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New Zealandâ??s horticulture sector targets $12 Bn in exports by 2035

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New Zealandâ??s new Government and industry strategy launched has its sights on growing the value of New Zealandâ??s horticultural production to $12 billion by 2035, Damien Oâ??ConnorAgriculture Minister said.

â??Our food and fibre exports are vital to New Zealandâ??s economic security. Weâ??re focussed on long-term strategies that build on the year-on-year record revenue earned by our farmers and growers,â? Damien Oâ??Connor said.

â??Since 2017, primary sector export revenue has grown by 39 per cent to a record $53 billion last year, with horticulture contributing $6.7 billion. In 2023, horticulture exports are expected to top a record $7.1 billion.

â??The new Horticulture - Growing Together 2035 - Aotearoa Horticulture Action Plan StrategyÂ set out the pathway to achieve an ambitious and achievable goal.

â??New Zealand has worked hard to build an excellent brand for quality. Weâ??re fortunate to have one of the best climates and some of the most fertile soil in the world providing the right foundations to grow world-class produce,â? Damien Oâ??Connor said.

The Growing Together 2035 Strategyâ??s vision is that â??Aotearoa New Zealand is synonymous with world-leading healthy produce, which is grown with care for people and place, and is enjoyed by consumers around the world.â??

â??The Horticulture Strategy sets bold outcomes and actions to maximise value, boost sustainability, increase MÄori participation in high-value horticulture, and attract and retain the right people,â? Damien Oâ??Connor said.