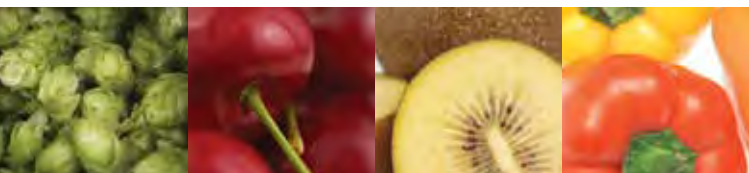


# *Fresh*Facts

NEW ZEALAND HORTICULTURE

2013





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Reporting basis: unless stated otherwise, all statistics are for the year ending 30 June 2013 and expressed as \$NZ. Exports are given as free-on-board (fob) values. Imports are given as cost, insurance and freight included (cif). Historical values have not been adjusted for inflation.

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Cover photograph: Sauvignon blanc grapes

# New Zealand horticulture – sustainable success

*The horticulture industry continues to play a vital role in New Zealand's economic growth. Total horticultural produce value is now approximately \$6.7 billion and horticultural exports account for 8% of total merchandise exports.*

*Crops are increasingly diversified, with significant export values in close to 40 varieties of fruit – including citrus, pipfruit, summerfruit, berryfruit and subtropicals, as well as more than 40 varieties of ornamentals and vegetables grown for export as food, flowers, bulbs and seeds.*

*Pacific Rim countries are an increasing export focus for New Zealand. In 2013 these markets accounted for more than 71% of horticultural exports, compared to 59% in 2000. Asia is a key player in this growing market, taking 32% of exports, with a particular appetite for NZ kiwifruit.*

*The success of New Zealand's horticultural export industries has been founded on a keen understanding of market needs and a passion for delivering high quality produce that commands a healthy premium – meeting increasingly stringent phytosanitary and sustainability requirements with products that deliver the taste, flavour, convenience and food safety demanded by discerning consumers worldwide. Plant & Food Research is proud to support this premium market positioning through a suite of research programmes across the value chain.*

Peter Landon-Lane  
CEO, Plant & Food Research

## Horticultural exports (\$ million, fob)

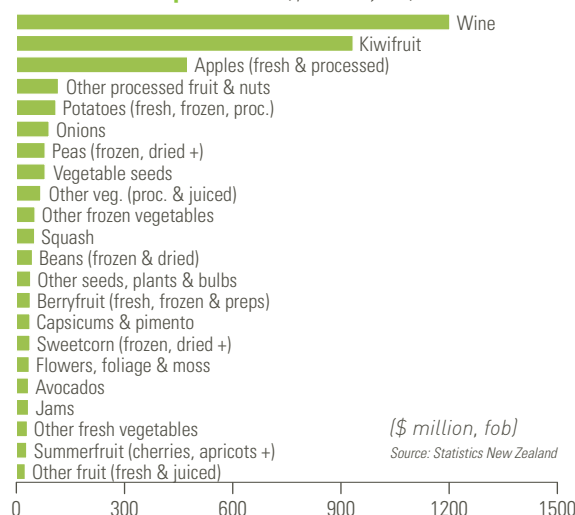
Year ended June	1985 <sup>a</sup>	1995 <sup>b</sup>	2005 <sup>b</sup>	2011 <sup>b</sup>	2012 <sup>b</sup>	2013 <sup>b</sup>
Fresh fruit						
- Apples	108.2	343.6	387.0	363.3	341.6	475.3
- Kiwifruit	171.9	320.8	720.2	962.6	1,045.7	934.0
- Avocados	n/a	n/a	29.0	51.3	96.9	33.7
- Other fresh fruits	28.4	57.6	51.5	79.7	75.7	80.4
<b>Total fresh fruits</b>	<b>308.5</b>	<b>722.0</b>	<b>1187.7</b>	<b>1456.9</b>	<b>1559.9</b>	<b>1523.4</b>
Processed fruits						
- Wine	3.0	42.0	432.7	1085.4	1,171.1	1,202.4
- Juices - fruit	9.6	30.5	34.5	40.0	59.2	50.5
- Jams	n/a	n/a	18.1	42.7	36.5	33.8
- Other processed fruits	40.3	44.3	49.2	79.4	84.3	77.7
<b>Total processed fruits</b>	<b>52.9</b>	<b>116.8</b>	<b>534.5</b>	<b>1247.5</b>	<b>1351.1</b>	<b>1364.4</b>
Fresh vegetables						
- Onions	17.7	92.6	61.6	110.2	62.1	90.8
- Squash	14.6	57.7	72.1	64.0	65.0	50.7
- Other fresh vegetables	11.6	49.8	66.3	96.0	86.2	84.4
<b>Total fresh vegetables</b>	<b>43.9</b>	<b>200.1</b>	<b>200.0</b>	<b>270.2</b>	<b>213.3</b>	<b>225.9</b>
Processed vegetables						
- Peas (frozen)	22.0	34.3	36.9	81.7	83.5	79.7
- Potatoes (frozen)		14.1	56.9	89.0	101.9	94.5
- Sweetcorn (frozen/dried)	9.5	30.6	43.4	40.6	41.8	38.3
- Mixed vegetables (frozen)	4.6	23.9	36.0	40.7	47.5	40.8
- Other vegetables (frozen)			16.4	17.9	25.3	23.6
- Other vegetables (dried)			25.5	7.6	8.6	7.6
- Vegetable juices			6.6	22.8	27.8	31.2
- Other processed vegetables	20.9	75.6	42.6	43.5	42.7	62.0
<b>Total processed vegetables</b>	<b>57.0</b>	<b>178.5</b>	<b>264.3</b>	<b>343.8</b>	<b>379.1</b>	<b>377.7</b>
Other horticultural exports						
Flowers & foliage	10.5	49.9	38.5	35.6	32.1	32.4
Vegetable seeds	n/a	n/a	30.2	55.9	62.5	80.2
Seeds, plants & bulbs etc.	2.1	17.4	42.1	40.8	43.2	40.3
Sphagnum moss	6.3	17.3	8.8	4.5	3.9	4.0*
<b>Total other horticultural exports</b>	<b>18.9</b>	<b>84.6</b>	<b>119.6</b>	<b>136.8</b>	<b>141.7</b>	<b>156.9</b>
<b>Total exports in current \$</b>	<b>481.2</b>	<b>1,302.0</b>	<b>2,306.1</b>	<b>3,455.2</b>	<b>3,645.1</b>	<b>3,648.3</b>
Horticultural exports						
as % of NZ merchandise exports	4.4	7.0	7.5	7.5	7.8	8.0

Source: <sup>a</sup>Bollard (1996) <sup>b</sup>Statistics New Zealand \*Estimate

- Total horticulture merchandise exports in 2013 were over \$3.6 billion, a value similar to that for 2012 horticultural produce exports. Horticulture is now 8% of New Zealand's total merchandise exports.
- The mix between products changed, with increases of the value of apples (+\$134m), wine (+\$31m), onions (+\$29m) and vegetable seeds (+\$18m), offsetting reductions of export values of in kiwifruit (-\$112m), avocados (-\$63m) and squash (-\$14m).
- In the ten years 2002 to 2012, land in horticulture increased by 10,200 hectares (+9%) to 123,480 ha, with the larger changes in horticultural varieties by area being wine grape +17,220ha, kiwifruit +800 ha and pipfruit, predominantly apples, - 4,000 ha. In the same decade there was a small decrease in the area of vegetables cultivated, -3,000 ha (6%). Yield improvements are expected to have more than compensated for the small reduction in area of vegetables.

Source: Stats NZ: Agricultural Production Census, 2002 & 2012.

## Horticultural exports 2013 (\$ million, fob)

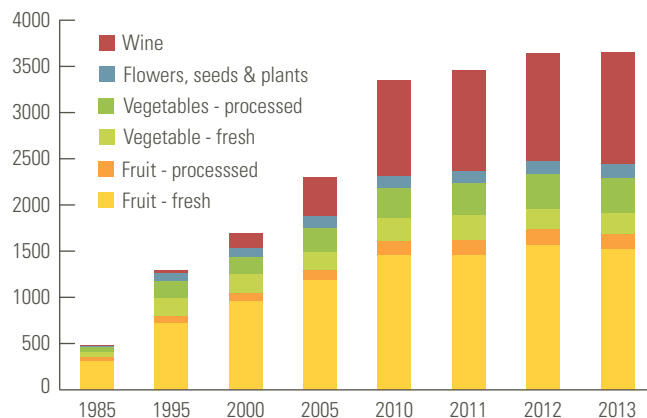


- At more than \$1.2 billion, wine exports were 33% by value of New Zealand horticultural produce exports in 2013.

In addition to fruits, vegetables, flowers, seeds and bulbs exported as shown in the above table, the New Zealand horticultural sector also exported:

- Natural honey exports of \$144.9m was an increase of \$14.8m (13.5%) on 2012 (2008 \$62.6m). Bees and their pollination are an integral part of New Zealand's horticulture.
- Export of horticultural machinery and components, primarily for cleaning, sorting and grading fresh and dried fruits and vegetables valued at \$79.1 million were exported in 2013 (2008 \$47.2m). Income to New Zealand companies in the form of royalties and licence agreements are in addition to component exports.

## Horticultural exports – Years to June (\$ million, fob)



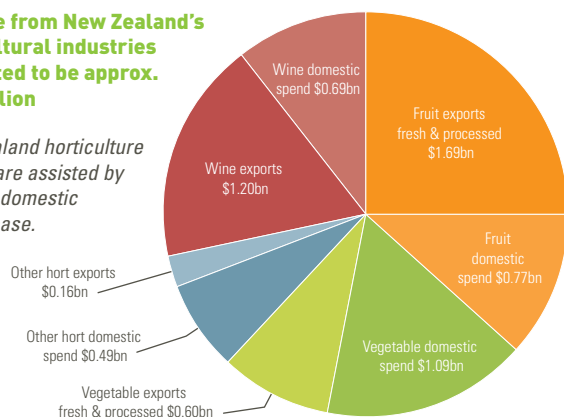
Source: Statistics New Zealand

# Exports/imports



## Produce from New Zealand's horticultural industries calculated to be approx. \$6.7 billion

New Zealand horticulture exports are assisted by a strong domestic market base.



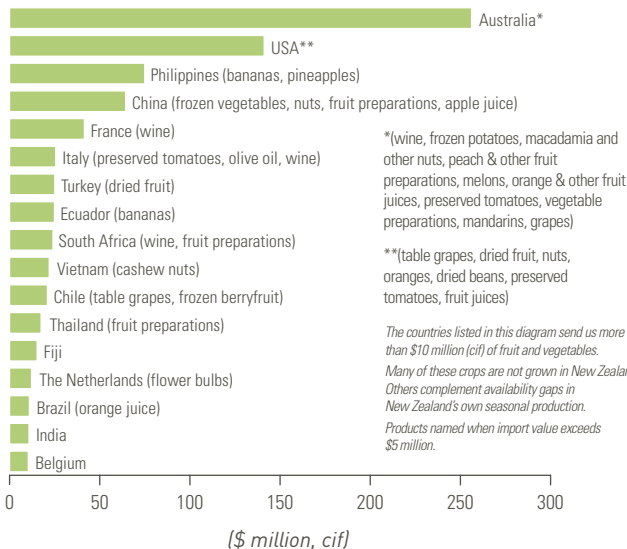
Source: Statistics New Zealand; Overseas Trade statistics, plus domestic market figures from triennial Household Economic Survey (HES) 2013 applied to a number of households at 30 June 2013

## Top 10 export destinations (\$ million, fob)

	Exports 2005	Exports 2012	Exports 2013	
Australia	335	881	791	Wine, avocados, potatoes-frozen, kiwifruit, mixed frozen veg., peas-frozen, jams, veg. preps-beans, blueberries, fermented beverages, apple juice, beans-frozen, other fruit preparations, honey, sweetcorn-frozen, capsicums, veg. preps-potatoes, other veg. preparations
Japan	472	559	468	Kiwifruit, squash, capsicums, veg-juice, wine, orchids, honey
USA	232	374	415	Wine, apples, kiwifruit, honey
UK	288	344	349	Wine, apples, honey
EU (centralised distribution)	240	248	228	Kiwifruit, apples
China	15	134	167	Kiwifruit, wine, honey
Netherlands	116	82	141	Apples, wine, onions, seeds-carrot
Taiwan	76	109	116	Kiwifruit, apples
Canada	24	83	98	Wine
Spain	82	72	80	Kiwifruit

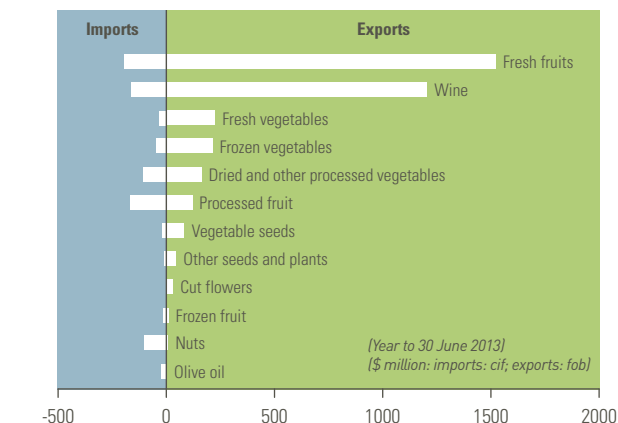
Products listed in descending order of exports and if the value to the destination exceeded \$10 million fob. Consistent with other entries in Fresh Facts, honey exports are not included in totals. Source: Statistics New Zealand.

## The origin of fruit and vegetable imports, 2013



Source: Statistics New Zealand; Overseas Trade statistics for year ended June 2013.

## Comparisons of imports and exports 2013 (\$ million)



Source: Statistics New Zealand; Overseas Trade statistics



## Horticulture helps build New Zealand's profile in many overseas markets

### Export destinations for New Zealand horticultural products – trends since 2005 (\$ million, fob)

- Fruits, vegetables and flowers were exported to 120 countries in 2013. In 2005 New Zealand horticultural produce was exported to 106 countries.
- Exports to 29 countries exceeded \$10 million (fob) in 2013, up from 20 countries in 2005.

### Trends

- In 2013 New Zealand fruit and vegetable exports to five markets exceeded \$300m (fob) value: Australia, Japan, UK and Ireland, Continental Europe and North America.
- These five export markets accounted for over \$2.27 billion (64%) of New Zealand's total horticultural exports in 2013.
- Of the further 10 countries to which New Zealand exported more than \$50 million of horticultural produce in 2013, seven are in Asia/South East Asia.
- The diversity of horticultural products that formed the growth in exports to Asia is evident in the table below listing 22 products each exceeding \$5 million (fob) value.

Source: Statistics New Zealand

#### United Kingdom & Ireland \$367m (\$295m)

Wine.....	\$291m
Apples.....	\$59m
Honey*.....	\$34m
Onions.....	\$9m

#### Continental Europe \$592m (\$550m)

Kiwifruit.....	\$289m	Seeds-carrot.....	\$26m
Apples.....	\$132m	Honey*.....	\$12m
Wine.....	\$77m	Seeds-radish.....	\$11m
Onions.....	\$34m	Seeds-other veg.....	\$6m

#### Asia \$1,151m (\$734m)

Kiwifruit.....	\$560m	Lillium bulbs.....	\$14m
Apples.....	\$168m	Peas-frozen.....	\$14m
Wine.....	\$85m	Other veg. seeds.....	\$13m
Honey*.....	\$67m	Orchids.....	\$12m
Squash.....	\$50m	Radish seeds.....	\$11m
Onions.....	\$33m	Other cut flowers.....	\$9m
Veg juice.....	\$30m	Peas-dried.....	\$8m
Capsicums.....	\$27m	Corn-dried.....	\$8m
Cherries.....	\$21m	Sweetcorn-frozen.....	\$6m
Potatoes-frozen.....	\$15m	Apple juice.....	\$5m
Other fruit juice.....	\$15m	Avocados.....	\$5m

#### North America \$513m (\$256m)

Wine.....	\$360m
Apples.....	\$72m
Kiwifruit.....	\$25m
Honey*.....	\$15m
Dried peas.....	\$6m
Tulip bulbs.....	\$6m
Apple juice.....	\$5m
Tulip bulbs.....	\$5m

#### Africa \$14m (\$9m)

\$14m

\$1151m

\$791m

\$513m

\$16m

#### Central & South America \$16m (\$5m)

Kiwifruit.....	\$6m
----------------	------

#### Australia \$791m (\$335m)

Wine.....	\$367m	Blueberries.....	\$21m
Potatoes-frozen.....	\$53m	Fruit preparations.....	\$21m
Kiwifruit.....	\$42m	Honey*.....	\$15m
Mixed veg-frozen.....	\$33m	Fermented beverages.....	\$14m
Peas-frozen.....	\$31m	Veg preps-potatoes.....	\$14m
Veg preps-beans.....	\$31m	Apple juice.....	\$12m
Jams.....	\$29m	Beans-frozen.....	\$10m
Avocados.....	\$28m	Capsicums.....	\$10m
Other veg preps.....	\$24m	Sweetcorn-frozen.....	\$10m

### Reference

Values in bold for each region or country are for 2013 (and those in brackets for 2005).

Entries only included if value to a destination exceeded NZ \$5 million.

\* Honey exports are listed where value to a destination exceeded \$5 million and for consistency of reporting are in addition to total horticultural exports listed on page 2 and not included in the total country/region summary totals on these two pages. Source: Statistics New Zealand



## Grape and wine production 2008 & 2013

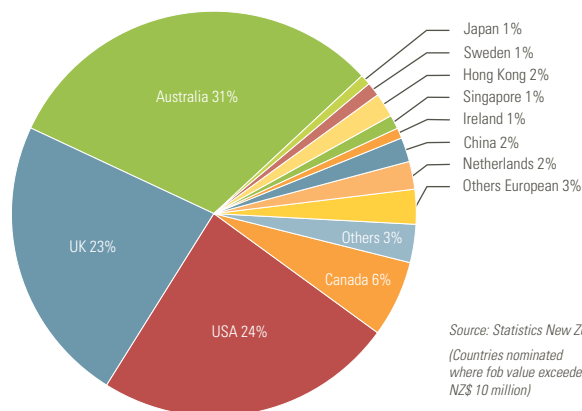
Variety	Production area (ha)		Production (tonnes)	
	2008	2013	2008	2013
Sauvignon blanc	13,988	20,429	169,613	228,781
Chardonnay	3,881	3,253	33,346	27,184
Pinot gris	1383	2,477	12,417	22,042
Reisling	917	796	8,547	5,932
Gewurtztraminer	316	334	2,101	1,788
Other white vinifera	400	121	5,060	2,493
Pinot noir	4,650	5,425	32,878	31,775
Merlot	1363	1,262	10,166	10,076
Cabernet Sauvignon	516	331	2,270	1,465
Syrah	278	419	1,452	2,240
Other red vinifera	396	311	2,734	1,908
Muscat varieties	135	50	1,697	634
Other and unknown	1,087	525	2,719	8,682
<b>Total</b>	<b>29,310</b>	<b>35,733</b>	<b>285,000</b>	<b>345,000</b>

Region				
Auckland/Northland	534	406	1,808	919
Waikato/Bay of Plenty	147	24	192	12
Gisborne	2,142	1,608	23,911	15,567
Hawke's Bay	4,899	5,093	34,284	38,829
Wairarapa	855	972	4,105	4,798
Marlborough	15,915	23,232	194,639	251,630
Nelson	794	1,032	7,002	7,777
Canterbury/Waipara	1,732	1,454	6,881	8,348
Otago	1,552	1,909	9,495	8,407
Other and unknown	740	3	2,683	8,713
<b>Total</b>	<b>29,310</b>	<b>35,733</b>	<b>285,000</b>	<b>345,000</b>

Source: New Zealand Winegrowers Annual Report 2013.

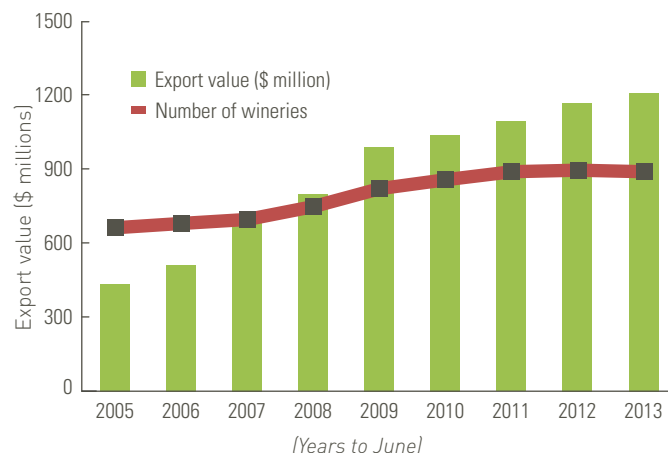
## Wine exports by country 2013 (% by value)



Source: Statistics New Zealand  
(Countries nominated where fob value exceeded NZ\$ 10 million)

- Whilst exports to Australia, UK and USA were 78% of 2013 NZ wine exports, market diversification to second-tier destinations such as Northern Europe and Asia now exceed the total value of all wine exported ten years ago (2003).

## Growth in wine exports and wineries 2005 to 2013



Sources: New Zealand Winegrowers Annual Report 2013.

- New Zealand wine grape production has increased 3.5 times in the past decade from 74,800 tonnes (2003) to 345,000 tonnes (2013), and wine exports by value (fob) are now 33% of New Zealand's horticultural exports.
- The wine industry reports that packaged exports grew by 4% to exceed \$1 billion and bulk shipments fell 22% and are now less than 30% of total wine exported.
- The Marlborough region produced 73% of New Zealand's total wine production in 2013 and the majority of the Sauvignon blanc harvest, the variety that comprised 66% of the total grape harvest.
- The average yield in 2013 of 9.7 tonnes per hectare was above the ten-year average of 8.6 t/ha.

## Predicting grape production

Meeting market demand, while delivering a consistent high quality product, is vital in preserving the position of New Zealand wine in the global marketplace. Grape production can vary by 50% year on year, making it difficult to estimate wine production and ensure production and marketing efforts maximise profitability. Research has demonstrated that potential grape production can begin to be estimated based on meteorological data 15 months before harvest, information now being used by Sauvignon blanc growers to manage production. In 2013, vine management based on early prediction allowed growers to manage grape production to produce 345,000 tonnes, about 30% higher than the previous year and slightly above the long-term average.



### Kiwifruit industry: Zespri Group Ltd New Zealand grower and chain statistics to 2013

Season (ends 31 March)	2000	2005	2010	2011	2012	2013
Crop volumes (million)						
Trays submitted*	54.2	85.8	107.0	105.9	119.5	105.7
Trays sold	51.8	79.7	96.5	98.1	109.1	101.3
General Statistics						
Yield (trays/ha)	5,295	7,847	8,546	8,255	9,556	8,621
Area planted <sup>†</sup> (ha)	10,234	10,934	12,525	12,825	12,502	12,263
Growers/suppliers <sup>‡</sup> (no)	2,681	2,760	2,711	2,706	2,662	2,636
Packhouses (no)	118	88	71	67	63	59
Coolstores (no)	106	89	77	83	79	76
Orchard Gate Return (\$)	15,366	34,738	39,142	41,830	45,206	51,153

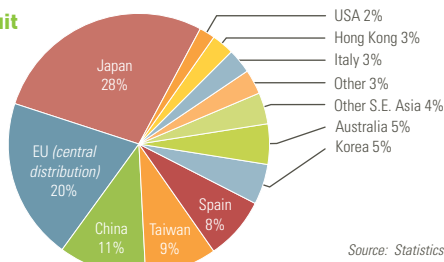
\*A tray weighs 3.6 kg. <sup>†</sup> Producing hectares <sup>‡</sup> Refers to number of submitters

Source: Zespri Group Ltd. Annual Review.

- New Zealand-produced fresh kiwifruit exports were valued at \$934 million in 2013, a decrease in value of \$111m (10.6%) on 2012 exports, and 2.9% less than 2011 exports of \$962m.
- In 2013, New Zealand-produced kiwifruit was exported to 53 countries (2012: 56 countries), with 10 countries each importing more than \$20 million fob value (2012: 10 countries).
- The largest export markets for New Zealand kiwifruit in 2013 were Japan \$262.4m fob by value (2012: \$325.4m), EU central distribution \$187.4m (\$214.9m), China \$107.3m (\$93.9m), Taiwan \$81.5m (\$70.4m) and Spain \$74.7m (\$70.4m). These five markets and channels accounted for 76.4% of total 2013 kiwifruit exports. Exports to all other markets were individually less than \$50m.
- Because of seasonal impacts and a bacterial canker disease specific to kiwifruit, *Pseudomonas syringae* pv. *actinidiae* (termed Psa), Zespri Group reported a 7.1% reduction in volume produced.
- Psa is present in a number of countries including Italy, Japan, South Korea and Chile. There is no current cure for the disease. In New Zealand, the industry-funded entity 'Kiwifruit Vine Health Incorporated' is leading the New Zealand response to Psa and there is a comprehensive research and development programme involving researchers from New Zealand and around the world working to develop strategies to combat this disease.
- The New Zealand kiwifruit industry's dominant 'Hayward' variety ('green' kiwifruit) appears to be relatively tolerant to the disease and new varieties are being progressed.
- Producing hectares reported by Zespri Group Ltd in 2013 were Zespri Green kiwifruit: 7,982ha, Zespri Organic Green: 5,508 ha; Zespri Gold and Organic Gold ('Hort 16A'): 10,213 ha, Zespri SunGold ('Zesy002'/Gold3) and Organic SunGold (Gold 3): 174 ha, Zespri Charm ('Zesy003'/Gold 9) 193 ha, Zespri Sweet Green ('Zesh004' Green 14): 135 ha.

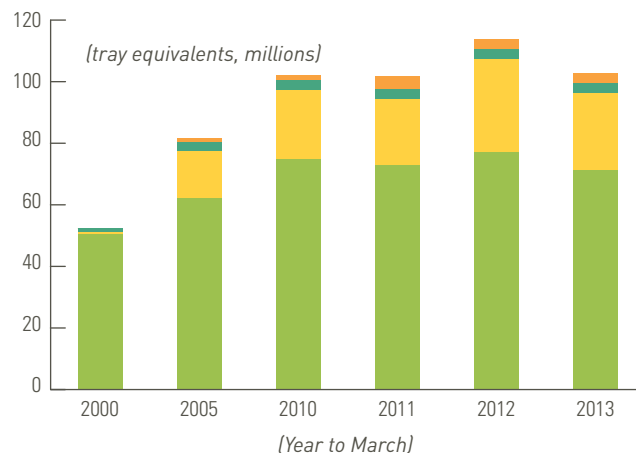
Sources: Zespri Group Ltd, MPI, Statistics New Zealand

### New Zealand kiwifruit export markets (year to 30 June 2013)



Source: Statistics New Zealand

### Zespri Group Ltd production profile (TEs) 2000 - 2013



■ Zespri Green Kiwifruit  
■ Zespri Green Organic Kiwifruit  
■ Zespri Gold Kiwifruit  
■ Non standard & other kiwifruit

Source: Zespri Group Ltd. Annual Reports & Annual Reviews

### New cultivars exceed 4,000 hectares



More than 4,000 hectares of the new gold kiwifruit cultivar, 'Zesy002', commonly known as Gold3, have now been licensed in New Zealand with more than 50 million trays of the new fruit, marketed as Zespri SunGold Kiwifruit, expected to be produced annually by 2018. The new cultivar was fast-tracked through commercial launch in response to the identification of the bacterial disease Psa in New Zealand in 2010, and is now seen as a cornerstone in the Psa recovery pathway. Another gold cultivar, 'Zesy003', known as Gold9 and marketed as Zespri Charm Kiwifruit, has also been released to growers, with more than 150 hectares licensed so far.

## Apple statistics

Year ending 31 Dec.	2006	2008	2010	2011	2012	2013
Crop volumes ('000 tonnes)						
National export production	265	261	260	300	285	
Growing method: IFP	94%	94%	94%	94%	96%	
Certified organic	6%	6%	6%	6%	4%	
General statistics						
National IFP weighted FAS returns (\$/TCE)	\$20.02	\$24.44	\$22.22	\$20.47	\$22.71	
Area planted (ha)	8,996	8,538	8,630	8,470	8,324	8,372
Export orchards (no.)	680	509	431	406	391	370
Export Packhouses (no.)	73	70	62	70	65	
No. of exporters	96	93	99	90	88	

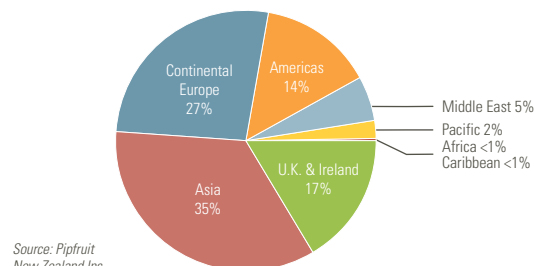
Timing: much of the production from the 2013 apple crop was exported after 30 June 2013, the reporting period of this edition. IFP: Integrated Fruit Production sustainability; TCE: tray equivalents 18 kg sale weight FAS: Free Alongside Ship (the value of the product at ship side). Source: Pipfruit New Zealand

- The 2012 apple export crop of 285,049 tonnes produced from 8,324 hectares was the second largest produced in the last five years, although 5% smaller than the 2011 crop.
- The planted area for apples increased by 48 hectares to 8,372 ha and although a less than 1% increase, it was a reversal of decreasing planted area of apples. In 2004, the planted area in apples was 12,585 ha.
- 'Royal Gala' and 'Braeburn' varieties are now down to 44% of planted area but still achieved 55% of export volume. Pipfruit New Zealand Inc. report that New Zealand growers are gradually responding to market demands, replacing Braeburn with varieties such as Envy™, Ambrosia®, Rockit®, HoneyCrisp, Smitten®, SweetTango™, Kanzi®, and Koru®.
- Average IFP apple export returns in 2012 were \$22.71 per TCE across all varieties and count sizes. Pacific Rose™ achieved the highest weighted return of \$30.06 per TCE and Pacific Queen™ return was \$29.64 per TCE.

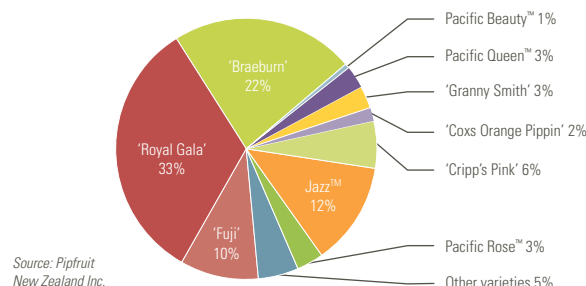
## Apple export production by variety: 2006 - 2012



## Apple export destinations by region (Weight basis, 2012)



## Apple exports by variety (Weight basis, 2012)



- For the first time, in 2012 exports to New Zealand's traditional pipfruit markets in Europe (UK & continental Europe) fell to less than 50% of total exports (43.3%/125,100 t), and exports to Asia increased to 34.7% (100,400 t). In 2007, 181,900 t went to UK/Europe and 46,000 t went to Asia.
- Of the 65 packhouses for export apples in 2012 (2011:70), the largest seven each packed more than 500,000 trays and collectively packed 50% of the crop. The smallest 15 packhouses all packed fewer than 50,000 trays and collectively 2% of the crop. In 1999 there were 150 packhouses.
- In 2012 there were 88 exporters of New Zealand pipfruit (99 in 2010), 56 of whom collectively exported 4% of the crop, whereas the nine largest collectively exported 71% of the crop.

Source: Pipfruit New Zealand Inc. For more information contact [www.pipfruitnz.co.nz](http://www.pipfruitnz.co.nz)

## Delivering clean fruit for export

Produce shipments must meet the phytosanitary requirements at market borders, and the presence of insect pests can potentially close doors to apple exports. A new apple washer system using individual cups and a unique rotary wand system, designed by Compac® Sorting equipment, was commissioned by Mr Apple New Zealand Limited, one of the largest packhouses in the Hawke's Bay region. Rigorous testing of this machine led to the development of protocols to ensure optimal washing with minimal damage to the fruit, and showed the new machine was effective in removing a wide variety of quarantine actionable pests.





## Other fresh fruits

Sales value (\$m)

	Growers <sup>a</sup> (no.)	Planted area <sup>a</sup> (ha)	Crop volume <sup>a</sup> (tonnes)	Domestic <sup>b</sup> 2012/13	Export <sup>c</sup> (fob) 2013
Avocados	1,600	4,179	33,997	28.7	33.7
Berryfruit	240	3,032	21,898	45.8	27.5
- Blackcurrants	34	1688	8,403	5.7	
- Boysenberries	21	204	3,100	4.8	
- Raspberries	50	150	945	3.0	
- Blueberries	60	700	2,450	10.4	22.7
- Strawberries	110	170	6,500	21.3	4.7
- Other berryfruits		120	500	0.6	0.1
Citrus	421	999	28,657	46.9	6.1
- Grapefruit	18	8	300	0.3	
- Lemons	59	178	5,137	4.0	2.2
- Limes	25	12	300	1.0	
- Mandarins	285	361	10,358	25.3	2.5
- Oranges	213	406	11,762	15.5	1.3
- Tangelos	31	34	800	0.8	0.1
Feijoa	200	251	500	1.7	0.2
Grapes - table		37			0.2
Hops	18	375	684		
Kiwiberries		27	163	0.2	1.3
Nashi	25	30	791	1.5	
Nuts		1484			1.4
- Cashews					0.1
- Chestnuts	100	310	350		
- Macadamias		242			
- Walnuts		498			
- Hazelnuts		434			
Olives	400	2,173	4,000		
Passionfruit	40	17	110	1.3	0.3
Pears		441	4,381		8.8
Persimmon	50	250	2,250	4.0	7.5
Summerfruit	258	1,830	14,778	52.1	28.5
- Apricots	58	332	3,283	9.8	6.7
- Cherries	87	646	2,535	10.8	21.2
- Nectarines	57	307	3,644	13.6	0.1
- Peaches	76	328	2,903	10.7	0.3
- Plums	78	217	2,413	7.2	0.2
Tamarillos	40	110	264	1.3	0.2
Other fruits		250			0.1
<b>Total fresh fruits (excl. Kiwifruit, Grape Wine, Apples)</b>					<b>115.8</b>

Sources: <sup>a</sup>Sector estimates; <sup>b</sup>Sector estimates of first point of sale values; <sup>c</sup>Statistics New Zealand Overseas Trade Statistics. Blank entries indicate either that the information is not available or items are valued at less than \$50,000.

- In 2013 fresh fruit exports of \$1.53 billion (2012: \$1.56bn) were dominated by kiwifruit 61% \$934m, apples 31% \$475, avocados \$33.7m, summerfruit \$28.5m, and berryfruit \$27.5m. Other fruits totalled \$26.1m export value.
- Avocado exports fell dramatically from \$96.9 million in 2012 to \$33.7 million in 2013, with the largest of 23 export markets being Australia, where New Zealand avocado exports fell from \$83.8m in 2012 to \$28.3m in 2013, due in part to high domestic volumes in Australia.
- The fresh and chilled berryfruit market in New Zealand had a combined value of an estimated \$86.4m. The berryfruit export market is dominated by blueberries \$22.7m, with 92.5% by value exported to Australia.

## Processed fruits

Sales value (\$m)

	Domestic <sup>a</sup> 2012/12	Export <sup>c</sup> (fob) 2013
Apple juice	45.9	23.6
Avocado oil	0.2	2.2
Other fruit juices	92.1	24.3
Other fermented beverages		14.9
Dried fruits		3.1
Frozen fruits		12.8
- Blackcurrants		2.8
- Blueberries	4.0	3.0
- Boysenberries	2.7	3.5
- Kiwifruit		2.2
- Raspberries		0.3
- Other		1.0
Fruit preparations		29.5
- Apples		9.7
- Blackcurrants		0.3
- Kiwifruit		2.0
- Fruits mixture preps.		11.7
- Pears		0.2
- Other		5.6
Hops	3.2	8.5
Jams, jellies and purees		33.8
Nuts		8.0
Olive oil	2.3	0.4
<b>Total processed fruits</b>		<b>161.1</b>

Fruits used for processing is produced on the orchard areas described in the fresh fruit table. <sup>a</sup>Sector estimates of first point of sale values; <sup>c</sup>Statistics New Zealand Overseas Trade Statistics. Blank entries indicate either that the information is not available or items are valued at less than \$50,000.

- Exported fruit preparations, often used as ingredients in yoghurts and other foods, were valued at \$29.5m in 2013 (2012: \$33.1m).
- Citrus domestic and export sales had an estimated combined value of \$53m in 2013, the majority being for domestic market use that is close to eight times the value exported.
- Summerfruit export value of \$28.5m was down from 2012 (\$31.9m). Dominant export varieties were cherries \$21.2m (\$21.0m) and apricots \$6.7m (\$10.2m). Domestic New Zealand market sales were significantly larger and calculated to be \$52.1m. The combined exports & domestic market value for summerfruit was \$80.6m.

## New flavours for beers



The New Zealand hops industry exports around 85% of its hops, which together with domestic market sales generate around \$12 million annually whilst supplying less than 1% of the world hops market and supporting New Zealand premium/craft beer exports, a market expanding at 15% per year. The industry is aiming to double its global contribution by 2025 through the introduction of hops with new flavours that command a premium on the global marketplace. New cultivars developed in the hop breeding programme have a range of unique flavour characteristics, from citrus notes to herbaceous spicy aromas, of particular interest to the rapidly expanding international specialty and craft brewing sector.

## Fresh and processed vegetables

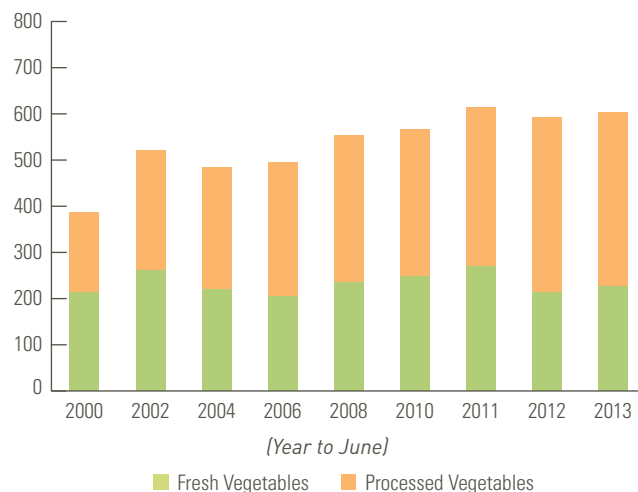
## Sales value (\$ million, fob)

	Growers <sup>c</sup> (no.)	Planted <sup>d</sup> area (ha)	Crop volume <sup>e</sup> (tonnes)	Domestic <sup>c</sup> 2013	Exports 2013 <sup>e</sup>	
					Fresh	Processed <sup>b</sup>
Asparagus	62	470	1,800	12.0	3.2	0.0
Beans	45	1,500	20,000	18.0		45.0
Brassicas	420	3,800	92,000	80.3	2.7	
- Broccoli	150	2,000	19,000			
- Cabbage	150	800	35,000			
- Cauliflower	120	1,000	38,000			
Capsicums	38	65	15,000	29.3	38.0	
Carrots	40	2,600	78,000	30.0	7.5	2.2
Cucurbits	30	50	1,770			
Garlic	20	200	900	6.5	0.7	
Kumara	35	1,500	17,500	25.0		
Lettuce - outdoor	40	1,300		41.8	1.9	
Lettuce - greenhouse	70	50				
Melons	46	273	4800		0.8	
Mushrooms	7	25	8,500	41.1	1.9	
Onions	109	5,340	196,000	25.0	90.8	
Peas	250	6,672	63,000	50.0		79.7
Potatoes	200	10,590	525,000	451.0	15.8	94.5
Pumpkin	98	1,048	38,000			
Shallots	8	30	1,200		0.5	
Silverbeet/Spinach	50	200	3,500	6.0		
Squash	41	6,300	91,500	2.9	50.7	
Sweetcorn	150	4,664	82,000	20.0	0.1	38.3
Tomatoes - greenhouse	150	120	40,000	110.0	8.8	
Tomatoes - outdoor	20	757	50,000	5.0		2.8
Mixed vegetables	Made from combinations of the above crops					40.8
Dried vegetables	Excluding peas, beans, corn					6.5
Vegetable preparations						26.0
Vegetable juices						31.2
Other Vegetables <sup>a</sup>		2,609			2.5	10.7
<b>Total</b>	<b>1,700<sup>d</sup></b>	<b>50,163</b>			<b>225.9</b>	<b>377.7</b>

Crops areas are predominantly sector estimates. <sup>a</sup>Includes taro, celery, parsnips, spring onions, Asian vegetables (excl. Chinese cabbage), yams, witloof, leeks, vegetable shoots, shallots, swedes and some others. <sup>b</sup>Processing includes freezing, canning, juicing and artificial drying. <sup>c</sup>Sector estimates. Blank entries indicate that the information is not available. <sup>d</sup>Many growers produce multiple crops. <sup>e</sup>Statistics New Zealand from export entries. Blank entries indicate either that the information is not available or items are valued at less than \$50,000. Sources: Horticulture NZ; Statistics New Zealand Overseas Trade statistics.

- New Zealand produced an estimated 1.4 million tonnes of vegetables in 2013 of which 500,000 tonnes were exported. Domestic consumption was over 900,000 tonnes.
- Five product groups were 69% of total vegetable production: potatoes 525,000 t (94,000 t/18% exported fresh/frozen/processed), onions 196,000 t (181,500 t/93% exported fresh), brassicas 92,000 t (1,250 t/1% exported), squash 91,500 t (79,100 t/86% exported fresh), and carrots 78,000 t (20,700 t/27% exported fresh/frozen/juiced).
- Of the total of \$603.6 million of fresh and processed vegetables that New Zealand exported to 76 countries in 2013, 63.5% was to Australia \$240.5m (fresh \$15.1m, frozen \$141.3m [potatoes \$52.6m, mixed veg. \$32.7m, peas \$31.2m], vegetable preparations \$72.7m) and Japan \$142.7m (fresh \$76.6m [squash \$35.2m, capsicums \$26.8m], frozen \$23.9m, vegetable juice \$29.4m).
- Frozen vegetable exports were 27% of total vegetable exports by weight (134,800 t) but 57% by value (\$214 million fob) and a similar value to that of frozen vegetables exported from 2008 through 2011. 2012 frozen vegetable exports were 151,800 t, valued at \$242.2 million.

## Vegetable exports 2000 to 2013 (\$ million, fob)

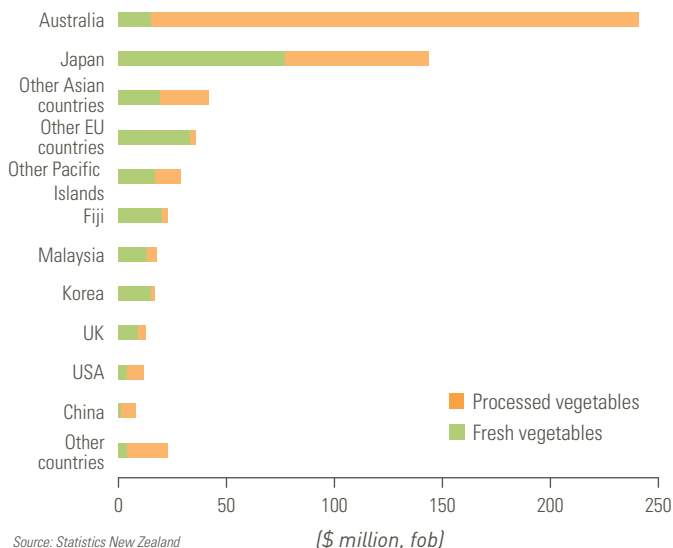


Source: Statistics New Zealand

- In 2013 New Zealand imported \$189.3 million of vegetables (2012: \$207.3m). 2013 imports consisted of fresh vegetables \$35.0m (melons \$10.7m), frozen \$48.4m (frozen potatoes \$28.9m), and \$49.8m of other vegetables (\$27.0m as preserved tomatoes).
- An example of the two-way trade that exists between countries is with frozen potatoes. In 2013 New Zealand exported \$52.5m (fob) to Australia and imported \$18.5m (cif) from Australia. Produce not grown in New Zealand, seasonality and different presentations and processes often complement locally grown and processed produce.
- Preserved tomato imports of \$27.0m in 2013 (2012: \$32.2m) came from 32 different countries, with the largest values imported from Italy \$11.2m, USA \$7.5m and China \$2.8m.



## Destinations of New Zealand vegetable exports 2013 (\$ million, fob)



## Potatoes for boiling, crisping or chipping

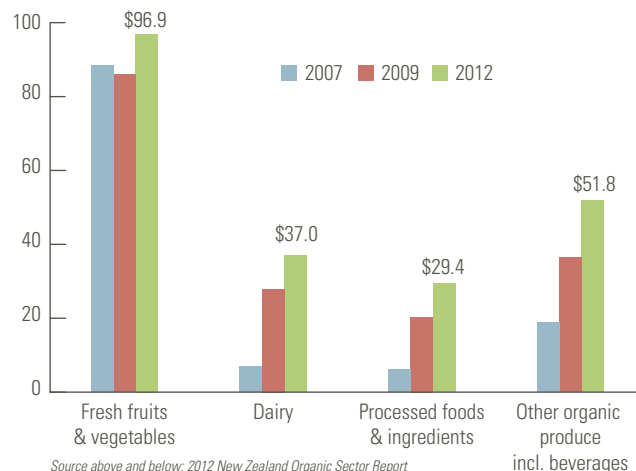
New Zealand produces 525,000 tonnes of potatoes each year, with a value of \$560 million. Around 17% of the value is generated by exports of processed potatoes, mainly French fries. New cultivars developed by the potato breeding programme are tailored for the New Zealand market. Resistance to pests and diseases – such as the tomato-potato psyllid, powdery scab and potato virus Y – is important, as are quality, yield and other production traits. For the process market, potatoes that have the right shape and size are preferred, whereas the fresh market requires potatoes that are attractive and have good taste profiles. Nine new cultivars developed in New Zealand have been released since 1995, the most successful being 'Moonlight', suitable for processing into French fries, which is planted in around 12% of New Zealand's total potato production area.



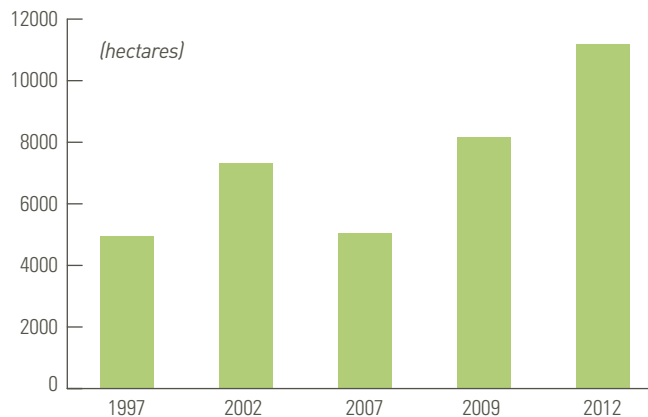
## Organic production

- New Zealand land area under organic certification in horticulture increased by 37% in the three years from 2009 (8,175 ha) to 2012 (11,188 ha), in part reflecting increased organic grape production, with over 100 vineyards growing grapes organically (7.6% of all grapevines, 2012). Total land area in New Zealand under organic certification in 2012 was 106,753 ha.
- In 2012 there were 720 organic operations in horticulture.
- Exports of organically certified fresh fruits and vegetables in 2012 were calculated to be \$97 million and 45% of total organic sector produce exports.
- Domestic market sales of organic fresh fruits and vegetables were calculated to have increased from \$2.3 million in 2009 to \$4.0 million in 2012, a 74% increase in three years and accounting for 5% of all organic produce sold at supermarkets and specifically organic sector stores. Additional organic produce is sold direct-to-consumers and at farmers' markets, of which there are approximately 45 across New Zealand.

## New Zealand exports of organically certified produce (\$ million)



## New Zealand land area under certification, horticulture and viticulture



### Exports of flowers, plants, seeds and other products (\$ million, fob)

Selected HS Items	1990	2000	2010	2011	2012	2013
<b>Cut flowers</b>						
- Chrysanthemums			0.2	0.2	0.2	0.5
- Hydrangeas			2.7	2.7	3.4	3.0
- Lilium		1.9	0.2	0.3	0.1	0.1
- Nerines		0.6	0.2	0.1	0.1	0.1
- Orchids	8.2	22.4	20.8	21.7	18.5	19.6
- Paeonies		0.5	1.7	1.7	1.8	1.6
- Pittosporum			1.2	1.0	1.6	1.6
- Proteaceae	0.5	1.4	0.9	1.0	0.8	0.6
- Sandersonia	0.2	3.1	0.2	0.2	0.1	0.1
- Zantedeschia (Calla lily)	1.9	7.7	3.7	3.2	2.6	2.1
- Other Foliage	0.7	0.6	0.6	0.8	0.5	0.6
- Other cut flowers	7.8	8.5	2.7	2.8	2.4	2.5
<b>Plants</b>						
- Other live plants	2.5	5.6	6.6	5.9	6.4	6.2
<b>Seeds</b>						
- Flower seeds	<0.1	2.1	0.3	0.6	0.3	0.5
- Fruit seeds			1.9	1.0	1.4	1.6
- Cabbage seeds			5.0	4.6	4.7	5.4
- Carrot seeds			7.6	16.0	17.8	27.0
- Radish seeds			21.4	19.1	22.0	26.6
- Other veg. seeds	2.1	15.9	23.4	16.2	18.0	21.3
- Tree seeds		1.6	1.5	1.0	1.0	0.8
<b>Bulbs, tubers, corms</b>						
- Lilium			16.8	16.4	23.3	20.2
- Sandersonias			0.7	1.4	0.6	0.7
- Tulips			9.6	10.1	9.3	9.4
- Zantedeschia (Calla lily)		1.5	3.5	3.9	0.5	0.2
- Others	2.0	10.1	0.4	0.4	0.5	0.7
Sphagnum moss	11.0	15.3	6.1	4.5	4.0	4.0*
<b>Total</b>	<b>36.9</b>	<b>98.8</b>	<b>139.9</b>	<b>136.8</b>	<b>141.9</b>	<b>157.0</b>

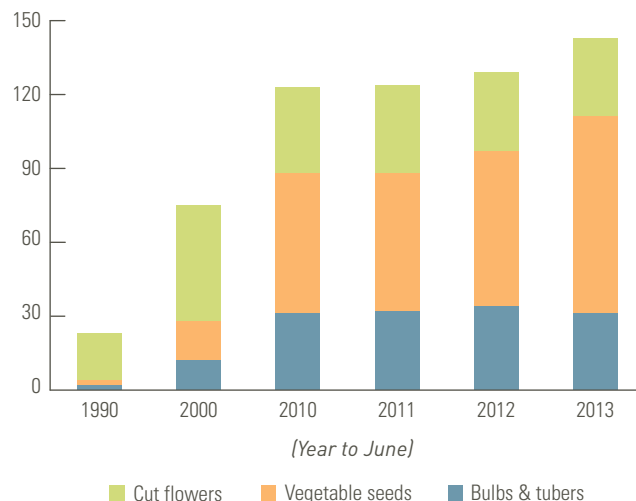
The term "bulbs" is used to include bulbs, corms, tubers, tuberous roots, crowns & rhizomes. \* Author's estimate.

Source: Statistics New Zealand.

- Cut flowers valued at \$31.8m were exported to 38 countries in 2013 (Japan \$18.2m, the USA \$4.9m, Hong Kong \$1.7m). Cut flower imports in 2013 totalled \$1.5m (cif) from 22 countries.
- Orchids were the dominant cut flower export crop, with \$19.6m (fob) exported to 33 countries (Japan \$12.2m, the USA \$3.5m).



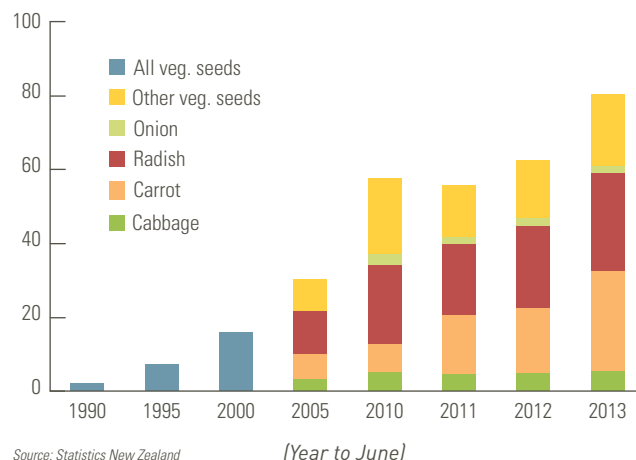
### Exports of flowers, seeds and bulbs (\$ million, fob)



Source: Statistics New Zealand

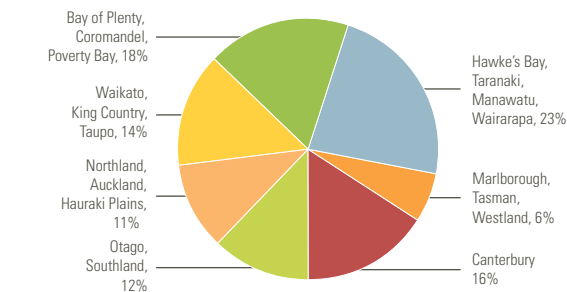
- Vegetable seed exports have significantly increased in value from \$43.9 million in 2008 to \$80.3m in 2013, an increase of 83%.
- Carrot seed exports totalling \$27.0m in 2013 went to 16 countries: Netherlands \$24.6m, France \$1.4m. Radish seeds totalling \$26.6m went to 24 countries (Netherlands \$7.4m, Korea \$5.8m, Japan \$4.0m, France \$2.2m).
- Vegetable seeds valued at \$21.2m were imported from 44 countries in 2013 (2012: \$20.0m); The Netherlands \$5.2m, Japan \$3.6m, Australia \$2.1m and France \$1.8m.
- Bulbs valued at \$4.7m were imported from 10 countries, \$4.5m of which came from The Netherlands (lilium \$2.1m, tulip bulbs \$0.9m). The Netherlands is a major trading centre and distribution hub in Europe for seeds and bulbs.

### Vegetable seed exports (\$ million, fob)



Source: Statistics New Zealand

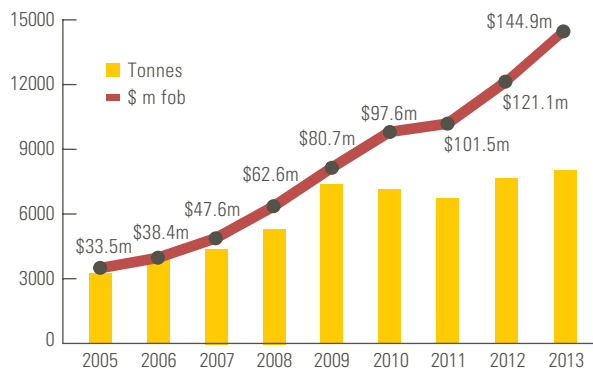
## New Zealand honey production 2013 (17,823 tonnes)



Source:ASUREQuality Ltd

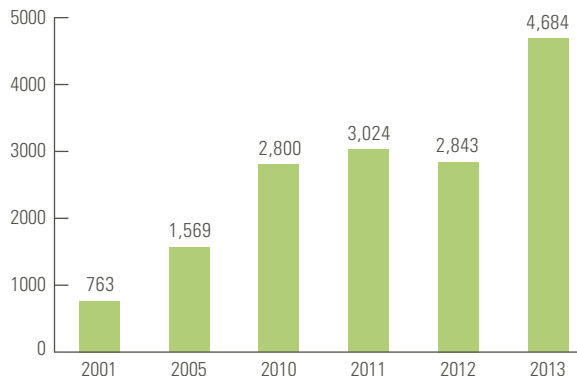
- Bees are crucial to New Zealand's primary sector, pollinating approximately one-third of our food sources and playing a significant role in determining crop yields.
- Honey production was a record 17,825 tonnes in 2013, 7,440 tonnes more than in 2012 and almost 5,300 tonnes above the 6-year average (2008 to 2013) of 12,526 tonnes. The record honey crop was due to a better than average yield in all regions plus an increase of over 29,000 hives, reflecting new commercial beekeepers entering the industry and existing operations increasing hive numbers primarily for manuka honey production. As at June 2013 New Zealand's 4,279 registered beekeepers had 452,018 hives.
- The value of New Zealand's honey exports further increased in value to \$144.9m in 2013 (2012 \$121.1m) with the major export markets being the UK \$31.5m (2012 \$33.5m), Hong Kong \$19.8m (\$15.1m), China \$15.4m (\$4.2m), Australia \$14.6m (\$12.5m), Singapore \$14.6m (\$11.9m), Japan \$11.0m (\$10.8m), the USA \$10.6m (\$6.9m), and less than \$5m to each of 45 other markets.

## New Zealand natural honey exports 2005 - 2013



Source: Statistics New Zealand

## People in horticultural training, per year 2001 - 2013

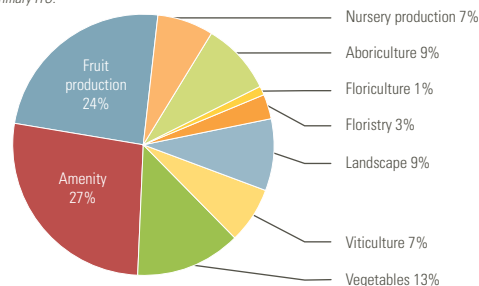


Source: Primary ITO

The numbers of horticultural trainees increased 65% (1,841) in 2013 compared with 2012, and now double 2007 trainee numbers. Trainee numbers in all categories increased from 2012 numbers, with the largest being Fruit Production +560 (559 to 1,119), Vegetables +344 (292 to 636), Amenity (e.g. sports grounds) +338 (936 to 1,274), Landscape +192 (211 to 403), Arboriculture (trees/shrubs/vines) +143 (280 to 423).

## Trainees by category (year to December 2013)

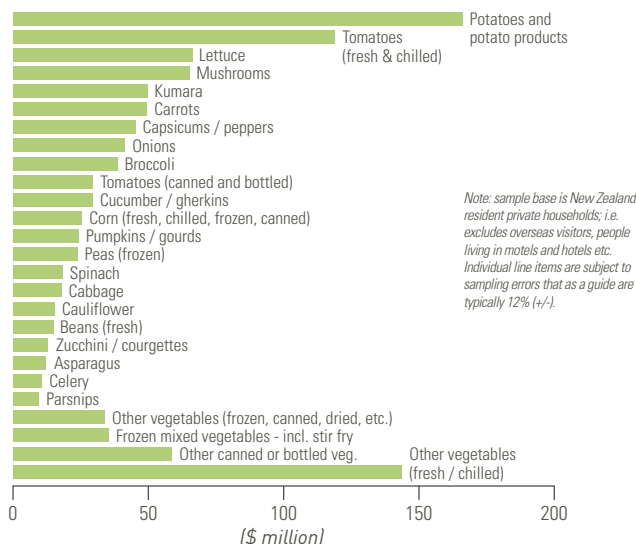
Source: Primary ITO.





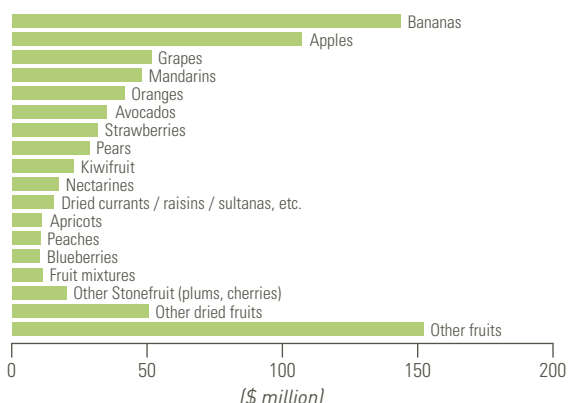
### New Zealand consumer spending on vegetables (\$ million)

(local & imported produce, fresh / chilled / dried / canned / bottled / frozen)



### New Zealand consumer spending on fruits (\$ million)

Calculated aggregate annual expenditure by all private New Zealand households (local & imported produce, fresh / chilled / dried / canned / bottled / frozen)



Source: Statistics New Zealand: triennial Household Economic Survey (HES), 2013

In 2013, New Zealand households spent an estimated \$2.4 billion on fruit, vegetables and wine, with:

- \$ 670 million on fresh and chilled fruit
- \$ 137 million on processed fruit
- \$ 920 million on fresh and chilled vegetables
- \$ 235 million on processed vegetables
- \$ 690 million on wine

Source: Statistics New Zealand: triennial Household Economic Survey (HES), 2013. N.B. survey is of households only and excludes overseas visitors, people living in hotels and motels, etc., and excludes restaurants and takeaway meals.

### Investment in the horticultural industries, 2013

	Crop area (ha)	On-farm (\$ million)	Off-farm (\$ million)	Total (\$ million)
Apples, pears & nashi	8,850	726	580	
Wine grapes	35,733	5,528	15,202	
Kiwifruit	12,263	2,085	1,565	
Summerfruit	1,830	146	110	
Avocados	4,179	334	200	
Citrus	999	80	65	
Berryfruit	3,032	243	160	
Nuts	1,484	119	36	
Olives	2,173	174	115	
Other subtropical fruits	692	55	30	
Hops	375	30	75	
Other fruits	250	20	12	
<b>Total fruits</b>	<b>71,860</b>	<b>\$9,540</b>	<b>\$18,150</b>	<b>\$27,690</b>
Potatoes	10,590	635	480	
Peas & Beans	8,172	450	225	
Onions	5,340	320	240	
Squash	6,300	347	260	
Sweetcorn	4,664	257	190	
Broccoli, cabbages & cauliflowers	3,800	210	160	
Carrots	2,600	143	110	
Asparagus	470	26	20	
Lettuce	1,300	72	55	
Other vegetables	6,990	385	290	
<b>Total vegetables (outdoor)</b>	<b>50,226</b>	<b>\$2,845</b>	<b>\$2,030</b>	<b>\$4,875</b>
Floriculture - outdoor	589	35	18	
Protected - high tech	85	340	100	
- greenhouse tomatoes	120	360	110	
- low/medium tech	260	390	120	
- floriculture (undercover)	340	510	50	
<b>Total horticultural</b>	<b>123,480</b>	<b>\$14,020</b>	<b>\$20,578</b>	<b>\$34,598</b>

The above table focuses on estimating the level of investment that has been made in the productive area of New Zealand horticulture and related postharvest facilities.

Crop area figures are predominantly industry estimates of planted areas per crop for the year to June 2013 (pgs 8 to 16 incl.) and differ from StatsNZ Agricultural Production Census hectares as at June 2012 (pgs 26 & 27).

Land values are based on independent land valuation advice, Viticulture Monitoring Report 2013 (Fruition.net.nz) and MPI Farm Monitoring Reports 2012. No adjustment has been made for non productive farm/orchard/vineyard areas that are typically 15% of total area and up to 80% for crops such as floriculture under cover.

Off-farm investment levels have been estimated from industry advice and guidance including integrated producers whose supply chain includes both production and post production.

- Total investment in New Zealand's horticultural industry is estimated to be approximately \$34.6 billion inclusive of off-farm postharvest facilities for cleaning, sorting, packaging and processing produce from an estimated 123,500 hectares of cultivated horticultural crops in fruits, vegetables and flowers.
- New Zealand's largest investment in horticulture by crop type is in viticulture with the hectares in wine grapes equating close to half the total area for fruit production and 29% of the total productive area in horticulture inclusive of vegetables and floriculture. Wine grapes also have the highest ratio of off-farm investment in the form of grape handling and wineries. Significant aggregation of vineyards and off-farm processing facilities has occurred: in 2003 tonnes crushed per winery was 178 tonnes; in 2013 tonnes crushed per winery was 495 t.

Regional resources

Regional Council	Apples	Wine grapes	Kiwifruit	Summerfruit	Avocados	Citrus	Berryfruit	Nuts	Olives	Other subtropical	Other fruits	Total fruits
Year ended 30 June 2012												
Northland	17	82	574	17+	1,547	295+	22+	62+	201	117+	29	2,963+
Auckland	96	300	363	50+	148	103+	137	112+	250	91	29	1,679+
Waikato	141	26	726	37	176	20+	342+	44+	55	79+	15	1,661+
Bay of Plenty	5	C	9,912	6+	2,081	106	45+	72	42	112+	34	12,415+
Gisborne	110	1,685	326	C	60	1151	C	8+	C	115+	14	3,469+
Hawke's Bay	5,115	4,936	222	854	28	13+	23+	14+	321	222+	25	11,773+
Taranaki	C	C	0	0	62	C	C	C	C	17+	C	79+
Manawatu-Wanganui	34	8	C	21+	22	5+	30+	53+	43	50+	C	266+
Wellington	C	895	C	29+	16	4+	8+	33	216	49+	30	1,280+
Tasman-Nelson	2,496+	821+	497+	22+	7	1+	688	59+	129	284+	47	5,051+
Marlborough	18	22,627	C	68+	C	0	C	31+	134	15+	C	22,893+
West Coast	C	0	0	0	0	0	C	6	0	5+	C	11+
Canterbury	226	1,550	C	102	C	C	1,008	639	240	18+	23	3,806+
Otago	459	1,577	0	1,046	C	0	27+	116+	22	16+	13	3,276+
Southland	C	C	0	C	0	C	5+	33+	0	C	C	38+
Other/non allocated	128	55	137	24	2	159	263	62	4	75	137	1,046+
Total New Zealand	8,845	34,562	12,757	2,276	4,149	1,857	2,598	1,344	1,657	1265	396	71,706
2007	9,247	29,616	13,250	2,294	4,004	1,834	2,497	1,484	2,173	1,500	398	68,297
%	-4%	17%	-4%	-1%	4%	1%	4%	-9%	-24%	-16%	-1%	5%

Major changes: total fruit production area has increased by 13,171 ha (23%) since 2002 census; wine grapes doubled since 2002 census of 17,359 ha; kiwifruit reduced 502 ha since 2007, but was 793 ha above 2002 census of 11,964 ha; olives decreased 24% (-516 ha) since 2007 census and is now 36% below 2002 census of 2,590 ha. Total outdoor vegetables area is 3,014 ha (-6%) less than the 2002 Census but almost unchanged since 2007, since the 2007 census, sweetcorn ha is -25% (-1,564 ha) but onions increased 24% (+1,124 ha) and carrots by +55% (+727 ha); peas & beans (predominantly peas) increased 5% since 2007, but the census area is 14% (1,250 ha) less than the 2002 figure of 9,109 ha. C- Some data have been suppressed for reasons of respondent confidentiality. + incomplete data set due to some crop data being suppressed. Source: Statistics New Zealand Agricultural Production Census - as at June 2002, 2007 & 2012. Note: variations between the data reported in this section with those reported for the individual horticultural sectors can in part be attributed to differences in definitions, sample size and time of sampling.

Distribution of vegetables by Regional Councils (area planted ha)

Distribution of indoor crops (m<sup>2</sup>, 000s)

Regional Council	Asparagus	Broccoli	Peas & Caulis	Carrots	Beans	Lettuce	Onions	Potatoes	Squash	Sweet corn	Other veg	Total veg
Year ended 30 June 2012												
Northland	C	28	6	2+	C	C	C	22	C	84	1,354	1,496+
Auckland	C	940	194	79	469	1,621	1,444	C	C	38	572	5,357
Waikato	459	75+	166	2+	73	1,837	2,074	C	C	42	298+	5,026+
Bay of Plenty	C	53+	0	C	0	C	C	C	C	15	94+	162+
Gisborne	0	C	0	283+	C	C	C	2,406	2,493	429+	5,611+	C
Hawke's Bay	110	85	C	2,506	10	662	589	3,248	1,050	537+	8,797+	C
Taranaki	C	C	C	C	C	C	C	23	C	C	C	23+
Manawatu-Wang.	173	859	429	43	339	392	1,260	241	23	472+	4,231+	C
Wellington	0	39+	C	1+	41	C	C	19	C	C	32+	132+
Tasman-Nelson	4	346+	C	C	C	132	55+	13+	14+	37+	203+	804+
Marlborough	C	0	C	C	742	C	C	2	C	601	109+	1,454+
West Coast	0	0	0	0	0	0	0	0	0	0	0	C
Canterbury	29	323	823	4,155	23	1,035	5,754	C	255	651	13,048	C
Otago	C	149	C	C	25	4	153	C	C	2	333	C
Southland	0	C	300	0	C	C	210	0	0	C	510	C
Other	45	1,238	129	333	138	167	28	942	63	560	2,723	C
Total New Zealand	820	3,622	2,047	7,858	1,250	5,718	11,578	6,837	4,664	5,313	49,707	C
2007	871	3,875	1,320	7,515	1,309	4,594	10,050	7,774	6,210	6,261	49,779	C
%	-6%	-7%	55%	5%	-5%	24%	15%	-12%	-25%	-15%	0%	18%

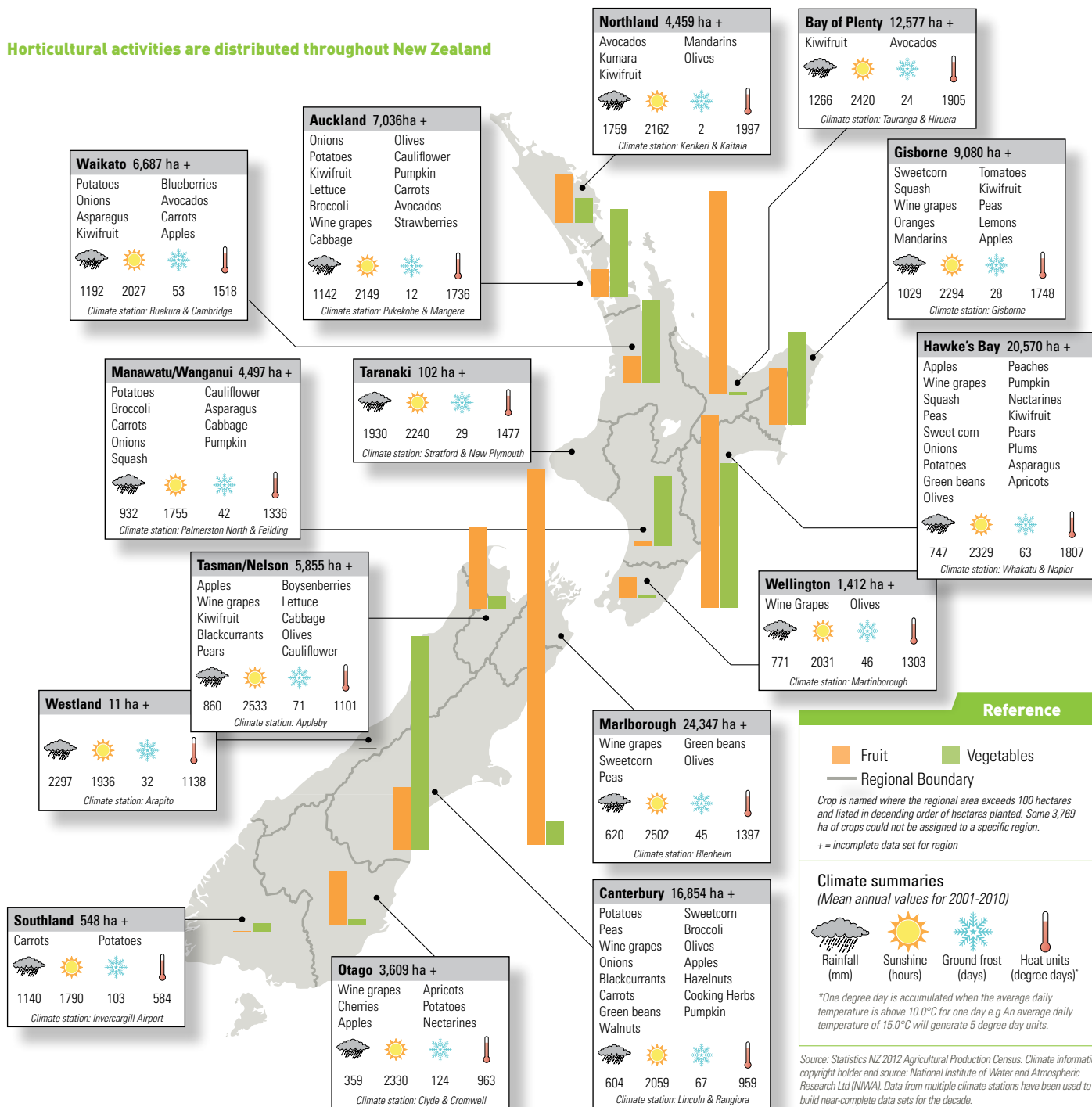
See above notes

For more information visit [www.statistics.govt.nz](http://www.statistics.govt.nz)

(1 ha = 10,000 m<sup>2</sup>)

# Regional resources

## Horticultural activities are distributed throughout New Zealand





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**Ministry for Primary Industries**  
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