



# GROWING TOGETHER 2035

Aotearoa Horticulture  
Action Plan

## Aotearoa Horticulture Action Plan (AHAP) indicators

May 2025

The AHAP's goal is ambitious and important: *To double the value of horticultural production by 2035 in a way that improves prosperity for our people and protects our environment.*

The AHAP Project Team has defined a set of measures (or indicators) to track changes in the wider sector that relate to the five pillars in the AHAP. These measures will help the sector to understand the direction of travel and, ultimately, whether horticulture is making progress towards the AHAP's goal. This includes the way horticultural crops are grown (people, finances, environment, inputs, knowledge, and skills), the crops that are produced (volumes and value), and the wider context of the sector (policy and workforce).

These indicators are designed to be very high level to provide a broad overview. This shows sector change over time from repeatable and already collected data sources. Each piece of work attached to the AHAP will have its own indicators to track their more specific targets.

These indicators will be reported on periodically over the lifespan of the AHAP and will detect change across the horticulture value chain (from inputs to impacts). Monitoring progress will help keep the AHAP on track, the sector informed and help identify other actions needed to support and accelerate progress.

### Baseline Data

This document provides the first set of data for the suite of AHAP indicators and will therefore be considered the baseline. Where possible, 2024 data is being used though not all data sources are published annually, therefore the data presented for some indicators is from prior years. In all instances, the scope is fruit, vegetables, and nuts unless stated otherwise.

This is the first time this suite of data has been collated and published. We welcome you to get in touch with any feedback, concerns or corrections - we wish to get the baseline data right.

## Grow Sustainability

	Description	Baseline	2025+
<b>Main indicator</b>	Number of growers and area with GAP certification <sup>1</sup>	<b>2024:</b> Number: 3,307 Area: 86,005 Ha	-
<b>Secondary indicators</b>	Number of growers and area <sup>2</sup> with NZGAP Environmental Management System (EMS) certification	<b>2024:</b> Number: 33 Area: 8,937 Ha	-
	Number of new crop protection tools registered in NZ <sup>3</sup>	<b>2024:</b> New: 3 <sup>4</sup>	-

## Optimise value

	Description	Baseline	2025+
<b>Main indicator</b>	Farmgate value of products <sup>5</sup>	<b>2024:</b> \$4.19B	-
<b>Secondary indicators</b>	Total area in horticulture production <sup>6</sup>	<b>2022:</b> 74,286 Ha	-
	Value of produce exports <sup>7</sup>	<b>2024:</b> \$5.02B	-
	Changes in market access <sup>8</sup>	<b>2024:</b> +4 (new market access)	-

## Māori are strong in horticulture

	Description	Baseline	2025+
<b>Main indicator</b>	Māori share of New Zealand horticulture land <sup>9</sup>	<b>2022:</b> 5%	-
<b>Secondary indicators</b>	Number of Māori horticulture businesses <sup>10</sup>	<b>2022:</b> 126	-
	Value of Māori horticulture farms <sup>11</sup>	<b>2020:</b> \$220m gross output	-
	Number of Māori working in horticulture <sup>12</sup>	<b>2020:</b> 3,800	-

## Underpinned by science and knowledge

<sup>1</sup> Caveat: there may be some double counting as growers can have both NZGAP and GLOBALG.A.P. certification (e.g. for different markets). *Data source: NZGAP and GLOBALG.A.P.*

<sup>2</sup> Caveat: This number reflects only those growers with fully certified plans. A significant number of growers have plans developed / under development that have not yet been certified. The Environment Management System is an add-on to a grower's NZGAP or GLOBALG.A.P certification that manages environmental issues of concern, including those relating to freshwater. *Data source: NZGAP*

<sup>3</sup> A 'tool' is considered a new active ingredient, biological, or use for an active. Note, having registration does not mean the product is available to the grower to use, as it can take time to manufacture/import. *Data source: EPA New Organism approvals and ACVM registrations*

<sup>4</sup> New tools in 2024: *Epicoccum nigrum* H342, Emesto Prime (penflufen) and Pydiflumetofen.

<sup>5</sup> Based on the HortNZ levy - covering crops subject to the Commodity Levies (Vegetables and Fruit) Order. *Data source: Fresh Facts 2024*

<sup>6</sup> Caveat: The census counts land area used across the year for each crop and therefore there may be some double counting of hectares used for crop rotation. *Data source: Fresh Facts 2024*

<sup>7</sup> *Data source: Situation and Outlook for Primary Industries (December 2024)*

<sup>8</sup> New market access in 2024: kiwifruit to Peru, blueberries to South Korea, apples to Egypt, Reinstating access for kiwiberry to China. *Data source: MPI*

<sup>9</sup> *Data source: Māori in Horticulture – 2020 research report*

<sup>10</sup> This only captures Māori horticulture farms and does not extend to businesses in other parts of the horticulture supply chain. *Data source: Tatauranga umanga Māori – Statistics on Māori businesses: 2022*

<sup>11</sup> *Data source: Māori in Horticulture – 2020 research report*

<sup>12</sup> This figure is 17% of the total. *Data source: Māori in Horticulture – 2020 research report*

	Description	Baseline	2025+
<b>Main indicator</b>	Change in number/value of tier 1, 2 and 3 crops <sup>13</sup>	<b>2024:</b> Tier 1: 3, Tier 2: 6, Tier 3: 30+	-
<b>Secondary indicators</b>	Number and type of Plant Variety Rights granted <sup>14</sup>	<b>2024:</b> Fruit and nut: 32 Vegetables: 17	-
	Annual public investment in R&D and breeding in horticulture <sup>15</sup>	<b>2024:</b> \$103,650,460	-

## Nurture people

	Description	Baseline	2025+
<b>Main indicator</b>	Number of growers covered by GAP social practice certification <sup>16</sup>	<b>2024:</b> 1,662	-
	Workforce by resident status / visa type <sup>17</sup>	<b>2023:</b> NZ citizen/resident: 75% RSE: 19% Working holiday: 3% Essential skills: 1% Other visas: 3%	-
	Horticulture qualification completions <sup>18</sup>	<b>2023:</b> 1,285	-

<sup>13</sup> Note: the overarching goal of the AHAP is to increase farmgate value. As the domestic market is a significant contributor to farmgate value, a decision has been made to broaden the crop tier definitions published in the AHAP to now include domestic value, as well as export value.

Caveat: crop values used for this indicator include export, domestic, and processed value, where available. Domestic and processed data was not available for some crops. Where possible, 2023 data was used if 2024 data was unavailable.

Data sources: AHAP team analysis was based on data from [Fresh Facts 2024](#), [Fresh Facts 2023](#), the [New Zealand Trade Dashboard](#) and the [2023 Household Expenditure Statistics](#)

<sup>14</sup> Data source: [Plant Variety Rights Register](#)

<sup>15</sup> The scope was limited to Kanoa funding, the Endeavour fund and the SFFF Data source: MBIE, MPI

<sup>16</sup> Caveat: there may be some double counting as growers can have both NZGAP and GLOBALG.A.P. certification (e.g. for different markets). Data source: [NZGAP](#) and [GLOBALG.A.P.](#)

<sup>17</sup> These figures are the annual average, as horticulture has seasonal fluctuations. This data is from the 'core production' category only and includes the wine, floriculture and nursery sectors. It excludes contractors. The reporting period is April 2022 to March 2023. Data source: [Food and fibre workforce insights](#)

<sup>18</sup> Domestic and international students completing qualifications by detailed field of study (Horticulture). Data source: [Education Counts](#)