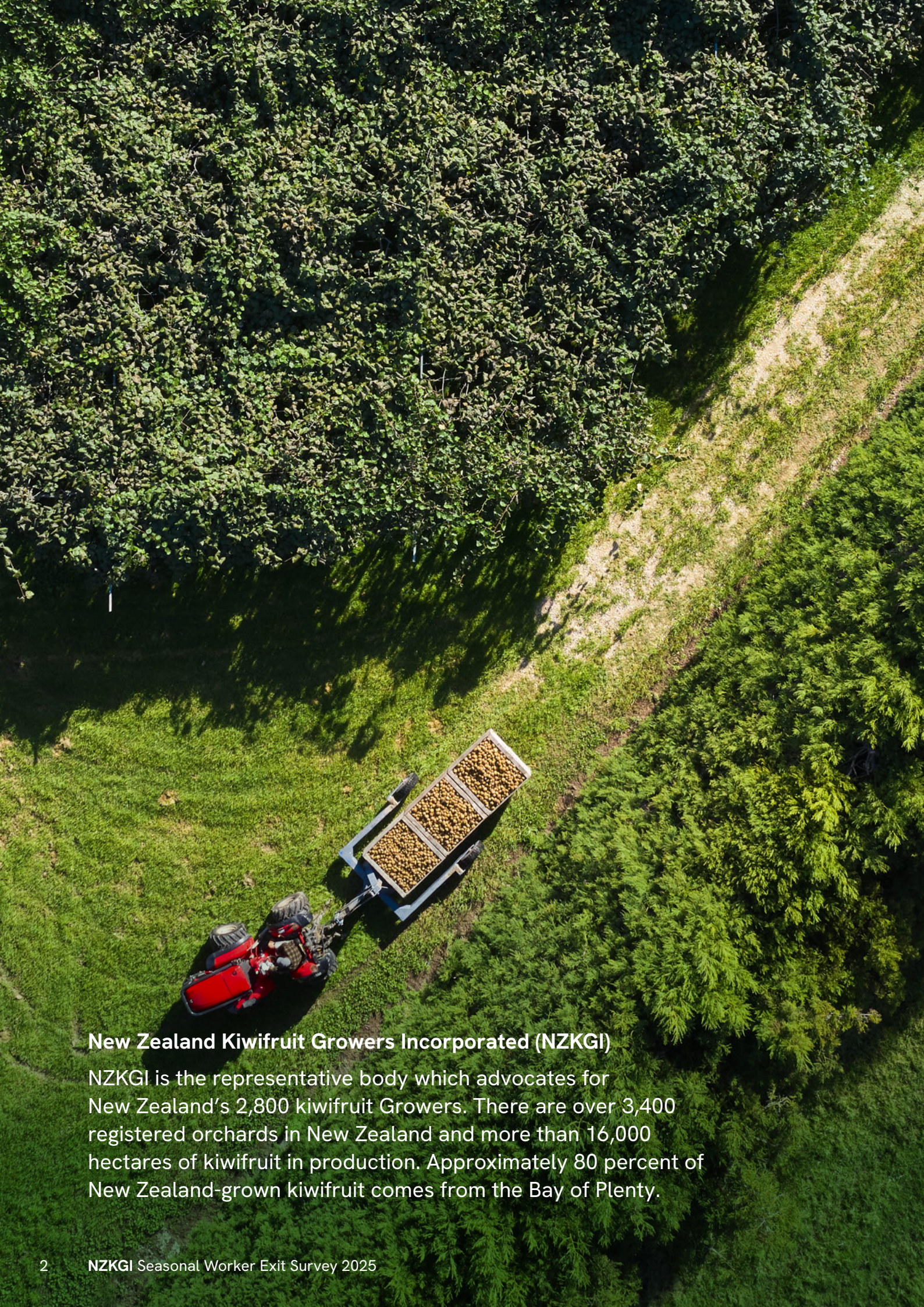




Seasonal Worker Exit Survey 2026





New Zealand Kiwifruit Growers Incorporated (NZKGI)

NZKGI is the representative body which advocates for New Zealand's 2,800 kiwifruit Growers. There are over 3,400 registered orchards in New Zealand and more than 16,000 hectares of kiwifruit in production. Approximately 80 percent of New Zealand-grown kiwifruit comes from the Bay of Plenty.

Seasonal Worker Exit Survey 2026

In May – June 2026, NZKGI conducted a survey of seasonal workers employed during the industry's peak labour period. The survey sought feedback on workers' experiences throughout the season, including what was successful, where improvements could be

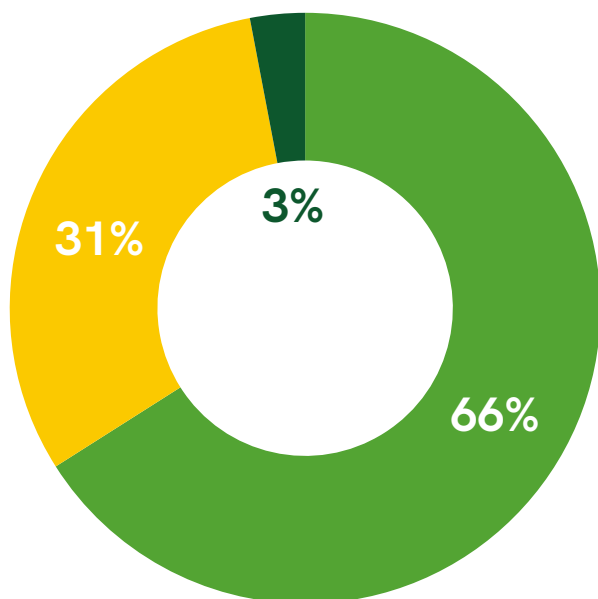
made, and how the industry can better support seasonal employees in the future. A strong level of participation provided a wealth of valuable insights that will help shape future workforce initiatives and strengthen the industry's approach to seasonal employment.





The industry

What area of the industry did you work in?

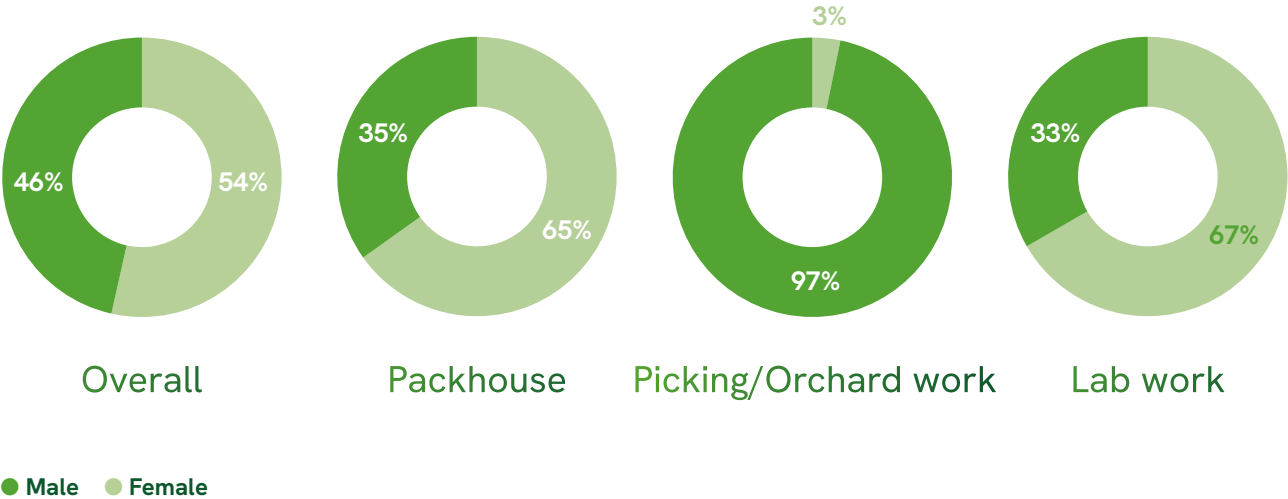


- Packhouse
- Picking/Orchard work
- Lab work



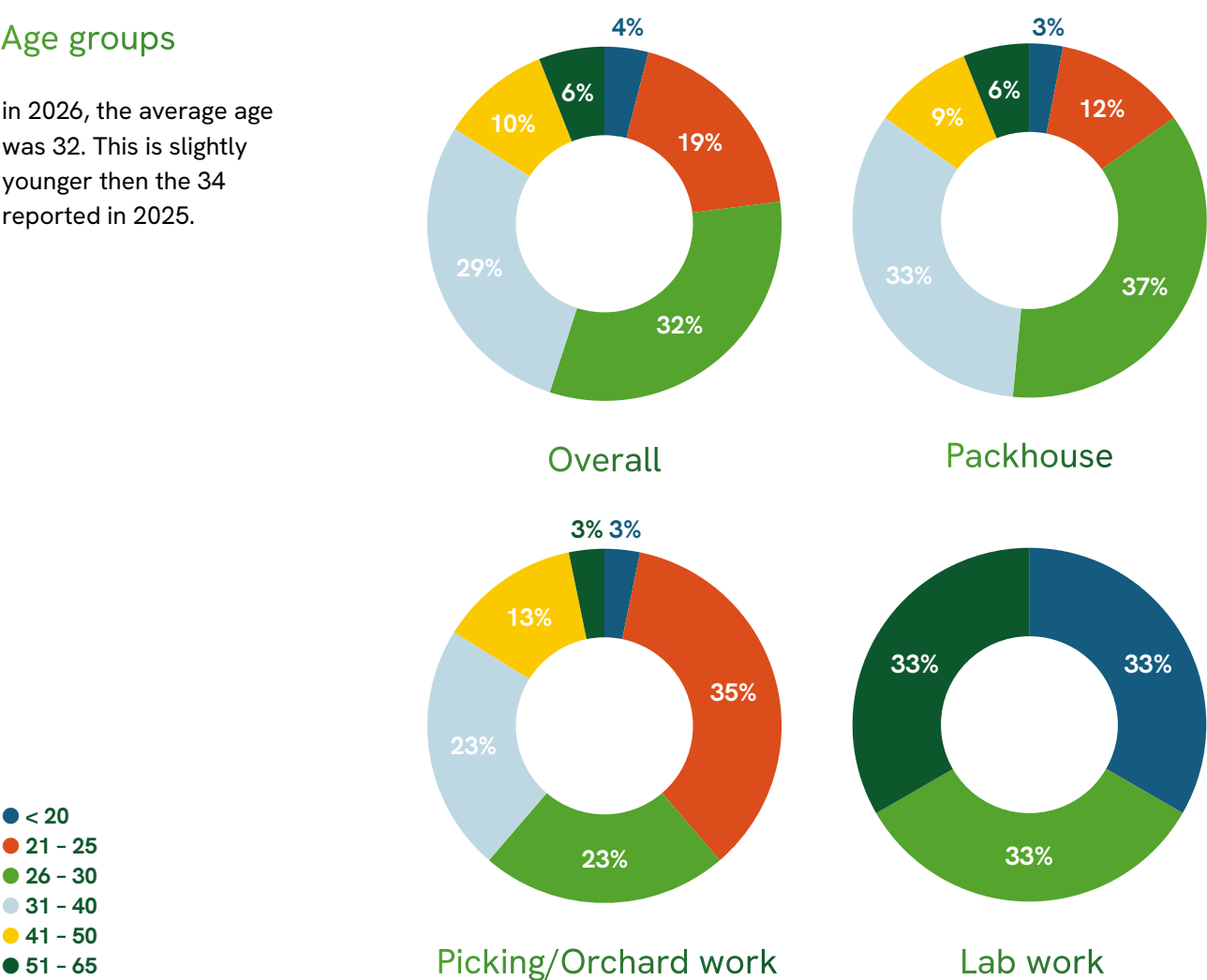
The people

Gender identity

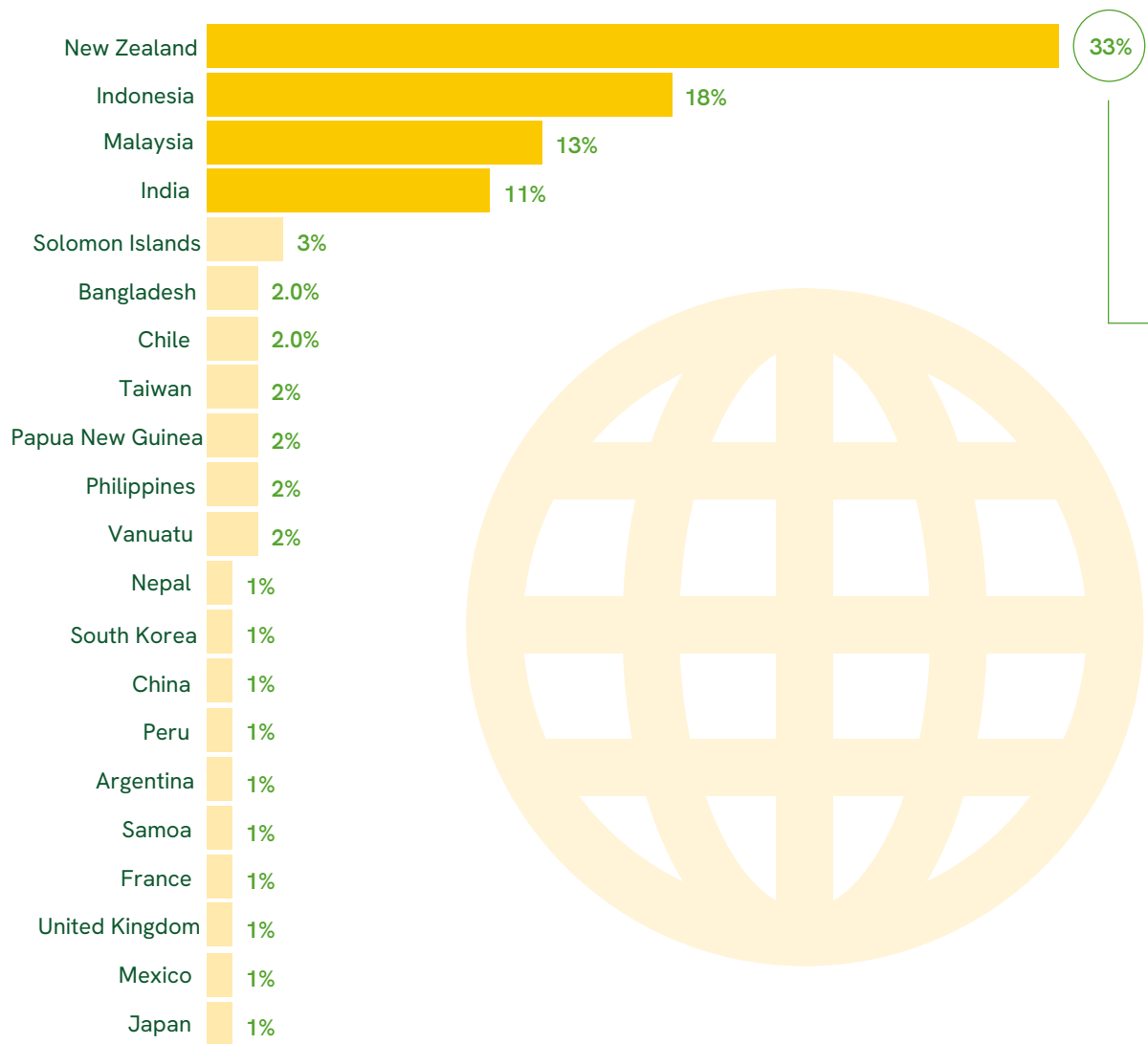


Age groups

in 2026, the average age was 32. This is slightly younger than the 34 reported in 2025.

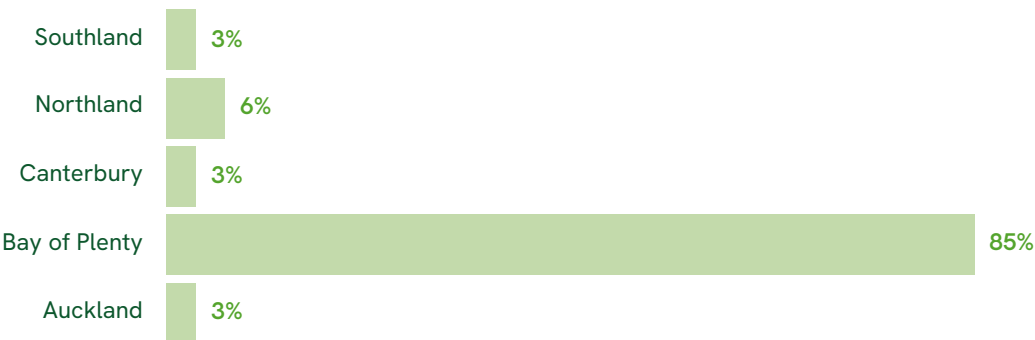


Where are you from?



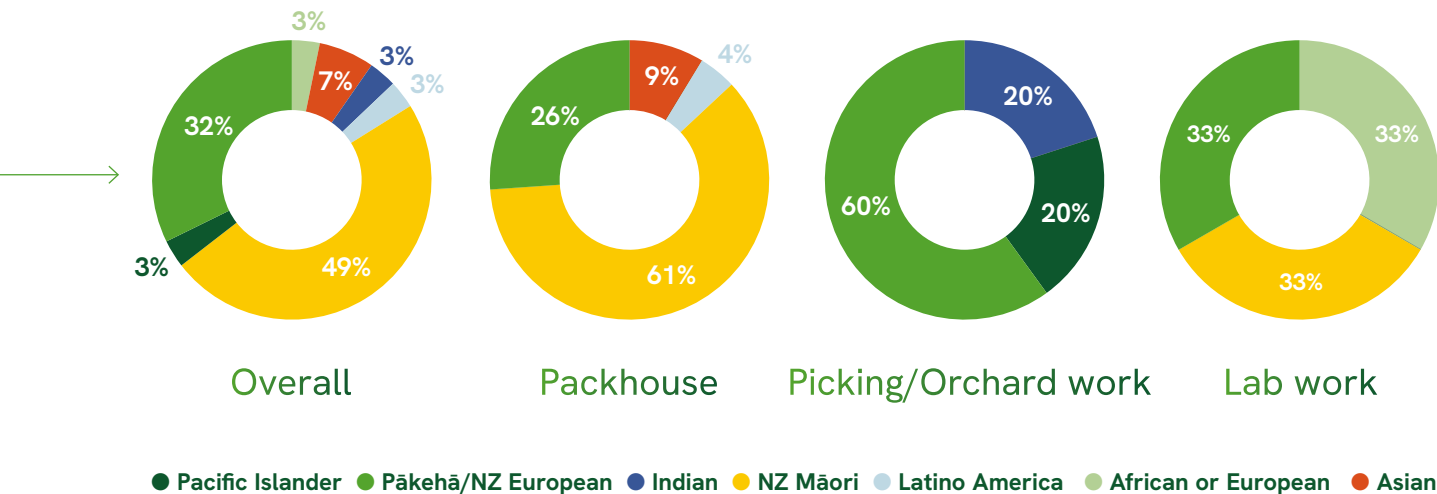
New Zealanders

85 percent of survey respondents were working in the Bay of Plenty region during the 2026 harvest.



New Zealanders' identity

Out of the 33% of respondents who said they were from New Zealand, 45% identified as Māori and 30% identified as Pākehā/NZ European.



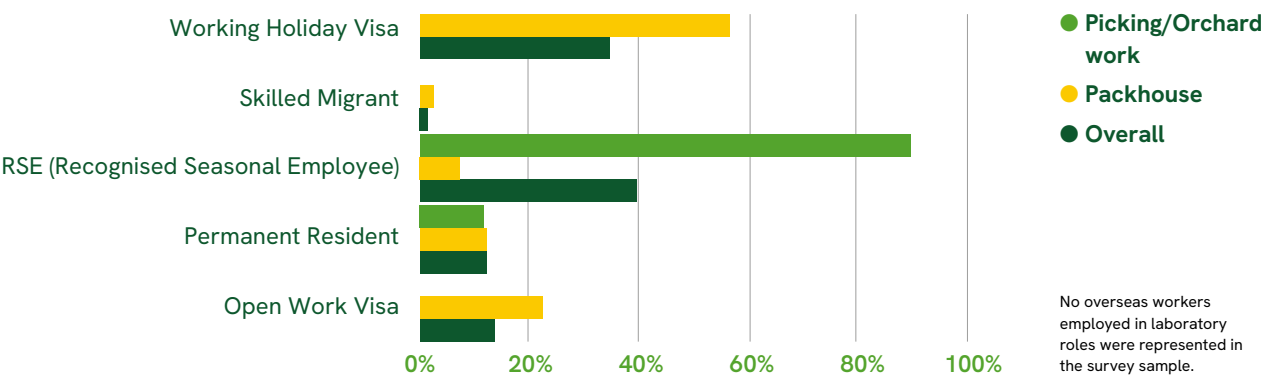
Workers from overseas

What attracted you to New Zealand?

Here are the top reasons those of overseas origin came to New Zealand:

Working to support family	20%
New Zealand scenery / nature	18%
Experience different cultures	11%
New work opportunities	10%
Quality of life	10%
Meet new people	9%
Travel	9%
Outdoor activities	7%
Family	4%
Word of mouth	1%

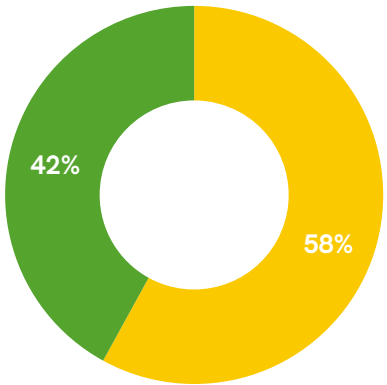
Types of workers from overseas



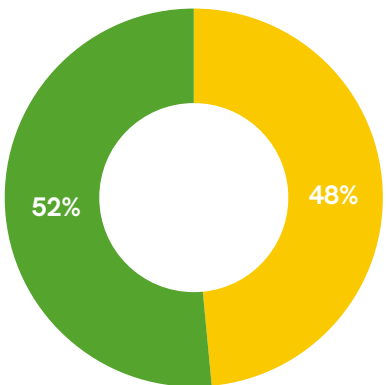
Attraction to the kiwifruit industry

Have you worked in the industry before?

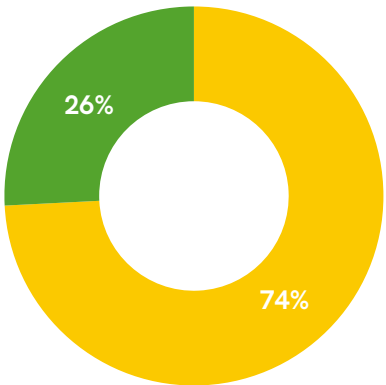
● Yes ● No



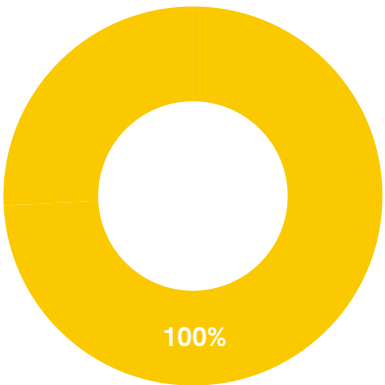
Overall



Packhouse

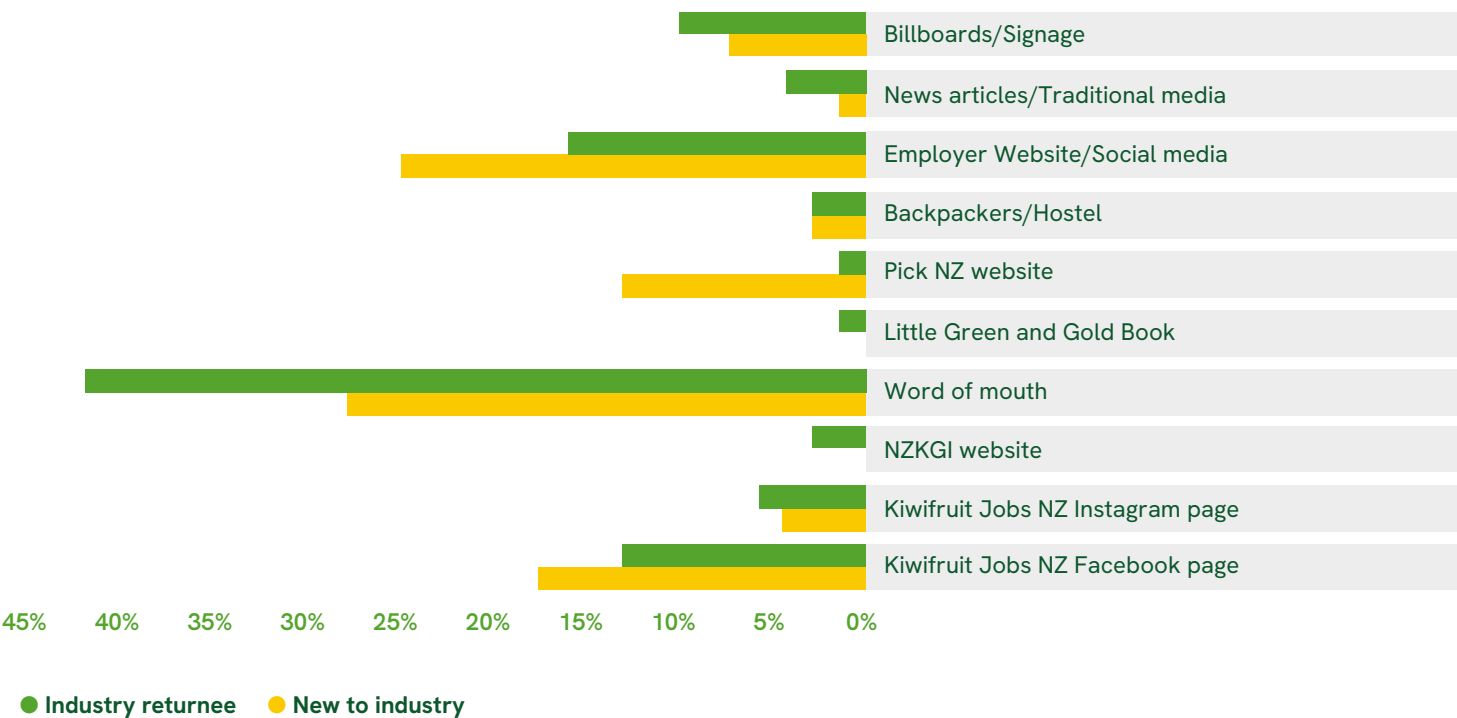


Picking/Orchard work



Lab work

How did you find out about working in the industry?



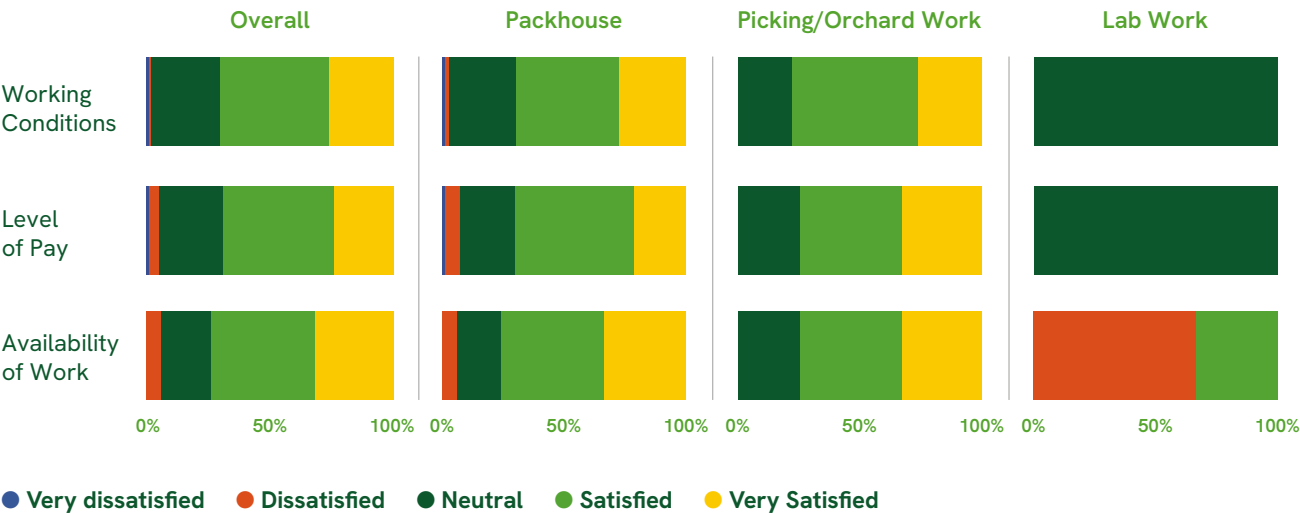
Working in the industry

Satisfaction levels

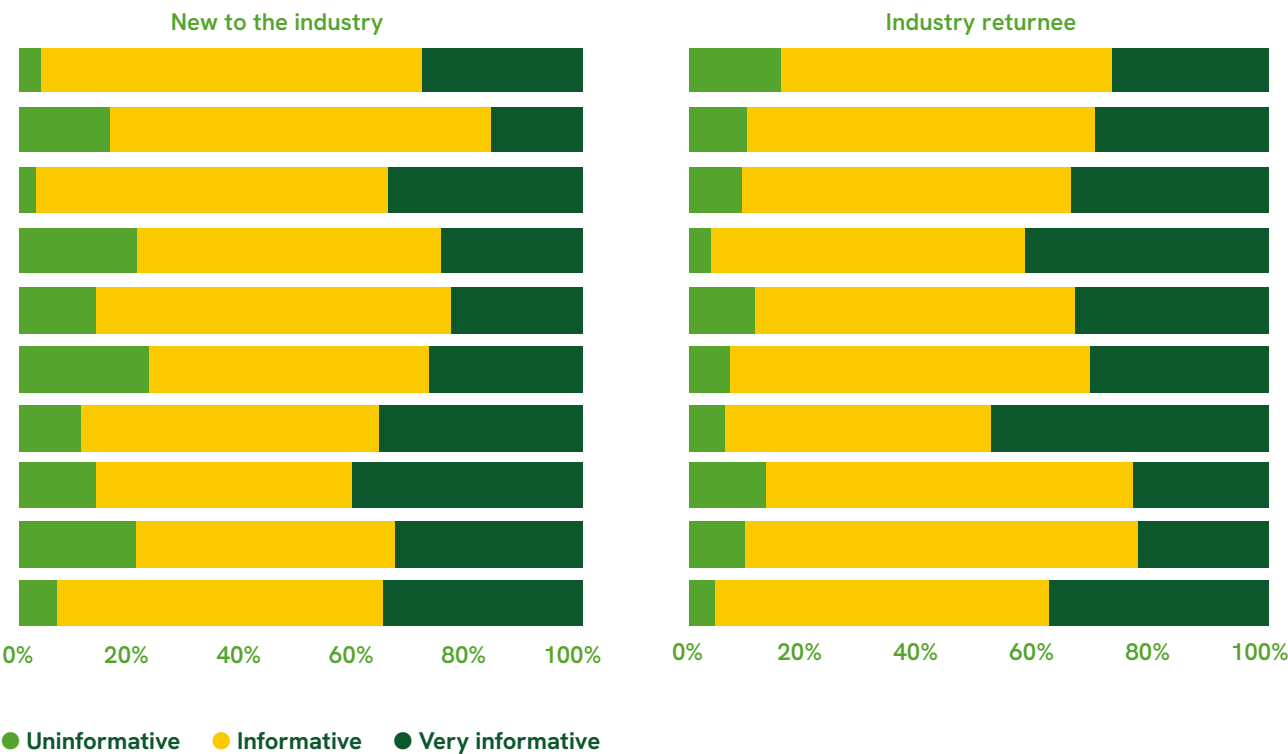
Respondents were asked to rate their satisfaction levels for three different categories, availability of work, level of pay, and working conditions.

71% of respondents were satisfied or very satisfied with all three categories, with 74% of respondents satisfied with the availability of work.

Less than 4% of respondents were dissatisfied or very dissatisfied with any of the categories.

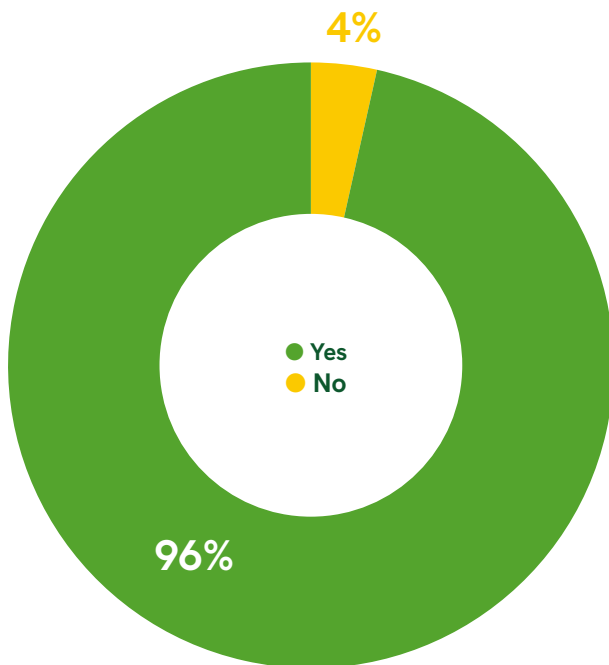


How informative were these attractors?



Would you work in the industry again?

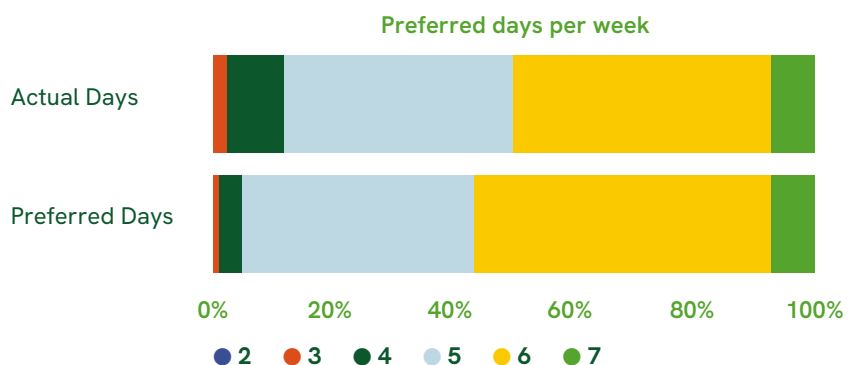
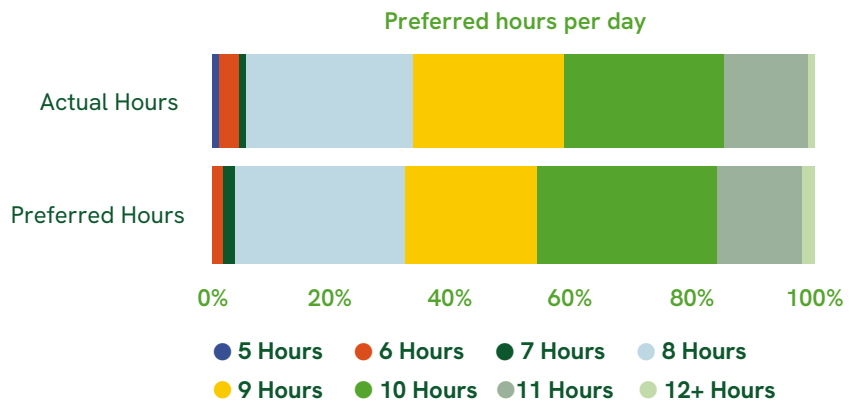
These strong results are the same as 2025.



Preferred work amounts

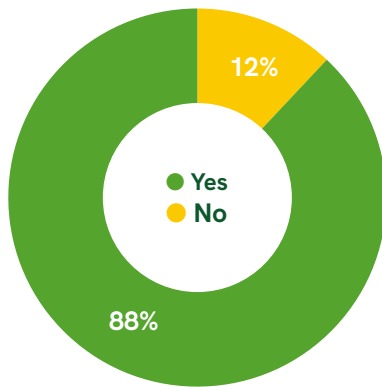
As in previous surveys, the preferred shift length remained between 8 and 10 hours. However, this year saw the emergence of a group preferring longer shifts, with 16% of respondents indicating a preference for shifts of 11 hours or more. Across all shift options, 70% of respondents reported working the shifts that were available to them.

Nearly half of all respondents (49%) preferred to work a 6 day week, with a further 38% preferring to work a 5 day week.

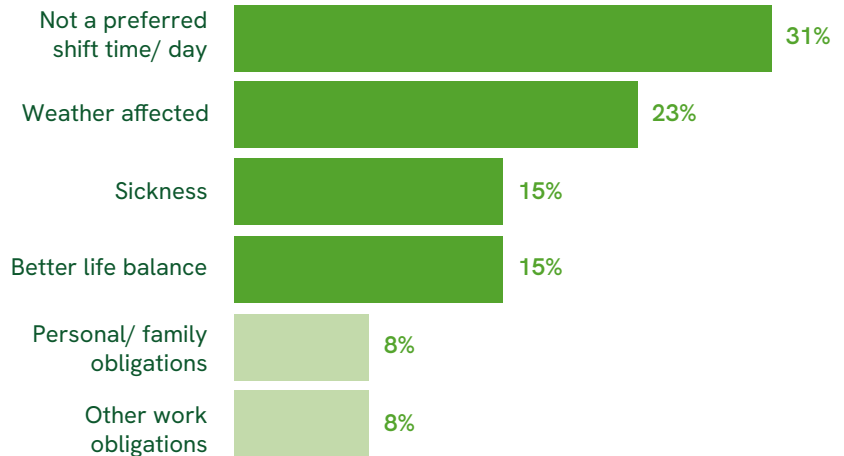


Absenteeism

Did you work all shifts offered?



Reasons for not working every shift offered:



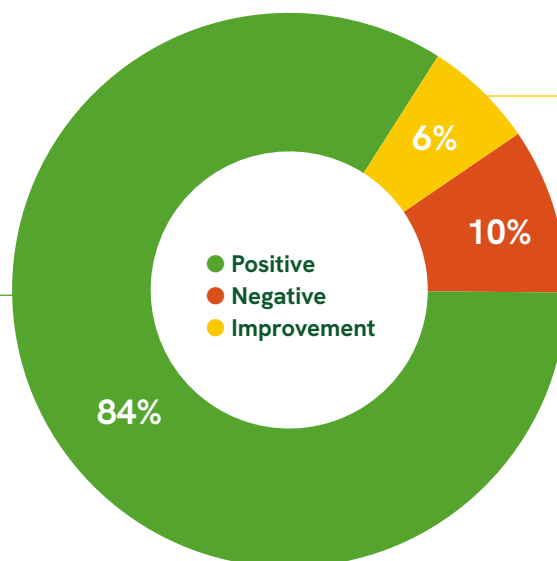
Comments

"Thank you to the New Zealand kiwifruit industry for providing job opportunities to working holiday visa holders. I really appreciate it and am very happy to have been part of this season."

"Working in the kiwifruit industry is great and enjoyable."

"Loved almost every minute of it!! Hoping I can come back next year!!"

"This was my first job and I loved it. It helped me save for my first car, and I gained many learning opportunities. Shout out to my packhouse."



"I work night shifts and I do think the pay could do with some incentive when we go over our shift hours or are asked to do another job."

"Keep at least 5 days a week."

"The working hours are not consistent, and sometimes the employer cancels shifts at short notice."

"Unstable working hours."

"Going a whole week without any work is really frustrating."

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

