

# AGRI-FOOD SECTOR PROFILE

## Manawatū Region

Year Ending March 2018

Agri-food primary industries

**\$261.3m**

5.3% of GDP

+

Processing industries

**\$109.7m**

2.2% of GDP

Plus the increase in business spending and household incomes

**\$235.6m**

4.8% of GDP

Total economic impact of Agri-food sector

**\$606.6m**

12.4% of GDP

Agri-food primary industries  
Direct Employment

**3,049**

4.8% of total employment

+

Processing industries  
Direct Employment

**1,960**

3.1% of total employment

Plus the creation of additional jobs

**3,629**

5.8% of GDP

Total employment generated from Agri-food sector

**8,638**

13.7% of Total Employment

### PRIMARY INDUSTRIES

Total Contribution by Industry

Dairy Cattle Farms

**\$162.7m GDP** - 1,632 Jobs

Sheep, beef, cattle and grain farms

**\$105.5m GDP** - 1,305 Jobs

Agriculture, forestry and fishing support services

**\$39.6m GDP** - 663 Jobs

Forestry and logging businesses

**\$42.2m GDP** - 213 Jobs

Horticulture and fruit growers

**\$33.1m GDP** - 707 Jobs

Poultry, Deer and other Farms

**\$15.7m GDP** - 395 Jobs

Fishing and aquaculture

**\$0.4m GDP** - 3 Jobs

### PROCESSING INDUSTRIES

Total Contribution by Industry

Meat & meat product  
manufacturing

**\$82.4m GDP**  
1,122 Jobs

Dairy product  
manufacturing

**\$44.7m GDP**  
1,234 Jobs

Fruit, oil, cereal & other  
food manufacturing

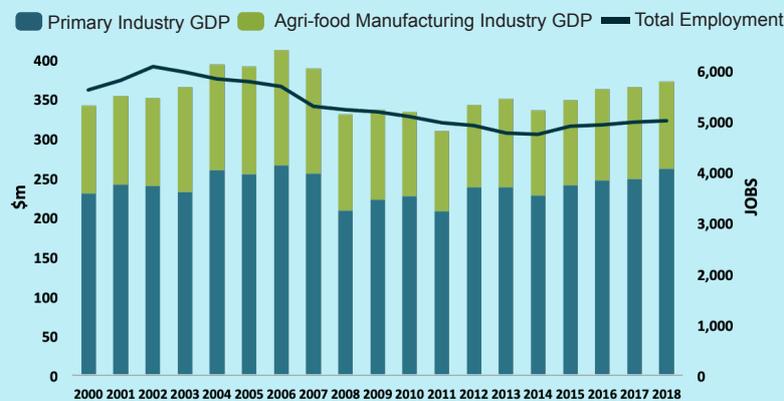
**\$44.2m GDP**  
745 Jobs

Wood product  
manufacturing

**\$19.3m GDP**  
303 Jobs

### HOW THE AGRI-FOOD SECTOR HAS CHANGED

Direct GDP and Employment



### KEY INSIGHTS

- The Manawatū Agri-food sector adds \$606.6m GDP and 8,639 jobs to the regional economy.
- For every 1\$ in GDP generated by the core Agri-food industries, an additional \$0.64 is contributed to the Palmerston North and Manawatū District economy.
- For every person directly employed in the Agri-food industries, an additional 0.73 jobs are generated in the wider regional economy.
- The Manawatū District contributes 62% of total primary industry GDP for the region, while Palmerston North contributes 60% of Agri-food processing GDP.
- Dairy cattle farming is the largest primary industry, generating a total of \$162.7m in GDP and contributing 1,632 jobs to the regional economy.
- Meat and meat product manufacturing is the largest processing industry contributing \$82.4m in GDP and adding 1,122 jobs to the region.