

A vibrant field of sunflowers under a blue sky with scattered white clouds. The sunflowers are in various stages of bloom, with bright yellow petals and dark brown centers. The field extends to the horizon, with rolling hills visible in the distance.

**NorthlandInc**

Growing Northland's Economy

Kia tupu ai te ōhanga o Te Tai Tokerau

# Tuputupu- Grow Northland

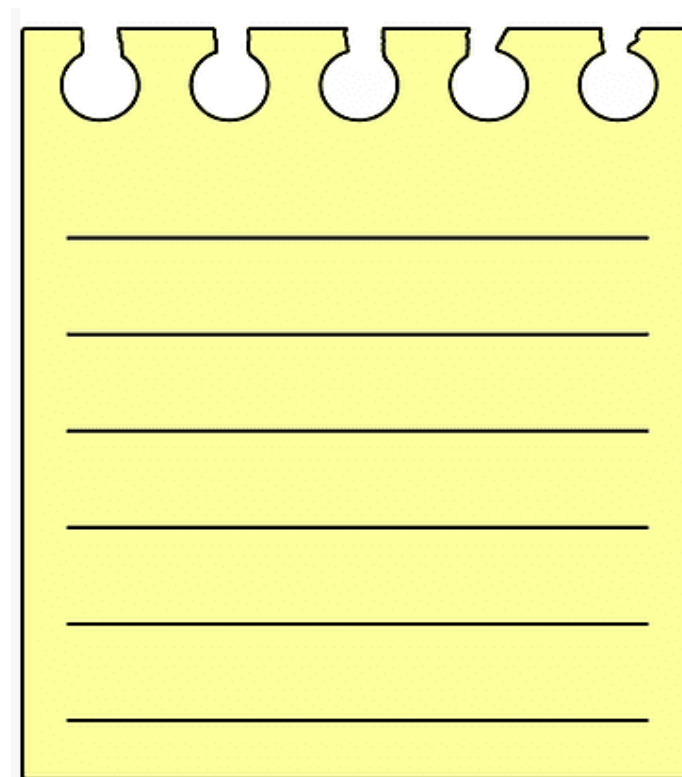
Market Opportunity Study Workshop Series

September 2025



# AGENDA

- 1.00-1.15 Karakia, welcome and introductions
- 1.15-1.40 Northland Inc and Tuputupu Grow Northland overview
- 1.40-2.10 Scarlatti presentation, Q & A
- 2.10-2.30 BDO presentation, Q & A
- 2.30-2.55 Next steps, discussion
- 2.55-3.00 Meeting close, refreshments and networking



# OVERVIEW



Our climate is changing, new regulations, shifting demand, and market pressures all signal the need to reenvision land use and pursue more resilient, diverse opportunities.

# NORTHLAND INC: KEY AREAS OF ACTIVITY

NorthlandInc

Infrastructure  
Development,  
Support and  
Investment  
Facilitation

Primary  
Industries  
Support and  
Programmes

Destination  
Management  
and  
Marketing

Business  
Innovation  
and  
Growth

Advocacy for Northland Economic Needs to Central Government

Channel for Central Government Programmes and Funding into Northland

# NORTHLAND INC: WHAT DO WE DO?

NorthlandInc

Enabler, connector, leader, advisor, supporter, funder, strategists, data & insights



TE RERENGA – ECONOMIC WELLBEING  
PATHWAY



REGIONAL BUSINESS PARTNER  
NETWORK



MĀORI ECONOMIC DEVELOPMENT



THE ORCHARD &  
MAHINGA INNOVATION  
CENTRE



DESTINATION MANAGEMENT PLAN



TUPUTUPU GROW  
NORTHLAND



CALLAGHAN INNOVATION  
CUSTOMER NAVIGATORS



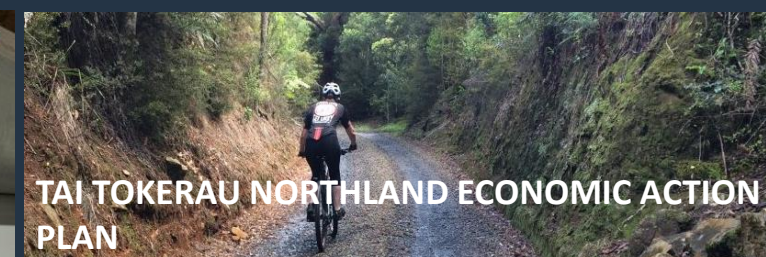
MAJOR PROJECTS  
e.g. DRY DOCK & NAVY



GOVERNMENT PARTNER INTO REGION  
I.E. CYCLONE SUPPORT, EDUCATION



REGIONAL WORKFORCE PLAN



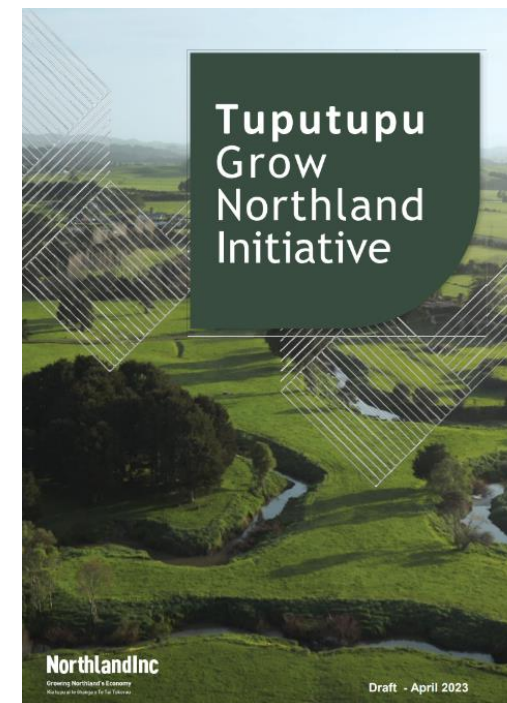
TAI TOKERAU NORTHLAND ECONOMIC ACTION  
PLAN

# TUPUTUPU GROW NORTHLAND

Supporting Primary Sector and associated manufacturing to adopt new and innovative ways to reimagine land use in a strategic and coherent manner.

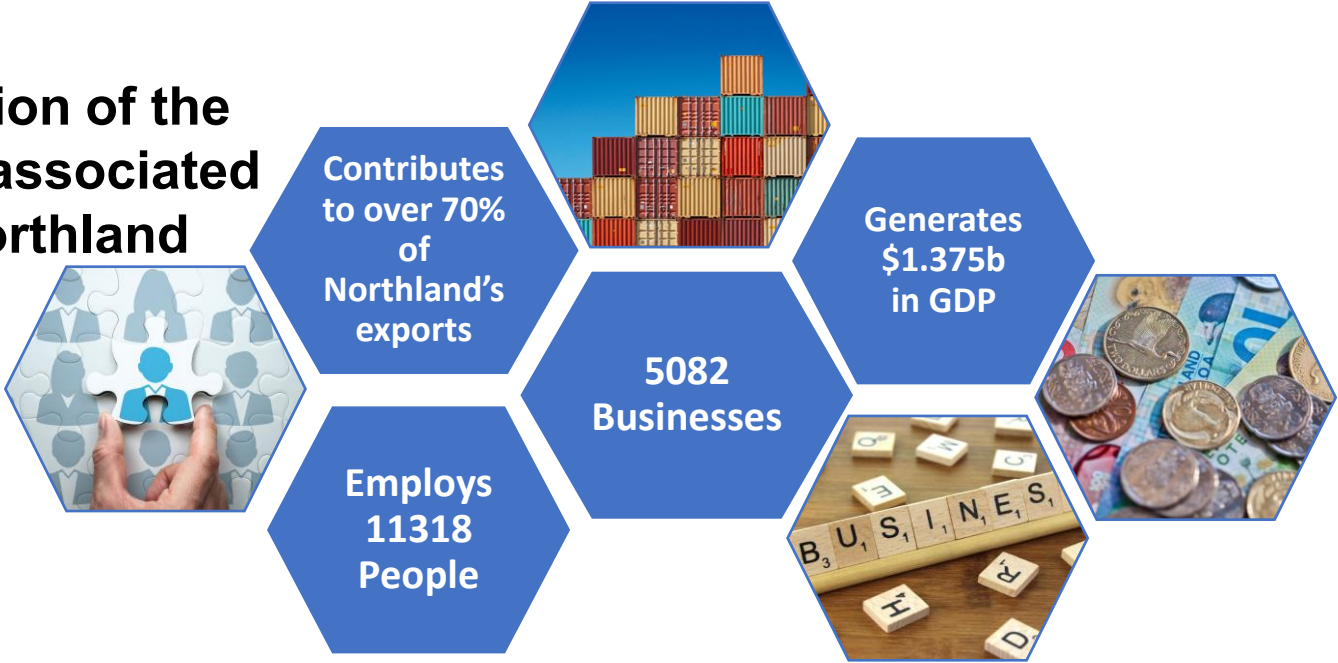
Generating positive economic, social, cultural and environmental outcomes.

- Land use optimisation
- Value Add Manufacturing
- Pathways to commercialisation
- By Māori for Māori



# ECONOMY OVERVIEW

Economic contribution of the primary sector and associated manufacturing in Northland



Post-farm gate jobs compared across regions

1.5

Northland

7

Hawkes Bay

30

Auckland



# PRIMARY SECTOR CHALLENGE

## LONG-TERM SUSTAINABILITY

Tuputupu supports identifying opportunities for Northland's primary and associated manufacturing sectors, supporting projects and providing guidance to relevant parties.



# COMMERCIAL CROPS

Currently Grown in Northland



Avocado  
Olives  
Chillis  
Bananas  
Feijoa  
Onions  
Beetroot  
Foliage Plants  
Orchids  
Bird of Paradise Flowers  
Garlic  
Papaya  
Blueberries  
Greens/Spinach  
Hydrangea  
Passionfruit

Broccoli  
Persimmon  
Butternut/Squash  
Kiwifruit - Gold Green Organic Red  
Pineapples  
Cabbage  
Potatoes /Peruperu  
Calla Flowers  
Protea  
Watermelon  
Corms  
Pumpkin  
Carrots  
Raspberries  
Blueberries

Pollen  
Sweetcorn  
Kumara  
Tamarillo  
Citrus – Lemon, Lime, Mandarin,  
Grapefruit  
Macadamia  
Wine Grapes  
Tomatoes  
Manuka Honey  
Yacon  
Manuka for Pharma  
Mushrooms/Fungi  
Coffee  
Strawberries  
Cauliflower

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# Pūtake Whakaturu Foundation for Growth

Developed in partnership & with support from MPI/SFFF  
Market Opportunity Studies, future project work, engagement & extension

# Market Opportunity Studies

- 
- **November 2024 sector/community engagement to understand regions aspirations**
  - **Over 71 suggestions put forward**
  - **Suggestions assessed and short listed**
  - **Multiple opportunities presented to Steering Group to review**
  - **9 opportunities emerged as key options for these studies**
  - **March 2025 tenders to market**
  - **August/September 2025 reports received**
  - **September 2025 community workshops held**

# PUTAKE WHAKATUPU

Foundation for Growth

- **Papaya and Mango**
- **Ginger and Turmeric**
- **Soy and Sunflower**
- **Banana and Pineapple**
- **Moringa**



# MARKET OPPORTUNITY REPORTS

Foundation for Growth

## Market Opportunity Presentations:

### Presentation 1 - Scarlatti

SCARLATTI

### Presentation 2 - BDO

BDO

# NEXT STEPS

## **Future work:**

### **Under consideration - development - delivery:**

- **Covered Cropping**
- **Food North**
- **Coffee**
- **Resilient Pastures**
- **Water Storage**
- **Madagascan Ragwort**
- **Massey and Moringa in the North**
- **Land use GIS Tools**
- **Science and Education in Region**



# COVERED CROPPING

- **Co funded by Putake/SFFF, Horticulture Trust & BSI - P+FR**
- **Looking at opportunity & benefit of covered cropping across region & across range of crops in both current & future climates**
- **Supports growers decision making/due diligence**
- **P+FR leading work & expecting report back by end of October 2025**

# FOOD NORTH



Shared food manufacturing facility located at Ngawha I&E Park offering processing facilities and essential equipment for:

- Juicing
- Drying (freeze drying and air drying) and milling
- Cooking at scale
- Extraction (depending on what)
- Packaging and bottling
- Chilled storage

## WHY

- Need identified to attract businesses to Ngawha Park
- 2+ years of industry engagement & ongoing demand for local F&B manufacturing
- Lack of scale-up facilities across NZ
- Reduce risk of business failure & speed up growth
- Develop local capability in F&B processing
- Space for independent growth with access to support networks.

## WHO

- Growing businesses with established markets
- Growers - 40% of local crops unsuitable for fresh
- Value-add businesses sourcing raw materials grown in Northland
- Medium-sized companies developing new product lines before investing in full scale.

## HOW

- Clients can pay as they use and/or bring their own equipment
- Technical, regulatory and operational support provided onsite
- Support to access and develop local workforce

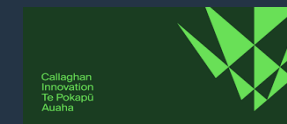
# BUSINESS SUPPORT

## Business Growth Advisors

Working with high growth and export businesses across the region  
Management Capability Funding through the Regional Business  
Partner network. Connections to other Govt help and programmes  
i.e. NZTE, Food Innovation Network

Email [growth@northlandnz.com](mailto:growth@northlandnz.com) for more

Travelling monthly around the region,  
our Growth Advisors are available free  
of charge for Far North businesses



# RESOURCES

## Resource Links

- Tuputupu Grow Northland [www.northlandnz.com/grownorthland](http://www.northlandnz.com/grownorthland)
- Business Innovation and Growth Team (BIG) <https://www.northlandnz.com/business-innovation-and-growth>
- Whariki <https://www.whariki.co.nz/>
- NZ Food Innovation Network <https://foodinnovationnetwork.co.nz/>
- Food North – [Need & Demand Report](#)
- Coffee Website (Requires free sign-up) - <https://www.coffeenewzealand.com/>
- Coriolis Report – [Emerging & Future Platforms in NZ's Bioeconomy](#)
- Kaipara Kai <https://www.kaipara.govt.nz/kickstart/kai-for-kaipara>
- Te Tai Tokerau Water Trust <https://www.taitokerauwater.com/>

# WE WANT TO HEAR FROM YOU

IDEAS, COMMENTS OR  
SUGGESTIONS TO

[tuputupu@northlandnz.com](mailto:tuputupu@northlandnz.com)

or call us /email directly