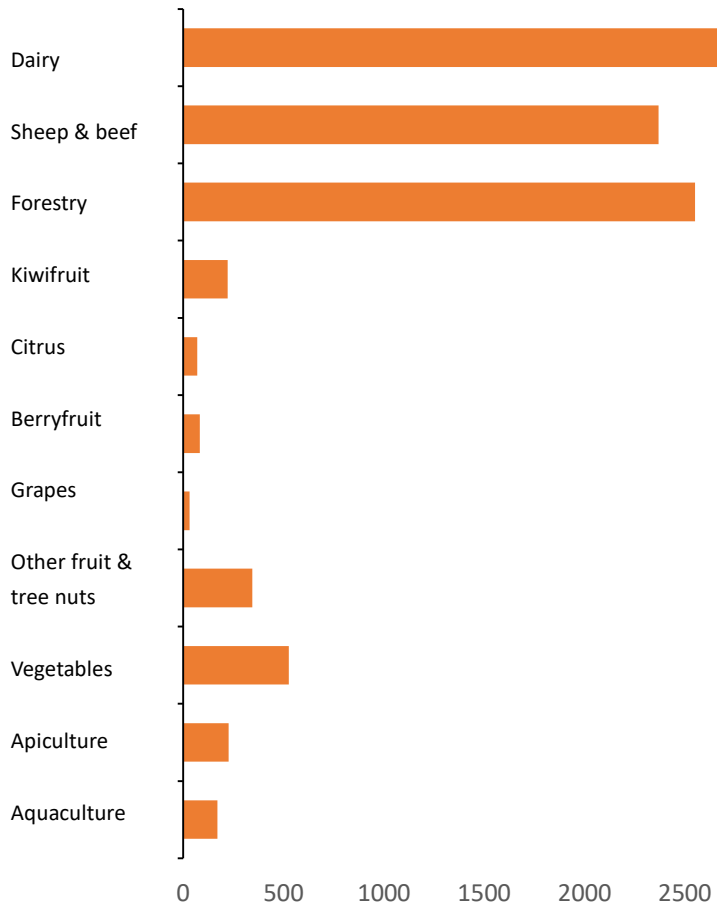


Grow Northland 2021

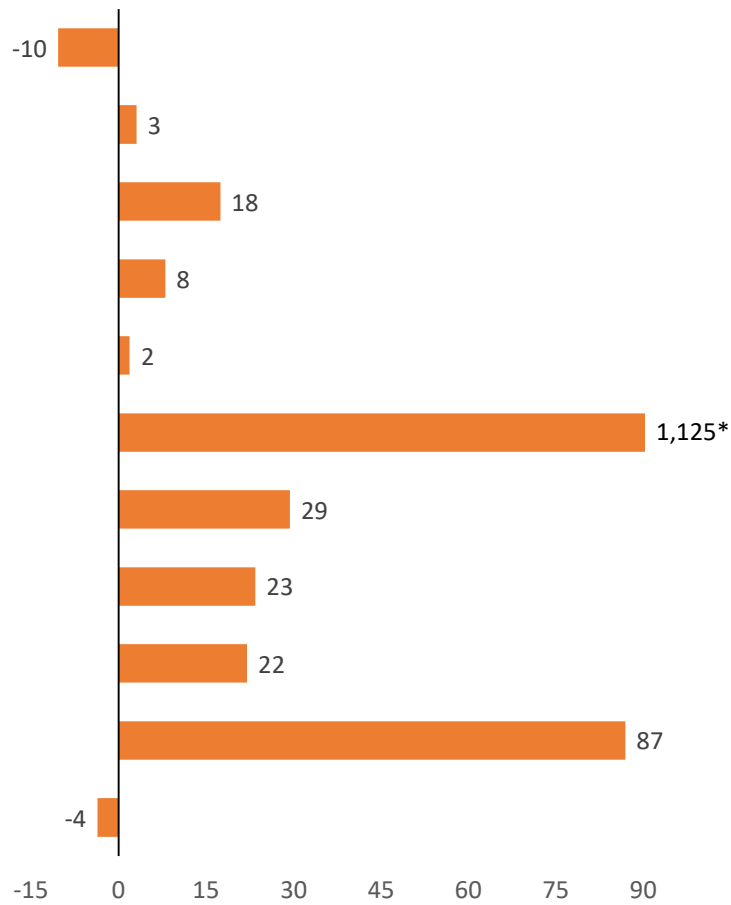


SNAPSHOT OF SECTOR PERFORMANCE

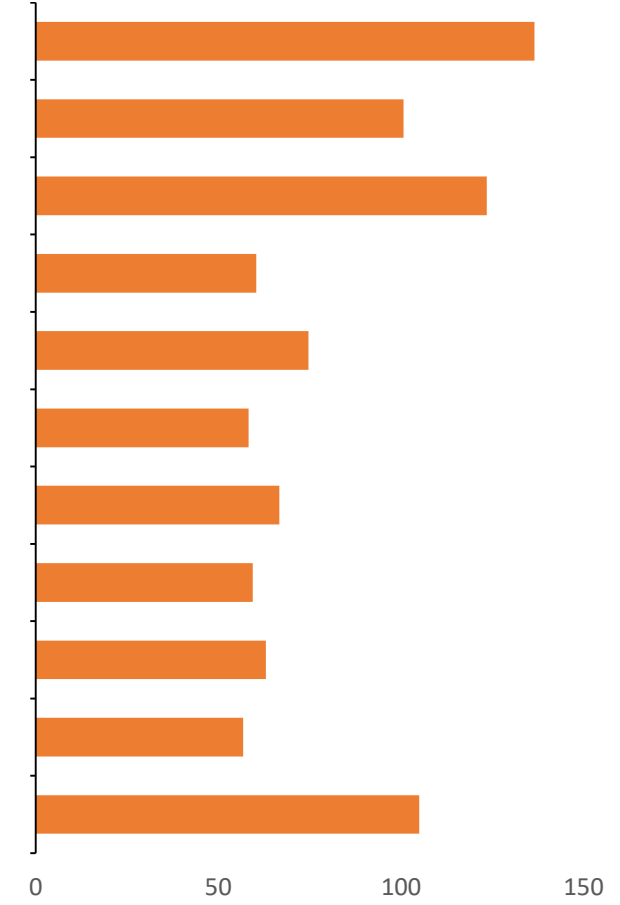
Employment (2020)



GDP growth, % (2015-2020)



GDP per person, \$000s (2020)



Includes manufacturing and processing

Due to data constraints Avocado and Tropical Fruit are included in 'Other fruit & tree nuts'; Agritourism is not included

* NB: Berryfruit GDP growth is not to scale due to the substantial % increase relative to other sectors