

He Wai mō Āpōpō Water for the Future

A Water Strategy for the Kiwifruit Industry



OUR INDUSTRY AT A GLANCE

ANOTHER 2,800HA TO BE
PLANTED BY 2027 | 2,800 PRODUCERS
WITH 14,000 HECTARES
OF ORCHARD

INDUSTRY ON TRACK TO GROW
GLOBAL SALES FROM NEARLY
\$3 BILLION IN 2018/19 TO
\$4.5 BILLION IN 2025 | 10,000 PERMANENT
EMPLOYEES AND UP TO
25,000 JOBS
AT PEAK SEASON



KIWIFRUIT INDUSTRY AND WATER

Our industry is facing an increasingly complex landscape. We are set for strong growth, alongside new requirements from changing government regulations.

Water is an integral part of life for all New Zealanders. We embrace Te Mana o Te Wai and come together to safeguard land and water for future generations to thrive.



OUR VISION

To collectively enhance and protect our water resources for our people, our environment and our communities while enabling kiwifruit industry growth.



Mahi Tahī Working Together



WHAT ARE WE DOING?

The kiwifruit industry has come together to make our vision a reality. By 2023, we will have:

- Reliable scientific data
- Clear goals for industry water use and water quality
- Understanding of best practices across the industry
- Grower tools and support to make best water decisions on orchard
- Community engagement on this critical issue



HOW ARE WE DOING IT?

- Industry leaders including growers, NZKGI, Māori, Zespri and independent experts have come together to develop and promote the strategy
- We are investing to make sure we understand our footprint and develop solutions to ensure minimal impact
- We have established working groups to develop policy, commission research, influence grower behaviour and communicate

KEY PRINCIPLES FOR INDUSTRY WATER USE



HE TAONGA TE WAI
WATER IS A TREASURE



KO TĀTOU KATOĀ NGĀ KAITIAKI
WE ARE ALL GUARDIANS



TITIRO KI TE PAETAWHITI
LOOK TO THE HORIZON AND BEYOND



ORANGA NUKU, ORANGA RANGI
PROSPERITY FROM THE EARTH AND SKY



TE AMOKURA RANGATIRA
THE MARK OF LEADERSHIP