



**PRIMARY  
FOCUS**

**SUMMARY**

# Rural Development Auckland

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## DELIVERING ECONOMIC DEVELOPMENT IN THE RURAL SECTOR

### Auckland Statistics

<b>Rural Land</b>	384,000 ha (70% of Auckland land)
<b>Farm Numbers</b>	4000+
	Farm No.
<b>Farm Land Use (2007)</b>	1395 Beef cattle Farming
	393 Dairy
	392 Wine Grapes
	324 Vegetable Growing
	228 Sheep Farming
	225 Forestry
	227 Olives
	219 Horse Farming
	204 Other Fruit Growing
	165 Plant Nurseries
	120 Cut Flower and Flower Seed Growing
	105 Grape Growing
	90 Avocado
	87 Mixed Livestock
	84 Livestock farming
	72 Sheep & Cattle
	72 Services to Agriculture
	66 Kiwifruit Growing
	45 Crop and Plant Growing
	42 Other
	36 Citrus Growing
	33 Berry Fruit Growing
	30 Apple and Pear Growing
	30 Deer Farming
	27 Poultry Farming Eggs
	15 Pig Farming

12	Stone Fruit Growing
12	Grain Growing
6	Cultivated Mushroom Growing

#### Area (HA)

<b>Land Use by Crop (2007)</b>	1818	Onions
	1508	Potatoes
	1400	Barley
	1217	Maize
	948	Maize Silage
	718	Grapes
	581	Kiwifruit
	397	Lettuce
	276	Olives
	220	Broccoli
	112	Vegetable Seeds

#### Dairy Statistics – Auckland Region

Herd Numbers	446
Total Cows	110,719
Total Effective Ha	46,947
Average herd size	248
Average effective Ha	105
Average Cows per Ha	2.36
Av. kg Milksolids/ effective Ha	704

### Farm Animals – Auckland

Total Sheep	235,000
Total Beef Cattle	134,000
Total Dairy	98,000

### Exports Through Auckland Sea Port

		FOB NZ\$Million
1 <sup>st</sup>	Dairy	2,829
2 <sup>nd</sup>	Meat	975
3 <sup>rd</sup>	Beverages	444
4 <sup>th</sup>	Food Preparations	245
5 <sup>th</sup>	Edible Preparations	222

## Industry by Auckland Region

Year 2011 (Feb) Source: NZ Statistics

<b>Industry</b>	<b><u>Geographic Count</u></b>	<b><u>Employee Count</u></b>
Auckland Total	160553	627090
Made up of;		
Agriculture, Forestry, Fishing	4744	5490
Mining	92	330
Manufacturing	7882	71980
Electricity, Gas & Water 7 Waste	325	3630
Construction	16333	33269
Wholesale Trade	9132	52140
Retail Trade	11827	60460
Accommodation and Food Services	5892	39510
Transport, Postal & Warehousing	5432	31240
Information Media & Telecom	2727	17970
Financial and Insurance	13288	26210
Rental, Hiring and Real Estate	32601	10220
Professional, Scientific and Technical	22936	62430
Administrative 7 Support	6716	35760
Public Admin & Safety	877	28620
Education & Training	2773	55250
Health Care & Social Assistance	6617	60460
Arts and Recreation	3190	10970
Other Services	7169	21140

## Rural industries impact on Auckland's GDP

Horticulture is currently a \$5 billion industry with a vision of being \$10 billion by 2020. The Pukekohe Vegetable Growers Assn (PVGA) is the main local organised vegetable growers organisation for Auckland and has 364 active grower members. Local sales by Auckland growers amounted to \$227 million of which 93% were exported out of the region.

Federated farmers are active in Auckland. They state that the total agricultural sector is now more important to the NZ economy than it was 15 years ago. Its contribution to the NZ economy has risen from around 14.2% of GDP to around 17% today. Some authorities consider agriculture's current contribution to the NZ economy to be about 20% of GDP.

Fonterra is able to confirm that their exports for the 2009 calendar year were just under \$17 billion. The 309 farms in Auckland received \$127 million in milk solid payouts for 2009/10 season.

Forestry and logging nationally employed over 6000 in their industry ye March 2010. As at 2009 39,000 ha of exotic forests in Auckland.

### *Rural Contractors*

Based on estimated figures for Auckland, rural contractors contributed just over \$55 million to the Auckland economy.

The Aggregates and Quarry Assn are active in the Auckland region with respect to aggregate extraction, process, transportation and sales. This material is critical in the development of roading, residential, industrial and commercial development for Auckland.

### *Equine Industry*

The Auckland region has approximately 45,000 sport horses of which 4,000 are GST registered. The equine business sector contributes an estimated \$372m to the GDP of Auckland through goods and services. This does not include the racing industry or the export of horses of which an estimate of \$150 million are exported through Auckland Airport per year.

The thoroughbred racing industry employs over 3,900 people through out Auckland, this is a wage bill alone of \$142 million pa.

A report by the NZ Racing Board commissioned a report which showed the racing industry alone generated \$387 million in value added GDP contribution to the Auckland region.

### *Aquaculture*

In 2004 this industry was found to contribute \$28 million of value added gross regional product. Of the contribution farming made up 20% and processing 80%.

## Summary

All up, the **direct contribution** to Auckland's economy by it's rural sector is estimated to be a little over \$1billion. In addition to this direct contribution, many of Auckland service industries rely on the success of this sector to provide them work.

With rural contributing \$31 billion to the \$43 billion in export earnings in NZ, it is this sector that provides the wealth creation that enables NZ to import the many goods that it does not produce locally.



# ngā mahi hōu

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