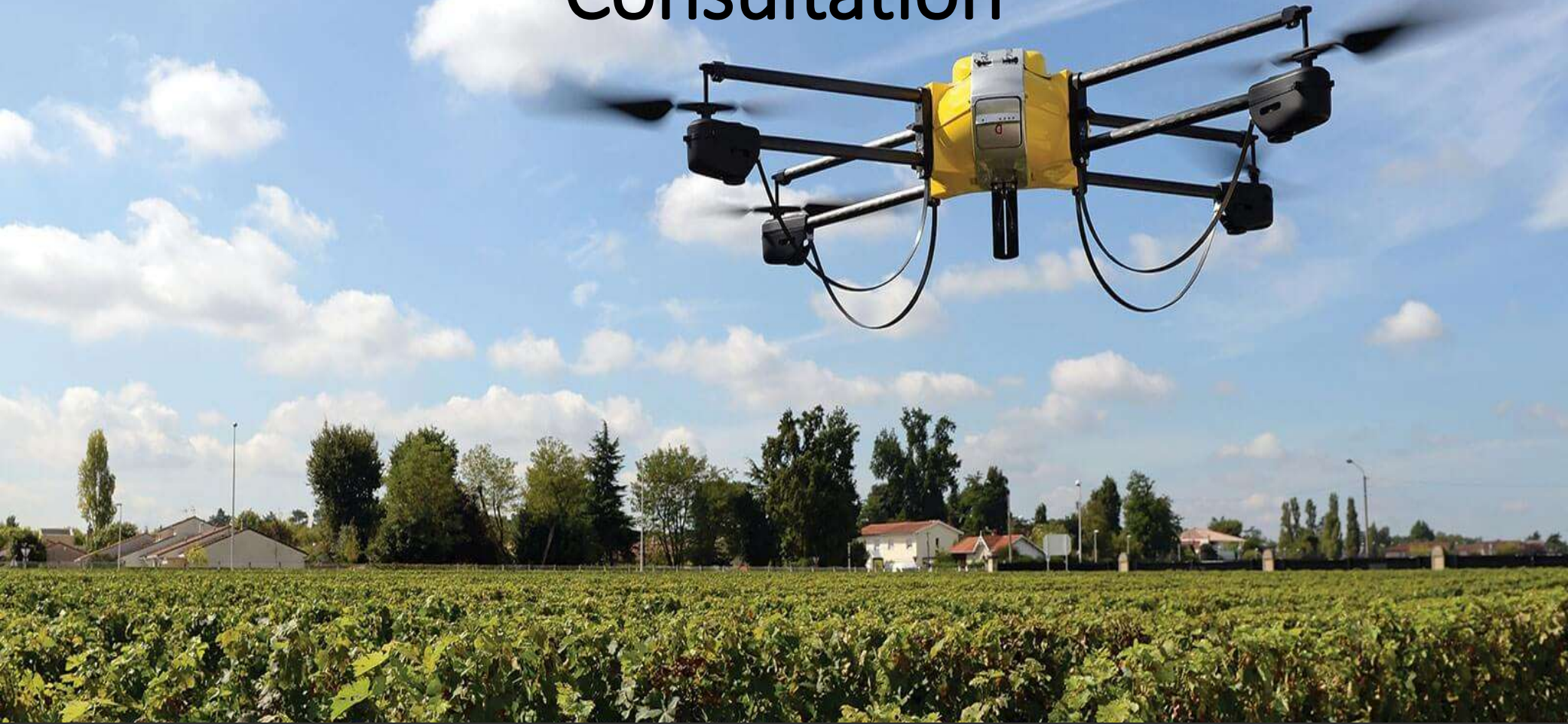


# Aotearoa NZ's Agritech Strategy – Consultation



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The  
Agritech  
Story



# Why focus on Agritech?



Improve productivity and sustainability of the primary sector, enabling companies to move from volume to value



Use comparative advantage to grow the Agritech industry itself as a high-value export sector



Contribute to global challenges – help feed the world, while reducing contributions to climate change

# Our work to date



Established a cross-government taskforce aiming to unlock the potential of the New Zealand Agritech sector

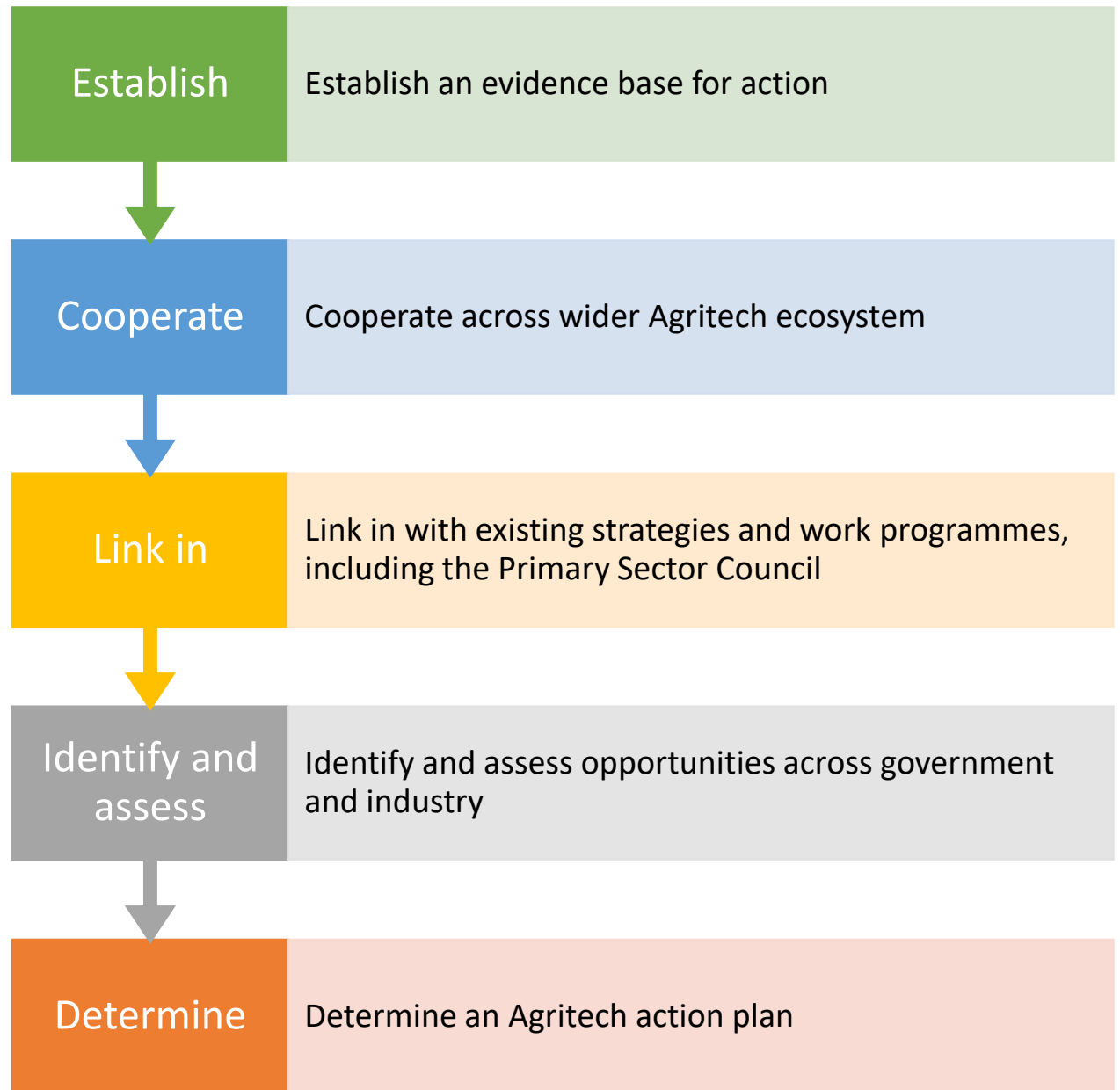


Worked closely with Industry (especially Agritech NZ) to develop an Agritech vision and draft strategy



These will be the foundations for an Agritech Industry Transformation Plan to be developed in partnership with the wider Agritech ecosystem

# How to respond?



# Agritech Industry Transformation Plan

An Agritech ITP will be developed in partnership with the sector

The ITP will define the sector and present an agreed vision for NZ Agritech

It will map out the current state of the sector, including global megatrends affecting Agritech, the obstacles to growth, and our existing advantages

Finally it will outline the actions to move Agritech, the primary sector, and all of New Zealand to a more productive, sustainable and inclusive future

# Agritech ITP will include

Impact of Agritech  
on primary sector  
productivity

Digitalisation  
opportunities and  
risks, including  
interoperability

Skills development  
and the future of  
work

Reducing  
greenhouse gas  
emissions

Connecting to  
global export  
opportunities

Addressing labour  
constraints,  
particularly  
through innovation

Collaboration with  
primary sector and  
manufacturing

Strengthening  
investment options

Opportunities for  
developing firm  
capability



## **The Vision:**

To create a globally competitive, vibrant, funded, growing Agritech ecosystem, producing capable, ingenious, value-adding companies that are good for the world, solving New Zealand and the world's sustainability problems (environmental, social, economic and cultural).





How do you  
define  
Agritech?

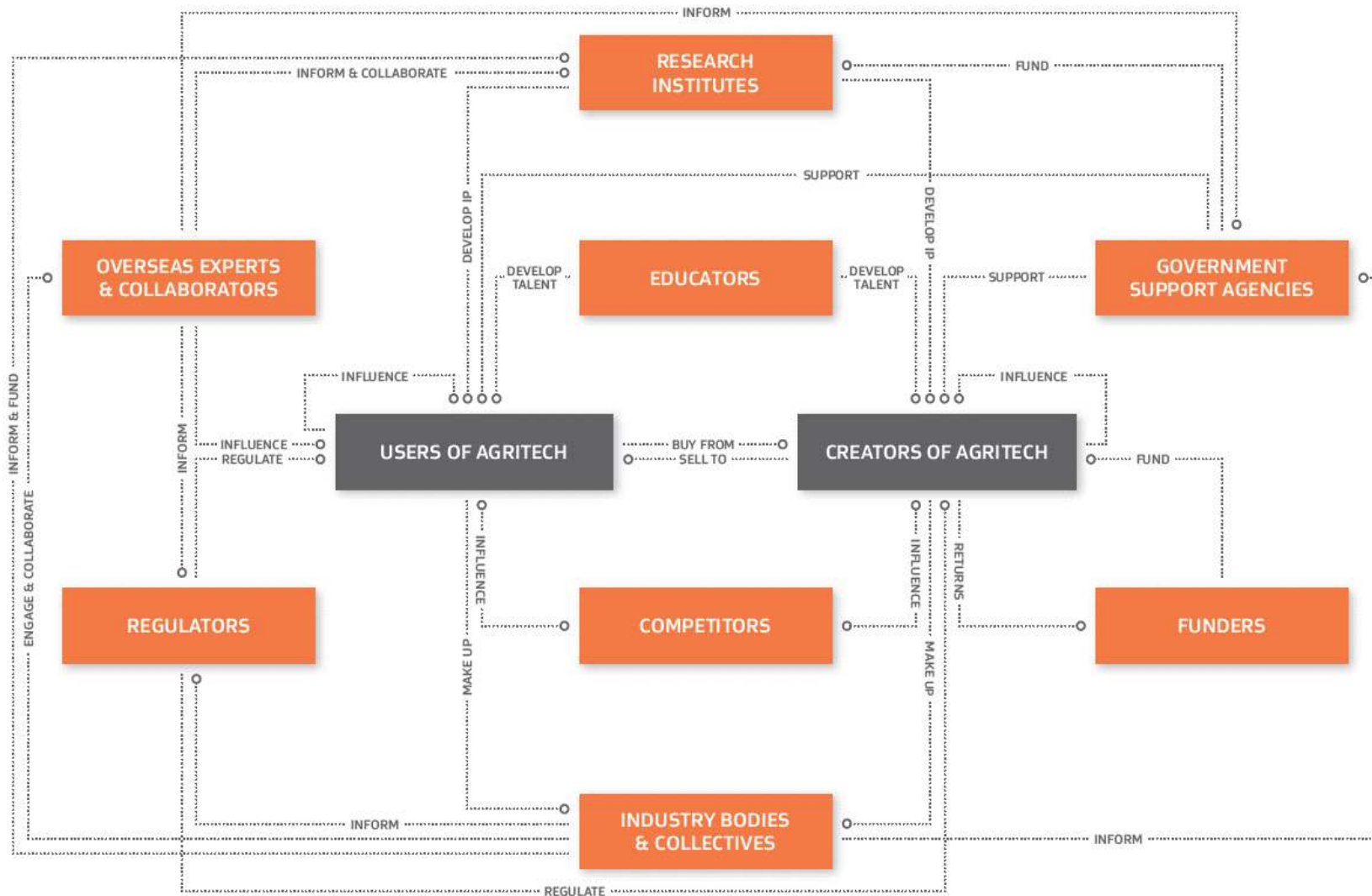
**Manufacturing, biotech** and **digital-based** technology companies that are creating **novel product, service** and **value chain solutions** for the primary sector (**agriculture, horticulture** and **aquaculture**), with the aim of improving **yield, efficiency, profitability, sustainability** and **quality**.



**KEY**

- |                 |                        |                                     |  |                      |  |
|-----------------|------------------------|-------------------------------------|--|----------------------|--|
| 1. AQUACULTURE  | 4. INTERNET OF THINGS  | 7. SENSORS                          | 10. PRECISION IRRIGATION                             | 12. BIOTECH          | 14. PROCESSING FOR HIGH VALUE PRODUCTS |
| 2. AGRICULTURE  | 5. DRONES              | 8. EARTH OBSERVATION DATA           | 11. RESOURCE MANAGEMENT/<br>ENVIRONMENTAL PROTECTION | 13. VERTICAL FARMING | 15. GENETICS/BREEDING                  |
| 3. HORTICULTURE | 6. ROBOTICS/AUTOMATION | 9. ADVANCED MACHINERY AND EQUIPMENT |  |                      |  |

# The Agritech Ecosystem

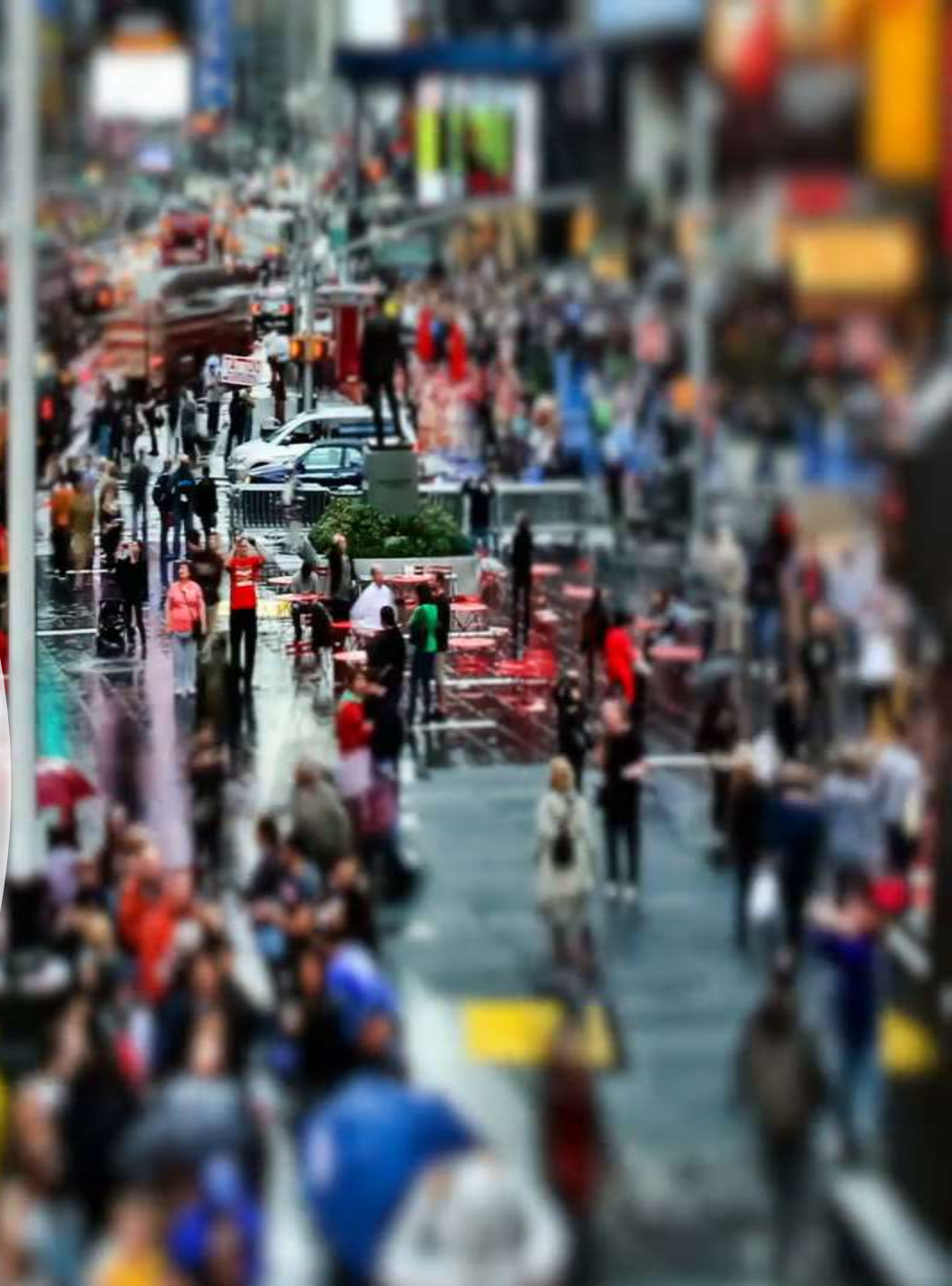


With Māori playing a role in many parts of this ecosystem

# Megatrends

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- Changing consumer demands
- Increased market risk through geopolitical volatility
- Demographic changes – demanding more from employers
- Labour supply shortages
- Changing environment
- Technology and business model innovations



# Advantages & Opportunities

- New Zealand's strong horticultural and agricultural reputation
- Existing world-class research, often underutilised
- Geographic advantage – crossroads between East and West
- Existing FTA framework
- Close connections & two degrees of separation
- Strong supporting institutions and responsive regulatory models
- New Zealand as a testbed/knowledge partner
- Structured towards long-term approach – cooperatives and Te Ao Māori
- Links to foreign markets and knowledge of supply chains and regulations

# Obstacles & constraints

Need to continue to diversify from pasture-based systems

Agri-tech innovation (especially pastoral innovation) largely for domestic use

Disconnected flow of commercialisation activity

Previous shortage of growth capital

Geographic spread and lack of collaboration

Slow uptake of technology innovations by some parts of the primary sector

Lack of interoperability and defined standards for technology and data

Lack of skills and focussed skills development

Lack of sustained and coordinated commitment from Government and Industry

Lack of accurate measurement of sector

Regulatory differences – at national and regional scale

Complacency

# Areas for action



Stimulating company growth and accelerating commercialisation



Streamlining government support



Enabling a more even and globally competitive regulatory environment



Connecting to global opportunities and solving global problems



Skills development and future proofing workforce



Strengthening investment options



Driving innovation diffusion across adjacent primary and manufacturing sectors

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