

Industry Overview

Potatoes are grown across Aotearoa and harvested year-round.

Values

In 2021:

*1 metric tonne = 1000kgs



456,072 MT* produced from **8,951 hectares**



NZ 2020 average yield = **51,000kgs per hectare**



Farmgate value **\$181,637,000**



Export value **\$11,344 per hectare**



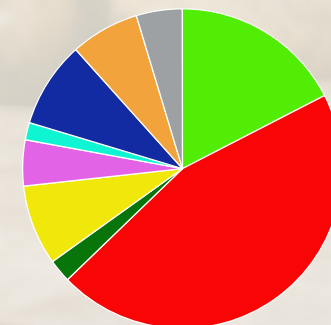
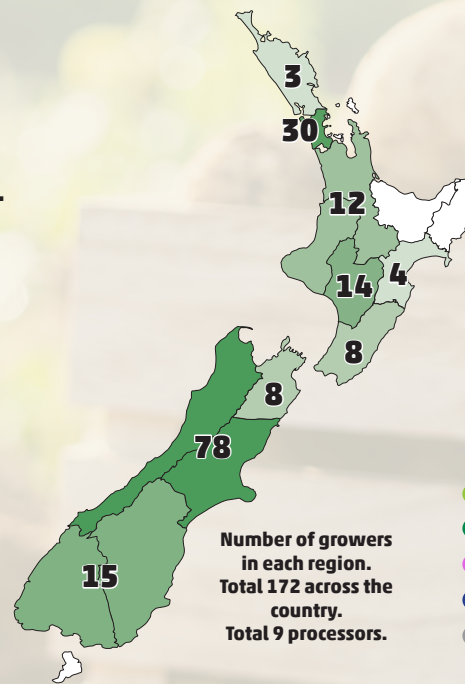
Total Export value **\$101,549,000**



Domestic Retail value **\$111,658 per hectare**



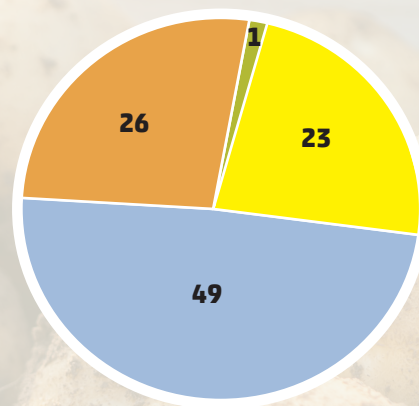
Total Domestic Retail value **\$999,447,000**



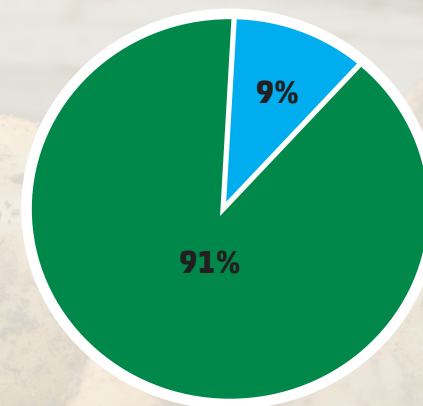
- Auckland
- Hawkes Bay
- Manawatu
- Nelson/Marlborough
- Otago/Southland
- Taranaki/Waikato
- Wairarapa
- Canterbury/Westland
- Northland

% Of total industry value

Industry value \$1,095 million



- seed
- crisps
- processed frozen
- fresh/ware



- export wholesale value
- domestic retail value