

# KIWIFRUIT - GROWS OUR *regional economies*

## Bringing strong returns to the local Northland economy

The kiwifruit industry is a major contributor to regional New Zealand, including Northland. In fact, the kiwifruit industry **contributed \$92 million** to the Northland economy in 2022/23 and provided **hundreds 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 Northland 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 – Northland –



## NORTHLAND PRODUCTION

SunGold kiwifruit makes up 92% of Northland's kiwifruit production with

**6,180,954 trays**

in addition to, 495,235 trays of Green (conventional and organic)



## GROWTH IN NORTHLAND

The area of kiwifruit in Northland is continuously

**increasing – with 630ha**

up from 534ha at the end of in the 2022/23 season



## JOB OPPORTUNITIES

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

**293 permanent employees and 347 seasonal employees in Northland**



## KIWIFRUIT PACKING

**Packing generally takes place in Kerikeri**

or fruit is transported to packhouses in Auckland or the Bay of Plenty



## NORTHLAND DEVELOPMENT

From Whangārei to Kerikeri, Northland's

**\$92 million**

kiwifruit industry is steadily expanding



## NORTHLAND HARVEST

Northland's 2022/23 kiwifruit harvest produced

**6.7 million trays**



## EXPORT

Our kiwifruit is

**exported to over 50 global markets**


and our major markets are Greater China, Japan and Europe



## NORTHLAND SUNGOLD

**Just under 90%**

of Northland kiwifruit producing hectares are now SunGold kiwifruit – 559ha compared with 69ha of Green and 2ha of 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](mailto:info@nzkgi.org.nz)

All information accurate as of March 2024