

VEGETABLES

Organisations

- [Vegetables New Zealand Inc. \(VNZ\)](#)
- [Horticulture New Zealand \(HortNZ\)](#)
- [Bells Produce Ltd](#)
- [Delta Kumara, Kaipara Kumara](#)
- [Kaipara Kai](#)
- [Fieldco](#)
- [Vegetables.co.nz](#)
- Other...



Visions

- Horticulture NZ** Oranga kai, oranga tangata, haere ake nei. Healthy food for all, forever
- Vegetables NZ** A thriving vegetable growing industry
- Vegetables.co.nz** Ensuring the future health of all New Zealanders by encouraging greater consumption of fresh New Zealand grown vegetables

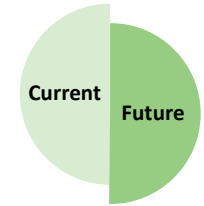
\$60m
Value of kumara production in Northland (2020)

90%
Of NZ's kumara production is in Northland

31ha
The size of Bells Produce Ltd's market garden

These include:

- Potatoes NZ, Onions NZ, Tomatoes NZ, Processed Vegetables NZ, VNZ
- MPI, MBIE (Kānoa), EECA
- A Lighter Touch
- Plant & Food Research
- Northland Inc, Kaipara District Council
- Crop protection companies
- Vegetable Research & Innovation Board
- GIA partners (biosecurity)



- Arable, wine and other horticultural crops
- Beekeepers
- Agrecovery
- Schools and rangatahi
- ... are there others?

Collaborators



Initiatives

National Northland

- Previous**
 - Picot Productions Ltd, Plant & Food Research & Manaaki Whenua - Landcare Research – growing hi-oleic peanuts in Northland (2020)
 - Te Rarawa – acquired Bells Produce in 2019, a joint iwi/family business venture that created several full-time jobs for locals
- Current**
 - VNZ – FEP workshops; Sustainable Vegetables Systems Project (with Potatoes NZ) analysing nitrate update & nutrient leaching; Overseer tool
 - Vegetables.co.nz – guidance on integrated pest management, neonicotinoid use, nutrient management
 - HortNZ – A Lighter Touch, collaboration with arable, wine, horticultural sectors transitioning to agroecological crop protection
 - HortNZ – free FEP workshops in Northland (with VNZ); involved in developing Northland Regional Council's Proposed Regional Plan
 - Kaipara District Council – Kaipara Kai Hub; Kaipara Water (water sites demonstrating land transformation, educating landowners on smart water use).
- Planned**
 - Northland Inc – Further peanut trials to determine feasibility, build business case for land-use diversification & attract private investment

Challenges

- **Biosecurity** – destructive pests & diseases, access to crop protection products, increasing resistance
- **Cost** – poor availability & high cost of freight to export markets, high labour costs make it hard to compete on price
- **Environmental** – climate change, carbon tax costs e.g., for covered crop growers relying on coal for heating
- **Competition** – competitive sector further pressured by government's push to more horticulture
- **Oversupply relative to demand** – e.g., kumara, resulting in reduced prices, lower return to growers & the region
- **Resources** – lack of year-round access to affordable, durable crates
- **Labour** – local shortages, finding staff to do hard labour, losing seasonal staff to other sectors (e.g., berryfruit)
- **COVID** – closing access to farmers markets, uncertain access to Auckland, closed borders to exports

Opportunities

- **Market** – consumers prepared to pay a premium for food free from chemical residues, sustainably grown, ethically produced
- **Kumara** – a significant, well-managed industry in Northland
- **Biosecurity** – government-industry agreement for biosecurity readiness and response
- **Environmental** – keep working with EECA to identify green alternatives for heating options
- **Labour** – new regional career coordinator in Northland matching potential workers to employers
- **Resilience** – focus on building resilient growers
- **Economic viability** – especially horticultural operations in Whangarei, on lots as small as 2-3ha

Potential cross-sector collaboration

- Environment**
 - **Transition to agroecology** – work with horticulture, arable and wine sectors to address issues accessing crop protection products & to better meet changing consumer preferences
 - **Collaborate on environmental stewardship** – e.g., expand Agrecovery chemical collections into other locations; more communications to improve the uptake
 - **Minimise impact of neonicotinoid insecticides** – by communicating and cooperating with beekeepers
- Infrastructure**
- People**
 - **Meet labour shortages** – by collaborating with other horticulture sectors (e.g. berryfruit) to share seasonal staff year-round
- Market**
 - **Change the narrative on what sustainability means** – highlight the many examples of Northland producers doing excellent sustainable, common-sense things that fall between 'conventional' and 'organic'
 - **Connect the people that do the marketing** – growers must drive the marketing, but Northland Inc could help Whangarei growers create an online market to support their physical market (for example)
 - **Seek access to new varieties** – with higher yield, better quality, lower mutation rates; collaborate with other sectors to share R&D ideas
- Other**
 - **Develop integrated pest management guidelines** – across all affected sectors to strengthen biosecurity (prevent damage by forage pests etc.)
 - **Prevent urban sprawl onto productive land** – by working with local authorities to emphasise the importance of protecting high-quality soils for horticulture and agriculture

References

