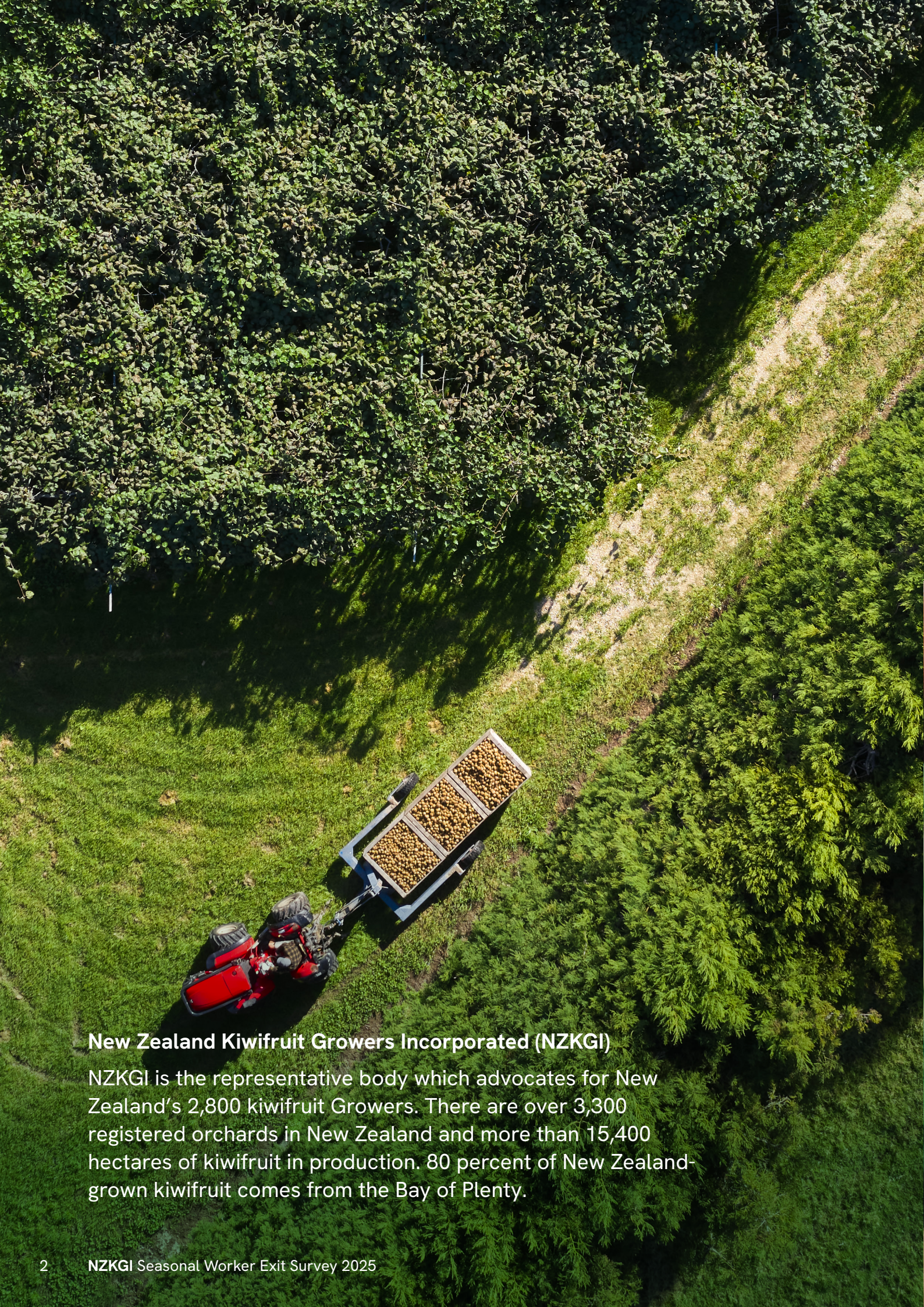




Seasonal Worker Exit Survey 2025





Seasonal Worker Exit Survey 2025

In May – June 2025, NZKGI conducted a update of the 2023 survey of the seasonal workforce. This updated survey aimed to build on insights from the previous survey, with a renewed focus on understanding how NZKGI's Labour Attraction Strategy is performing in

a changed industry landscape. With the previous short supply of labour not a pressing issue during this period, the survey sought to explore current workforce dynamics, identify emerging challenges, and highlight new opportunities for industry-wide improvement.

New Zealand Kiwifruit Growers Incorporated (NZKGI)

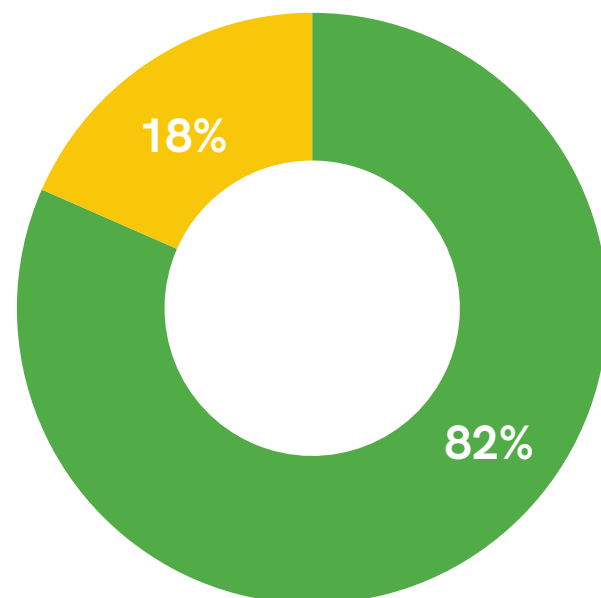
NZKGI is the representative body which advocates for New Zealand's 2,800 kiwifruit Growers. There are over 3,300 registered orchards in New Zealand and more than 15,400 hectares of kiwifruit in production. 80 percent of New Zealand-grown kiwifruit comes from the Bay of Plenty.





The industry

What area of the industry did you work in?

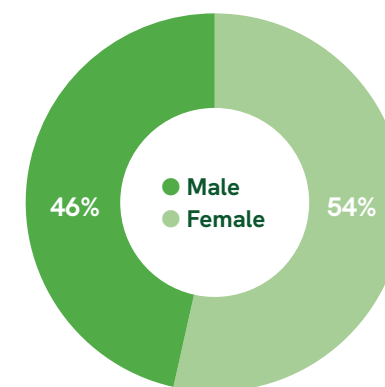


● Packhouse
● Picking/Orchard work

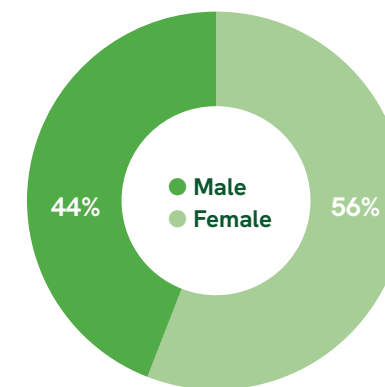


The people

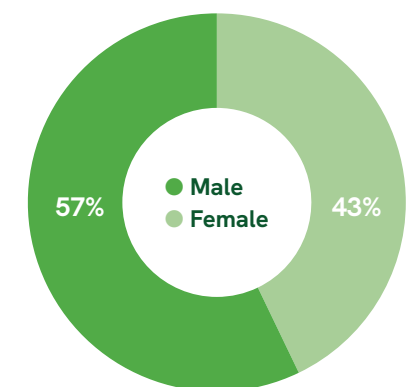
Gender identity



Overall



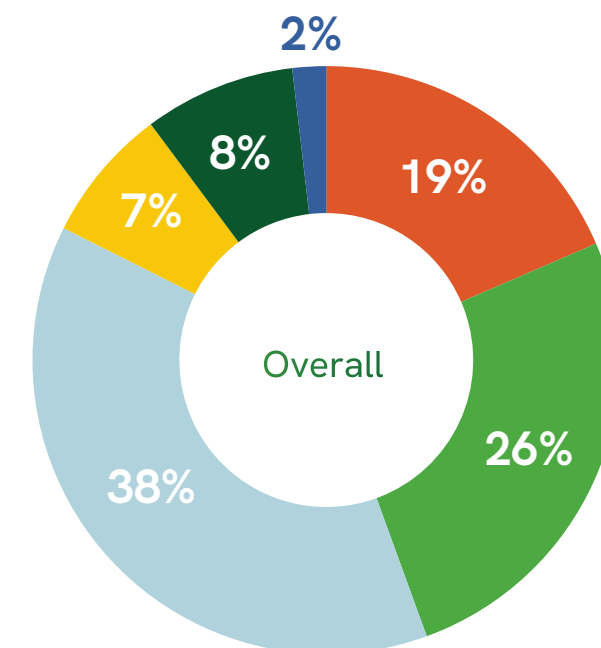
Packhouse



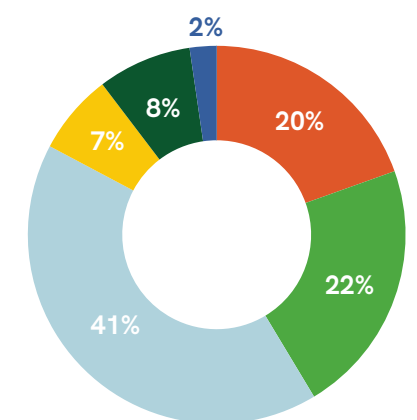
Picking/Orchard work

Age groups

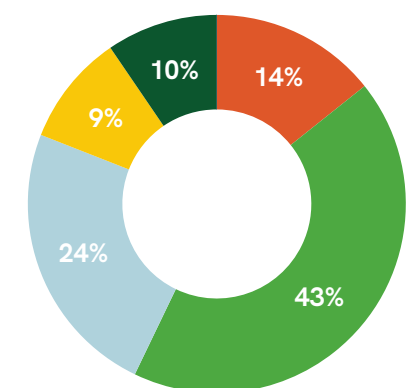
In 2025, the average age was 34, three years younger than 2023. This was despite a large increase in the 31-40 age bracket.



● < 20 ● 26 - 30 ● 41 - 50 ● 66+
● 21 - 25 ● 31 - 40 ● 51 - 65

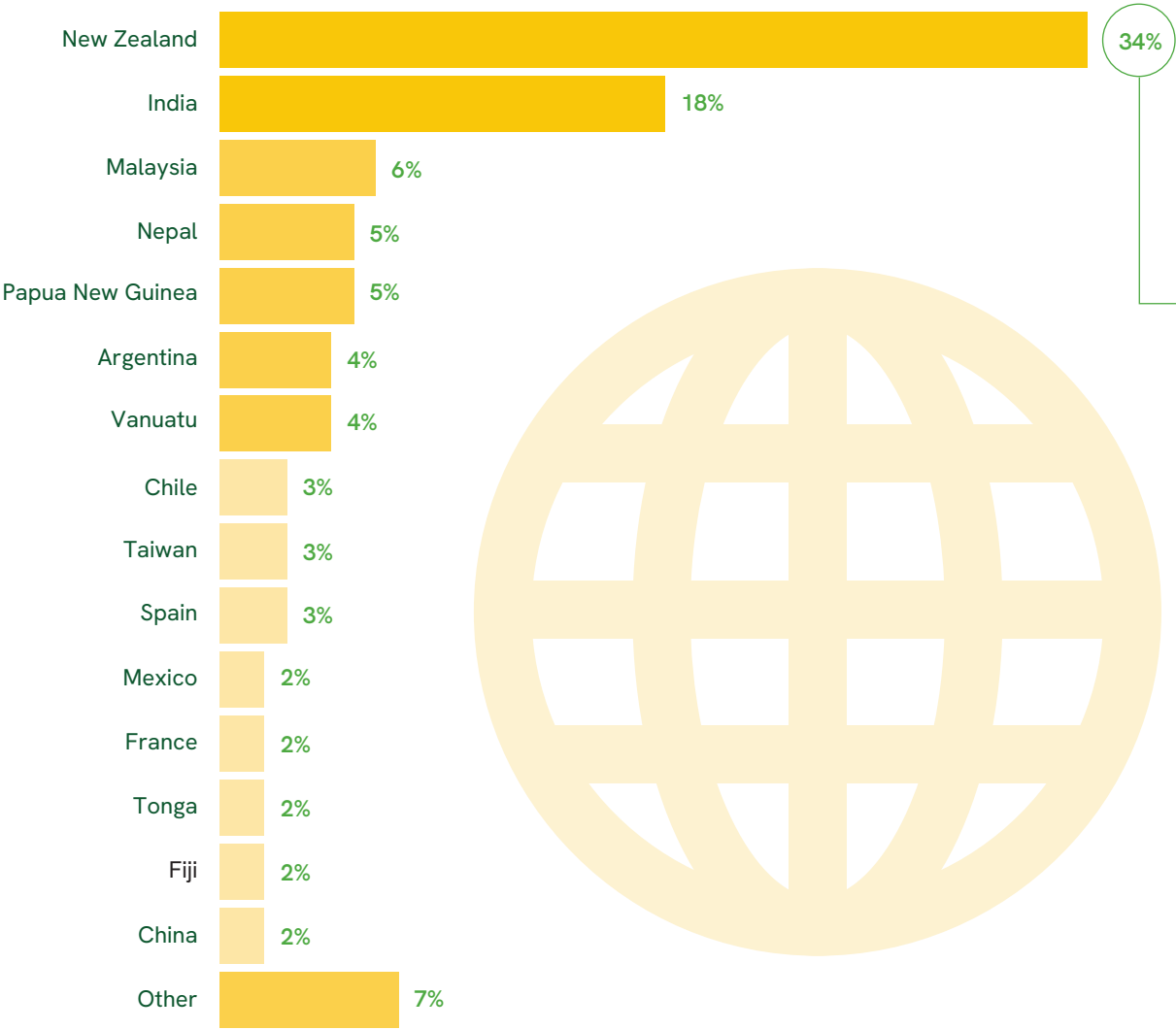


Packhouse



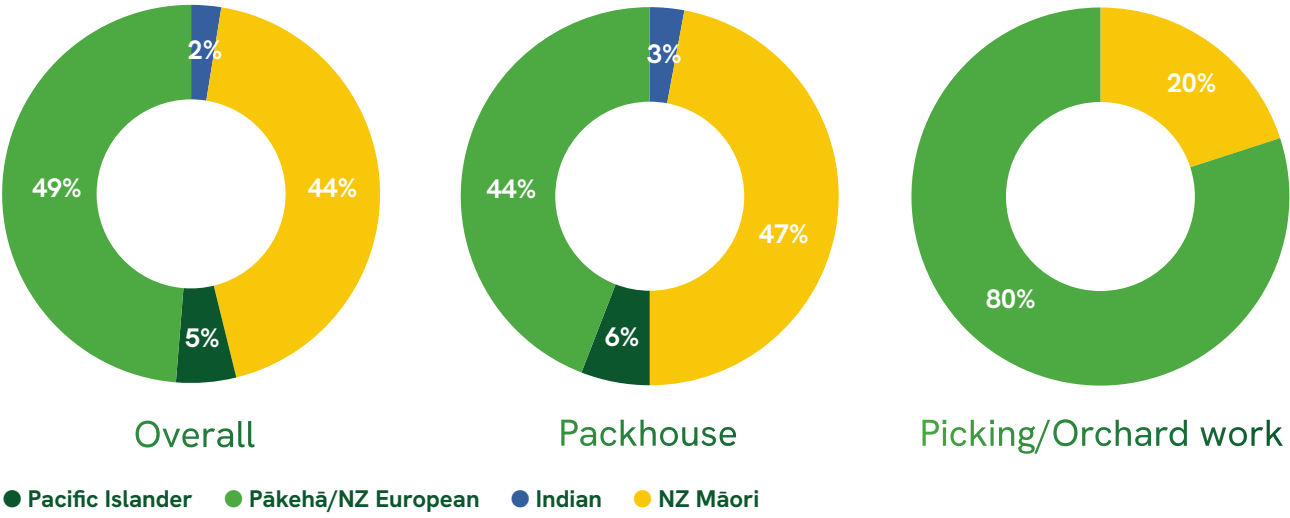
Picking/Orchard work

Where are you from?



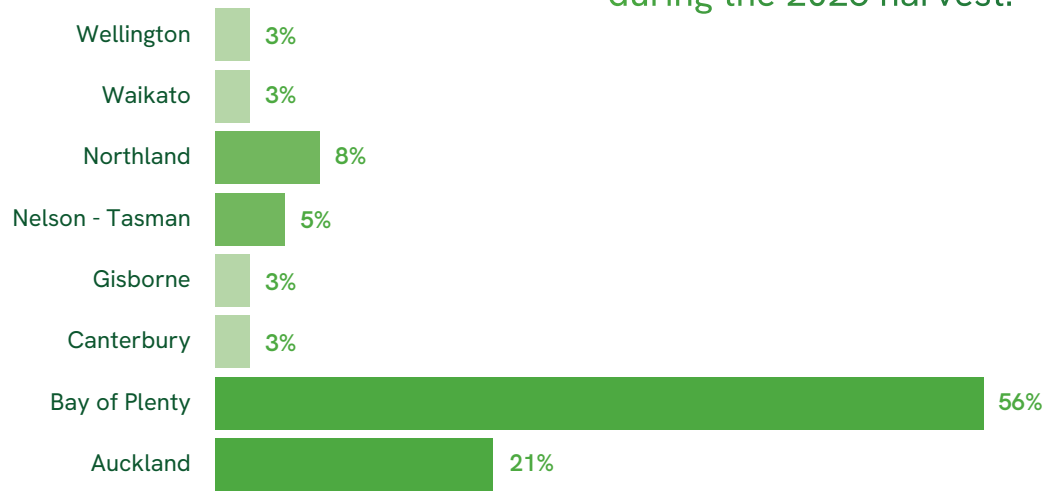
New Zealanders' identity

Out of the 34% of respondents who said they were from New Zealand, 44% identified as Māori and 49% identified as Pākehā/NZ European.



New Zealanders

56 percent of survey respondents were working in the Bay of Plenty region during the 2025 harvest.

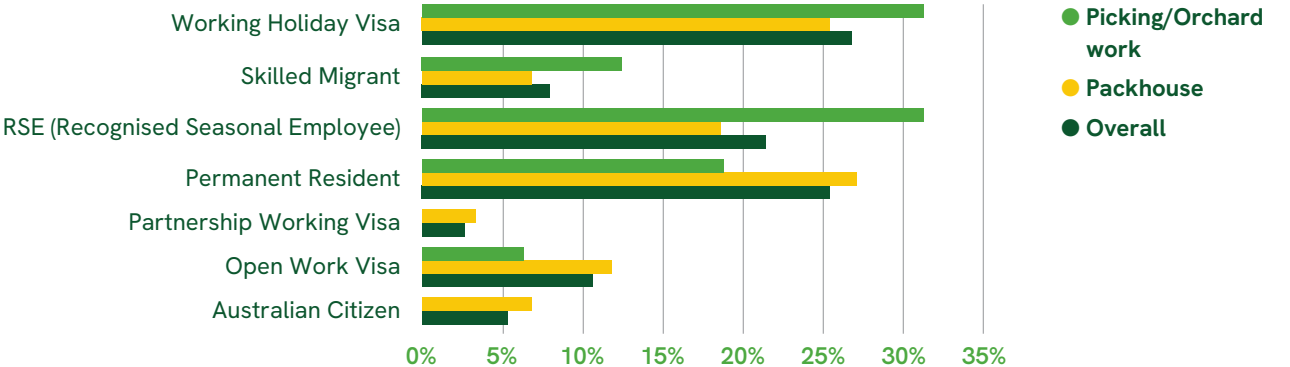


Workers from overseas

What attracted you to New Zealand?
Here are the top reasons those of overseas origin came to New Zealand:

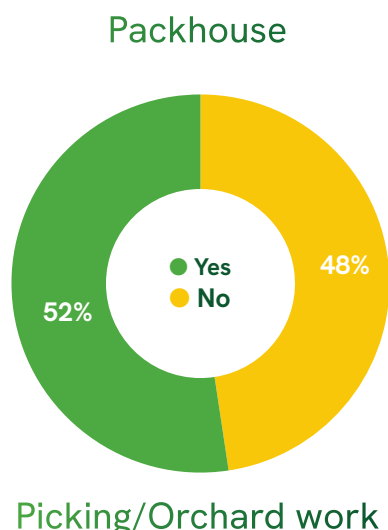
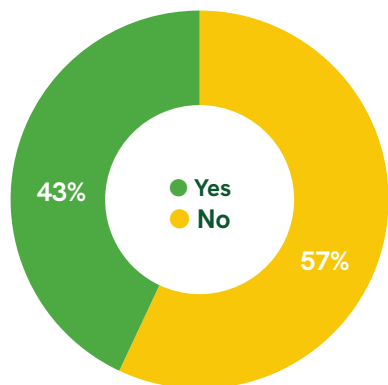
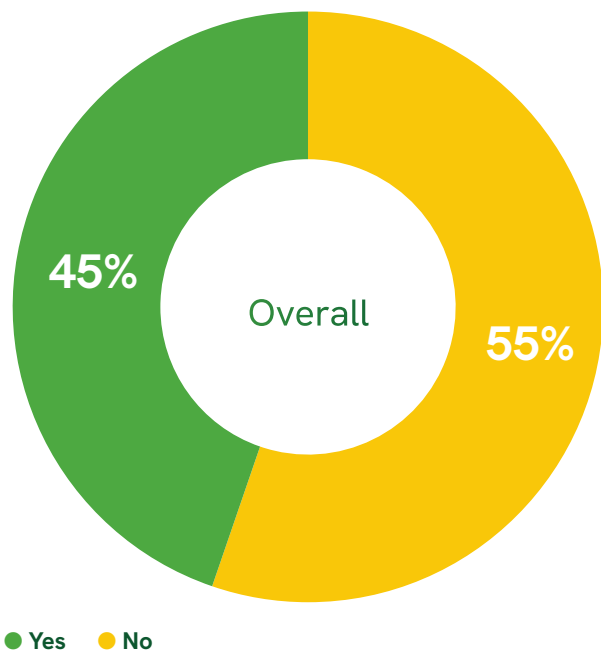
New Zealand scenery/nature	17%
Working to support family	12%
Quality of life	11%
Travel	11%
Experience different cultures	11%
New work opportunities	10%
Meet new people	9%
Outdoor activities	9%
Family	7%
Word of mouth	2%

Types of workers from overseas



Attraction to the kiwifruit industry

Have you worked in the industry before?



Working in the industry

Satisfaction levels

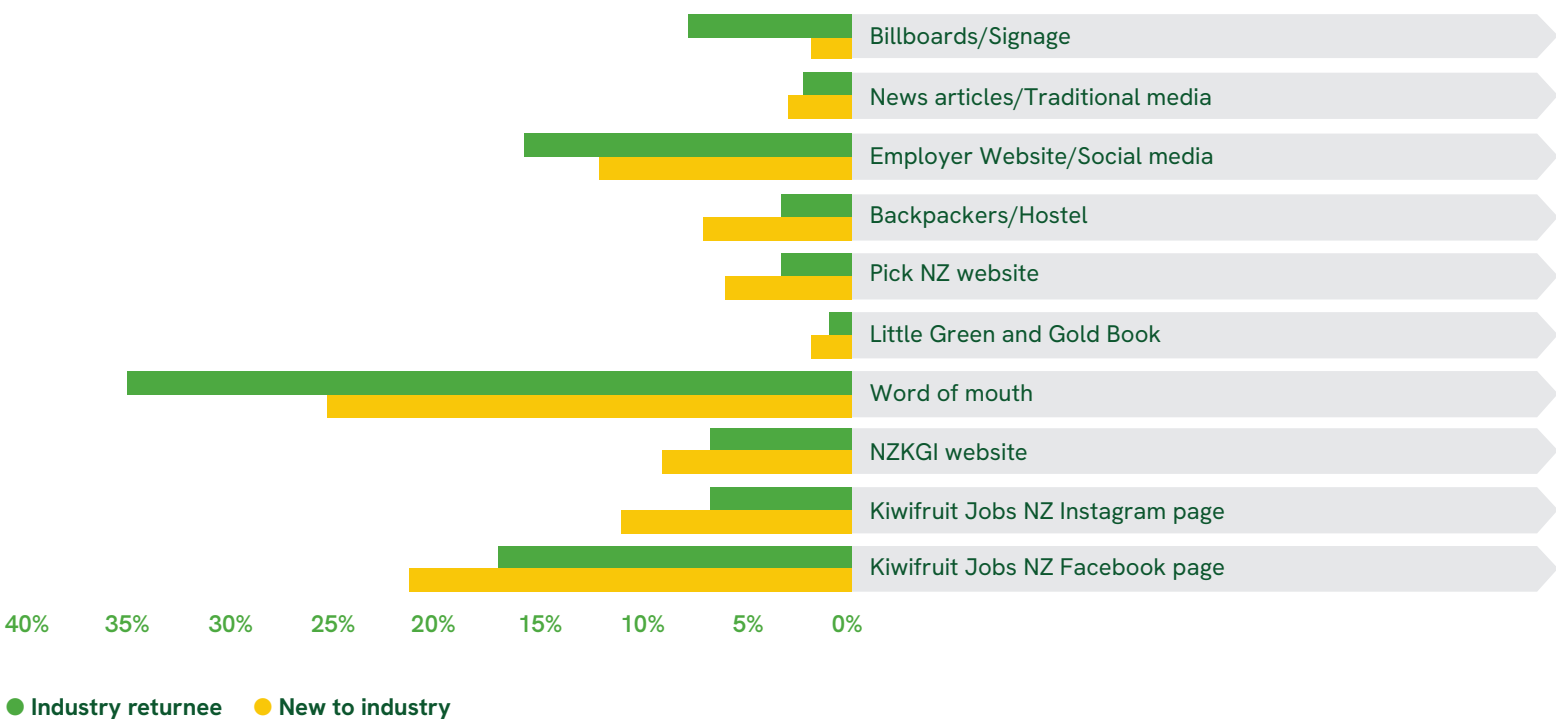
Respondents were asked to rate their satisfaction levels for three different categories, availability of work, level of pay, and working conditions.

Over 73% of respondents were satisfied or very satisfied with all three categories, with over 81% of respondents satisfied with the availability of work.

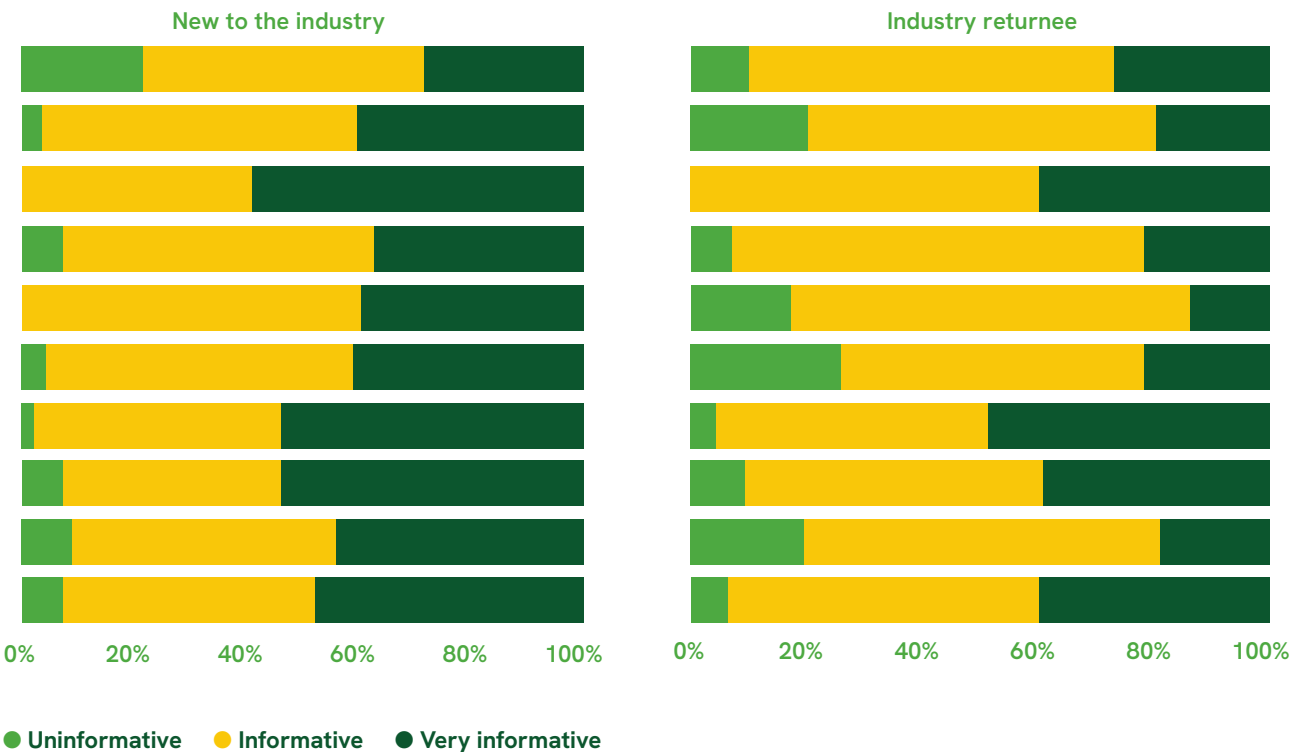
Less than 7% of respondents were dissatisfied or very dissatisfied with any of the categories.



How did you find out about working in the industry?

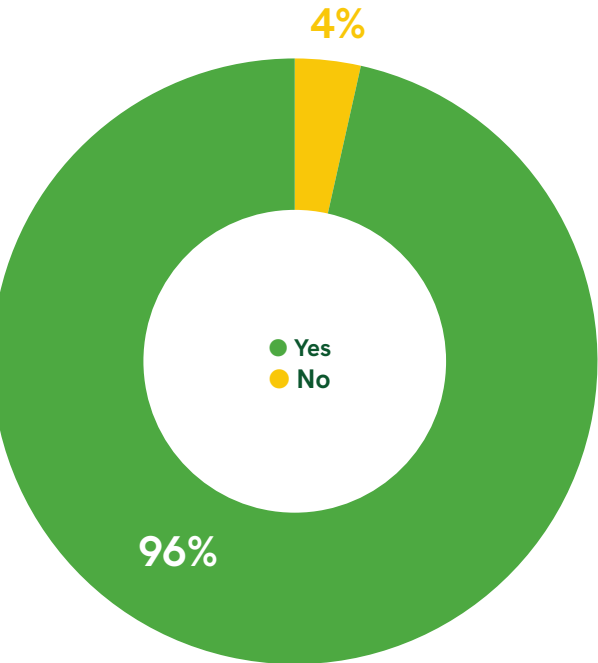


How informative were these attractors?



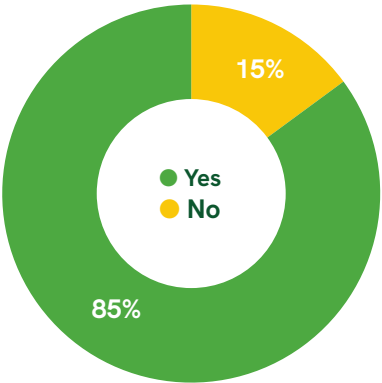
Would you work in the industry again?

5% more respondents said they would be more likely to work in the industry again than in 2023.

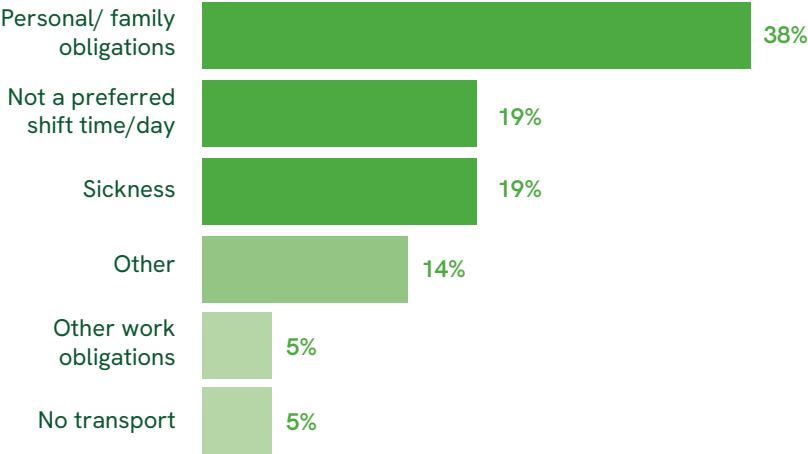


Absenteeism

Did you work all shifts offered?



Reasons for not working every shift offered:



General comments

"It helps me a lot to assist my back home Vanuatu"

"I had a very good experience with the packhouse and am very interested in it"

"Very good staff everybody there was welcoming"

"Thoroughly enjoy it love the variety of people"

"I appreciate that industry standards are always improving"

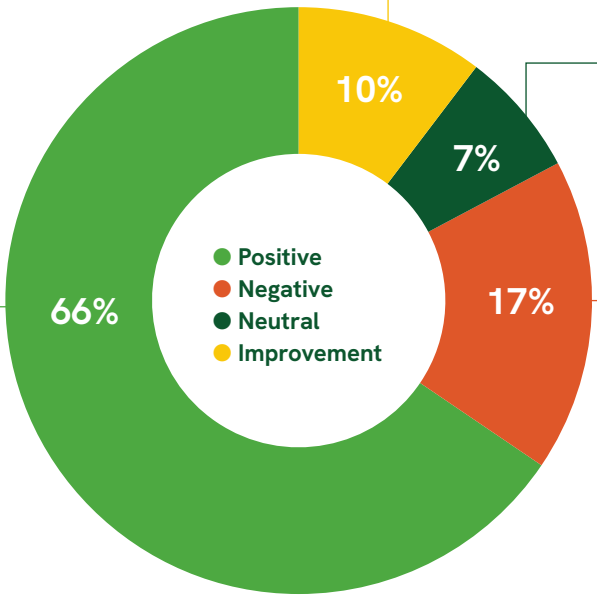
"We should work 8 to 10 hours per day"

"This industry is good for everyone and I like to work but need permanent job here"

"Outdoor work might be dependent on weather conditions"

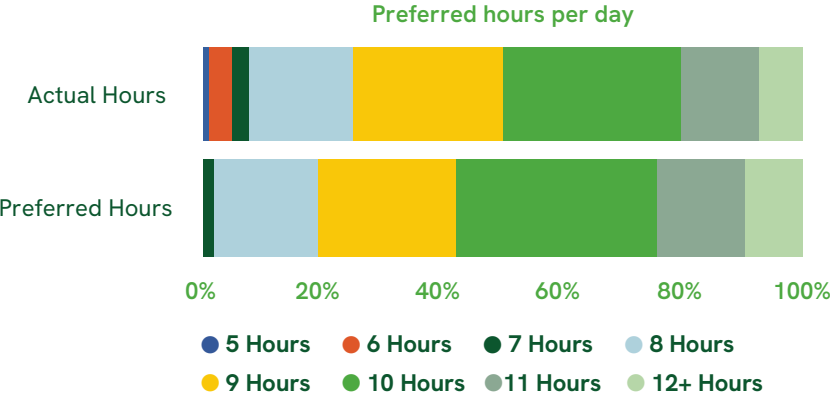
"Hard to find key positions for young people that pay well"

"Not enough shifts and the shifts were incredibly long"

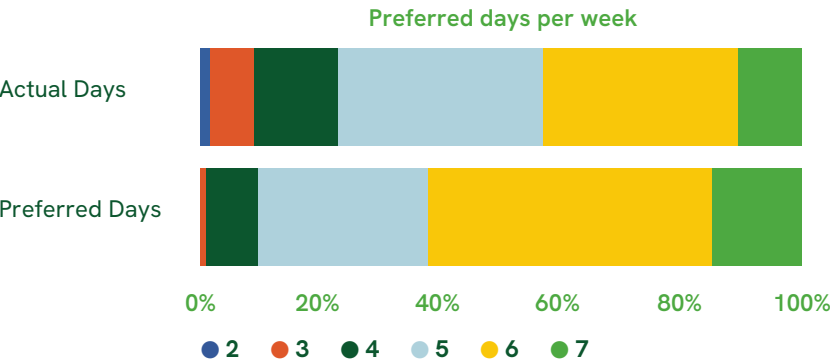


Preferred work amounts

As with previous surveys, respondents preferred to work an 8 to 10 hour shift. Across all available shifts, 77% stated that they worked their preferred hours per day.



47% of respondents preferred to work a 6 day week, with a further 28% preferring to work a 5 day week. Across all available days per week, 70% stated that they worked their preferred days per week.



NZKGI represents kiwifruit Growers and gives Growers their own voice in industry and government decision making.

Our vision

For New Zealand kiwifruit growers to be the most successful and future-ready producers in the world.

Our mission

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



Regional
Reps

17



Supply
Entity Reps

8



Kiwifruit
Growers

2,800



Māori
Forum Rep

1



Portfolios

6

The survey was completed exclusively online, over 12 weeks from 6 May 2025 to 28 July 2025. It was promoted via posters across the industry, respondents were invited to scan a QR code and go into the draw to win Prezzy cards.

- Sample: 114
- Total est. population: 20,000
- Margin of error 9.15% with a 95% confidence level

www.nzkgi.org.nz



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