








PRIMARY SECTOR FOCUS

A snapshot of New Zealand’s primary industries

TOTAL PRIMARY SECTOR EXPORTS

\$NZ million, year ended June

| Sector | 2014 | 2015 |
|--|---------------|---------------|
|  Arable | 228 | 177 |
|  Dairy | 17,791 | 14,052 |
|  Forestry | 5,199 | 4,683 |
|  Horticulture | 3,795 | 4,173 |
|  Meat and Wool | 8,162 | 9,005 |
|  Seafood | 1,500 | 1,563 |
|  Other | 1,677 | 2,090 |
| Total | 38,352 | 35,742 |

**77%**
of New Zealand’s total exports are produced by the primary sectors











39% 
of New Zealand’s primary exports are dairy products

**11%**
of New Zealand’s total workforce are employed in the primary sector

21% 
of New Zealand’s primary exports are bought by Chinese consumers

BIGGEST MOVERS EXPORT BY PRODUCT

\$NZ million, year ended June

| We earned <u>MORE</u> from | | 2014 | 2015 | Difference | % Change |
|---|---|---------------|---------------|---------------|-------------|
|  | Beef & Veal | 2,199 | 2,983 | 783 | ▲ 36% |
|  | Kiwifruit | 931 | 1,182 | 251 | ▲ 27% |
|  | Casein & Protein Products | 1,925 | 2,130 | 205 | ▲ 11% |
|  | Live Animals | 208 | 370 | 162 | ▲ 78% |
|  | Innovative Processed Foods | 330 | 468 | 138 | ▲ 42% |
| We earned <u>LESS</u> from | | 2014 | 2015 | Difference | % Change |
|  | Whole Milk Powder | 8,393 | 5,385 | -3,008 | ▼ 36% |
|  | Skim milk Powder, Buttermilk Powder, & Infant foods | 2,285 | 1,762 | -522 | ▼ 23% |
|  | Logs | 2,541 | 2,060 | -481 | ▼ 19% |
|  | Butter, AMF & Cream Products | 2,699 | 2,220 | -479 | ▼ 18% |
|  | Sawn Timber and Sleepers | 885 | 779 | -106 | ▼ 12% |
| Total Primary Sector Exports | | 38,352 | 35,742 | -2,610 | ▼ 7% |



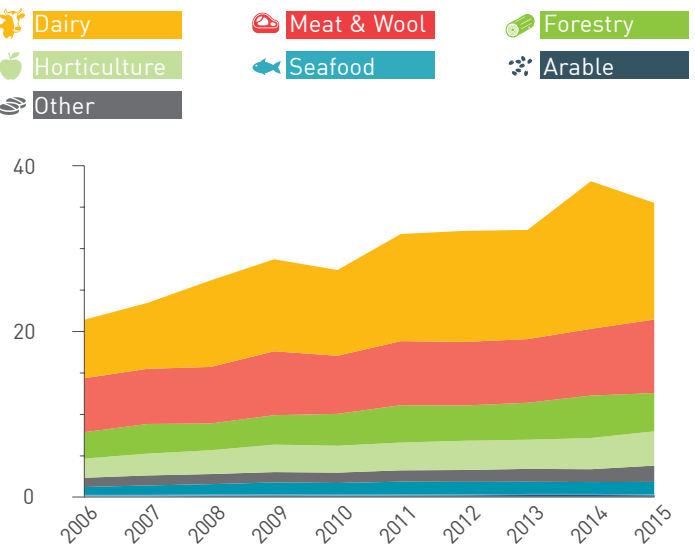
Almost all of the 33 percent fall in exports of whole and skim milk powder is due to fewer exports to China, our second largest export market. Both demand and prices have fallen dramatically over the last year.



Beef exports to the US remain strong on the back of herd rebuilding activity in America. Australia, our main competitor in the US beef market, has also increased exports in the latest year.

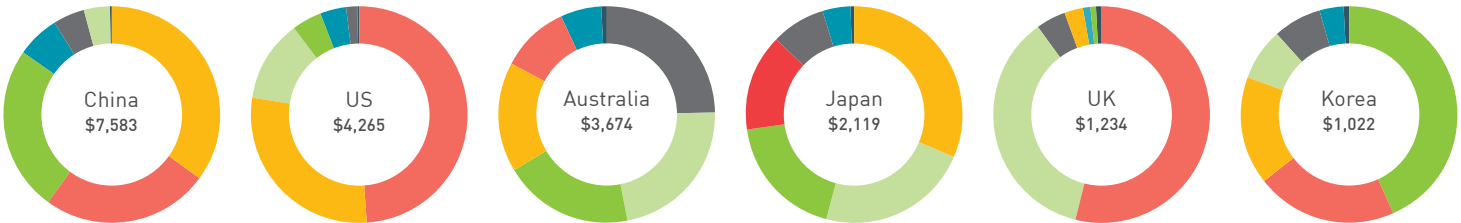
NZ’S PRIMARY SECTOR EXPORTS

\$NZ billions



MAIN EXPORT MARKETS

\$NZ million




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Growing and Protecting New Zealand

We’re helping to maximise export opportunities for our primary industries, improve sector productivity, increase sustainable resource use, and protect New Zealand from biological risk.

New Zealand Government

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