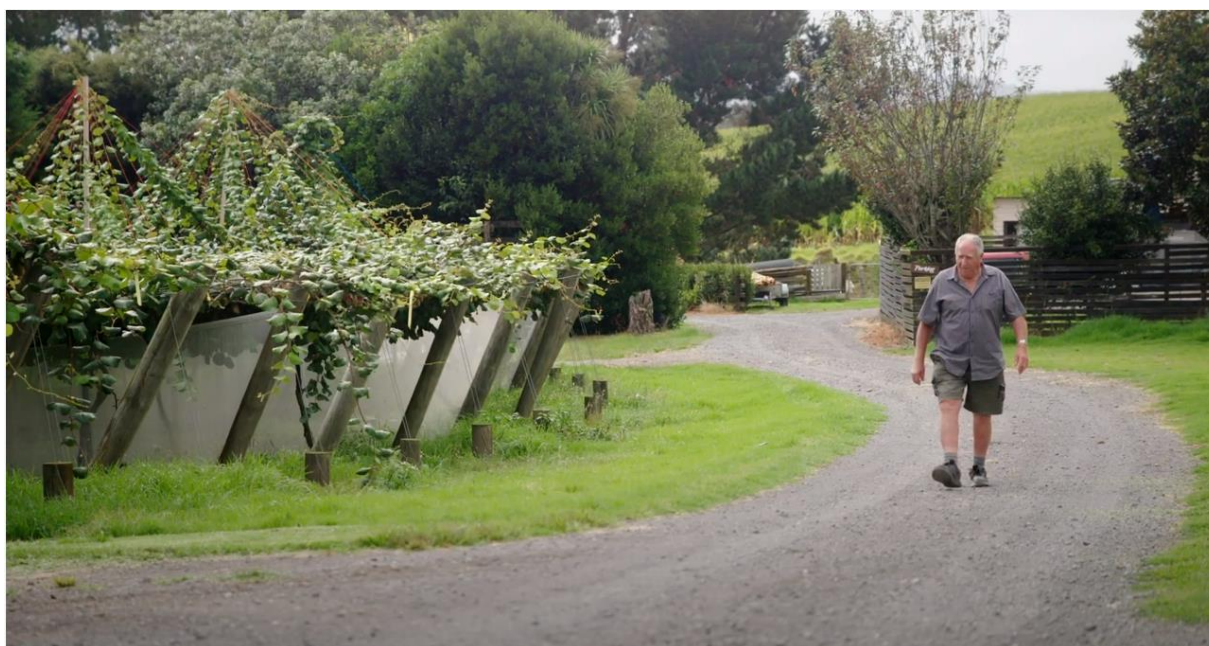


Seasonal Worker Survey 2020



NZKGI

NEW ZEALAND KIWIFRUIT GROWERS

In June 2020 NZKGI conducted a survey of the seasonal workers from the 2020 harvest season. The survey was to gauge how the parts of Labour Attraction Strategy had performed and what other potential areas of the industry should be looking at.

The survey was carried out online, using Smart Survey, over a period of 4 weeks.

The survey was promoted via NZKGI Weekly Update, Facebook and Email.

The survey was completed by 494 kiwifruit workers. Based on a population size of approximately 22,000, at a 95% confidence level this gives us a margin of error of less than 5%

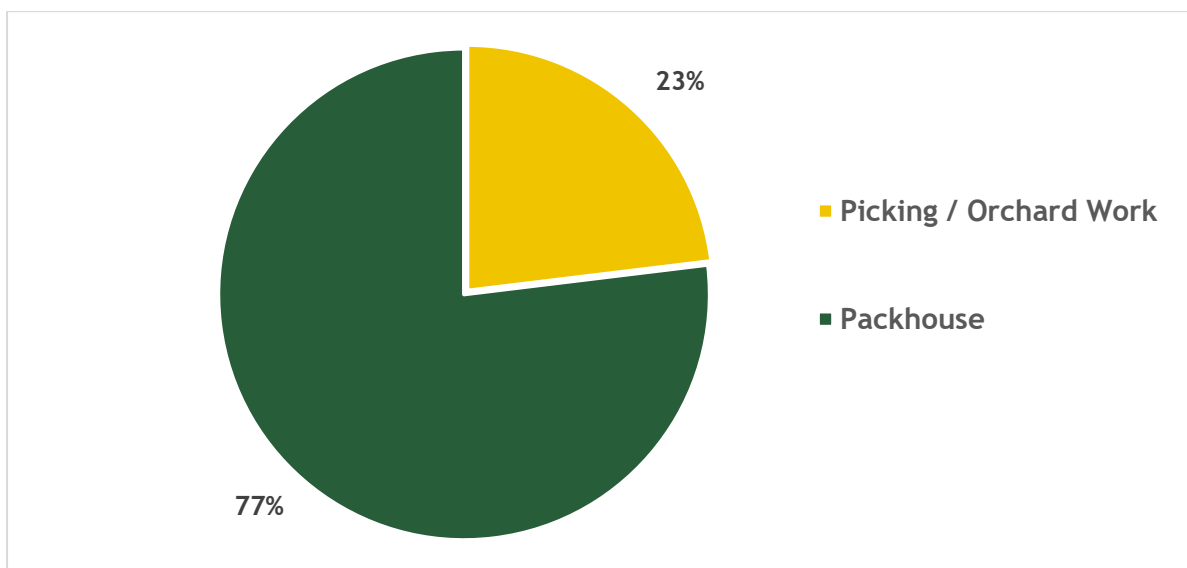
Key Insights

- A preference for pickers to work 8 hours a day and 6 days per week
- Packhouse staff would prefer 10-hour shifts - and either 5 or 6 days per week
- Over 51% of the workers are New Zealanders, with the Packhouses being slightly higher (53.7%) than the orchards.
- The level of worker satisfaction in relation to rates paid and availability of work was over 80% (including neutral, satisfies and very satisfied)
- Awareness and attraction to the industry was strongly influenced by Facebook and friend referral
- People displaced from Tourism/Travel, Construction/Trades, Hospitality and Agriculture found work in the Kiwifruit industry over harvest.

Results

Out of the 494 people who responded to the survey, 23% were involved with picking work and the other 77 % were involved with packhouse work.

There was a 23% increase in respondents to the 2020 survey in comparison to the 2019 survey.



Where did the workers work?

The participants that responded to the survey were based mainly in the Bay of Plenty. However, the locations of respondents were largely proportional to New Zealand's growing regions.

	Response Percentage 2020	Percentage of producing Hectares 2020	Response Percentage 2019
Northland	1.8%	3.5%	1%
Auckland	1.4%	3.9%	4.8%
Waikato	2.0%	4.3%	
Bay of Plenty	91.1%	80.7%	91.7%
Poverty Bay	0.8%	2.1%	0.3%
Hawkes Bay	1.0%	1.6%	0.3%
Lower North Island	0.6%	0.6%	0.8%
South Island	1.4%	3.3%	1.8%

Where are the workers from?

By Regions

	Overall	Picking	Packhouse
New Zealand	51.8%	45.6%	53.7%
Asia	20.9%	18.4%	21.6%
Europe	17.6%	28.9%	14.2%
South America	6.1%	3.5%	6.8%
Oceania (excl NZ)	2.2%	1.8%	2.4%
North America	0.6%	1.8%	0.3%
Middle East	0.4%	0.0%	0.5%
Africa	0.2%	0.0%	0.3%
The Caribbean	0.2%	0.0%	0.3%
Central America	0.0%	0.0%	0.0%

By Top 10 Countries

		Overall
1	New Zealand	51.8%
2	India	7.5%
3	France	4.9%
4	United Kingdom	3.8%
5	Malaysia	3.4%
6	Argentina	2.6%
7	Italy	2.2%
8	Nepal	2.2%
9	Japan	1.8%
10	Czech Republic	1.6%

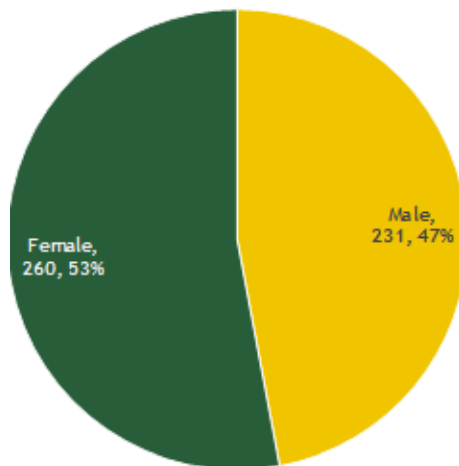
Worker source - comparison between 2019 and 2020

		Picking 2020	Picking 2019
1	New Zealand	45.6%	24%
2	United Kingdom	7.9%	4%
3	India	5.3%	12%
4	Nepal	5.3%	5%
5	France	4.4%	5%
6	Czech Republic	4.4%	0
7	Germany	4.4%	2%
8	China	2.6%	0
9	Italy	1.8%	0
10	Austria	1.8%	0

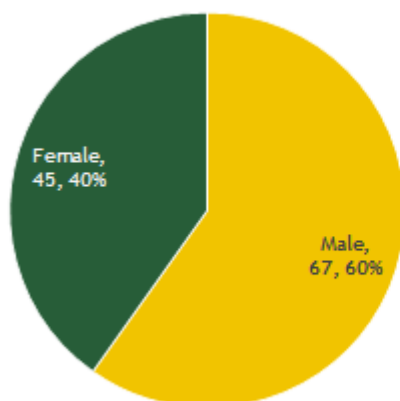
		Packhouse 2020	Packhouse 2019
1	New Zealand	53.7%	45%
2	India	8.2%	11%
3	France	5.0%	2%
4	Malaysia	4.5%	6%
5	Argentina	3.2%	4%
6	United Kingdom	2.6%	0
7	Italy	2.4%	0
8	Japan	2.1%	2%
9	Nepal	1.3%	0
10	Taiwan	1.3%	0

Survey respondents: Gender Breakdown

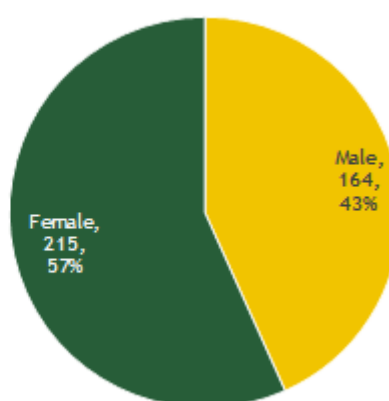
Overall



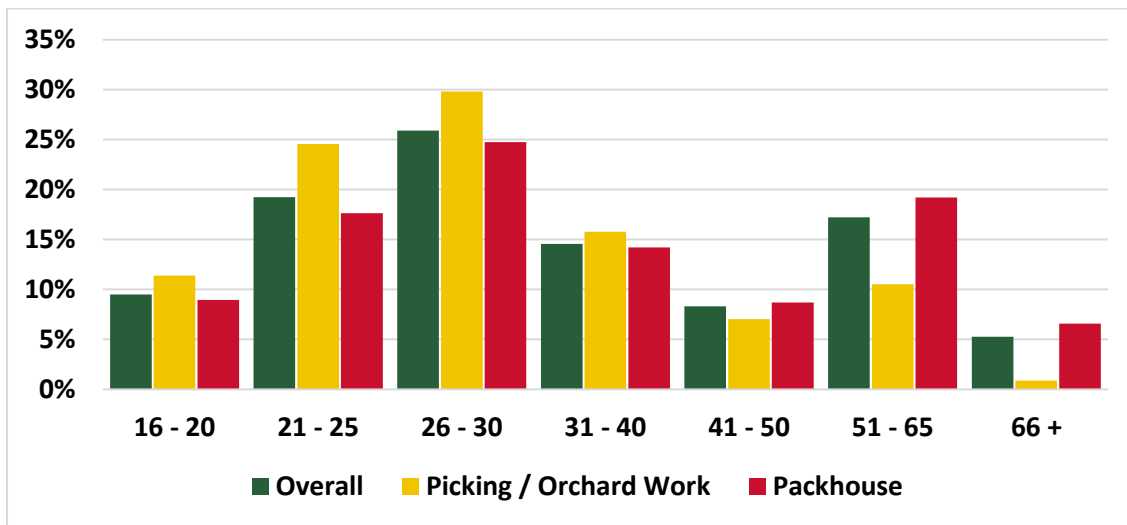
Picking



Packing



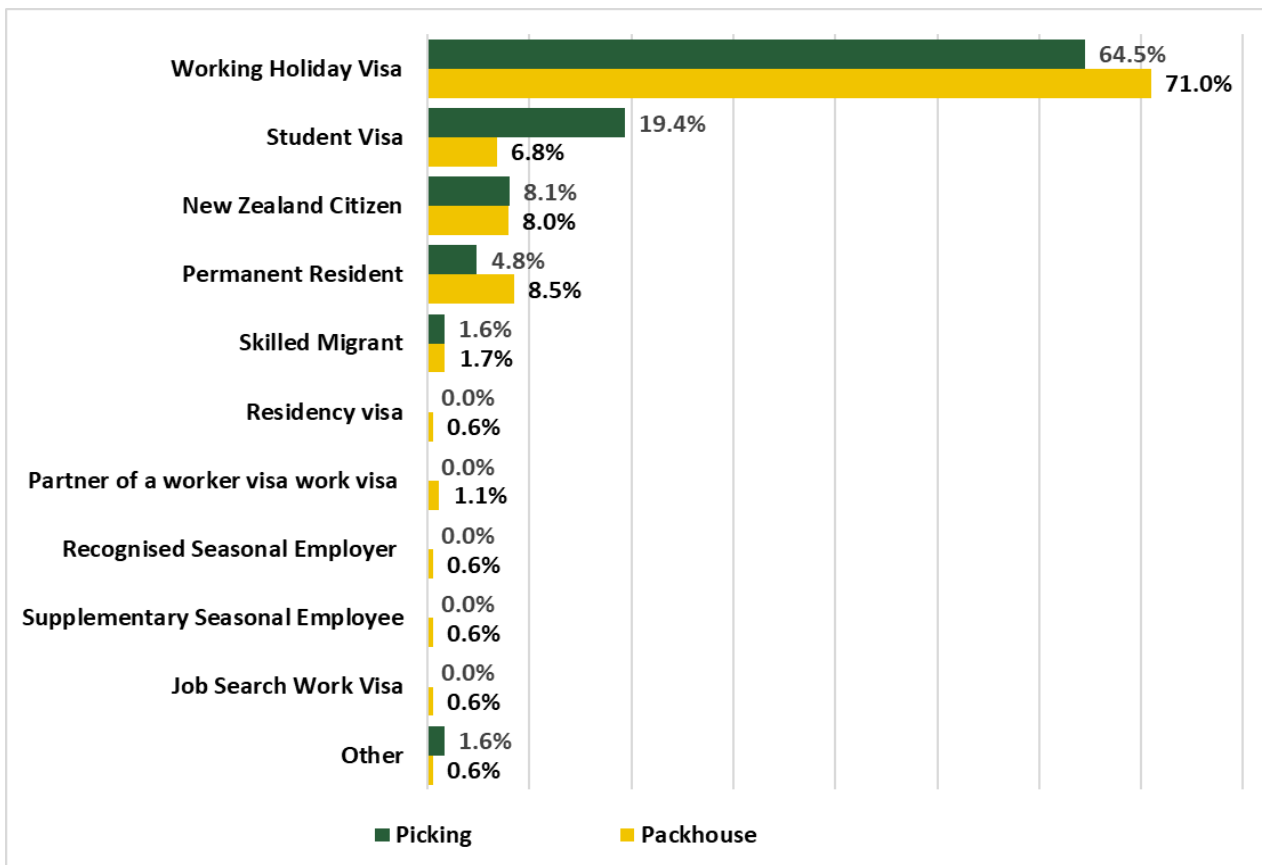
Age group breakdown



In 2020 it was interesting that there was an increase of the age groups 51-65 and 66+ compared to 2019. (2019 survey can be found - <https://www.nzkgi.org.nz/seasonal-worker-exit-survey/>)

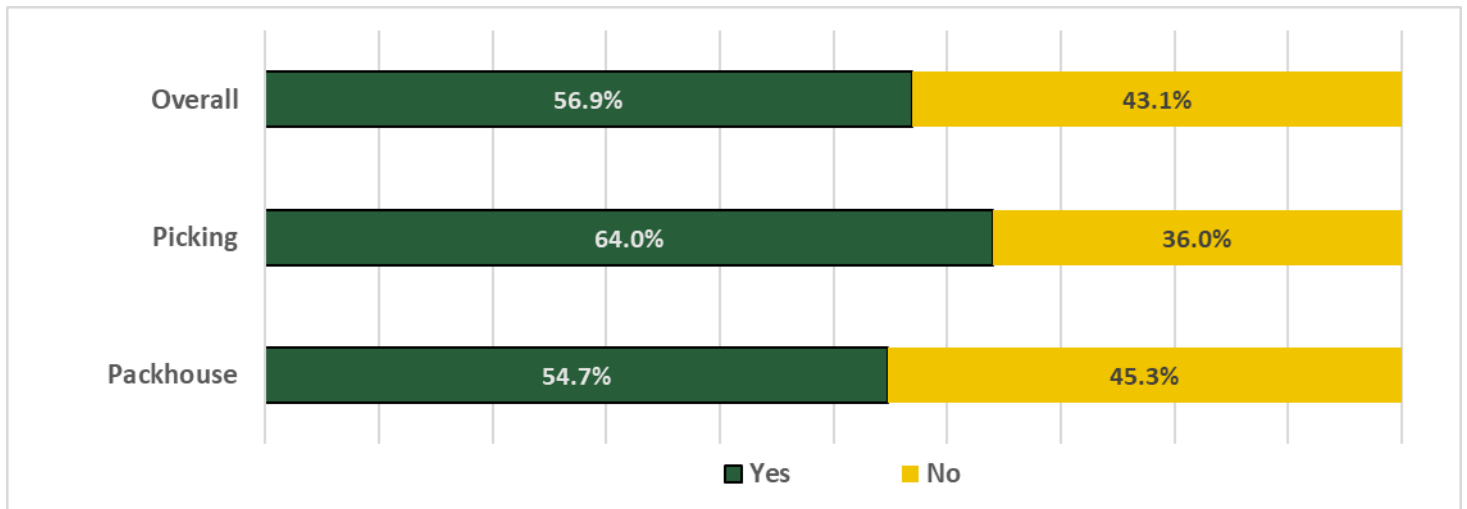
Non-New Zealand born work status?

238 (48.2%) of the 494 respondents indicated that they were workers born outside of New Zealand. Looking at these respondents, we questioned what type of Work Visa they held for working in New Zealand. The breakdown of responses were:



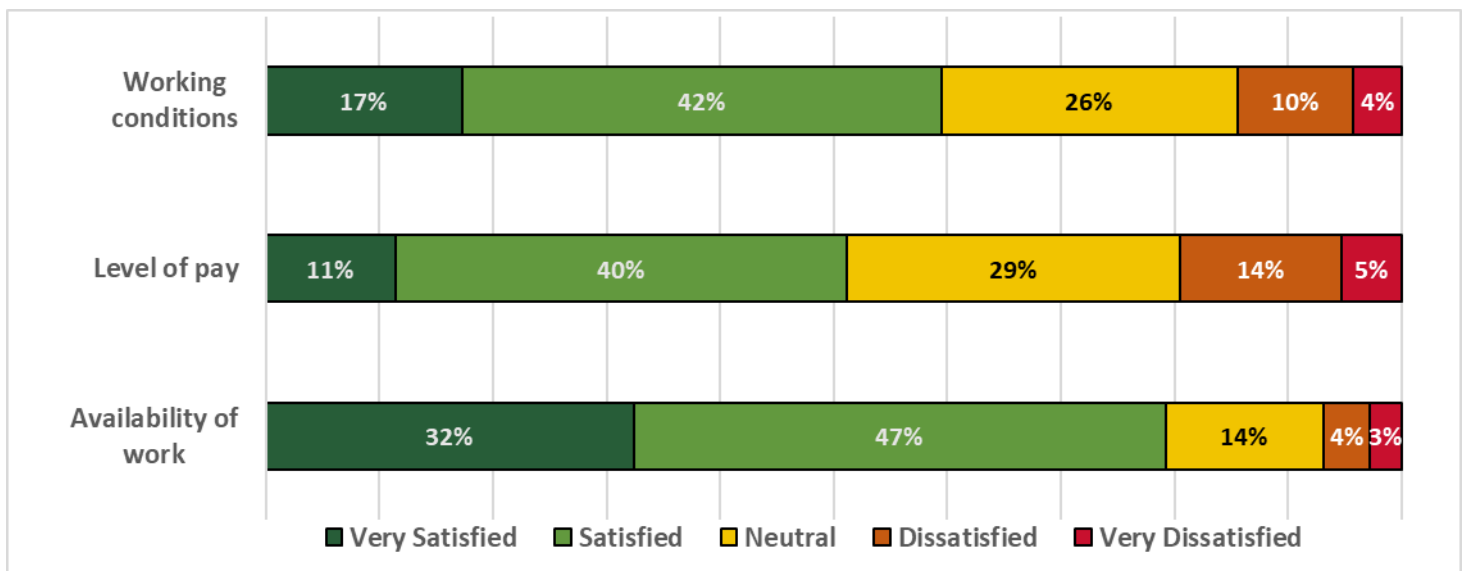
It is interesting to note that orchard and the packhouse staff utilise a different mix of visas types, particularly with respect to the use of student visas.

Worked in the industry before?



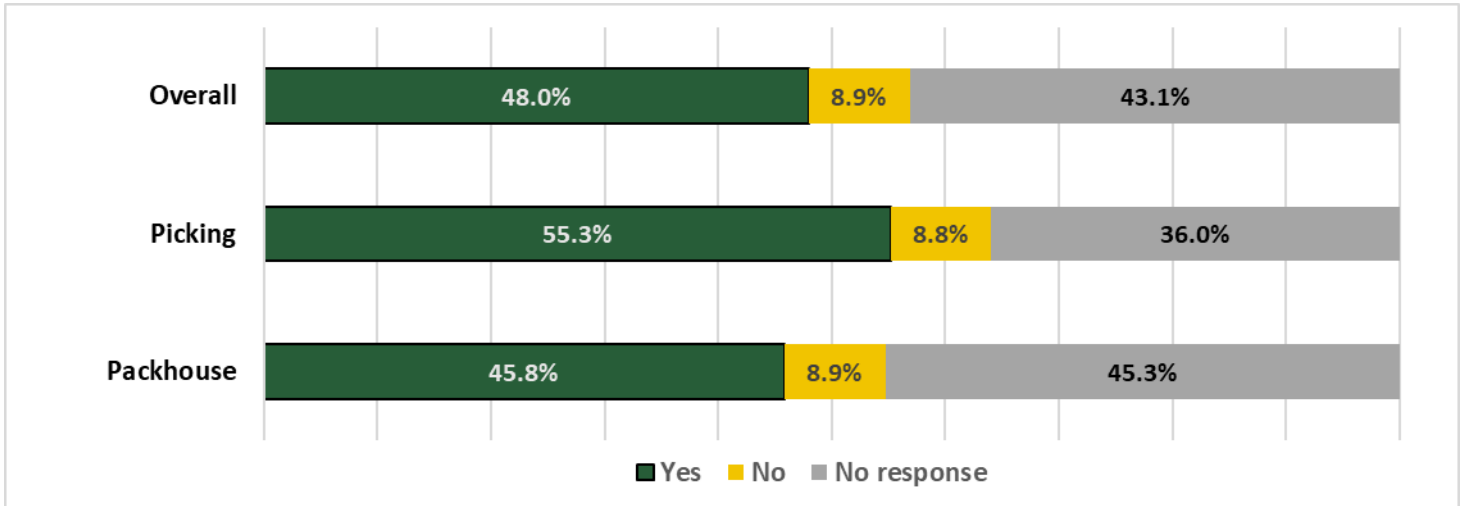
Satisfaction levels

Satisfaction levels were measured in the survey covering working conditions, level of pay and availability of work.



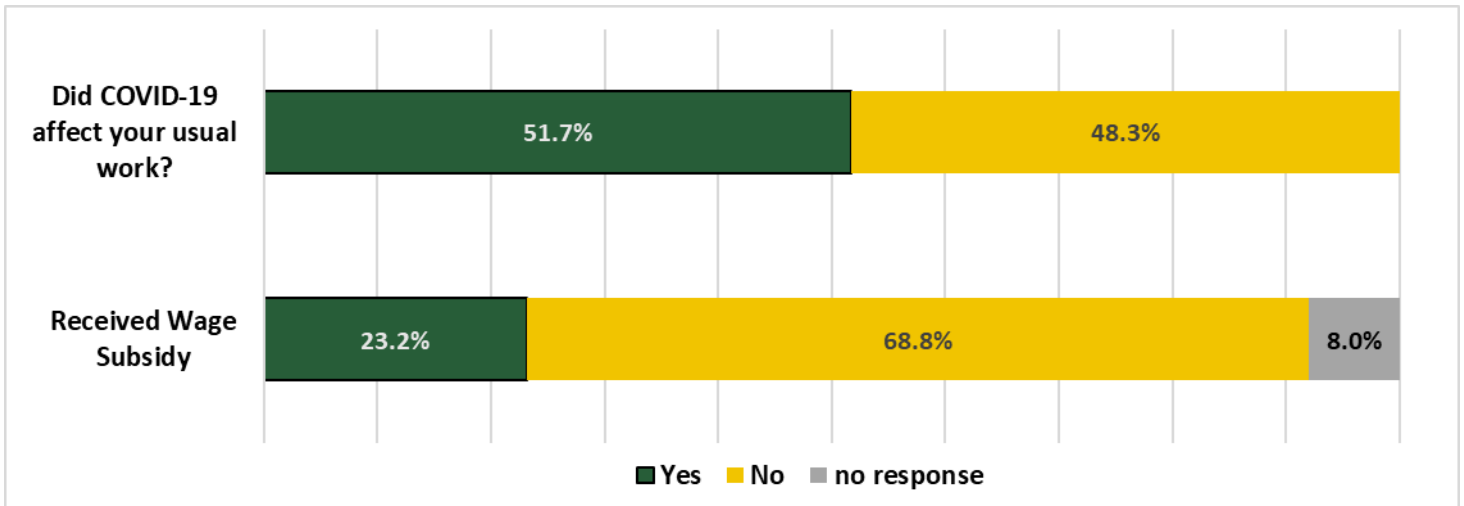
Broadly speaking workers were more likely to be satisfied rather than dissatisfied. Those that were dissatisfied (or very dissatisfied) ranged between 7% and 19% of total respondents, while those who were satisfied (or very satisfied) ranged from 51% to 79%.

Would work in the industry again?



Covid-19 Questions

121 NZ born respondents indicated that their usual work was impacted by Covid-19, this amounted to 52% of NZ born respondents to the survey, of those just under a quarter received a wage subsidy.



The breakdown of their usual/previous industries are:

Industry	Percentage
Tourism/Travel	18.2%
Construction/Trades	15.7%
Hospitality	13.2%
Agriculture	12.4%
Retired	5.8%

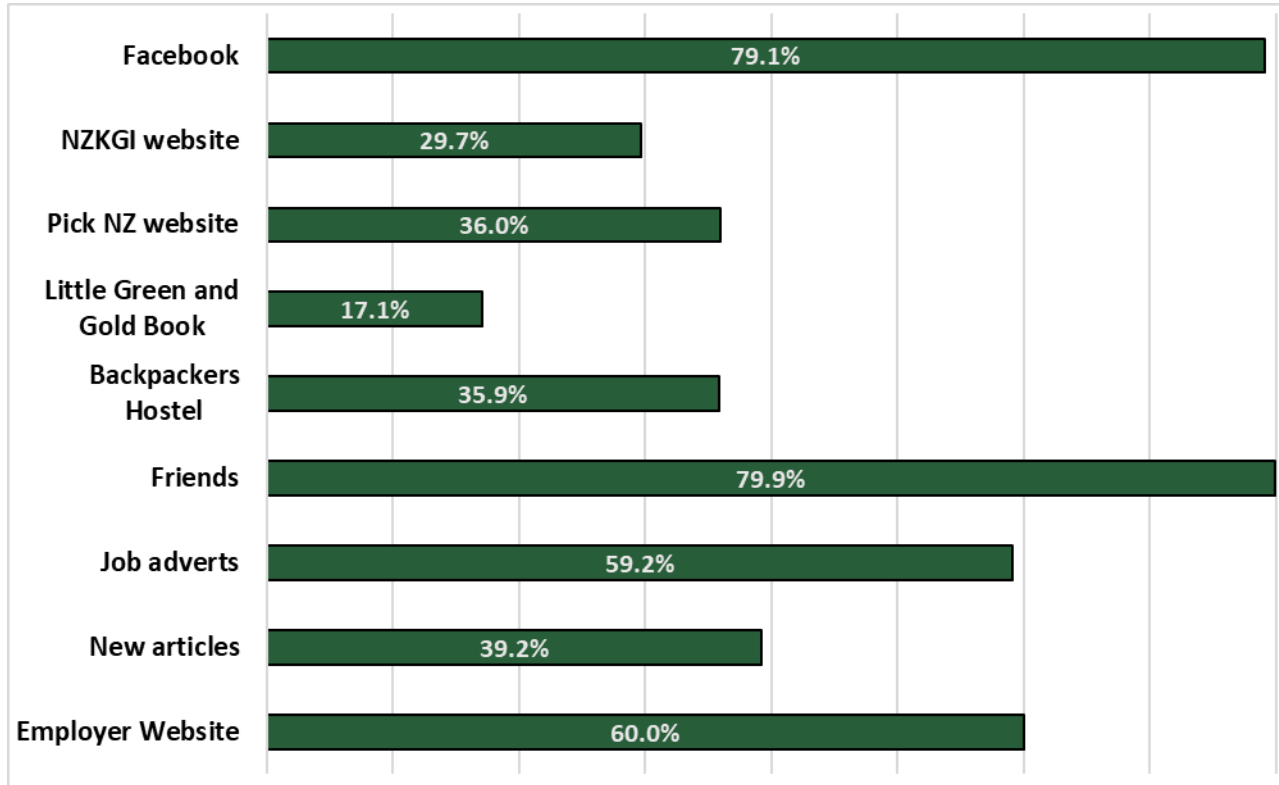
Other industries represented in the responses, but which were below 5% included:

Healthcare, Information Technology, Retail, Education, Events, Finance, Science and Technology, Student, Forestry, administration, Marine, Outdoor Education, Real Estate and Sales

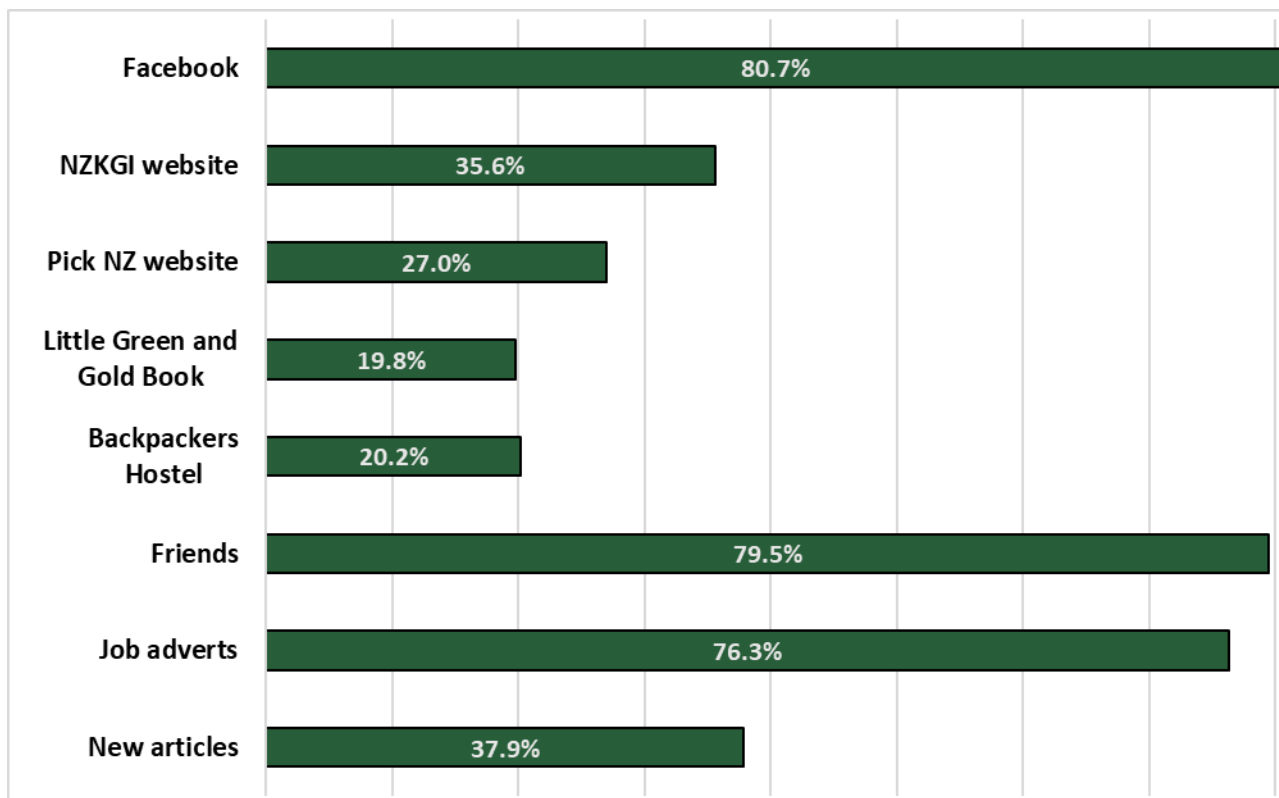
Awareness of industry related media activity?

The survey split the people taking the survey in to two groups, first time in the kiwifruit industry or worked in the industry before. They were then asked if they had seen any of the below media.

New to industry:

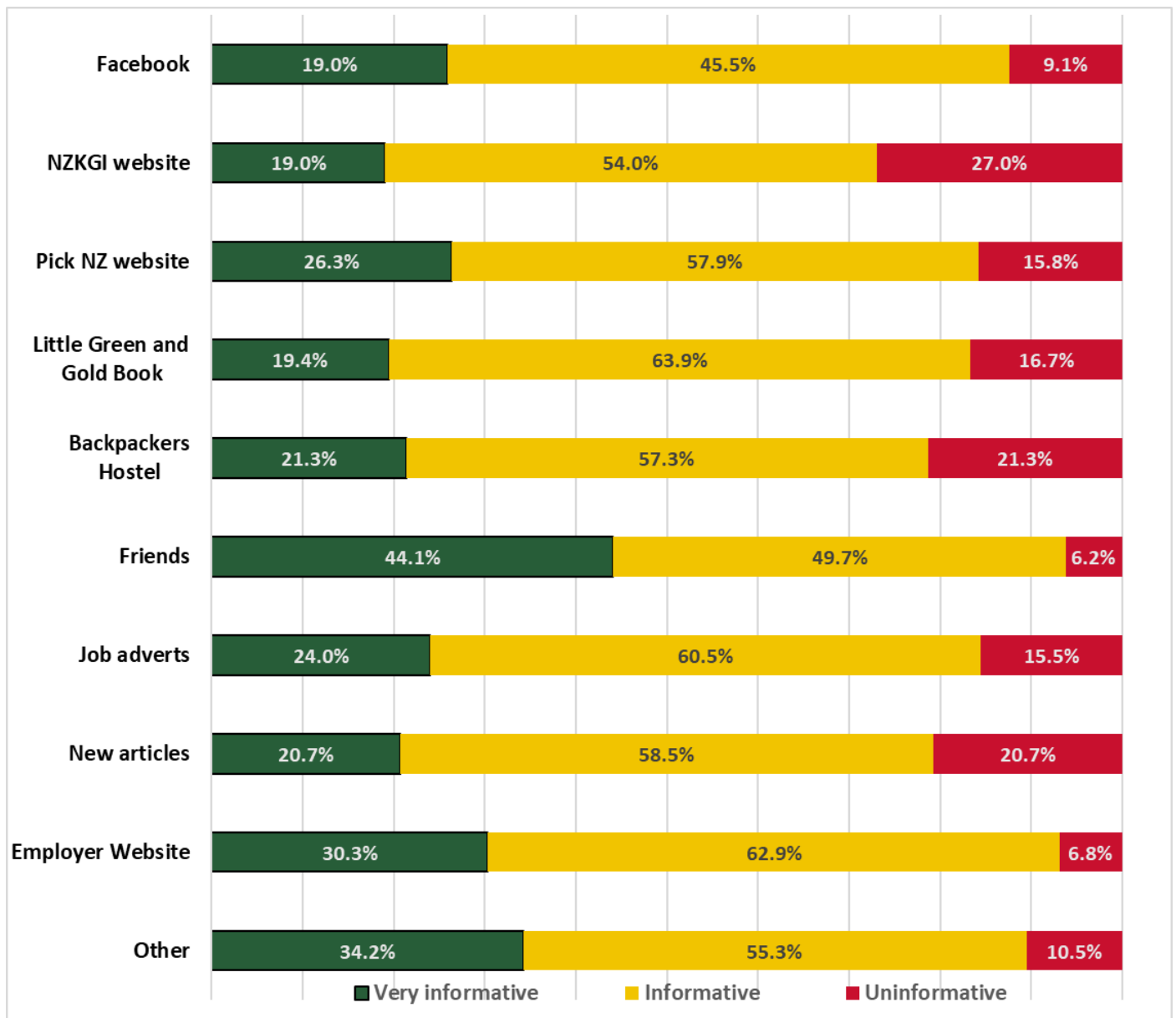


Already in industry:

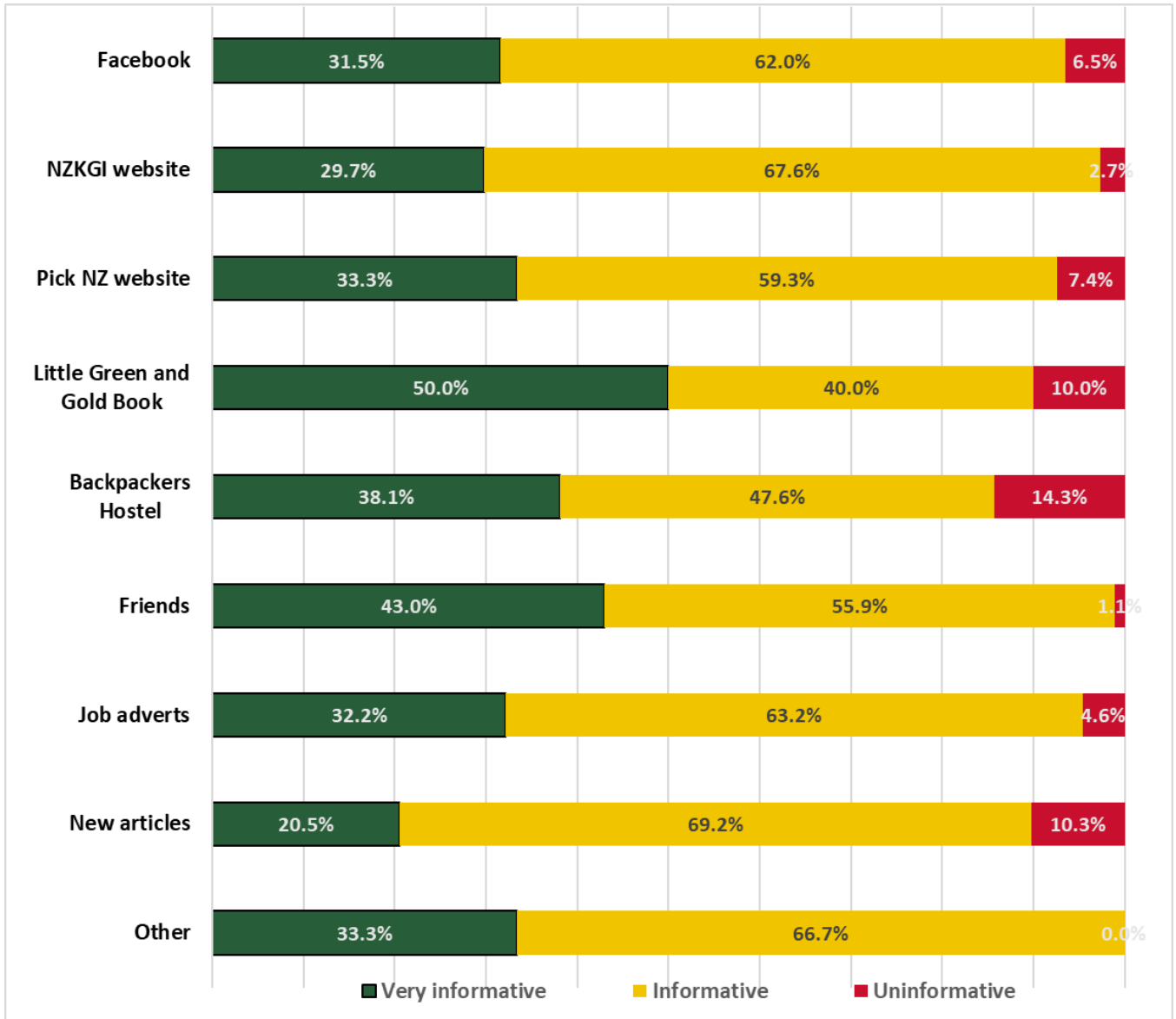


The participants were then asked how informative the different type of media were:

New to industry:

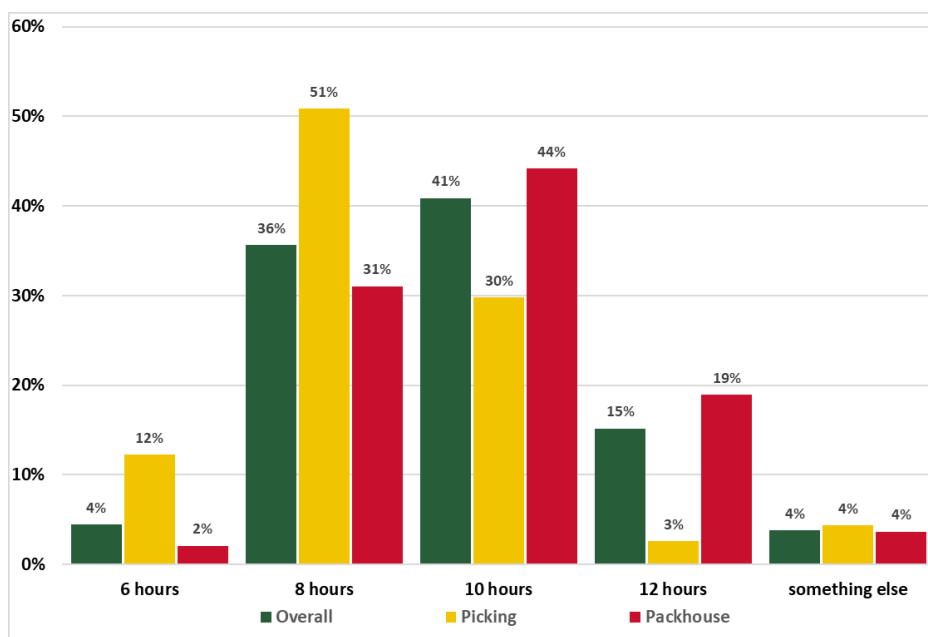


Already in industry:

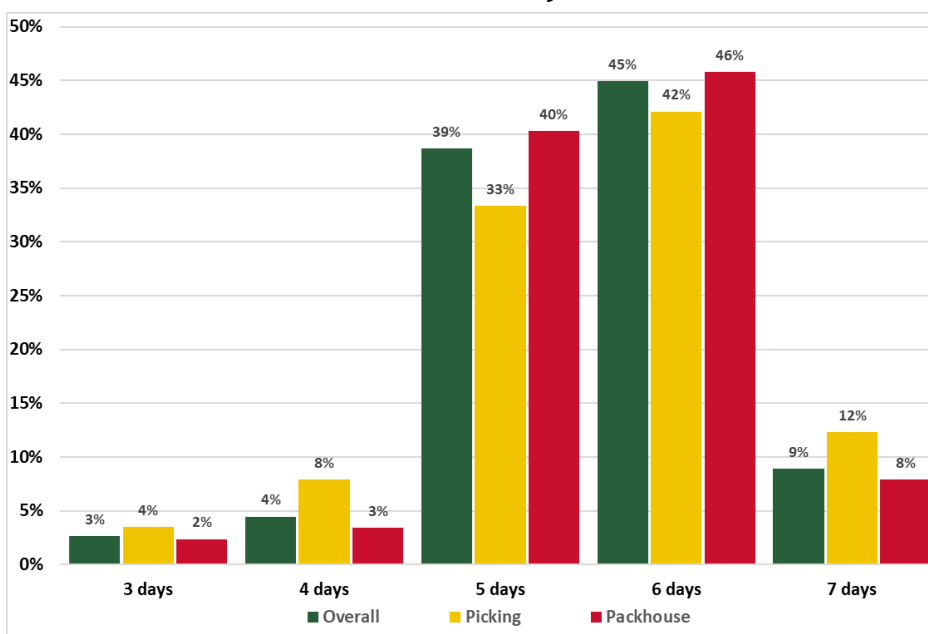


Preferred number of hours worked

The respondents to the survey were asked about the preferred length of shift and numbers of days of work in the survey. We felt asking these questions was important as it may have been a driver for the high turnover/no shows of staff during the 2020 packing season.



Preferred number of days worked



		Days worked per week				
		3 days	4 days	5 days	6 days	7 days
Hours worked per day	6 hours	0%	1%	2%	1%	0%
	7 hours	0%	0%	0%	0%	0%
	8 hours	1%	2%	21%	10%	2%
	9 hours	0%	0%	1%	0%	0%
	10 hours	1%	1%	13%	25%	2%
	11 hours	0%	0%	0%	0%	0%
	12 hours	0%	0%	2%	9%	4%

The preferred work week structure (overall) at 25% (121 respondents) is a 10-hour workday with 6 days per week, closely followed (21% - (101 respondents)) by an 8-hour workday with 5 days per week



NZKGI

NEW ZEALAND KIWIFRUIT GROWERS

NZKGI was formed following the downturn in the kiwifruit industry in 1993 to give growers their own organisation to develop a secure and stable kiwifruit industry. NZKGI represents kiwifruit growers and gives growers their own voice in industry and government decision making

Our Vision

Innovative Leadership – succeeding through change.

Our Mission

To advocate, protect and enhance the commercial and political interests of New Zealand kiwifruit growers.



2,600

Kiwifruit
growers



17

Regional
Reps



9

Supply
Entity
Reps



1

Maori
Forum
Rep



6

Portfolios