

Ngā mihi nui

Thank you for this opportunity to present.

**ECAN Plan
Change 7**



Three vertical yellow bars of varying heights are positioned to the left of the section header.

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.

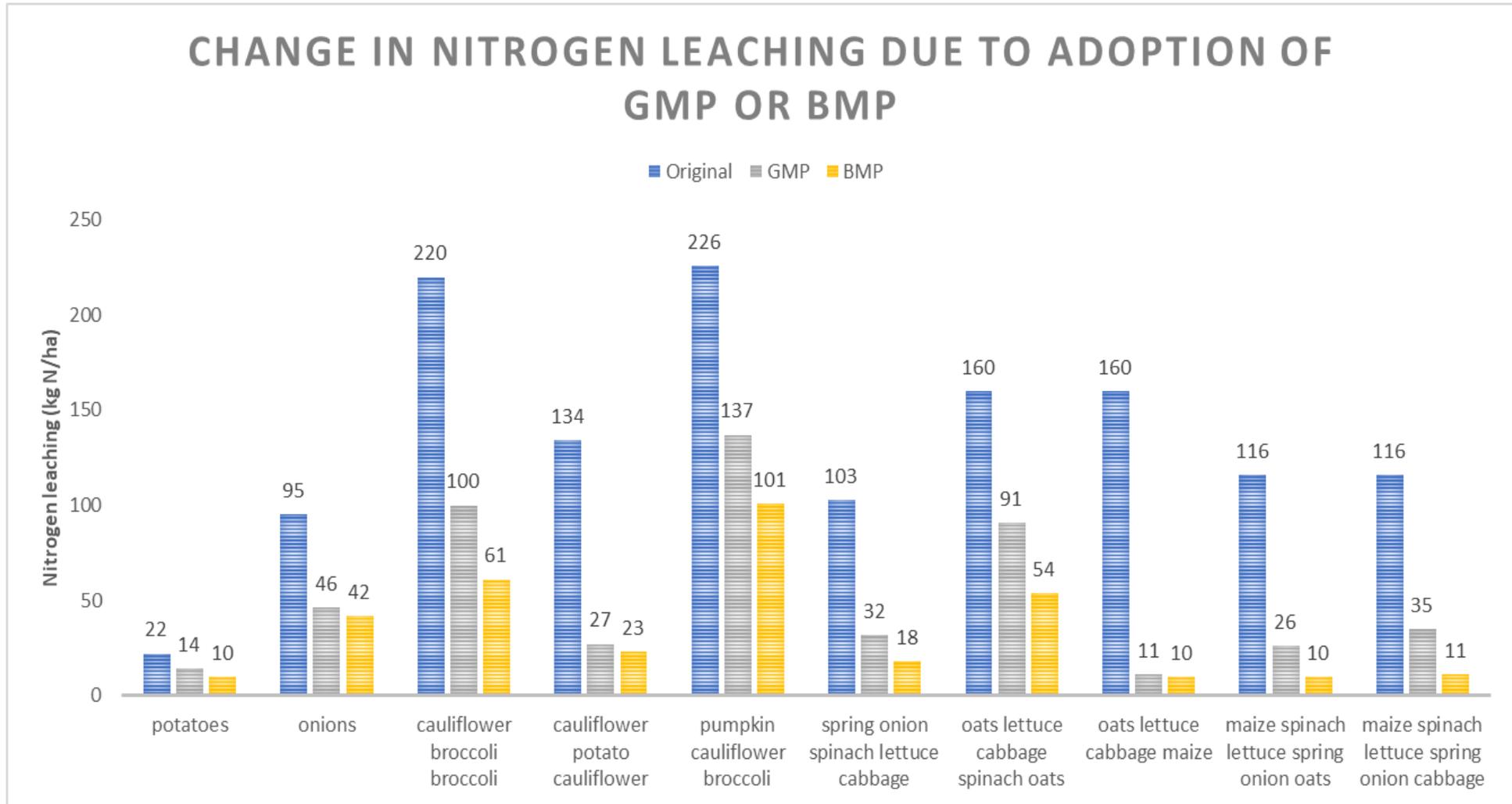


The industry has a good positive relationship with Overseer.



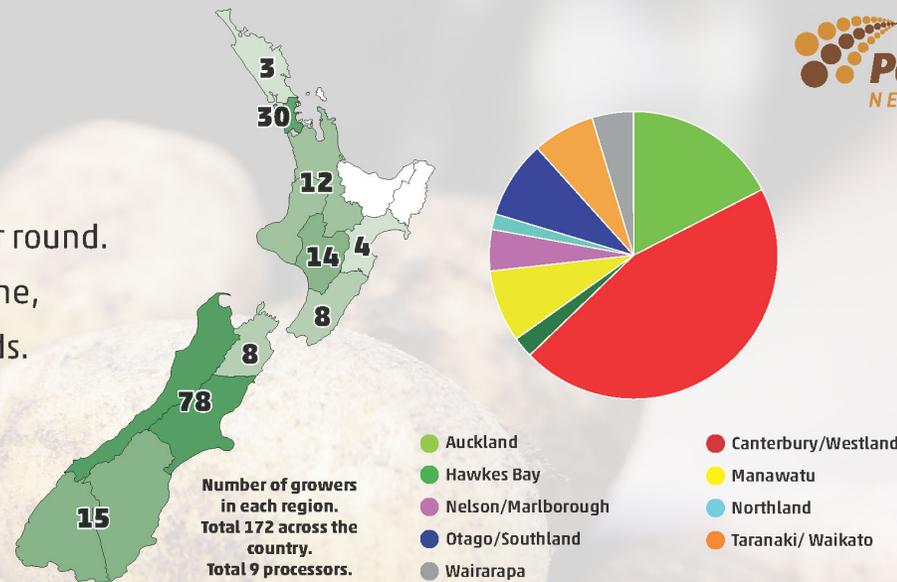
The Sustainable Vegetables Systems is a \$7 million project with research sites in Canterbury.

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.

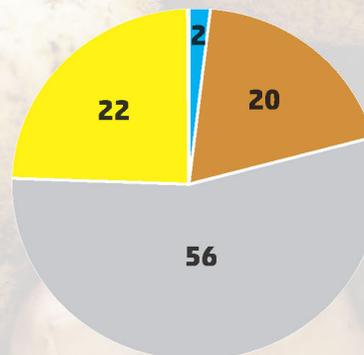


Values

In 2019:

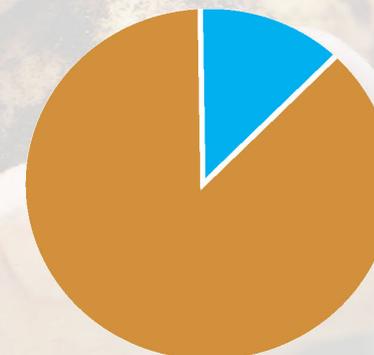
- **533,030 MT** produced from **10,417 hectares**
- Farmgate value **\$190,000,000**
- **NZ consumed the equivalent of 66.5 kg of raw potato per person, in the form of fresh, chips or crisps**
- **Export** value **\$12,307 per hectare**
- **Total Export** value **\$128,211,000**
- **Domestic Retail**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



Potatoes

NEW ZEALAND

Ngā mihi.
Thanks.

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