

# Ngā mihi nui

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Thank you for this  
opportunity to present.

**ECAN Plan  
Change 7**



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# Potato Industry Representatives

- **Chris Claridge – CEO Potatoes New Zealand Inc**
  - **Processors**
    - John Jackson, McCains
    - Stewart Hydes, Makikihi Fries
    - Charlotte Bowan, Heartland Chips
  - **Growers**
    - Robin Oakley, Oakley's Premium Fresh Vegetables
    - Guy Slater, Crichel Downs Potatoes Ltd
    - Hamish McFarlane, MGUS
  - **Potatoes New Zealand**
    - Chris Claridge
    - Iain Kirkwood
    - Nic Conland
    - Chris Keenan.

# Overview of Potatoes New Zealand

PNZ is a commodity levy order group representing, 3 seed merchants, 172 growers, 9 processors & 14 exporters. The industry is worth \$1 Billion NZD.

Three key growing area:  
Pukekohe/Waikato, Horizons & Canterbury

The industry set three goals in 2013:

- 1) doubling exports by 2025 (current 16%)
- 2) Increasing domestic value by 50% (current 44%)
- 3) The industry has a strategic goal of zero nett emissions by 2050.

# Overview of Potatoes New Zealand

- 172 growers produce 500,000 MT from 10,000 hectares.
- 68% of the entire crop is processed to frozen fries and crisps.
- Potato industry is valued at \$1.1 Billion NZD
- Potatoes generate significant export earnings \$128 million PA
- There are 80 growers growing 5,000 Ha in Canterbury
- There are four processors in Canterbury
- There are two seed merchants operating in Canterbury
- Potatoes once processed generate \$36,000 NZD/Ha export earnings.

# **Plan Change**

## ***7: Key messages from PNZ***

- Potatoes grown in the region are shipped to Auckland and to Wellington
- Processors in Nelson & Auckland utilise potatoes from the region
- The industry requires access to 10,000 hectares in Canterbury to achieve targets and maintain capacity
- We need access to another 50,000 to 100,000 hectares of LUC 1 & 2 soils
- There is an opportunity to increase production and processing in the region in a sustainable manner.

# ***PNZ science supports our evidence***



The assessment of potatoes in an intensive rotation overestimates the impacts of extensive potato rotations.



Including a rotation of potatoes in an extensive rotation reduces the nutrient load in a catchment.



The PNZ 79 interim report measured leaching from an irrigated potato crop and found negligible nitrogen below the root zone.

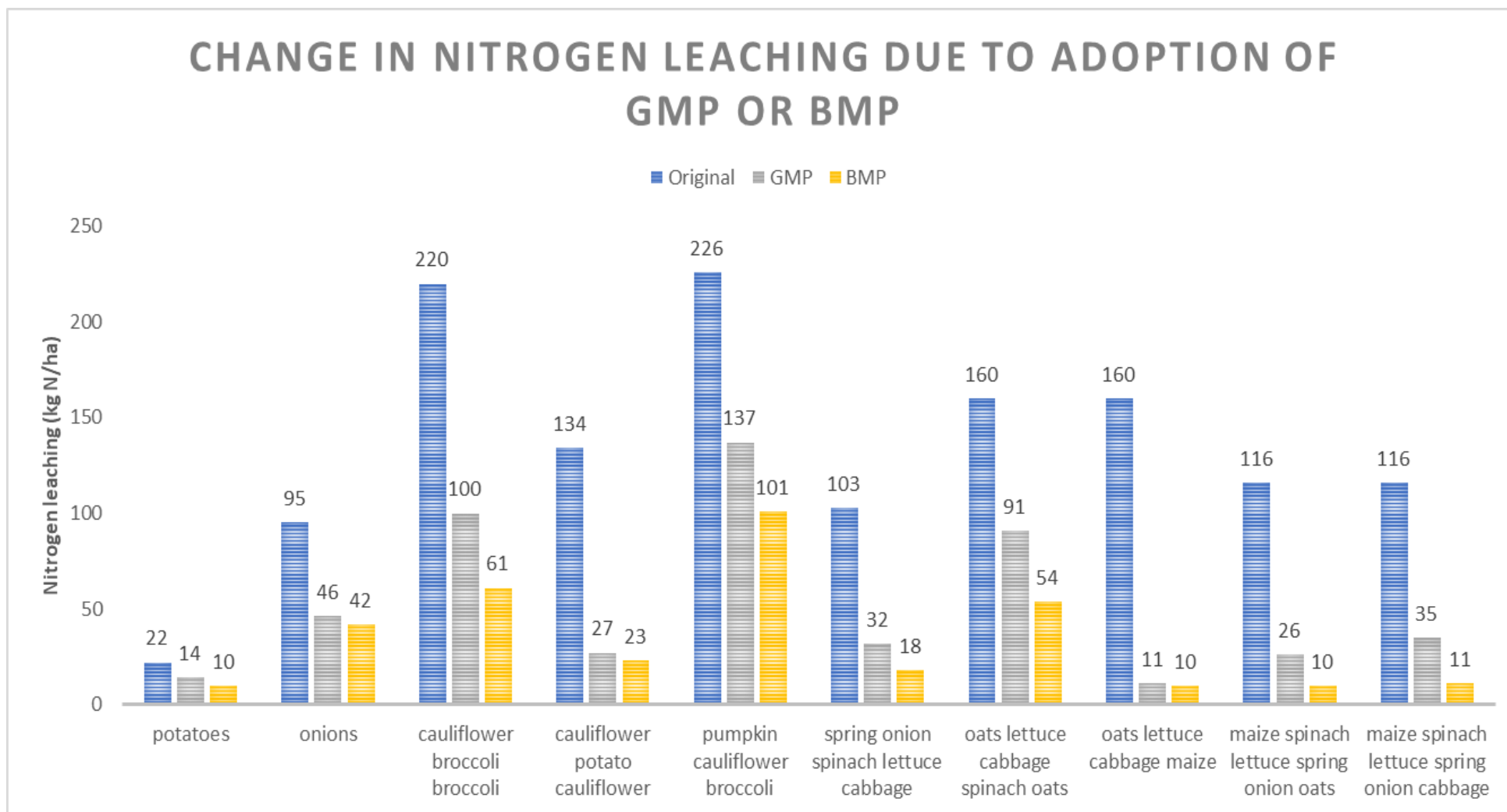


The industry has a good positive relationship with Overseer.



The Sustainable Vegetables Systems is a \$7 million project with research sites in Canterbury.

# Nitrogen leaching losses value expected to result from the adoption of GMP or BMP (Anne Marie Jolly report – s42.A Horizons)





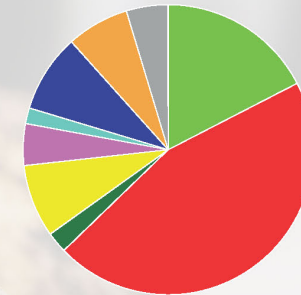
# Industry Overview

Potatoes are grown across Aotearoa and harvested year round. The majority of production is in Canterbury and Pukekohe, with other growing regions scattered across both islands.

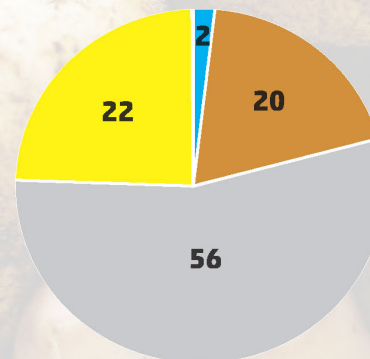
## Values

In 2019:

- **533,030 MT** produced from **10,417 hectares**
- Farmgate value **\$190,000,000**
- **NZ consumed the equivalent of 66.5 kg of raw potato per person, in the form of fresh, chips or crisps**
- **Export** value **\$12,307 per hectare**
- **Total Export** value **\$128,211,000**
- **Domestic Retail** value **\$99,124 per hectare**
- **Total Domestic Retail** value **\$959,659,000**
- **Industry Retail** value **\$99,124 per hectare**

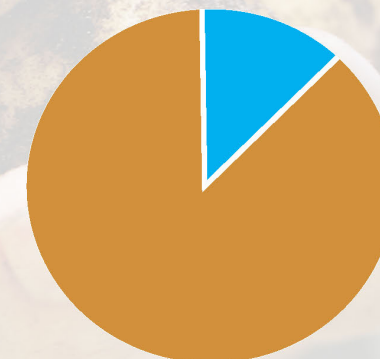


% of total industry value



- seed
- crisps
- processed frozen
- fresh/ware

Industry value \$1,087,871,000



- export wholesale value
- domestic retail value





Ngā mihi.  
Thanks.

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