

Apples – summary of indicators for base budget

Continuous Continuous	Crop	Apples	Apples	
Location Hawke's Bay Nelson Whole orchard Export trays/ha 2640 2670 Revenue (including domestic) (\$/ha) \$101,000 \$92,000 Variable expenses (\$/ha) \$49,000 \$46,000 Fixed Expenses (\$/ha) \$19,000 \$12,000 Capital employed in the land use (\$/ha) \$100,000 - 200,000 \$12,000 On farm labour (FTE/10ha) 8.6 8.0 Total GDP (\$/ha) \$109,000 \$79,000 Total Household Income (HHI \$/ha) \$68,000 \$54,000 Total employment (FTE/10ha) 12.2 10.1 Time to commercial yield (years) 570 incer full yield) 712 for initial yield, 5 - 6 for near full yield) 712 for initial yield, 5 - 6 for near full yield) 712 for initial yield, 5 - 6 for near full yield) 712 for initial yield, 5 - 6 for near full yield) 713 for yardield yield yie		• • • • • • • • • • • • • • • • • • • •		
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Source costs	Source	costs		

Notes:

- Data from Agribusiness Group, 2023.
- The average of Plant and Food Research (PFR) yield for the top 10% of locations was used as a ratio of the industry data yield estimate to scale the PFR yield in each location. This adjusted yield was used to estimated revenue, variable expenses and variable labour requirements for each location. From these the total revenue, expenses, operating profit

¹ Refers to the Plant and Food estimates of suitability and yield. Fruit crops generally vary continuously from 0 − 1 suitability, while the arable crops are categorical in 4 classes.

and on farm labour costs were calculated. FTE per 10 ha was calculated using a standard cost of 52,345/FTE.

- Production is export trays/ha.
- Note that PFR production estimates do not include quality parameters, nor all pest and disease impacts on apple production.

Fitness for Purpose

	Type of question or decision			
Scale	Operational	Absolute	Relative	Screening/ scoping
Block/farm	No	No	No	Yes
Multi-farms (5+)	No	No	No	Yes
Catchment	No	No	Maybe	Yes
National/regional	No	No	Maybe	Yes
Caveats	Data based on consultant generated budget estimates.			

Type of question or decision	Characteristic question	
Operational	What you can do with this?	
Absolute	How big/significant/bad/much etc is this?	
Relative	Is this better/smaller/more etc than that?	
Screening (or scoping)	Is this interesting/worth considering further?	