

# 2013-2021 Potato Industry by Volume and Value

Currency is NZD



	2013	2016	2017	2018	2019	2020	2021
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## BY VOLUME

Area Planted (ha)

<b>Seed</b>	1,182	1,470	1,123	1,160	1,117	1075	<b>951</b>
<b>Table</b>	3,516	3,270	3,278	3,278	3300	3200	<b>3000</b>
<b>Crisps</b>	5,631	5,262	5,905	5,906	6000	5500	<b>5,000</b>
Total (ha) planted	10,328	10,002	10,306	10,344	10,417	9,775	<b>8,951</b>
Production (MT)	493,872	467,761	496,900	527,190	533,030	497,634	<b>456,072</b>

## Saleable Yield

(MT/ha) (multiplier)

<b>Seed</b>	22,453	27,924	21,337	22,042	21,230	20,434	<b>18,072</b>
<b>Table</b>	161,736	150,427	150,788	150,788	151,800	147,200	<b>138,000</b>
<b>Crisps</b>	309,683	289,410	324,775	354,360	360,000	330,000	<b>300,000</b>

## BY VALUE

<b>Seed ('000 NZD)</b>							
<b>Export</b>	\$310	\$137	\$30	\$29	\$25	\$18	<b>\$11</b>
<b>Domestic Sales</b>	\$17,762	\$22,235	\$17,053	\$17,613	\$16,962	\$16,327	<b>\$14,435</b>
<b>Total seed sold ('000 NZD)</b>	\$18,071	\$22,372	\$17,082	\$17,642	\$16,988	\$16,345	<b>\$14,447</b>
<b>% of final industry value</b>	2%	3%	2%	2%	2%	1%	<b>1%</b>

<b>Table Potatoes ('000 NZD)</b>							
<b>Export</b>	\$18,020	\$26,679	\$29,487	\$22,909	\$20,774	\$20,016	<b>\$20,539</b>
<b>Domestic Retail</b>	\$119,000	\$191,800	\$217,963	\$201,688	\$192,325	\$234,413	<b>\$234,413</b>
<b>Foodservice</b>	\$24,000	\$28,000	\$30,000	\$30,000	\$30,000	\$30,000	<b>\$30,000</b>
<b>Total Table Potatoes ('000 NZD)</b>	\$161,020	\$246,479	\$277,449	\$254,597	\$243,099	\$284,429	<b>\$284,951</b>
<b>% of final industry value</b>	21%	29%	28%	23%	22%	25%	<b>26%</b>

<b>Crisps ('000 NZD)</b>							
<b>Export</b>	\$15,518	\$9,368	\$8,182	\$4,684	\$5,781	\$6,844	<b>\$6,844</b>
<b>Retail*</b>	\$143,335	\$166,493	\$179,709	\$195,332	\$211,779	\$237,411	<b>\$249,458</b>
<b>Total sold</b>	\$158,853	\$166,493	\$187,891	\$200,016	\$217,561	\$244,254	<b>\$256,302</b>
<b>% of final industry value</b>	20%	19%	19%	18%	20%	21%	<b>23%</b>

\*assume an extra 10% above scan data

<b>Frozen/Fries ('000 NZD)</b>							
<b>Export</b>	\$76,650	\$81,238	\$91,605	\$101,673	\$101,631	\$78,960	<b>\$74,156</b>
<b>Retail*</b>	\$66,802	\$73,159	\$78,132	\$82,694	\$86,130	\$107,245	<b>\$112,323</b>
<b>Food Service</b>	\$294,664	\$272,073	\$329,605	\$452,575	\$422,462	\$429,462	<b>\$352,818</b>
<b>Total Sold</b>	\$438,115	\$426,471	\$499,342	\$636,941	\$610,223	\$615,667	<b>\$539,296</b>
<b>% of final industry value</b>	56%	49%	51%	57%	56%	53%	<b>49%</b>

\*assume an extra 10% above scan data

<b>Domestic Value</b>	\$665,563	\$744,392	\$852,460	\$979,900	\$959,659	\$1,054,857	<b>\$993,447</b>
<b>Total Export Value</b>	\$110,497	\$117,422	\$129,304	\$129,295	\$128,211	\$105,838	<b>\$101,549</b>
<b>Total Industry Value (\$000)</b>	\$776,060	\$861,814	\$981,764	\$1,109,195	\$1,087,871	\$1,160,695	<b>\$1,094,996</b>

**2021 Total Industry Value: \$1,095 million p.a.**

# 2021 Potato Industry by Volume and Value



	2021
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## BY VOLUME

Area Planted (ha)

<b>Seed</b>	951
<b>Table</b>	3000
<b>Crisps</b>	5,000
Total (ha) planted	8,951
Production (MT)	456,072

## Saleable Yield

(MT/ha) (multiplier)

<b>Seed</b>	18,072
<b>Table</b>	138,000
<b>Crisps</b>	300,000

	2021
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## BY VALUE

Currency is NZD

<b>Seed ('000 NZD)</b>	
<b>Export</b>	\$11
<b>Domestic Sales</b>	\$14,435
<b>Total seed sold ('000 NZD)</b>	\$14,447
<b>% of final industry value</b>	1%

<b>Table ('000 NZD)</b>	
<b>Export</b>	\$20,539
<b>Domestic Retail</b>	\$234,413
<b>Foodservice</b>	\$30,000
<b>Total Table Potatoes ('000 NZD)</b>	\$284,951
<b>% of final industry value</b>	26%

<b>Crisps ('000 NZD)</b>	
<b>Export</b>	\$6,844
<b>Retail*</b>	\$249,458
<b>Total sold</b>	\$256,302
<b>% of final industry value</b>	23%

<b>Frozen/Fries ('000 NZD)</b>	
<b>Export</b>	\$74,156
<b>Retail*</b>	\$112,323
<b>Food Service</b>	\$352,818
<b>Total Sold</b>	\$539,296
<b>% of final industry value</b>	49%

\*assume an extra 10% above scan data

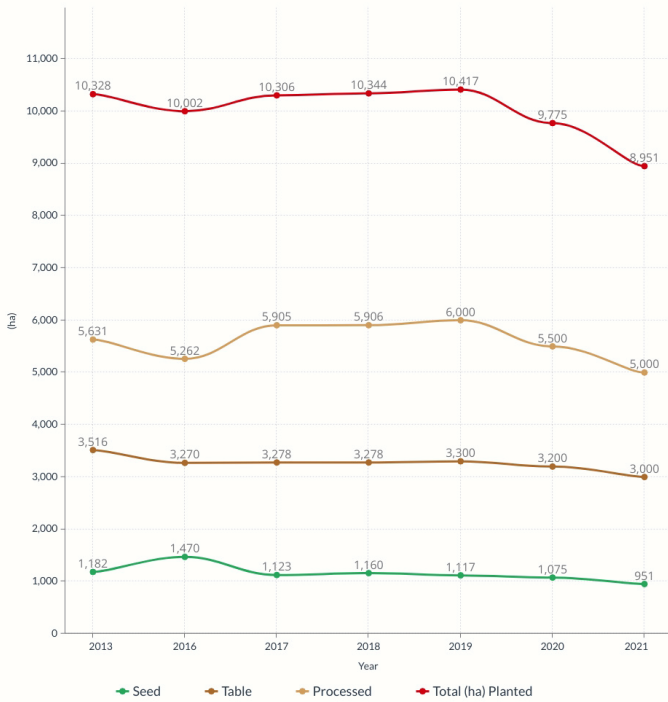
<b>Domestic Value</b>	\$993,447
<b>Total Export Value</b>	\$101,549
<b>Total Industry Value (\$000)</b>	\$1,094,996

**2021 Total Industry Value: \$1,095 million p.a.**

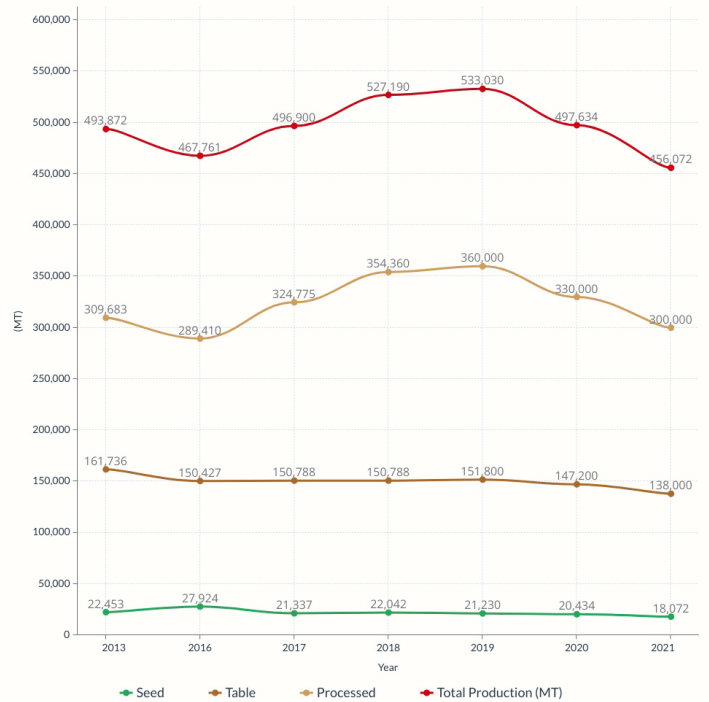
# 2013-2021 Potato Industry Graphs



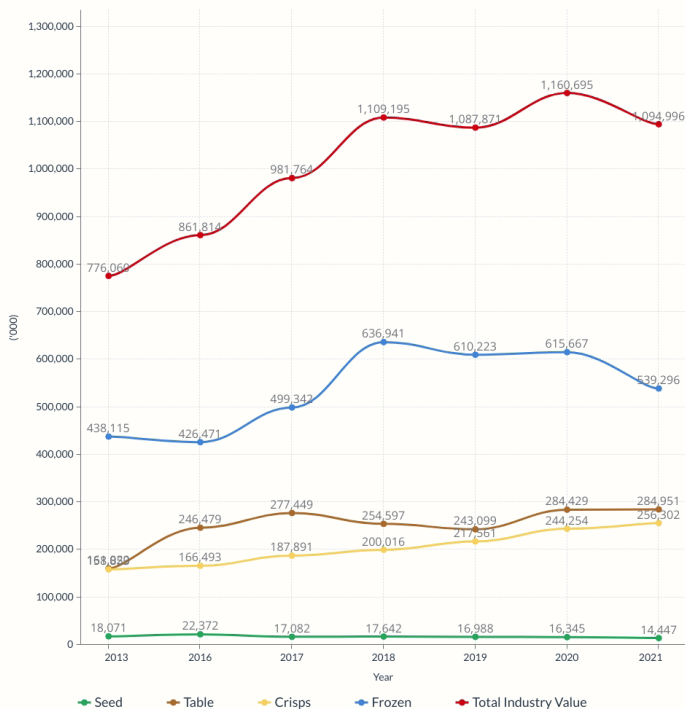
### 2013-2021 Area Planted (ha)



### 2013-2021 Production (MT)



### 2013-2021 Potato Industry by Value ('000 NZD)



### 2013-2021 Potato Industry Domestic & Export Value ('000 NZD)

