



BERRYFRUIT

Organisations

- [Kaikohe Berryfruit Ltd](#)
- [Blueberries New Zealand \(BBNZ\)](#)
- [Strawberry Growers NZ \(SGNZ\)](#)
- [Maungatapere Berries](#)
- [Miro Berries](#)
- Other...

Visions

- BBNZ** Objectives include importing new genetics for growers, export market access, promoting and developing the blueberry industry, and marketing
- Maungatapere Berries** To grow the best berries, with the most amazing taste, available to eat all year long
- Miro** Aims to commercialise high-value berry varieties in conjunction with Māori entities throughout NZ, starting with blueberries

Initiatives



Current

National Northland

- T&G Fresh – VentureFruit launched Aug 2021, to bring new fruit varieties to NZ
- SGNZ – initiatives on biosecurity, food safety & agrichemicals

- Ngāpuhi Asset Holding Company Limited, Maungatapere Berries, Far North Holdings – Kaikohe Berryfruit, new joint venture taking Maungatapere Berries' raspberry & blackberry operations & developing them into a 28ha high-tech hydroponic berryfruit operation at Ngawha Innovation & Enterprise Park



Planned

- VentureFruit & Plant & Food Research – to develop and breed new berries
- T&G Fresh – introduce new strawberry varieties to NZ that can be grown year-round
- Kaikohe Berryfruit – expansion into exports

\$34m/year

Forecast increase in local business activity from new Kaikohe Berryfruit operation

80 FTEs

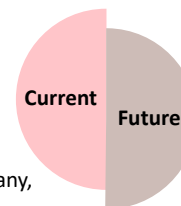
Expected new roles in 2021 from Kaikohe Berryfruit

\$104,000/ha

Projected annual return over first 8yrs from a 5ha blueberry crop grown in tunnels, with an investment of \$300,000/ha (Miro)

These include:

- Plant & Food Research
- Northland Regional Council, Northland Inc
- T&G Fresh, overseas breeding companies
- MBIE, MSD
- Kaikohe Berryfruit, Ngāpuhi Asset Holding Company, Far North Holdings, Maungatapere Berries



- VentureFruit
- Avocado sector?
- Kiwifruit sector?
- Miro?
- Vegetables?
- Other fruit sectors
- ... are there others?

Collaborators



Challenges

- **Labour** – high labour demand during picking season, seasonal labour and accommodation shortages
- **No industry body** – none responsible for raspberry production, therefore no information available on quantity exported or potential value
- **Limited information** – e.g. on returns for blueberry production
- **Relatively flat demand for fresh blueberries in NZ** – need to look to exports for growth
- **Climate change** – may have a negative impact on berry production due to reduced winter chilling
- **Biosecurity threats** – Spotted Wing Drosophila could cause severe damage to strawberries if arrives to NZ

Opportunities

- **Development of new Rubus varieties via VentureFruit** – main berryfruit crops in Northland are raspberries, blueberries and strawberries
- **Kaikohe Berryfruit** – expected to become one of the largest employers in Northland, with long-term export potential
- **Global blueberry consumption increasing** – NZ's blueberry industry has expanded rapidly
- **Expanding joint ventures at the Ngawha Innovation and Enterprise Park** – with closed-loop systems, including packing and cool-store facilities
- **Changing systems** – increasing trend to indoor, soil-less production systems
- **Develop new packhouses** – to enable industry growth.



- **Reduce pesticide use** – could collaborate with vegetable sector, which is also driven by consumer demand to reduce pesticides
- **Develop closed-loop systems** – learn how to use waste from other sectors as fertiliser (e.g. as Kaikohe Berries is doing with Olivado's avocado waste), or turn waste into high-value products

Potential cross-sector collaboration



- **Address seasonal labour shortages** – by sharing staff with other sectors in their down-time, e.g. persimmon, winter vegetables



- **Improve logistics efficiencies** – is there a need or potential to collaborate on packing, storage and transport logistics?
- **Develop high-tech methods** – to increase yields, automate pruning, rain protection etc.



- **Develop a Northland-based industry body** – either for raspberries, or for all Rubus varieties
- **Improve domestic marketing and export market development** – learn from the kiwifruit industry how to make the required transition to more competitive export markets



- **Develop value-add products** – e.g. extracts, natural health products, nutraceuticals, frozen-based, ingredients, beverages
- **Encourage more regional partnerships** – share the Maungatapere Berries success story (how a family business created jobs through a joint venture with iwi). Could partner with Miro to develop a new blueberry orchard in Northland?

References

