



GROWING TOGETHER 2035

Aotearoa Horticulture Action Plan

March 2025

Accelerating the New Zealand Passionfruit industry

The Aotearoa Horticulture Action Plan acknowledges that tier 3 crops, such as passionfruit, will need support if they are to expand and transition into being a bigger part of the horticulture sector and the New Zealand economy.

An 'acceleration plan' was prepared for the New Zealand passionfruit industry. The purpose was to identify:

- critical challenges that the passionfruit industry may need to address and
- opportunities available to the passionfruit industry and individual growers.

A series of interviews were undertaken with people involved with passionfruit growing, marketing and research in New Zealand. As a result, the following focus areas were identified:

- Actions to support growers and increase yields
- Capitalising on high demand for passionfruit
- Recommendations to grow markets and increase profitability
- Leadership to increase grower profits and the industry

The resulting report has provided the New Zealand passionfruit industry with a resource to assist with strategic thinking, discussions, collective efforts and planning for the future.

The report was made possible with funding from New Zealand Fruitgrowers Charitable Trust and the New Zealand Passionfruit Growers Association, with additional support from the Aotearoa Horticulture Action Plan.

"As passionfruit growers, we recognized that our industry was struggling, but it was difficult to know what to do to make a significant difference.

Being invited to partner with AHAP gave our industry an opportunity for growers to discuss their aspirations and concerns confidentially with a third party. As a result of AHAP's connections, we also had the opportunity to meet with personnel from Plant and Food Research, which would not have otherwise been possible. The report highlighted areas of concern to the industry and gave possible solutions, while also identifying our strengths, helping to guide our decisions going forward.

We still have a lot of work to do but we appreciate the assistance received."

How does this piece of work deliver on the Aotearoa Horticulture Action Plan?

The passionfruit industry acceleration project directly contributes to the action:

- Design, fund and establish programmes to accelerate opportunities and address challenges for Tier 3 crops.