

SEEDS OF SUCCESS

The engine of New Zealand agriculture

Pasture and crops grown from our seed literally feed New Zealand's \$7.1 billion agriculture sector. Every year we harvest enough pasture seed to renew more than 350,000 ha of New Zealand farmland, and enough forage crop seed to sow 396,000* ha.

*Based on proprietary sales stats

85,000

Tonnes harvested



37,000

Hectares planted



\$798 MILLION

Total value



80+

Varieties grown



4320

New Zealanders
employed





Low footprint, high value

Seed production is one of New Zealand's smallest primary sectors, yet contributes significant economic value. Annual seed exports are worth \$270 million; contribution to GDP is \$329 million.

Food for thought

We export 40+ different types of vegetable seed, including half the world's carrot seed. At home, our industry supplies essential raw material for New Zealand millers, bakers, beverage producers, food processors and market gardeners.

From here to everywhere

Our highest value export markets for New Zealand-grown seed are Australia, Europe and the USA. Thanks to premium quality and world-class growers, however, New Zealand seed is sold in more than 60 other countries.

Not just farming

Of the 4300+ people who work full time in the New Zealand seed sector, only some are farmers. The rest fill many roles, from plant breeding, science and research to processing, quality assurance, broking and distribution.

Contact

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