

KIWIFRUIT - GROWS OUR *regional economies*

Bringing strong returns to the local Bay of Plenty economy

The kiwifruit industry is a major contributor to regional New Zealand, including the Bay of Plenty (BOP). In fact, the kiwifruit industry **contributed 1.82 billion** to the BOP economy in 2022/23 and **provided thousands of jobs to locals.**

The industry is booming, but growing delicious, high quality kiwifruit isn't easy – it takes skill, tenacity, passion, innovation and good orchard practices.

This booklet is designed to give BOP kiwifruit growers an overview of their role in New Zealand's kiwifruit success story, and the **positive impact this has on their local communities.**





SPOTLIGHT ON – the BOP –



BOP PRODUCTION

SunGold kiwifruit makes up 59% of BOP's kiwifruit production with

81,173,146 trays,

57,416,584 trays of Green and 74,028 trays of Red in 2022/23

Conventional and organic combined



BOP DEVELOPMENT

From Katikati to Whakatāne, the BOP's

\$1.82 billion

kiwifruit industry is steadily expanding



GROWTH IN BOP

Producing hectares is continuously

increasing – with 11,429ha

up from 10,707ha at the end of in the 2022/23 season



BOP HARVEST

The BOP's 2022/23 kiwifruit harvest produced

138.8 million trays



JOB OPPORTUNITIES

The kiwifruit industry provides valuable job opportunities for locals in orchards and packhouses – there are currently

7,600 permanent employees and 16,300 seasonal employees in the BOP



EXPORT

Our kiwifruit is

exported to over 50 global markets

and our major markets are Greater China, Japan and Europe



KIWIFRUIT PACKING

Packing generally takes place in different locations throughout the BOP


and is shipped out of the Port of Tauranga



BOP SUNGOLD

Just over 50%

of BOP kiwifruit producing hectares are now SunGold kiwifruit – 5,726ha compared with 5,651ha of Green and 33ha RubyRed in 2022/23



NEW ZEALAND KIWIFRUIT INDUSTRY

The Facts



PRODUCING HECTARES

6,647 producing hectares of Green and
7,772 producing hectares of SunGold kiwifruit
59 producing hectares of RubyRed



KIWIFRUIT RETURNS

Highest returns in the primary sector

\$57,636/hectare for Green and
\$137,524/hectare for SunGold kiwifruit
\$42.063/hectare for RubyRed in 2022/23



RURAL COMMUNITIES

In 2022/23 New Zealand's kiwifruit industry returned
almost \$2.4 billion in direct payments to rural communities



PRODUCTION

2,804 producers
with 14,512 hectares harvested across 3,178 producing orchards in 2022/23



HORTICULTURE EMPLOYMENT

9,350 permanent employees
and over 20,000 seasonal jobs at peak season



SUNGOLD KIWIFRUIT

University of Waikato research predicts SunGold kiwifruit to generate around
\$310 million each year for iwi by 2030



SUNGOLD KIWIFRUIT SALES

SunGold kiwifruit is predicted to generate around
\$40 billion in sales
over the lifetime of the Plant Variety Right (PVR)



OUR INDUSTRY'S *Future*



BREEDING PROGRAMME

\$40 million invested into innovation 2022/23

We continue to invest in new varieties, including Red, Gold and Green trials, to deliver delicious new kiwifruit to our consumers



FORECAST TO EXPAND

The industry is forecast to expand significantly to produce

**208 million trays
of Class 1 kiwifruit
by 2028**



STAYING RELEVANT

**Growers' profitability
is essential to fulfil
demand**

and consumer focus is critical to grow demand and stay relevant in a crowded market



SUSTAINABILITY COMMITMENT

The industry is committed to sustainability. We're taking steps

**to reduce our
environmental impact**
across the supply chain



COMMUNITY INVESTMENT

Community investment is important. As we grow, we're making sure the benefits of our industry's success are

**shared with our
communities**

For more information contact NZKGI: info@nzkgi.org.nz

All information accurate as of March 2024