



Introduction to New Zealand Primary Industries and the Ministry for Primary Industries

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New Zealand

- Two major islands
- a number of smaller islands



New Zealand has a low population and land density

New Zealand's population is **4.7 million**

India's population is **1.37 billion**

NZ's total land area is 271,000 km₂

India's total land area 3.3 mil km₂

NZ population density is **17.45** people per square km

India's is **450** people per square km

Wellington – the best city in the world

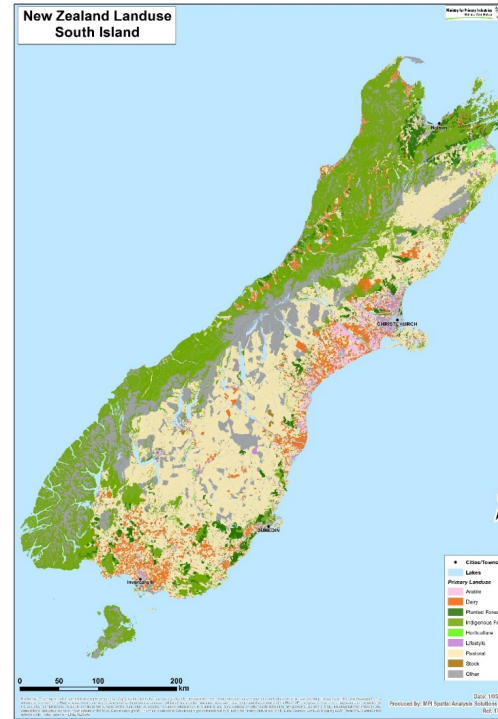
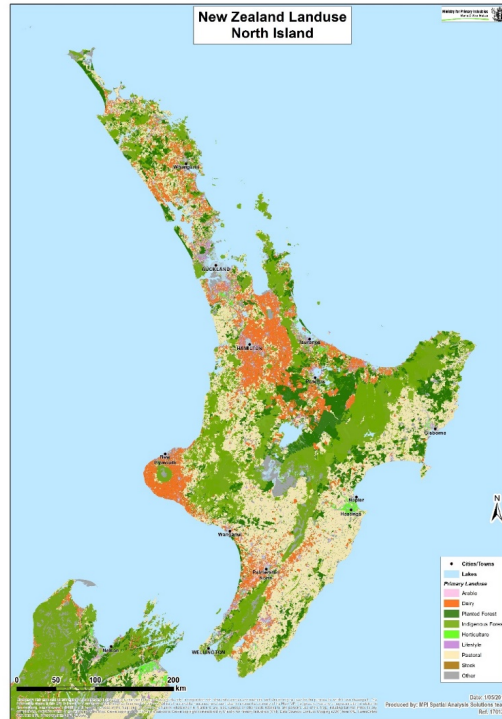


New Zealand: Snapshot

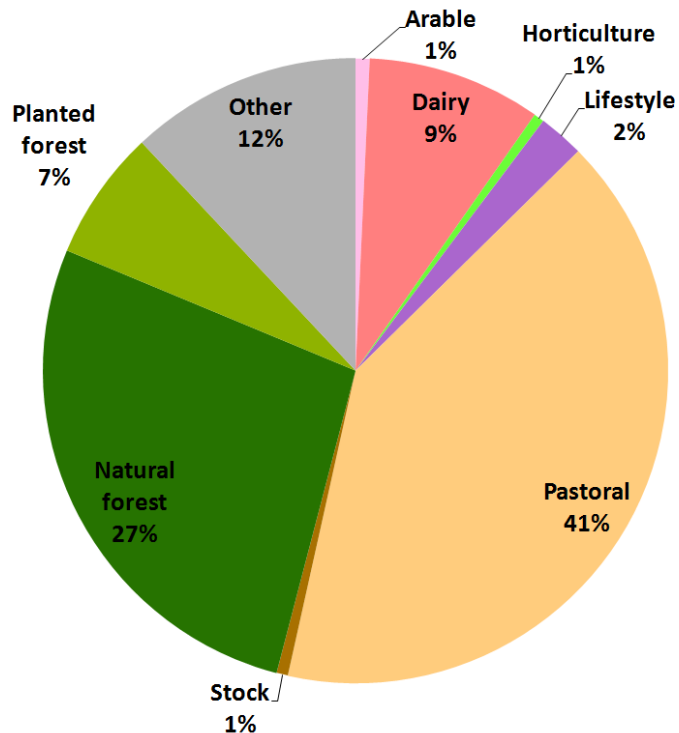
- Agriculture, Fisheries and Forestry vital to New Zealand's economy
 - Contribute **10.6%** of GDP
 - Represent over **16%** of employment
 - Comprises **78%** of merchandise exports



Land use in New Zealand



Land use in New Zealand

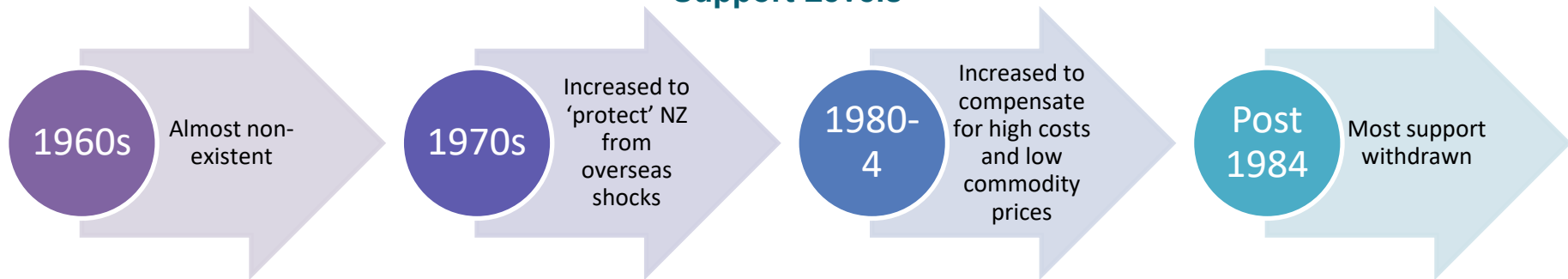


New Zealand primary sector **exports** to India till June 2018

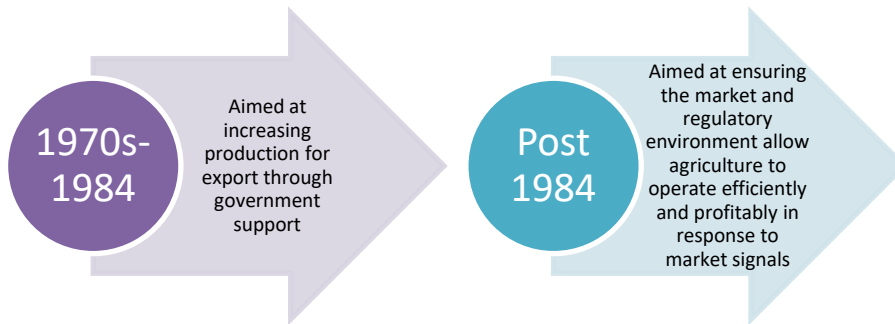
Primary Industry Sector	Value (\$NZ millions)
Arable	8
Dairy	25
Forestry	478
Horticulture	122
Meat and Wool	240
Other Primary Sector Exports and Foods	116
Seafood	49
Total	1,260

Agricultural Reforms

Support Levels



Agricultural Policy



Modern farming reform in New Zealand is business driven...

- Farm businesses
- Farmers' production decisions and market returns are dictated by the domestic and overseas markets, not the government
- Sales depend on meeting customers' expectations of price and quality
- Production is efficient, profitable and sustainable
- Farms bigger - but fewer of them
- Family ownership still dominates, but professional management and governance





**New Zealand
as an
Exporter**

New Zealand Primary Production

Pastoral farming production as of June 2017:

- Sheep: 27.5 million
- Dairy cattle: 6.5 million
- Beef cattle: 3.6 million
- Deer: 0.84 million

Horticulture export volume for year to June 2018:

- Wine: 251 million litres
- Kiwifruit: 485,000 tonnes
- Apples and Pears: 367,000 tonnes (20 million cartons)

Seafood export volume for June 2018:

- 279,000 tonnes



Agriculture, fisheries and forestry and food are vital to New Zealand's economy:

- Contribute **10%** of GDP
- Represent over **16%** of employment
- Comprises **78%** of merchandise exports

Primary Industries in the New Zealand Economy

New Zealand is the world's...

- 15th largest agricultural exporter (by value)
- #1 sheep meat exporter
- #1 dairy product exporter
- #2 wool exporter



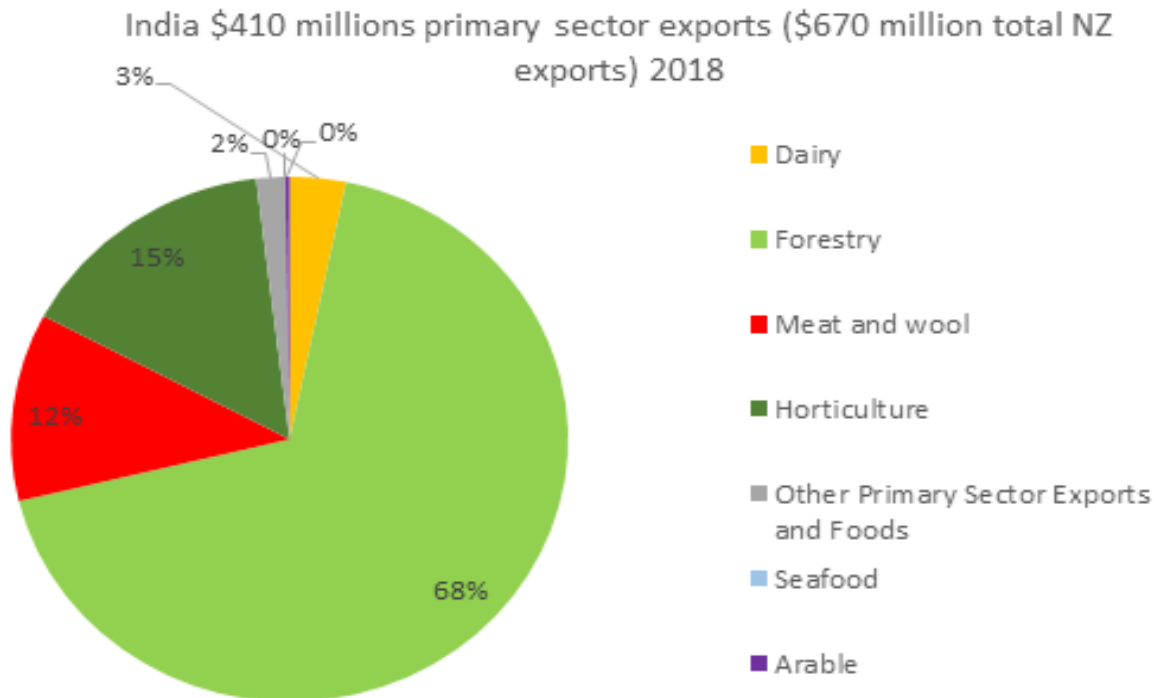
Source: MPI SOPI June 2018 & Global Trade Atlas

New Zealand's Share of Global Trading

Product	NZ's share of World Production %	NZ's share of World trade %	Share of domestic production exported
Dairy	3%	35%	95%
Beef	1%	6%	86%
Sheep meat	3%	43%	90%
Wool	7%	18%	94%
Venison	n/a	42%	96%
Kiwifruit	15%	37%	96%
Pipfruit	1%	4%	65%
Wine	1%	4%	72%



India's Primary Sector Exports 2018

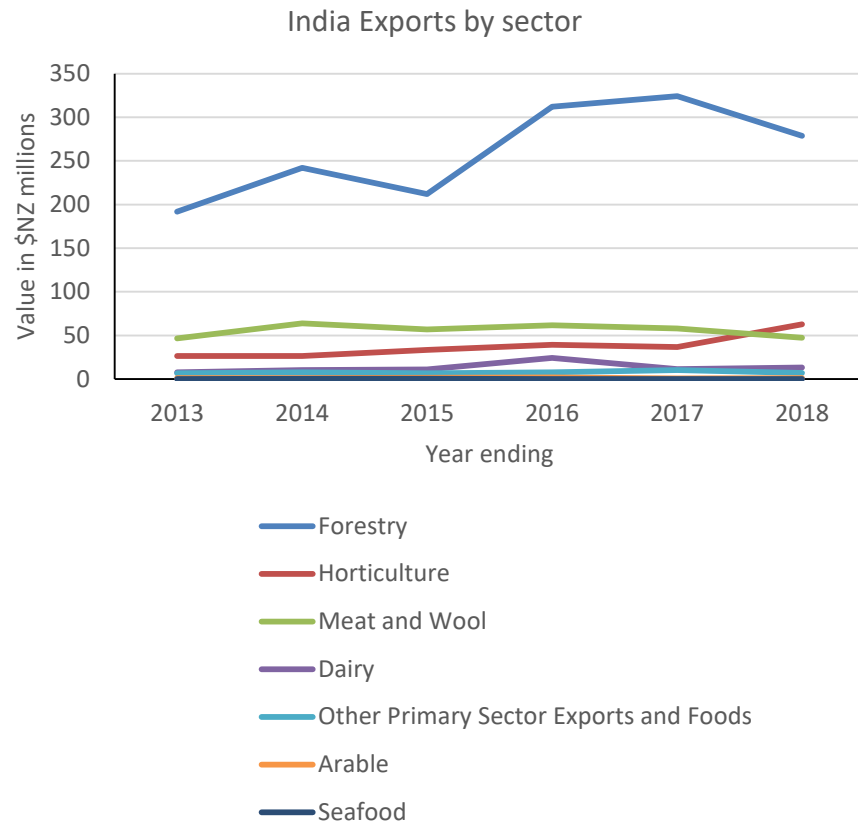


India Imports to New Zealand 2018

Commodity	Value millions (yr end June 18)
Forestry	\$5,897,064
Meat and Wool	\$8,299,089
Dairy	\$2,431,357
Horticulture	\$17,766,532
Seafood	\$3,586,453
Arable	\$12,992,140
Other primary sector imports	\$36,116,234
Total primary sector	\$87,088,869
Non-primary sector (top 10)	\$353,338,463

Two-way Trade Between New Zealand and India

- India is New Zealand's **22nd** largest export market for primary produce with a value of trade of NZD \$1.325 billion (June 2018)
- New Zealand's major imports from India: pharmaceuticals, jewellery, vehicle (parts and accessories), machinery parts and rice
- New Zealand's major exports to India: forestry products, wool, and hides, lamb dairy,



Overview of MPI - Our strategy

Our purpose is **'Growing and Protecting New Zealand'**.

Our strategy tells the story of what we need to achieve to ensure the success of the primary sector for the benefit of all New Zealanders.

Ministry for Primary Industries
Manatū Ahu Matua



MPI's Four Strategic Outcomes

- **Growth**
Food and primary sector grows the value of its exports
- **Sustainability**
Natural resources are sustainable in the primary sector
- **Protection**
Protection from biological risk and products are safe for all consumers
- **Participation**
New Zealanders participate in the success of the primary industries



Our Focus Areas:

We have **7 areas** we'll focus on during the next 4 years.

Focus area	Why this area now?
Sustainable performance Promoting an adaptive and environmentally responsible primary sector.	To meet the growing challenges from climate change, competition for land use, rising consumer expectations, and water limits, the primary sector must be adaptive and environmentally responsible.
Increasing transparency Building trust and confidence in decision making.	MPI is a critical institution for our primary sector, so it is vital that we build trust and confidence with stakeholders when we make important decisions.
Building resilience Preparing for new trends and disruptions.	In a rapidly changing environment, MPI needs to have the ability to meet current and future trends and disruptions from unforeseen events.
Ease of business People and business focused regulations and services.	As New Zealand exports to more markets, our exporters face greater complexity. How MPI configures regulation, information, and services for customers can make a big difference to compliance, growth, and trust.

Our Focus Areas:

Capturing value

Growing prosperity through insight and innovation.

There is a big market opportunity right now. MPI has tools and information that exporters need to build high-value products in markets, and seize that opportunity.

Supporting leadership

Enabling action in the primary and government sectors.

We need to solve some big issues and we don't hold all the cards. The all-of-government approach works together with the primary sector through these issues and enables primary sector leaders to take action.

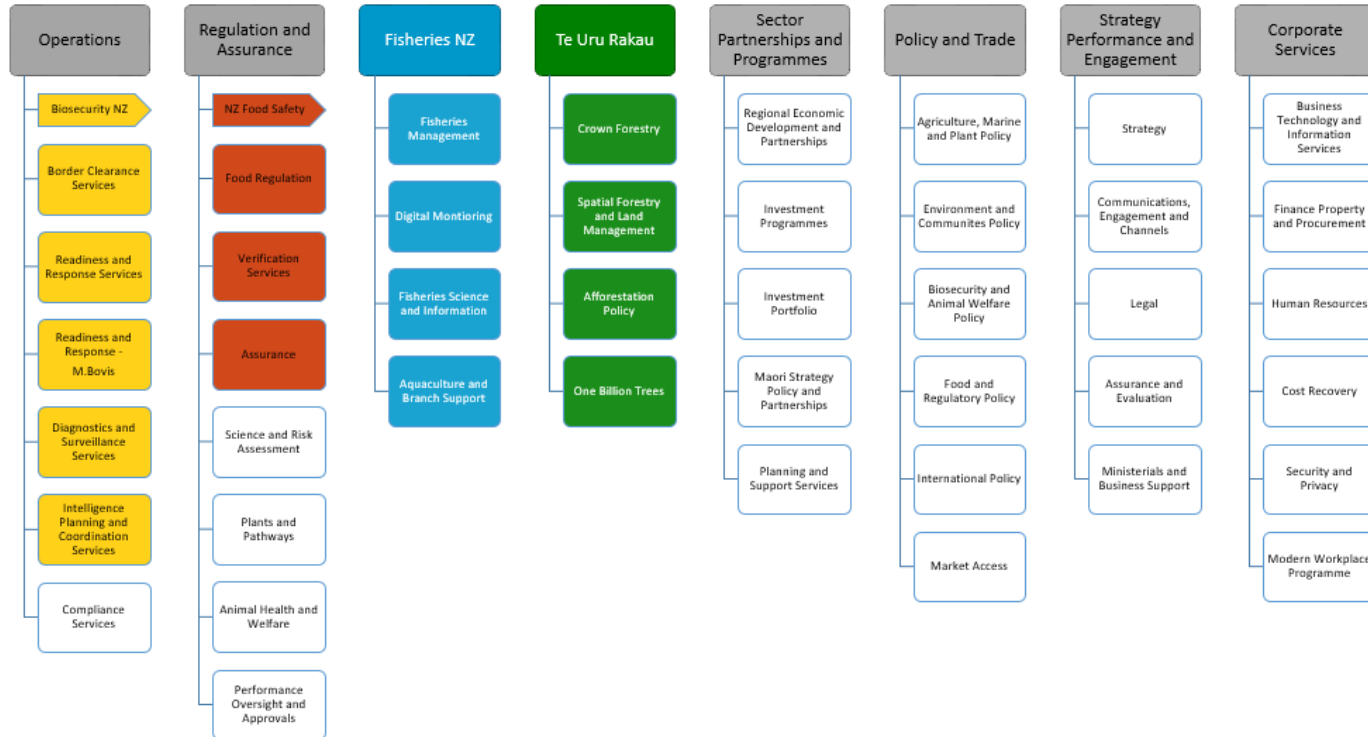
Engaging communities

Encouraging active, informed, and involved communities.

MPI needs every New Zealander's involvement and support to reach its goal of growing and protecting New Zealand.

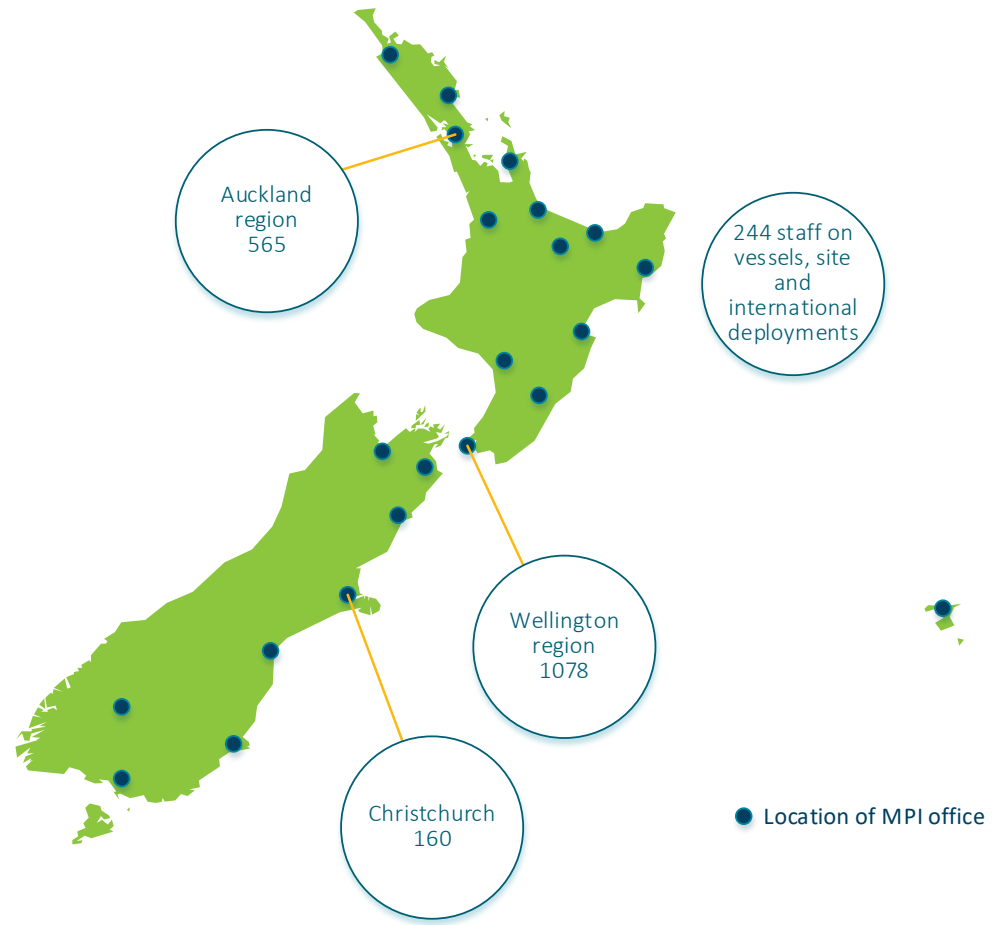
MPI High Level Structure

Ministry for Primary Industries
Manatū Ahu Matua



Staff

Employs 3,000 full time staff equivalent employees working in over 70 locations here and overseas.



Policy and Trade

- Provides policy advice to Government.
- Leads our engagement in multi-lateral and regional organisations, as well as government-to-government trade relationships.
- Negotiates technical **market access** requirements for primary products and food.



Regulation and Assurance & New Zealand Food Safety

- **New Zealand Food Safety** leads MPI's food safety system to ensure food sold in and exported from New Zealand is safe and suitable for consumers, as well as providing audit, assurance, monitoring and certification functions.
- Administers the legislative and regulatory frameworks for food safety, biosecurity, primary production and animal welfare



New Zealand Food Safety

Haumaru Kai Aotearoa

Biosecurity New Zealand and Operations

- **Biosecurity New Zealand** leads MPI's biosecurity management system, diagnostic services and manages responses to protect New Zealand from exotic pests and diseases.
- **Operations branch:** border control, intelligence, response management and compliance functions.



Biosecurity New Zealand

Ministry for Primary Industries

Manatū Ahu Matua



Sector Partnerships and Programmes

- Helps drive strategic initiatives to promote innovation and sustainable economic growth in the primary sector. Examples include Primary Growth Partnership, Maori Agribusiness Programme.
- A key role of the branch is to maintain MPI's relationship and commitments to Māori and their interests in the primary sectors.



Fisheries New Zealand

- Oversees the national fisheries management system.
- Responsible for setting and enforcing catch limits and other marine management initiatives.



Fisheries New Zealand

Tini a Tangaroa



Forestry NZ (Te Uru Rakau)

- Leads the Government's renewed focus on **forestry**, by supporting the ongoing development, growth, and management of the forestry sector.
- Provides a regulatory environment that supports a healthy environment, resilient communities, and a sustainable sector.
- Supports the Government in its goal of planting One Billion Trees and creating one vision for all of New Zealand for forestry.



Te Uru Rākau
Forestry New Zealand



Strategy, Performance & Engagement

The Strategy, Performance and Engagement branch provides direction-setting and supporting services across MPI, and directly supports MPI's Director-General.

The branch's advice and services span:

- legal services
- communications and marketing
- strategy and planning
- service design
- project and portfolio management
- assurance, internal audit, and governance functions
- ministerial processes
- Official Information Act requests



Corporate Services

The Corporate services branch provides support services and maintains systems and work practices that enable MPI to perform its core functions.

The branch has the following functions:

- human resources
- business technology and information services
- finance, property, and procurement
- planning and transformation



Namaste

