

## 2018 NZ Potato Industry by Value

	Total			Seed			Table			Process		
	2013	2017	2018	2013	2017	2018	2013	2017	2018	2013	2017	2018
Area (ha)	10,328	10,306	10,344	1,182	1,123	1,160	3,516	3,278	3,278	5,631	5,905	5,906
Production (MT)	493,872	496,900	527,190	22,453	21,337	22,042	161,736	150,788	150,788	309,683	324,775	354,360

Seed (\$000)	2013	2017	2018
Export	300	30	29
Domestic Sales	17,700	17,070	17,613
Total	18,100	17,100	17,642
% of total value	2%	2%	2%

Crisps (\$000)	2013	2017	2018
Export	15,500	8,200	4,684
Retail	143,300	179,700	195,332
Total	158,800	187,900	200,016
% of total value	20%	20%	19%

Frozen / Fries (\$000)	2013	2017	2018
Export	76,700	91,600	101,673
Retail	66,800	78,100	82,694
Food Service	294,600	329,600	383,987
Total	438,100	499,300	568,354
% of total value	56%	52%	55%

Table Potatoes (\$000)	2013	2017	2018
Export	18,000	29,500	22,909
Domestic Retail	119,000	218,000	201,688
Foodservice	24,000	30,000	30,000
Total	161,000	277,500	254,597
% of total value	21%	27%	24%

Total Industry Value(\$000)	2013	2017	2018	% Growth	2025 Target
Domestic	\$665,500	\$852,500	\$911,313	37%	50%
Export	\$110,500	\$129,300	\$129,295	17%	100%
Total	\$776,000	\$981,800	\$1,040,600	34%	57%

**2018 Total Industry Value: \$1,041 million p.a.**

*Note: Total Industry Value based on final sales value in New Zealand (or FOB)  
Figures are for the period ended 31 December 2018*