

KIWIFRUIT

Organisations

- [New Zealand Kiwifruit Growers Inc. \(NZKGI\)](#)
- [Zespri](#)
- [Kiwifruit Vine Health \(KVH\)](#)
- [Kiwifruit New Zealand](#)
- [Other...](#)

Visions

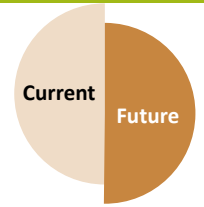
- NZKGI** Innovative leadership - succeeding through change
- Zespri** To create sustainable long-term value for kiwifruit growers by offering consumers the world's leading portfolio of branded kiwifruit for all 12 months of the year
- KVH** A biosecurity resilient kiwifruit industry

\$76m
Record Northland kiwifruit crop (July 2021)

66%
Of kiwifruit picked in Northland will be trucked directly to Marsden Point

Net 4mm per day
Average volume of water needed for kiwifruit irrigation in the heat of summer

- These include:**
- Local and central government
 - Māori Kiwifruit Growers Inc., NZ Avocado, Horticulture NZ
 - Plant and Food Research
 - Seeka



- International kiwifruit growers
- Beekeepers (pollinators)?
- Te Tai Tokerau Water Trust
- ... are there others?

Collaborators



Initiatives

National Northland

- Previous**
- NZKGI – free short courses to support people displaced by COVID to enter kiwifruit industry (MPI-funded)
 - Zespri – kiwifruit soil carbon storage study
 - Zespri – Northport trial to ship fruit directly from Marsden Point to Singapore

- Current**
- NZKGI – industry water strategy & roadmap, five-year plan to reach industry goals
 - Zespri – by 2025, aiming for 100% recyclable/compostable/reusable packaging, carbon neutral, all Zespri growers protecting water quality regardless of size
 - Plant & Food Research & Zespri – Kiwifruit Breeding Centre located in Te Puke, also operating out of Kerikeri (opening Oct 2021)
 - Craigmores Sustainables – investment in kiwifruit and avocado orchards

- Planned**
- Zespri – Project Horizon, multi-year programme to overhaul business processes and systems

Challenges

- **Climate change** – Northland production could decline due to increasing lack of winter chilling/frosts
- **Labour** – demand for skilled workers will outstrip supply
- **Water** – access to water, & water storage
- **Rising costs** – raising levy to meet increased costs from industry growth and regulatory change; increased on-orchard costs
- **Biosecurity, pests and diseases** – such as wild kiwifruit, kauri dieback
- **Economic risks** – exchange rates, COVID-related risks
- **Increasing competition**, brand reputation, market access
- **Pressure on roading networks** as Northland's kiwifruit industry grows

Opportunities

- **NZ's largest horticultural export industry** – expected to continue into 2030, with a significant contribution to Northland's regional economy
- **Strengthening NZKGI relationships** – with government & international growers
- **Careers** – kiwifruit sector in Northland already seeing gains from Horticultural Careers Coordinators
- **Expansion** – kiwifruit orchards expanding in Northland as land is cheaper than in BoP
- **Sequestration** – vines act as carbon storage sinks
- **New varieties** – introduction of new varieties through new Kiwifruit Breeding Centre (with site in Kerikeri)
- **GDP benefits** – important for Māori as they facilitate employment within tribal areas

Potential cross-sector collaboration

- Environment**
 - **Support others with water strategy** – could kiwifruit teach other sectors how to develop/implement a water strategy, including sharing education resources?
 - **Explore carbon storage** – could orchards use carbon storage to mitigate & adapt to climate change?
- People**
 - **Share workers with other sectors** – could this become more widespread, e.g. in Dargaville and Maungatapere, & could transport issues be solved to facilitate this?
 - **Build career opportunities** – could NZKGI organise a 'Northland Young Fruit Grower Competition' and 'Cultivate Your Career' event, as they do in BoP? Could a 'Northland Young Fruitgrowers Upskilling Committee' be formed?
- Infrastructure**
 - **Influence design of Zespri's new systems** – could Northland Inc & growers influence Zespri's new finance, supply chain, grower enablement, digitised sales & operations systems? (Expressions of interest due 27 Nov 2021)
 - **Share Northport shipments with other sectors** – could the kiwifruit industry share shipments with others?
 - **Explore opportunities for Craigmores Sustainables** – could they invest in other opportunities? (Recently invested in Northland kiwifruit orchard)
- Market**
- Other**
 - **Support other sectors with technology** – could others learn from kiwifruit's robotics and IT systems, e.g. kumara?
 - **Investigate production collaboration** – could kiwifruit & other sectors (e.g. avocado) collaborate on production strategies?

References

- [NZKGI Annual Report 2021](#)
- [Carbon Sequestration in Kiwifruit Orchard Soils](#)
- [Kiwifruit Vine Health Annual Update 2020/21](#)
- [Zespri 5 Year Outlook](#)
- [Economic Contribution of Kiwifruit Industry Expansion](#)
- [Northland Climate Change Projections and Impacts](#)

