

Kiwifruit Gold – summary of indicators for base budget

Crop	Kiwifruit Gold
PFR mapping type¹	Continuous
Location	Bay of Plenty
Analysis type	Whole farm
Average Well Suited Yield (TCE/ha)²	14000
Revenue (\$/ha)	\$164,000
Variable expenses (\$/ha)	\$10,000
Fixed Expenses)\$/ha)	\$47,000
Operating profit (\$/ha)	\$106,000
Capital employed in the land use (\$/ha)	\$1,072,000
On farm labour (FTE/10ha)	7.3
Total GDP (\$/ha)	\$215,000
Total Household Income (HHI)	\$76,000
Total employment (FTE/10ha)	12.5
Time to commercial yield (years)	4 (>50%) to 6 (100%)
Specific skills required	Horticultural management
Critical infrastructure requirements	Packhouse, coolstore, pollination services
Market (Export/Domestic)	Export
Volatility of returns	Moderat
Marketing structures	Well developed
Reliability of data	Moderate – consultant information
Entrepreneurship required	Low
Source	Fruition

Notes:

- Data from Fruition Horticulture 2022³ updated to 2023 using industry price data for revenue, and Producer Price Index and Labour Costs Index (Stats NZ) for expenses.
- Yields for each region adjusted for Fruition reported differences between regions.
- Total GDP, HHI and employment reported for the Bay of Plenty region.
- Expenses reported in this table for the Bay of Plenty region.

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.

³ Sophie Twigley, Fruition Horticulture, 2022. Kiwifruit Variability in Production and Revenue June 2022. Contract report prepared for AgResearch.