

# FreshFacts

## NEW ZEALAND HORTICULTURAL EXPORTS 2021



Summary highlights commentaries	2
Tables and diagrams	
NZ HORTICULTURAL EXPORTS 2020 - 2021	3
GROWTH OF HORTICULTURAL EXPORTS 1995 - 2021	3
DIAGRAM OF EXPORTS AND DOMESTIC CONSUMPTION EST. VALUES	3
TOP 10 EXPORT DESTINATIONS	3
World map with values of NZ horticultural exports to major regions	4
Regional resources; hectares in horticulture by Regional Council	5

Sector profiles: export tonnes and FOB values; 2020 and 2021	
FRESH AND PROCESSED FRUIT EXPORTS	6
FRESH AND PROCESSED VEGETABLE EXPORTS	7
FLOWERS, SEEDS AND FOLIAGE	7
Exports ancillary to horticulture	
NATURAL HONEY	8
POST-HARVEST MACHINERY	8
Useful Resources	8
Supporting organisations	8



# New Zealand's Horticultural Exports: a record \$6.68 billion

## HIGHLIGHTS

New Zealand horticultural produce exports in 2021 were a record \$6.68 billion FOB value to 127 countries, comprising 11.1% of New Zealand's merchandise exports. The average value for the five years prior, 2016 to 2020, was \$5.73 billion FOB.

Total export and domestic produce reached a new high in 2021 and estimated to exceed \$10.2 billion.

New Zealand's horticulture industry has demonstrated resilience and our produce is more in demand than ever. Our reputation for high quality and safe food, combined with excellent growing systems and novel products, is vital in maintaining New Zealand's share of the global marketplace.

Overall annual growth was the lowest in two decades indicating the impacts of COVID-19 on labour supply, disrupted supply chains, and disrupted food services.

## DIVERSITY OF HORTICULTURAL PRODUCE

The diversity of horticultural products exported is apparent in the 25 products exported to Asia each between \$5m and \$1.7b, and to Australia with 16 categories between \$5m and over \$375m FOB.

In this publication we list the export data for close to 100 product categories across fruits, vegetables and flowers and seeds. Varieties within those categories are extensive, e.g. in wine grapes, kiwifruit, apples and many vegetable categories.

Ten product categories were 93% by value of total New Zealand horticultural produce exports (fresh, frozen and other processes) in 2021:

	2020	2021
Kiwifruit (fresh and processed)	\$2,540m	\$2,709m
Grape wine	\$1,908m	\$1,858m
Apples (fresh and processed)	\$896m	\$847m
Avocados (fresh and as avocado oil)	\$123m	\$211m
Onions	\$148m	\$145m
Peas	\$115m	\$108m
Potatoes (fresh and processed)	\$127m	\$100m
Vegetable seeds	\$112m	\$88m
Squash	\$79m	\$72m
Cherries	\$51m	\$55m

Whilst kiwifruit, grape wine, apples, onions, and potatoes were the dominant export crops by values, the export value of other crops have increased markedly in the past ten years with examples being:

- Avocados, fresh and as avocado oil: 2021 export value \$211m (2011: \$62m)
- Cherries, fresh/chilled, 2021: \$55m (2011: \$23m)
- Hops, as cones and extracts, 2021: est. \$36m (2011: \$9m).
- Peas, frozen and dried, 2021: \$108m (2011: \$81m)
- Beetroot, processed, 2021: \$19m (2011: < \$2m).
- Vegetable juices, dominated by carrot juice, 2021: est. \$34m (2011: \$21m)
- Vegetable seeds, 2021: \$88m (2011: \$56m)

## EXPORT DESTINATIONS

In 2021 New Zealand fruit and vegetable exports to six markets exceeded \$500m FOB value:

Continental Europe	\$1,191m
Australia	\$925m
China	\$876m
USA	\$811m
Japan	\$773m
UK	\$514m

These six export markets accounted for \$4.5b and three quarters (76%) of New Zealand's total horticultural exports in 2021.

Exports to five other destinations exceeded \$100m,

Taiwan	\$260m
Korea	\$232m
Canada	\$151m
Vietnam	\$135m
Hong Kong	\$110m

Horticultural exports to Asian countries in 2021 were \$2.77 billion (41% of total NZ horticultural exports).

## SECTOR PROFILES

### FRESH AND PROCESSED FRUITS

New Zealand's fresh and processed fruit exports in 2021 totalled \$5.9 billion (2020:\$5.7b), \$1.0b above the previous five-year average of \$4.9b (2016 to 2020). The dominant fruit export products were kiwifruit, grape wine, apples and avocados.

At 40% by value, kiwifruit was the highest value horticultural export crop in 2021 with 622,550 tonnes valued at \$2.71b FOB, exported to 54 countries: Continental Europe \$796m, China \$648m, Japan \$559m, Korea \$189m, Taiwan \$130m (2020: 554,700t/\$2.54b).

Grape wine was the second highest value product group for New Zealand's horticultural exports in 2021 with an FOB value of \$1.86b (2020: \$1.91b) exported to 97 countries: USA \$586m, UK \$445m, Australia \$389m, Continental Europe \$195m; Asia \$101m.

Exports of New Zealand apples have risen in value to \$825m FOB value in 2021, which was more than double the value a decade earlier (2011: \$363m) NZ apples were exported to 66 countries: Asian countries \$529m (China \$131m), Continental Europe \$129m.

Other fresh fruit exports were avocados \$202m (2020: \$112m) (Australia \$184m), cherries \$55m (\$51m) (Taiwan \$25m), blueberries \$41m (\$45m) (Australia \$35m), and 28 other fresh fruit crops with a combined value of \$37m (\$45m).



### FRESH AND PROCESSED VEGETABLES

In 2021 New Zealand exported \$637m FOB value of vegetables with a net weight of 524,000t (2019: \$724m/583,000t) across more than 20 significant types. The average export value for the five years prior (2016-2020) was \$656m FOB.

Four products were 64% by value of all New Zealand vegetable exports in 2021:

- Onions: \$145m, 56% to two markets: Continental Europe \$49m and Indonesia \$33m.
- Potatoes: \$100m; fresh \$20m, frozen: \$69m (Australia \$40m. Asian countries \$21m)
- Peas: \$108m; frozen peas: \$70m (Australia \$28m, China \$26m)
- Squash: \$72m, 98% to Japan \$45m; Korea \$21m and China \$4m.

### FLOWERS, PLANTS, SEEDS & OTHER PRODUCTS

In 2021 New Zealand exported cut flowers and foliage, seeds, bulbs and live plants were worth \$153m FOB (2020: \$189m).

Exports of horticultural seeds were \$91m in 2021 (2020: \$116m), of which \$88m (\$112m) were vegetable seeds exported to 53 countries (2010: \$57.4m): The Netherlands \$39m, Other Continental Europe \$32m, Asia \$21m. Dominant varieties were radish seed \$27m (\$41m) and carrot seed \$24m (\$33m).

Cut flowers exports of \$16m (2020: \$19m), dominated by orchids \$7m (\$9m), were less than half the 2011 export value of \$36m. Exports of bulbs and live plants were \$47m (2020: \$54.3m) with the dominant categories being lily bulbs \$21m and tulip bulbs \$16m.

### EXPORTS ANCILLIARY TO HORTICULTURAL PRODUCTION HONEY

A vital contributor to horticulture, bees are crucial to New Zealand's primary sector, pollinating approximately one-third of our food sources. Natural honey production in 2021 was 21,500 tonnes of which 12,800t was exported to 65 countries with a total value of \$482m FOB (2020: \$425m), 72% by weight being in retail packs. Largest export markets were: China \$101m, USA \$74m, UK \$71m, Continental Europe \$64m, Japan \$51m.

### POST HARVEST MACHINERY FOR HORTICULTURE

In 2021 New Zealand exported \$121m (USA \$38m, Australia \$31m) of horticultural machinery and components. Additional income was received from royalties and licence agreements. The export value of this category in 2011 was \$55m.

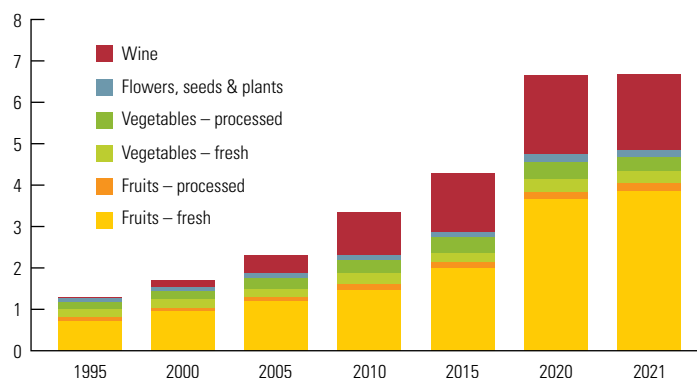
## Horticultural exports (Year ended June, \$ million, FOB)

	2000	2005	2010	2015	2020	2021
<b>Fresh fruits</b>						
- Kiwifruit	462.0	720.2	995.7	1,181.9	2,533.6	2,704.5
- Apples	404.5	387.0	324.6	561.8	876.3	824.8
- Avocados	25.2	29.0	59.9	115.5	112.3	201.6
- Cherries	5.6	10.5	22.7	52.3	51.3	55.4
- Blueberries	6.8	9.2	16.0	23.4	44.4	40.5
- Other fresh fruits	58.5	31.8	36.0	47.2	45.4	37.1
<b>Total fresh fruit</b>	<b>962.6</b>	<b>1,187.7</b>	<b>1,454.9</b>	<b>1,982.1</b>	<b>3,663.3</b>	<b>3,863.9</b>
<b>Processed fruits</b>						
- Wine	169.8	432.7	1,036.8	1,406.2	1,908.5	1,857.9
- Fruit - juices	24.7	34.5	31.7	46.5	51.4	62.0
- Hops - cones & extracts		9.5	6.2	12.8	42.0	35.0
- Other processed fruits	47.6	57.8	117.3	101.8	75.7	75.9
<b>Total processed fruit</b>	<b>242.1</b>	<b>534.5</b>	<b>1,192.0</b>	<b>1,567.3</b>	<b>2,077.6</b>	<b>2,030.8</b>
<b>Fresh vegetables</b>						
- Onions	78.6	61.6	113.4	81.5	147.6	144.6
- Squash	60.3	72.1	53.2	58.7	79.2	71.8
- Potatoes	13.3	12.3	15.9	20.3	19.6	20.2
- Capsicums	15.1	25.7	33.8	27.5	24.7	22.1
- Other fresh vegetables	46.0	28.3	31.4	28.0	29.7	24.2
<b>Total fresh vegetables</b>	<b>213.3</b>	<b>200.0</b>	<b>247.7</b>	<b>216.0</b>	<b>300.8</b>	<b>282.9</b>
<b>Processed vegetables (frozen/dried/other processes)</b>						
- Potatoes	17.9	56.9	82.0	92.5	106.9	79.3
- Peas	40.6	36.9	72.9	84.8	115.4	107.9
- Sweetcorn	39.3	43.4	38.0	38.5	47.6	36.9
- Beans	17.0	36.5	45.0	44.7	42.0	39.7
- Vegetable juices		6.6	19.4	30.3	33.5	27.7
- Beetroot				0.1	24.1	16.7
- Mixed vegetables (frozen)	29.1	36.0	36.1	34.2	22.1	16.1
- Other vegetables (frozen)		11.4	9.9	12.0	23.5	16.1
- Other processed vegetables	30.5	36.6	17.8	38.0	8.6	13.8
<b>Total processed vegetables</b>	<b>174.4</b>	<b>264.3</b>	<b>321.1</b>	<b>375.1</b>	<b>423.7</b>	<b>354.2</b>
<b>Other horticultural exports</b>						
Flowers & foliage	46.2	38.5	35.1	22.9	18.5	15.8
Vegetable seeds	15.9	30.2	57.4	62.2	112.2	88.2
Seeds, plants, bulbs, moss, etc.	38.7	50.9	47.4	48.9	58.2	48.9
<b>Total other horticultural exports</b>	<b>100.8</b>	<b>119.6</b>	<b>139.9</b>	<b>134.0</b>	<b>188.9</b>	<b>152.9</b>
<b>Total exports in current \$</b>	<b>1,693.2</b>	<b>2,306.1</b>	<b>3,355.6</b>	<b>4,274.5</b>	<b>6,654.3</b>	<b>6,684.7</b>
<b>Horticultural exports as % of NZ merchandise exports</b>						
	6.5	7.5	8.3	8.8	11.0	11.1

Source: Statistics New Zealand \*Estimate

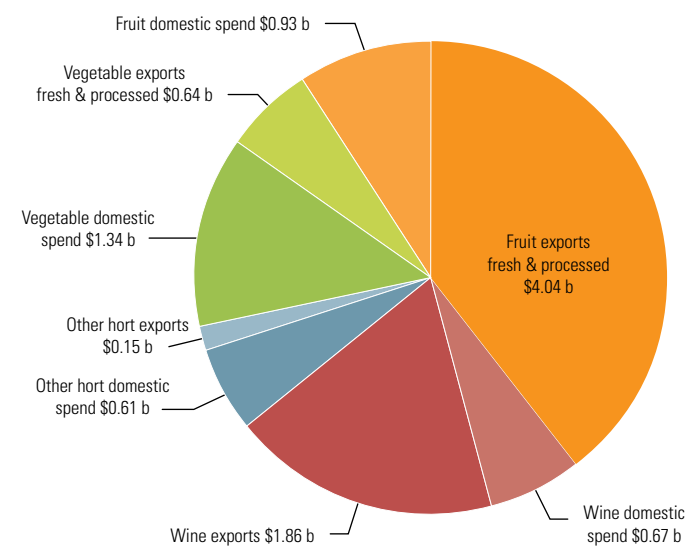


## Horticultural exports (Years to June, \$ million, FOB)



## Produce from New Zealand's horticultural industries is calculated to exceed \$10 billion

New Zealand horticultural exports are assisted by a strong domestic market base.



## Top 10 export destinations (\$ million, FOB)

	2010	2020	2021	
Continental Europe	618	1,100	1,191	Kiwifruit, wine, apples, honey*, onions, carrot seed, radish seed, other veg. seeds
Australia	702	840	925	Wine, avocados, kiwifruit, other frozen veg, frozen potatoes, blueberries, beans, honey*, peas, fruit preparations, beetroot
China	100	784	876	Kiwifruit, apples, honey*, wine, frozen peas, cherries
USA	352	889	811	Wine, kiwifruit, honey*, apples, hops
Japan	483	919	773	Kiwifruit, honey*, squash, apples, frozen veg, veg. juice, capsicums, sweetcorn, wine
UK	367	542	514	Wine, honey*, apples
Taiwan	108	266	260	Kiwifruit, apples, cherries
Korea	85	162	232	Kiwifruit, squash, wine
Canada	74	179	151	Wine, kiwifruit, apples, honey*
Vietnam	4	128	135	Apples, kiwifruit

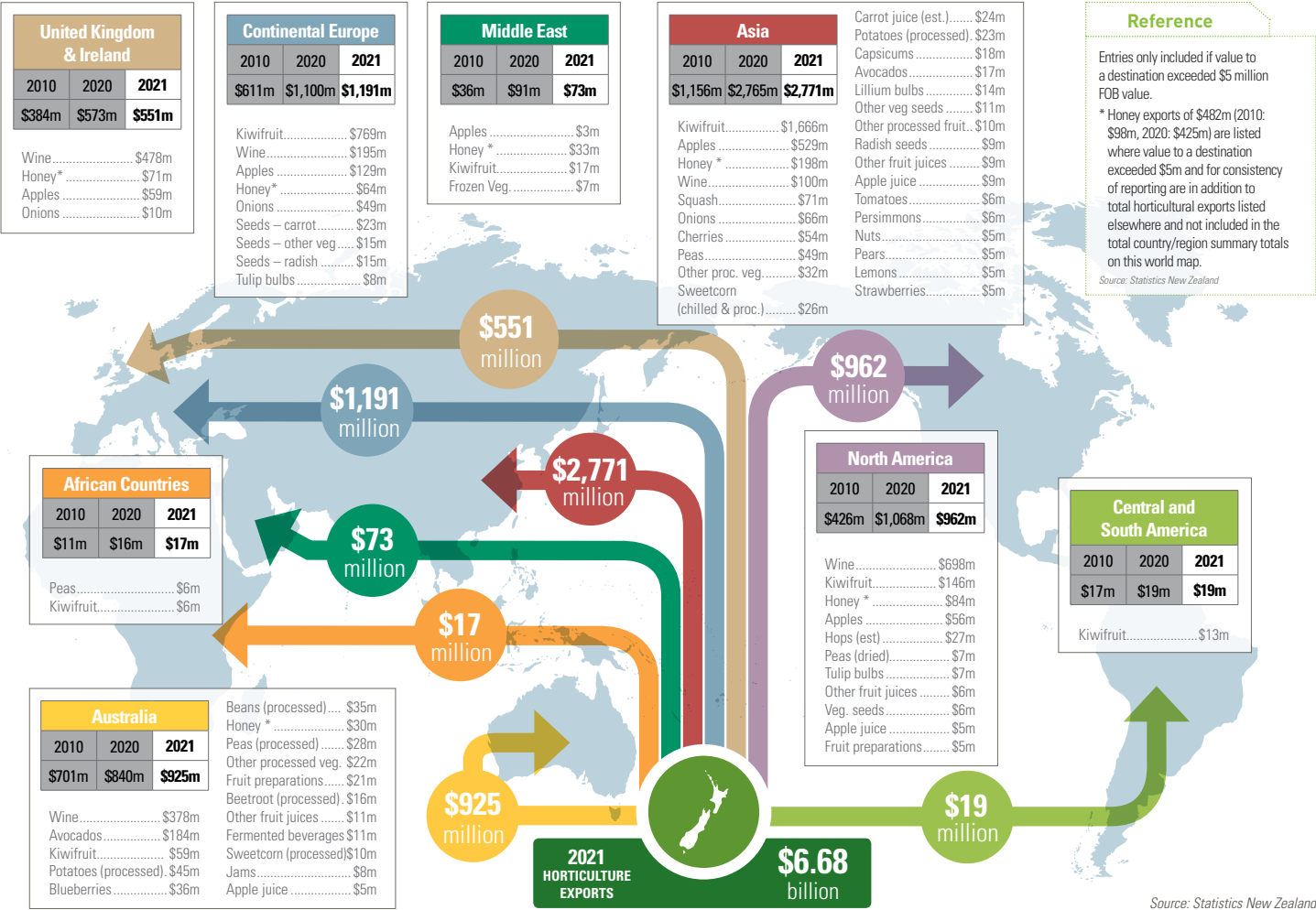
Exports to European ports are combined as 'Continental Europe' recognising cross-border distribution within E.U. and neighbours. UK reported separately recognising Brexit.

Products listed in descending order of value and if value to the destination exceeded NZ \$10 million FOB.

\* Consistent with other entries in Fresh Facts, Honey exports are not included in totals (Source: Statistics New Zealand)



New Zealand's Horticultural Exports Destinations



## Distribution of fruit by Regional Councils (area planted, ha)

Regional Council Year ended 30 June 2017	Apples	Wine grapes	Kiwifruit	Summerfruit	Avocados	Citrus	Berryfruit	Nuts	Olives	Other subtropical	Other fruits	Total fruits
Northland	20	C	551	8	1,647	313	35	45	118	129	155	3,021+
Auckland	84	836	494	31	281	121	164	86	128	65	13	2,303
Waikato	144	15	412	50	101	13	350	26	34	71	8	1,224
Bay of Plenty	67	75	9,227	7	1,834	62	42	28	26	62	17	11,447
Gisborne	186	1,245	282	12	48	1,136	1	15	C	137	12	3,074+
Hawke's Bay	4,746	3,616	121	633	20	41	116	8	120	142	9	9,572
Taranaki	3	C	C	6	23	2	3	11	C	14	2	63
Manawatu-Wanganui	C	88	116	13	3	1	20	25	34	28	2	330
Wellington	102	832	10	15	8	1	12	42	181	15	43	1,261
Tasman-Nelson	2,400	1,004	440	34	8	7	323	28	72	178	34	4,529
Marlborough	21	23,051	0	45	0	0	6	5	50	8	688	23,874
West Coast	0	C	0	11	0	0	6	1	0	8	0	26+
Canterbury	312	1,769	C	81	C	0	1,103	478	133	17	67	3,960+
Otago	427	1,173	C	1,144	C	0	36	144	19	21	36	3,001+
Southland	C	C	C	31	C	2	66	15	0	0	C	114+
Other/non allocated	104	277	52	19	8	0	37	0	6	4	1	506
<b>Total 2017</b>	<b>8,615</b>	<b>33,981</b>	<b>11,705</b>	<b>2,140</b>	<b>3,979</b>	<b>1,700</b>	<b>2,321</b>	<b>958</b>	<b>921</b>	<b>899</b>	<b>1,086</b>	<b>68,305</b>
2012	8,845	34,562	12,757	2,276	4,149	1,857	2,598	1,344	1,657	1,265	396	71,706
2007	9,247	29,616	13,250	2,294	4,004	1,834	2,497	1,484	2,173	1,500	398	68,297
% change (2007 to 2017)	-7%	15%	-12%	-7%	-1%	-7%	-7%	-35%	-58%	-40%	173%	0%

C - Some data have been suppressed for reasons of respondent confidentiality. + incomplete data set because some crop data are suppressed. Source: Statistics New Zealand Agricultural Production Census - as at June 2007, 2012 & 2017.  
Note: variations between the data reported in this section with those reported for the individual horticultural sectors can in part be attributed to differences in definitions, sample size and time of sampling.

## Distribution of vegetables by Regional Councils (area planted, ha)

Regional Council Year ended 30 June 2017	Asparagus	Broccoli Cab & Caulis	Carrots	Peas & Beans	Lettuces	Onions	Potatoes	Squash	Sweet corn	Other Veg.	Total Veg.
Northland	0	29	3	3	1	2	8	8	84	1,223	1,361
Auckland	1	1111	255	51	625	1,919	2,242	300	29	1,400	7,933
Waikato	425	236	192	1	16	1,733	1,280	84	83	760	4,809
Bay of Plenty	4	10	0	1	0	0	0	0	14	28	57
Gisborne	1	482	0	167	263	C	C	1,920	1,893	353	5,081
Hawke's Bay	53	78	61	1,360	12	963	236	3,388	872	1,234	8,256
Taranaki	0	16	C	0	0	0	10	0	10	17	53+
Manawatu-Wanganui	191	695	191	224	315	281	984	6	25	735	3,647
Wellington	0	46	0	2	16	1	2	1	C	86	154+
Tasman-Nelson	2	292	13	6	136	46	9	1	32	490	1,027
Marlborough	1	8	92	184	0	33	1	0	637	165	1,120
West Coast	0	1	0	0	0	0	0	0	0	1	3
Canterbury	58	422	814	2,702	110	1,001	4,332	87	188	727	10,441
Otago	7	164	3	0	14	0	196	0	C	43	428+
Southland	0	12	226	0	1	0	140	0	0	314	693
Other	0	30	1	5	22	30	11	0	5	37	141
<b>Total 2017</b>	<b>744</b>	<b>3,632</b>	<b>1,851</b>	<b>4,705</b>	<b>1,532</b>	<b>6,009</b>	<b>9,450</b>	<b>5,794</b>	<b>3,871</b>	<b>7,613</b>	<b>45,202</b>
2012	820	3,622	2,047	7,858	1,250	5,718	11,578	6,837	4,664	5,313	49,707
2007	871	3,875	1,320	7,515	1,309	4,594	10,050	7,774	6,210	6,261	49,779
% change (2007 to 2017)	-15%	-6%	-40%	-37%	17%	31%	-6%	-25%	-38%	22%	-9%

For more information visit [www.statistics.govt.nz](http://www.statistics.govt.nz)

See above notes

(1 ha = 10,000 m<sup>2</sup>)

## Distribution of indoor crops (m<sup>2</sup>; 000s)

	Capsicum	Cucumber	Salad greens	Mush- rooms	Toma- toes	All other veg. & herbs
	2	21	21	0	49	13
	403	111	207	23	388	246
	113	42	22	C	217	91
	42	0	16	1	2	12
	0	0	0	0	0	0
	C	0	0	3	4	3
	8	C	11	0	9	13
	1	1	47	2	4	6
	0	3	41	2	1	15
	27	0	13	0	93	10
	0	0	14	0	19	30
	C	0	3	0	13	0
	5	33	32	43	40	14
	0	0	11	0	1	1
	0	0	3	0	0	0
	9	1	0	10	0	0
<b>Total 2017</b>	<b>609</b>	<b>213</b>	<b>441</b>	<b>84</b>	<b>839</b>	<b>454</b>
2012	572	269	238	152	1,181	359
2007	585	266	n/a	n/a	1,005	n/a
% change (2007 to 2017)	4%	-20%	n/a	n/a	-17%	n/a





## Fresh and processed fruit exports

	2020		2021	
	Net weight (tonnes)	FOB value (x \$000)	Net weight (tonnes)	FOB value (x \$000)
<b>Avocado</b>	<b>21,691</b>	<b>\$121,587</b>	<b>29,346</b>	<b>\$211,482</b>
<i>fresh and chilled</i>	21,259	\$112,276	28,966	\$201,612
<i>Avocado oil (ltrs)</i>	432	\$9,311	380	\$9,870
<b>Berryfruit</b>	<b>\$67,036</b>		<b>\$57,493</b>	
Blackberries	2	\$10	0	\$0
Blackcurrants		\$11,230	874	\$7,418
<i>frozen</i>	1,197	\$3,613	365	\$1,416
<i>preparations of</i>	2	\$91	4	\$162
<i>as concentrate (ltrs)</i>		\$7,526	505	\$5,840
Blueberries	1,930	\$44,807	1,761	\$41,053
<i>fresh and chilled</i>	1,889	\$44,400	1,699	\$40,550
<i>frozen</i>	41	\$407	62	\$503
Boysenberries	967	\$4,030	687	\$2,909
<i>frozen</i>	951	\$3,890	575	\$2,324
<i>preparations of</i>	16	\$140	112	\$585
Raspberries	29	\$257		\$242
<i>fresh and chilled</i>	4	\$45	0	\$9
<i>frozen</i>	13	\$142	22	\$175
<i>preparations of</i>	12	\$70	9	\$58
Strawberries	612	\$6,684	539	\$5,778
<i>fresh and chilled</i>	541	\$6,273	428	\$5,104
<i>frozen</i>	11	\$96	20	\$144
<i>preparations of</i>	60	\$315	91	\$530
Other berryfruits	1	\$18	34	\$93
<b>Citrus</b>	<b>4,007</b>	<b>\$11,508</b>	<b>4,135</b>	<b>\$11,415</b>
Lemons	2,666	\$7,245	2,558	\$6,600
Mandarins	183	\$800	302	\$1,196
Oranges	1,005	\$2,960	1,002	\$2,840
<i>fresh and chilled</i>	387	\$970	461	\$1,154
<i>juiced (ltrs)</i>	618	\$1,990	541	\$1,686
Tangelos	15	\$41	16	\$46
Other Citrus	138	\$462	257	\$733
<b>Grape wine</b>	<b>\$1,908,492</b>		<b>\$1,857,912</b>	
<i>packaged &lt; 10 ltrs</i>		\$1,433,860		\$1,339,410
<i>bulk &amp; &gt; 10 ltrs</i>		\$462,545		\$494,486
<i>sparkling</i>		\$12,087		\$24,016
<b>Hops</b>	<b>\$42,475</b>		<b>\$35,500</b>	
<i>cones, fresh or dried</i>	1,087	\$41,990	950	\$35,000
<i>saps and extracts of</i>		\$485		\$500
<b>Kiwifruit</b>	<b>554,753</b>	<b>\$2,539,772</b>	<b>622,553</b>	<b>\$2,709,358</b>
<i>fresh and chilled</i>	552,824	\$2,533,605	620,818	\$2,704,510
<i>frozen</i>	1,913	\$5,032	1,733	\$4,652
<i>preparations of</i>	16	\$1,135	2	\$196
<b>Nuts</b>	<b>1,580</b>	<b>\$12,286</b>	<b>2,251</b>	<b>\$14,504</b>
Cashew	3	\$42	2	\$26
Coconuts	40	\$201	26	\$154
Macadamias	7	\$184	1	\$7
Pisachios	0	\$12	1	\$7
Other nuts	1,530	\$11,847	2,221	\$14,310
<i>fresh</i>	41	\$627	42	\$422
<i>processed</i>	1,489	\$11,220	2,179	\$13,888
<b>Pipfruit</b>	<b>394,046</b>	<b>\$907,022</b>	<b>370,245</b>	<b>\$854,502</b>
Apples	391,358	\$897,884	368,086	\$847,755
<i>fresh and chilled</i>	383,330	\$876,298	359,941	\$824,823
<i>preparations of</i>	2,541	\$4,796	1,282	\$2,392
<i>juiced (ltrs)</i>	5,487	\$16,790	6,863	\$20,540

	2020		2021	
	Net weight (tonnes)	FOB value (x \$000)	Net weight (tonnes)	FOB value (x \$000)
Pears	2,671	\$9,080	2,137	\$6,677
<i>fresh and chilled</i>	2,622	\$8,928	2,094	\$6,538
<i>preparations of</i>	32	\$94	21	\$69
Nashi	17	\$58	22	\$70
<b>Summerfruit</b>	<b>2,945</b>	<b>\$55,717</b>	<b>2,815</b>	<b>\$57,060</b>
Apricots	607	\$3,758	145	\$967
<i>fresh and chilled</i>	587	\$3,694	133	\$922
<i>preparations of</i>	20	\$64	12	\$45
Cherries	2,182	\$51,269	2,542	\$55,388
Nectarines	8	\$41	5	\$24
Peaches	116	\$546	111	\$633
<i>fresh and chilled</i>	55	\$314	73	\$487
<i>preparations of</i>	29	\$129	26	\$98
Plums	32	\$103	12	\$48
<b>Other fruit</b>	<b>1,959</b>	<b>\$16,804</b>	<b>1,545</b>	<b>\$14,623</b>
Feijoa	4	\$28	17	\$103
Grapes - table	60	\$400	22	\$213
Kiwiberries	226	\$4,870	223	\$4,735
Olive oil	36	\$450	41	\$698
Passionfruit	28	\$318	40	\$332
Persimmon	1,602	\$10,720	1,195	\$8,522
Tamarillo	3	\$18	7	\$20
<b>Combinations</b>	<b>\$58,772</b>		<b>\$70,948</b>	
Dried fruit, peel, +	471	\$5,836	498	\$6,151
Fruit Mixture preps	1,520	\$15,596	1,687	\$16,319
Jams	2,075	\$6,562	2,180	\$8,327
Other fermented beverages		\$11,071		\$12,454
Other fruit n.e.c.		\$19,707		\$27,697
<i>fresh and chilled</i>	7	\$53	24	\$95
<i>frozen</i>	156	\$1,187	212	\$1,389
<i>preparations of</i>		\$2,706		\$2,172
<i>juiced (ltrs)</i>	4,098	\$15,761	11,505	\$24,041
<b>Total 2020/21 exports for sector</b>	<b>\$5,741,310</b>		<b>\$5,894,679</b>	

Data source: Statistics New Zealand from export entries Explanations:

- FOB stands for "free on board" or "freight on board" in shipping
- (ltrs) Litres x 1,000
- n.e.c. 'not elsewhere classified'
- Preparations of' example yoghurt toppings
- Blank entries indicate that the information is not available.
- Concentrate example: evaporated juice
- \* Authors' estimates
- Fermented beverages: e.g. cider, perry, mead, sake.



## Fresh and processed vegetables exports

	2020		2021	
	Net weight (tonnes)	FOB value (x \$000)	Net weight (tonnes)	FOB value (x \$000)
Asparagus	17	\$124	13	\$91
<i>fresh</i>	16	\$119	12	\$86
<i>frozen</i>	1	\$5	1	\$5
Beans	23,126	\$42,027	20,811	\$39,734
<i>frozen</i>	4,936	\$8,670	4,200	\$7,262
<i>dried</i>	109	\$1,183	168	\$1,233
<i>other processes</i>	18,081	\$32,174	16,443	\$31,239
Beetroot (processed)	13,089	\$24,096	8,608	\$16,734
Cauli/Broc/Cabbage	14,794	\$2,241	1,558	\$2,224
Celery	532	\$995	396	\$675
Capsicums	4,693	\$24,697	4,394	\$22,104
Carrots	10,093	\$9,763	9,992	\$9,920
<i>fresh</i>	8,612	\$7,738	8,114	\$7,534
<i>frozen</i>	1,481	\$2,025	1,878	\$2,386
Garlic	260	\$976	153	\$501
Lettuce & Chicory	142	\$722	83	\$446
Leeks	112	\$601	123	\$636
Melons	243	\$1,668	211	\$1,680
Mushrooms	75	\$1,037	58	\$872
Onions	190,169	\$147,560	208,133	\$144,633
Peas	64,196	\$115,411	61,661	\$107,896
<i>frozen</i>	48,561	\$80,156	44,458	\$70,420
<i>dried</i>	15,635	\$35,255	17,203	\$37,476
Potatoes	104,613	\$126,535	78,221	\$99,531
<i>fresh/ table</i>	25,974	\$19,642	24,891	\$20,229
<i>frozen</i>	74,651	\$97,281	49,621	\$69,061
<i>other processes</i>	3,988	\$9,612	3,709	\$10,241
Shallots	85	\$272	37	\$160
Squash	109,931	\$79,207	92,841	\$71,813
Sweetcorn	16,192	\$48,071	11,031	\$36,887
<i>fresh</i>	5	\$26	2	\$13
<i>frozen</i>	11,816	\$23,913	8,832	\$17,665
<i>dried</i>	1,980	\$18,502	1,389	\$16,942
<i>other processes</i>	2,391	\$5,630	808	\$2,267
Tomatoes	5,534	\$15,137	3,304	\$9,694
<i>fresh</i>	3,438	\$11,206	1,752	\$6,813
<i>other processes</i>	2,096	\$3,931	1,552	\$2,881
Truffles				\$5
Mixed vegetables (frozen)	9,356	\$22,125	7,330	\$16,118
Vegetable juices	7,761	\$33,520	6,154	\$27,737
<i>carrot juice (ltrs) *</i>	7,139	\$31,411	5,602	\$25,739
<i>other veg. juices</i>	622	\$2,109	552	\$1,998
Other Vegetables	7,837	\$27,378	8,425	\$26,954
<i>fresh</i>	2,137	\$2,045	2,551	\$2,520
<i>frozen</i>	3,893	\$12,754	4,158	\$13,762
<i>dried</i>	964	\$9,486	722	\$7,220
<i>preparations of</i>	818	\$2,953	911	\$3,106
<i>other processes</i>	25	\$140	83	\$346
<b>Total 2020/21 exports for sector</b>	<b>582,850</b>	<b>\$724,163</b>	<b>523,537</b>	<b>\$637,045</b>

Data source: Statistics New Zealand from export entries

Explanations:

- FOB stands for "free on board" or "freight on board" in shipping
- (ltrs) Litres x 1,000
- Blank entries indicate that the information is not available.
- \* Authors' estimates

## Flowers, Seeds and Foliage Exports

	2020		2021	
	Net weight (tonnes)	FOB value (x \$000)	Net weight (tonnes)	FOB value (x \$000)
<b>Cut Flowers</b>	<b>\$18,499</b>		<b>\$15,793</b>	
Chrysanthemums	15	\$34	1	\$3
Carnations	10	\$15	7	\$27
Hydrangeas	510	\$1,161	366	\$892
Lilium	25	\$65	-	\$0
Nerines	24	\$13	9	\$6
Orchids	1,334	\$9,180	1,108	\$6,621
Paenies	1,471	\$2,805	939	\$2,693
Pittosporum	939	\$379	1,015	\$485
Proteaceae	77	\$250	56	\$230
Roses	13	\$41	3	\$17
Sandersonia	52	\$58	128	\$3,651
Zantedeschia (Calla Lily)	107	\$168	63	\$86
Other foliage		\$71		\$161
Other cut flowers		\$4,259		\$921
<b>Plants</b>	<b>\$5,938</b>		<b>\$4,562</b>	
Spring Bulbs	8	\$13	47	\$30
Other live plants		\$1,983		\$2,379
Edible plant parts	144	\$3,942	69	\$2,153
<b>Seeds</b>	<b>\$116,108</b>		<b>\$91,349</b>	
Flower Seeds	43	\$353	71	\$243
Fruit Seeds	148	\$1,992	29	\$1,023
Cabbage Seeds	274	\$3,521	449	\$2,472
Carrot Seeds	489	\$33,393	355	\$24,243
Onion Seeds	26	\$3,578	21	\$3,785
Radish Seeds	4,314	\$40,598	4,269	\$26,542
Silverbeet Seeds	80	\$946	307	\$4,490
Other Vegetable Seeds	4,634	\$30,253	5,221	\$26,673
Tree Seeds	1	\$1,474	6	\$1,878
<b>Bulbs, tubers, corms, etc.</b>	<b>\$48,054</b>		<b>\$41,214</b>	
Lilium	9,030	\$25,849	6,746	\$20,516
Sandersonias	5	\$651		\$92
Tulips	5,629	\$15,324	5,082	\$15,672
Zantedeschia (Calla Lily)		\$17		\$23
Others		\$1,580		\$411
Sphagnum Moss *	232	\$4,633	220	\$4,500
<b>Total 2020/21 exports for sector</b>	<b>\$188,599</b>		<b>\$152,918</b>	

Data source: Statistics New Zealand from export entries





## Exports ancillary to horticulture

	2020	Years to 30 June	2021	
	Net weight (tonnes)	FOB value (x \$000)	Net weight (tonnes)	FOB value (x \$000)
<b>Natural Honey</b>	<b>10,288</b>	<b>\$424,694</b>	<b>12,789</b>	<b>\$481,572</b>
Manuka honey - monofloral				
<i>in retail packs</i>	4,602	\$262,846	5,210	\$297,831
<i>in bulk</i>	642	\$27,513	1,378	\$42,143
Manuka honey - multifloral				
<i>in retail packs</i>	1,803	\$61,553	2,457	\$74,266
<i>in bulk</i>	806	\$23,083	604	\$16,435
Natural honey non Manuka classified				
<i>in retail packs</i>	1,341	\$31,017	1,261	\$32,306
<i>in bulk</i>	771	\$16,457	1,536	\$16,274
Other natural honey				
<i>In the comb</i>	13	\$622	10	\$457
<i>honeydew</i>	308	\$1,517	331	\$1,742
<i>Other natural honey</i>	2	\$86	2	\$118

<b>Post harvest machinery for horticulture</b>	<b>\$122,254</b>	<b>-</b>	<b>\$121,390</b>
Fruit grading			
<i>machines</i>	\$35,639		\$24,487
<i>parts</i>	\$3,953		\$7,682
Other machinery for cleaning & sorting			
<i>machines</i>	\$70,974		\$69,357
<i>parts</i>	\$11,688		\$19,864

Data source: Statistics New Zealand from export entries.

**Photos:** Front cover: Envoy™ apples; photo strip L to R: blueberries, vineyard in Blenheim; Zespri RubyRed™ Kiwifruit; lettuce.

Inside pages: pg.2: Sauvignon blanc grapes; pg.3: broccoli; pg.4: Zespri RubyRed™ Kiwifruit orchard; pg. 5: potato field in Pukekohe; pg. 6: Envoy™ apple; pg. 7: onions; pg.8: vineyard in Blenheim.

All photos supplied by Plant & Food Research

**About this publication:** Fresh Facts, formerly Horticulture Facts & Figures, has been published annually since 1999. Previous editions and an online graphing tool are available at [freshfacts.co.nz](http://freshfacts.co.nz).

Reporting basis: unless stated otherwise, all statistics have been sourced from Statistics New Zealand and are for the year ending 30 June 2021 and expressed as \$NZ. Exports are given as free-on-board (FOB) values. Historical values have not been adjusted for inflation.

Compiled by: A G Aitken & I J Warrington, Martech Consulting Group Ltd, Milford, Auckland  
Tel: 021 727 148  
[a.aitken@martech.co.nz](mailto:a.aitken@martech.co.nz), [www.martech.co.nz](http://www.martech.co.nz)



## Useful Resources:

1. *Fresh Facts in New Zealand Horticulture*: to see this issue and past editions online, view graphs and export crop values back to 1999: [www.freshfacts.co.nz](http://www.freshfacts.co.nz)
2. Plant & Food Research ('talk science', plus case studies, etc.) [www.plantandfood.co.nz](http://www.plantandfood.co.nz)
3. Horticulture New Zealand, (for links to multiple fruit and vegetable product groups) [www.hortnz.co.nz/about-us/product-groups-and-district-associations/](http://www.hortnz.co.nz/about-us/product-groups-and-district-associations/)
4. Statistics New Zealand, [www.stats.govt.nz](http://www.stats.govt.nz)
  - a. Overseas Trade Export Statistics.
  - b. Import statistics
  - c. Agricultural Production Census.
  - d. Household Economic Survey (HES).
5. New Zealand Winegrowers Annual Reports: [www.nzwine.com](http://www.nzwine.com)
6. OANZ (Organics Aotearoa New Zealand). [www.oanz.org](http://www.oanz.org)
7. Primary ITO (primary industries training organisation) [www.primaryito.ac.nz](http://www.primaryito.ac.nz)
8. Food and Agriculture Organization of the United Nations / FAOSTAT: global production statistics. [www.fao.org/faostat/en/#data/QC](http://www.fao.org/faostat/en/#data/QC)



## Supporting organisations

This exports edition of *Fresh Facts in New Zealand Horticulture* was funded by:



Plant & Food Research believes that science can create a better future. With our partners, we use world-leading science to improve how they grow, fish, harvest, prepare and share food. By finding smarter, greener options today, we're helping secure the world we want to live in tomorrow.  
[www.plantandfood.co.nz](http://www.plantandfood.co.nz)



Horticulture New Zealand advocates for New Zealand growers in an ever-changing environment. Horticulture New Zealand works in partnership with product groups and district associations to create an enduring environment where growers thrive.  
[www.hortnz.co.nz](http://www.hortnz.co.nz)