

# SEASONAL WORKER

# EXIT



**NZKGI**  
NEW ZEALAND KIWIFRUIT GROWERS

# SURVEY

# 2021

# NZKGI SEASONAL WORKER

## Exit Survey 2021

In July 2021, NZKGI conducted a survey of the seasonal workers from the 2021 harvest season. The purpose of the survey was to gauge how elements of NZKGI's Labour Attraction Strategy had performed and identify other potential areas the industry should be looking at.

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

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

The survey was completed by 519 kiwifruit workers. Based on a seasonal worker population size of approximately 23,000 this gives the survey a 95 percent confidence rate and a 4.25% margin of error.

### **New Zealand Kiwifruit Growers Incorporated (NZKGI)**

NZKGI is the representative body which advocates for New Zealand's 2,800 kiwifruit Growers.

There are over 3,000 registered orchards in New Zealand and more than 12,000 hectares of kiwifruit in production. 81 percent of New Zealand-grown kiwifruit comes from the Bay of Plenty.







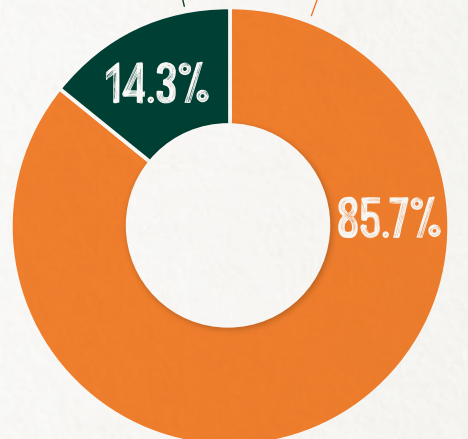
# RESULTS

**Out of the 519 people who responded to the survey, 14.3 percent were involved with picking work and the other 85.7 percent were involved with packhouse work.**

**DID YOU WORK  
ON THE ORCHARD OR  
IN THE PACKHOUSE?**

**Picking /  
Orchard Work**

**Packhouse**



The participants that responded to the survey were mainly based in the Bay of Plenty.

However, the locations of respondents were loosely proportional to the production size of the kiwifruit growing regions throughout New Zealand.

	Response Percentage	Percentage of Producing Hectares
● Bay of Plenty	79.8%	80.3%
Auckland	16.0%	3.9%
Poverty Bay	1.3%	2.4%
Northland	1.2%	3.6%
South Island	0.8%	3.4%
Waikato	0.6%	4.3%
Hawkes Bay	0.2%	1.6%
Lower North Island	0.2%	0.6%



WHERE ARE THE WORKERS FROM?

By Top Countries

Overall

1	New Zealand	56.3%
2	India	6.7%
3	Argentina	3.5%
4	Malaysia	3.1%
5	Chile	2.9%
6	Samoa	2.1%
7	Tonga	1.9%
8	United Kingdom	1.9%
9	Czech Republic	1.5%
9	Japan	1.5%
9	Nepal	1.5%

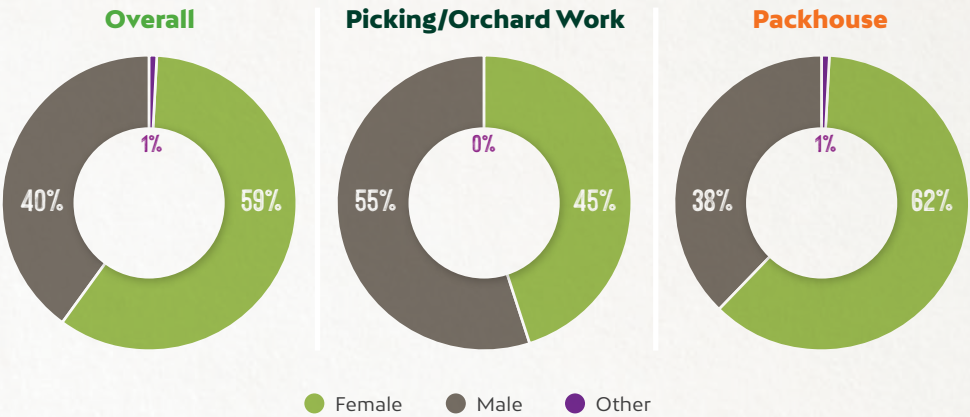
Picking

1	New Zealand	40.5%
2	United Kingdom	9.5%
3	Brazil	5.4%
4	Germany	5.4%
5	Japan	4.1%
6	Pakistan	4.1%
7	Canada	2.7%
8	India	2.7%
8	Samoa	2.7%
8	Tonga	2.7%

Packhouse

1	New Zealand	58.9%
2	India	7.4%
3	Argentina	4.0%
4	Malaysia	3.6%
5	Chile	3.4%
6	Samoa	2.0%
7	Tonga	1.8%
8	Czech Republic	1.8%
9	Nepal	1.6%
10	China	1.3%
10	Taiwan	1.3%

# GENDER BREAKDOWN



# AGE GROUP BREAKDOWN

60 percent of 'packhouse' and 'other' respondents were in the 21 - 40 age group. 15 percent are in the 51 - 65 age group. For picking, the 26 - 30 age group made up 35 percent of responses.

AGE RANGE

- 16-20

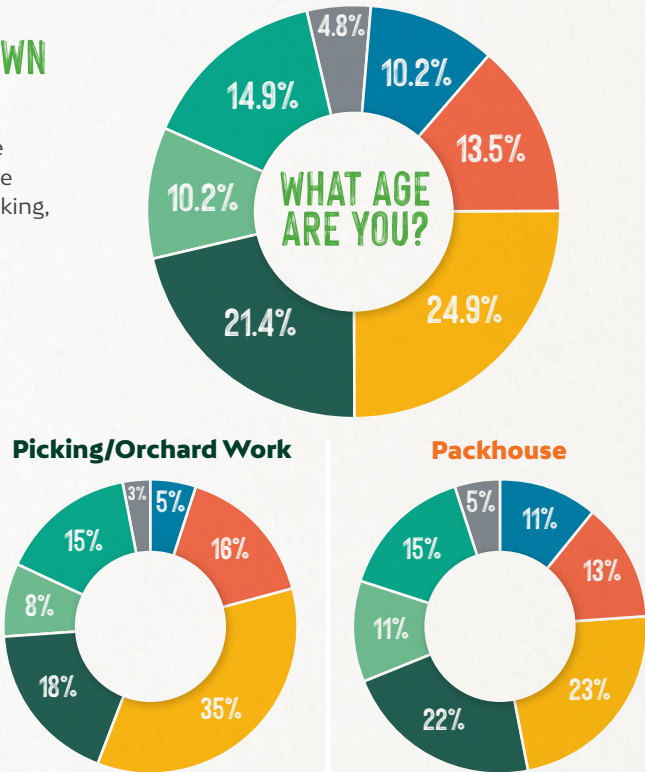
● 21-25

● 26-30

● 31-40
- 41-50

● 51-65

● 66+

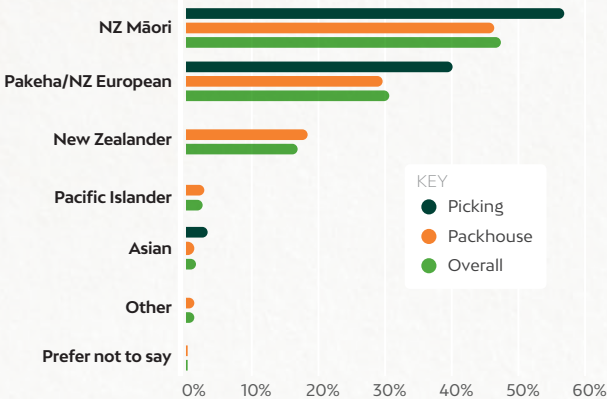




## NEW ZEALANDERS

Over 50 percent of New Zealanders working in the kiwifruit industry seasonally identify as Māori.

New Zealander Ethnicity

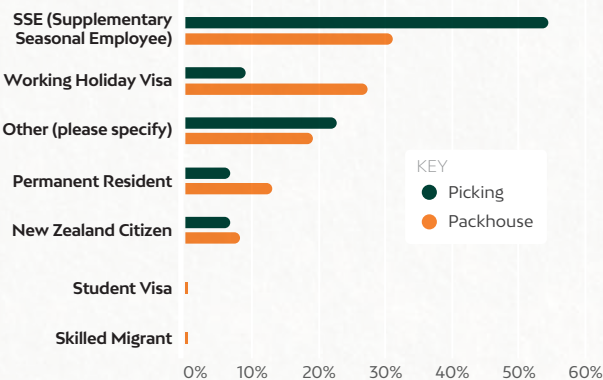


## SUPPLEMENTED BY

It is interesting to see the visa differences used by orchard and packhouse staff.

Included in the “Other” visa are: Open work visa, work visa, partnership work visa, RSE, post study work visa, tourist visa, no visa, job search visa.

Visa Types

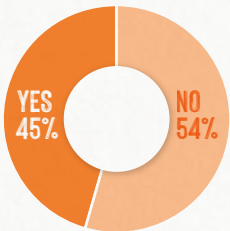


## HAVE YOU WORKED IN THE INDUSTRY BEFORE?

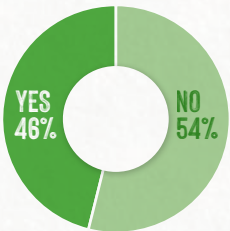
Picking



Packhouse



Combined



# SATISFACTION LEVELS

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

- More workers were satisfied than dissatisfied.
- Satisfied and very satisfied made up over 66 percent for all categories.
- Dissatisfied and very dissatisfied made up less than 10.1 percent for all categories.

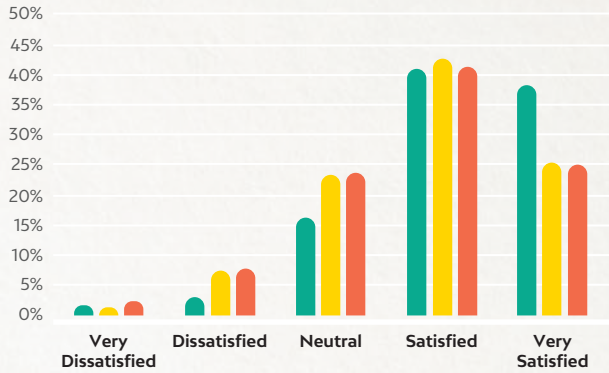
KEY

• Availability of Work

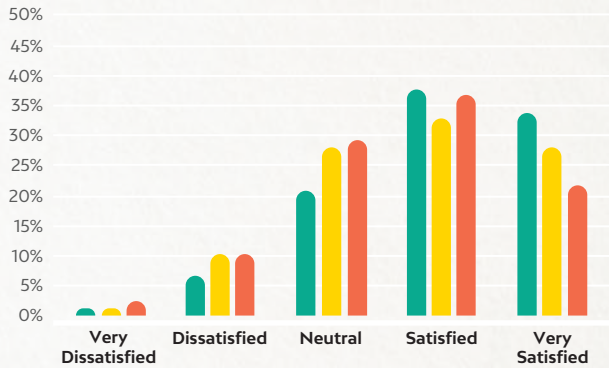
• Level of Pay

• Working Conditions

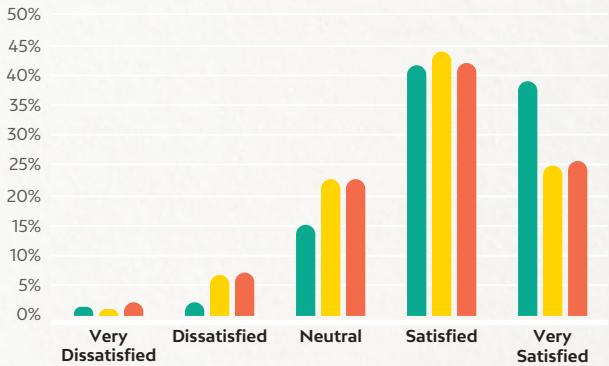
## Overall



## Picking

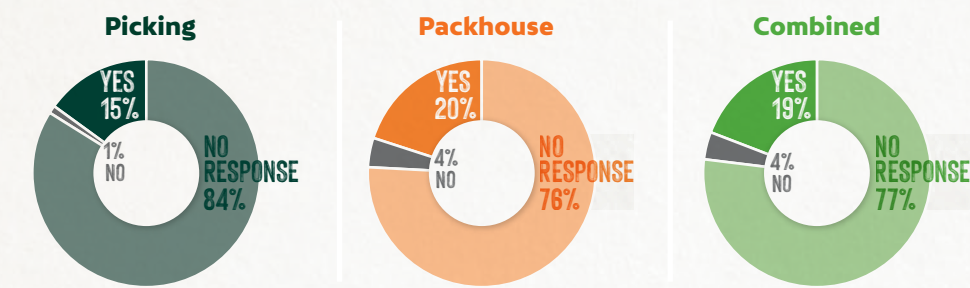


## Packhouse



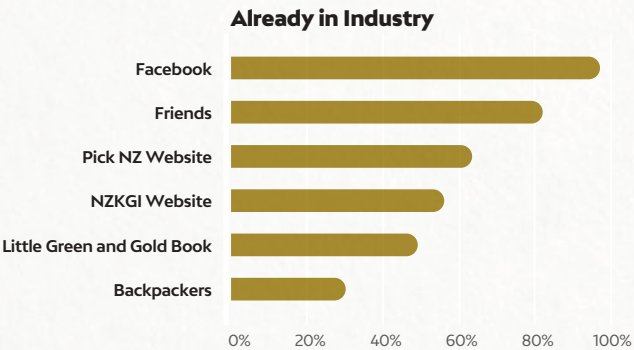
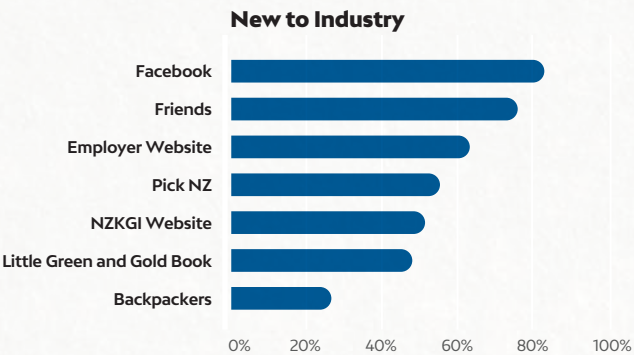
# WOULD YOU WORK IN THE INDUSTRY AGAIN?

Low response rate – most of those that did respond would work in the industry again.



# AWARENESS OF INDUSTRY RELATED MEDIA ACTIVITY?

The survey split the people taking the survey into two groups, those who had their first season in the kiwifruit industry or those who had worked in the industry before.

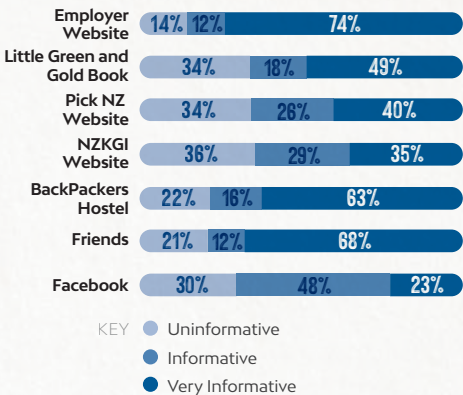




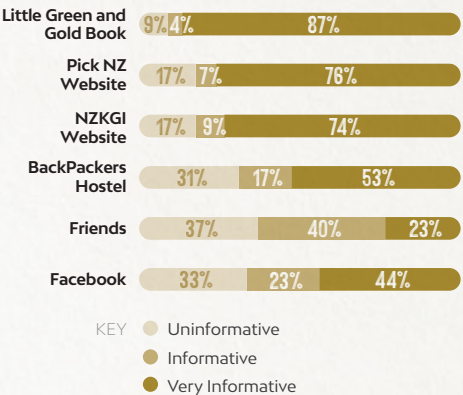
The participants were then asked:

## HOW INFORMATIVE WERE THE DIFFERENT TYPES OF MEDIA?

### New to Industry



### Already in Industry

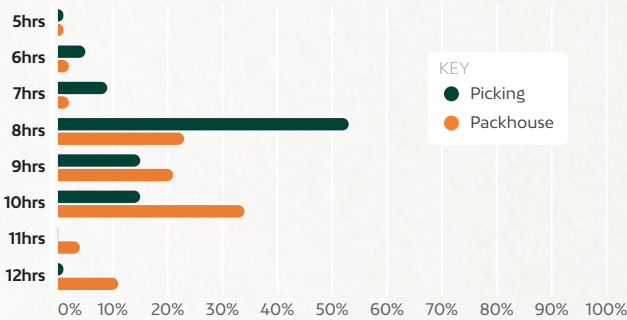


## HOURS IN THE DAY

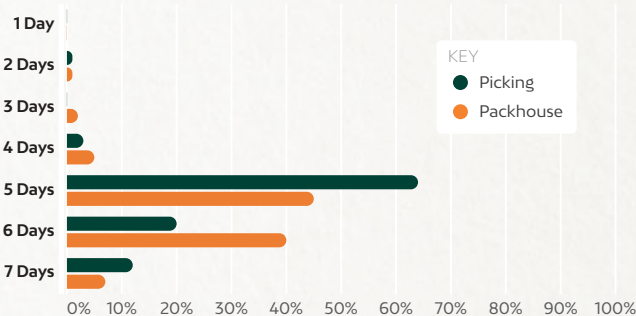
There is a clear preference for those picking to work eight hours a day, five days a week.

In the packhouse, however, it is not as clear cut. The preference is ten hours a day, but followed closely by eight or nine hours, and over five or six days.

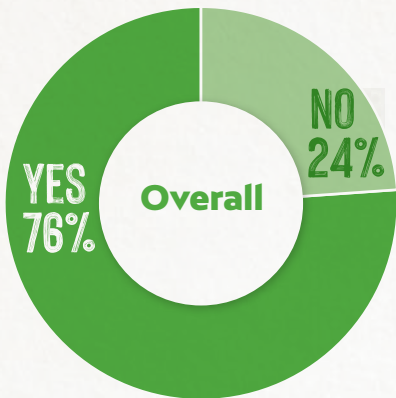
### Preferred Number of Hours Worked



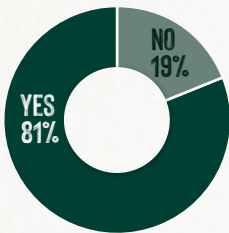
### Preferred Number of Days Worked



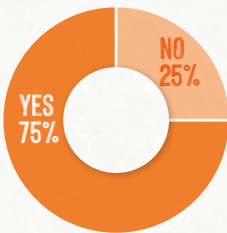
# DID YOU WORK ALL SHIFTS OFFERED?



Picking



Packhouse



## PICKING EXAMPLES OF COMMENTS

- “Needing a day off ”
- “Exhaustion and illness”
- “Physical pain”

## PACKHOUSE EXAMPLES OF COMMENTS

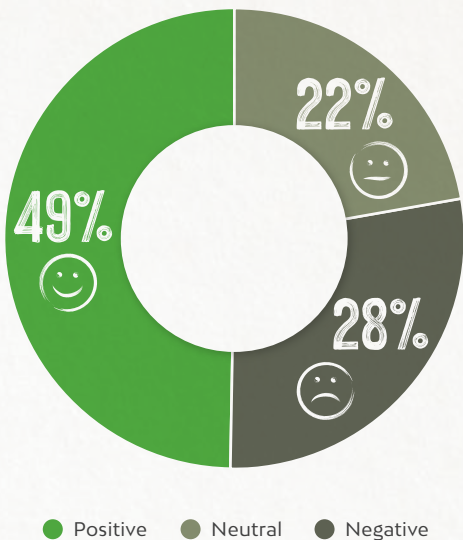
- “The body fatigue is too heavy and the payment is not worth it.”
- “Clashing with other events. I was offered Saturday shift and I don't work weekends.”
- “Very late notice to be called in for work.”
- “I worked kiwifruit grading position. This was hard job. I don't like this. I don't think that is good for me but I can't change my position. That made me sick of this job. I had to work every position what they need. Always they need a lot of graders because graders keep finishing work but they didn't hire graders, they just hired packers. I didn't understand.”
- “I could only work day shifts! I wasn't going to work both day and night shifts...”

### Reason for not attending all shifts:

Picking	
Fatigue	29%
Health	29%
Other commitments	14%
Timing	14%
Other	14%

Packhouse	
Health	25%
Fatigue	17%
Timing	17%
Family	12%
Other commitments	9%
2nd Job	7%
Other	5%
Transport	5%
Treatment	2%
Conflict in workplace	1%

# GENERAL COMMENTS



## Negative comment breakdown

Supervisory and Management issues	38%
Other	14%
Work difficulty	14%
Pay	10%
Training	10%
Environment	5%
Mentally challenging	5%
Work life balance	5%

“I REALLY ENJOYED THE OPPORTUNITY TO LEARN DIFFERENT JOBS AROUND THE PACKHOUSE AS I TEND TO LEARN FAST. GREAT TEACHING AND SUPPORT FROM STAFF.”



“I DO THINK 10 HOURS A DAY 6 DAYS A WEEK IS TOO DEMANDING FOR WORK/ FAMILY LIFE BALANCE. I FELT THAT WE WERE NOT TRAINED PROPERLY.”

“I ACTUALLY ENJOYED THE FAST PACE OF IT. AND WOULD DEFINITELY DO IT AGAIN. MAKING NEW FRIENDS WAS A BONUS.”

“MORE RANDOM DRUG TESTS TO BE DONE. SPECIALLY ON SUPERVISORS.”

“THEY MUCK US AS WORKERS AROUND SOMETIMES.”





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.



**2,800**

**Kiwifruit Growers**



**17**

**Regional Reps**



**9**

**Supply Entity Reps**



**1**

**Maori Forum Rep**



**6**

**Portfolios**

[www.nzkgi.org.nz](http://www.nzkgi.org.nz)