Aotearoa Horticulture Action Plan (AHAP) indicators

May 2026

This document provides the second set of data for the suite of AHAP indicators. Where possible, 2025 data is being used though not all data sources are published annually. In all instances, the scope is fruit, vegetables, and nuts unless stated otherwise.

It's important to note that we are reporting data from last year, rather than the situation today. There is a lot of good work underway to continue driving progress towards the AHAP goals and we expect this to be reflected in the data trends in the years to come.

Grow Sustainability

	Description	Baseline	2026 released data	Commentary
Main indicator	Number of growers and area with GAP certification[1]	**2024:** Number: 3,307 Area: 86,005 Ha	**2025:** Number: 3, 055 Area: 82, 172	Decrease is likely due to improved reporting (i.e. less duplication of numbers)
Secondary indicators	Number of growers and area with GAP fresh-water farm plan certification[2]	**2024:** Number: 33 Area: 8,937 Ha	**2025:** Number: 50 Area: 11,366 ha	Growth in number and hectares due to uptake of EMS (Environment Management System) module registration through Growing Change project
	Number of new crop protection tools registered in NZ[3]	**2024:** New: 3	**2025:** Zero	Some horticulture-relevant tools progressed part way through the registration process within the reporting period, but not the final registration step, therefore this figure is expected to improve in the coming years.

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

[2] Caveat: This number reflects only those growers with fully certified Fresh Water Farm Plans. A significant number of growers have Fresh Water Farm Plans developed / under development that have not yet been certified. *Data source: NZGAP*

[3] A 'tool' is considered a new active ingredient or biological. 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*

Optimise value

	Description	Baseline	2026 released data	Commentary
Main indicator	Farmgate value of products[4]	**2024:** $4.19B	**2025:** $4.89B	There has been a 17% increase in farmgate value
Secondary indicators	Total area in horticulture production[5]	**2022:** 74,480 Ha	**No new data**	The next full agriculture census is scheduled for 2027, therefore new data should be available in 2028.
	Value of produce exports[6]	**2024:** $5.02B	**2025:** $6.7B	largely driven by increases across Tier 1 crops (approximate increases of: kiwifruit $1b, apples $300m).
	Changes in market access[7]	**2024:** +4 (new market access)	**2025:** +2 (new and reinstated market access)	Temporary suspension on the brassica pathway to Fiji was lifted and trade conditions for squash to Vietnam were agreed.

Māori are strong in horticulture

	Description	Baseline	2026 released data	Commentary
Main indicator	Māori farms share of NZ total horticulture land area[8]	**2022:** 5%	**2024:** 7.4%	Driven by kiwifruit. The Māori share of kiwifruit land has increased from 9% in 2019 to 12.2% in 2024.
Secondary indicators	Number of Māori horticulture businesses[9]	**2022:** 126	**No new data**	The next full agriculture census is scheduled for 2027, therefore new data should be available in 2028.
	Value of Māori horticulture farms[8]	**2020:** $220m gross output	**2024:** $305m gross output	kiwifruit land is the main driver of the estimated gross output accounting for $229m, with onions ($15.3m) and apples ($11.5m) being the other major crops
	Number of Māori working in in horticulture[8]	**2020:** ~3,800 17% of total horticulture workforce	**2023:** ~3,900 17% of total horticulture workforce	The largest number of Māori employees were concentrated in kiwifruit (933), vegetables (861), and apple and pears (609). Māori remain at 17% of total workforce.

[4] Based on the HortNZ levy - covering crops subject to the Commodity Levies (Vegetables and Fruit) Order. *Data source: HortNZ annual report 2025*

[5] 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. *source: Fresh Facts 2024*

[6] *Data source: Situation and Outlook for Primary Industries (December 2025) total horticulture export revenue minus the value of wine*

[7] *Data source: MPI*. This indicator reflects new, reinstated, or lost market access, and is reported in the year that the pathway is open to exporters. There may be other negotiations taking place/trade already negotiated but not yet open.

[8] *Data source: Māori in Horticulture – 2025 research report*.

[9] 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*

Underpinned by science and knowledge

	Description	Baseline	2026 released data	Commentary
Main indicator	Change in number/ value of tier 1, 2 and 3 crops[10]	**2024:** Tier 1: 3 Tier 2: 6 Tier 3: 30+	**2025:** Tier 1: 3 Tier 2: 7 Tier 3: 30+	Avocado crop value increased by approximately $100m, moving this crop from tier 3 to tier 2.
Secondary indicators	Number and type of Plant Variety Rights granted[11]	**2024:** Total: 49 Fruit & nut: 32 Vegetables: 17	**2025:** Total: 54 Fruit & nut: 28 Vegetables: 26	While the combined total has increased, the number granted for fruit and nut has decreased and vegetables has increased.
	Annual public investment in R&D and breeding in horticulture[12]	**2024:** $103,650,460	**2025:** $69,091,602	This captures total government committed spend across PSGF, Kanoa, and the Endeavour fund. The discrepancy may be in part due to North Island Weather Events Response and Recovery Funding being active in 2024, but not 2025. While private sector co-funding is not captured by the measure, industry investment is significant.

Nurture people

	Description	Baseline	2026 released data	Commentary
Main indicator	Number of growers covered by GAP social practice certification[13]	**2024:** 1,662	**2025:** 1,884	Growth in number likely due to retailer demand for social practice certification
Secondary indicators	Workforce by resident status / visa type[14]	**2023:** NZ citizen/res: 76% RSE: 17% Working holiday: 3% Essential skills: 1% Other visas: 3%	**2024:** NZ citizen/res: 71% RSE: 19% Working holiday: 6% Essential skills: 1% Other visas: 3%	Working holiday and RSE workers are slightly up while NZ citizen/residents are slightly down
	Horticulture qualification completions[15]	**2023**:1,285	**2024:** 1,580	Mostly from an increase in NZCQF level 2 and 3 certificates. The increase is likely due to the cohort who enrolled post-covid finishing their qualifications.

[10] *Data source: Fresh Facts 2025*

[11] *Data source: Plant Variety Rights Register*

[12] The scope was limited to Kanoa funding, the Endeavour fund and the PSGF (previously SFFF) *Data source: MBIE, MPI*

[13] Caveat: there may be some double counting as growers can have both NZGZAP and GLOBALG.A.P. certification (e.g. for different markets). *Data source: NZGAP and GLOBALG.A.P.*

[14] These figures are annual averages, 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 to March. *Data source: Food and fibre workforce insights*

[15] Domestic and international students completing qualifications by detailed field of study (Horticulture). *Data source: Education Counts*