
whakakanorau	to diversify
whakakanorautanga	diversification
whakamahi	apply, use
whakaoti rapanga	problem solving
whakapapa	genealogy, interrelationships
whakapiki ura	to grow capital/ assets
whakapono	belief
whakaputa uri	reproduction
whakarāpopoto	summarise
whakarite,	plan
whakatairanga	promote
whakatakoto	outline, propose
whakataurite	compare and contrast
whakatutuki (matea tangata)	meet people's needs
whakaukangia	sustainability
whakautu	payment
whakawā	make a judgement or decision
whakawhanaungatanga	connections
whakawhiti whakaaro	entrepreneurial mindset, innovative thinking
whānau	family
whanaungatanga	kinship, sense of belonging
whanaungatanga a whakahaere	relationship management
whāomoomotanga	sustainability
whārite	balanced
whenua	land