

Agriculture & Horticulture

15% of Taranaki's exporters were from the Agriculture or Horticulture sector*

53%



Between \$1m-9m turnover

60%



Exports make up less than 20% of company revenue

47%



Under 10 staff



Honey



Flowers



Seeds



Poultry



AgriTech



Beef



Crop
Protection

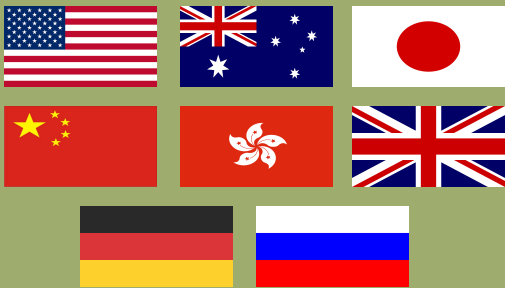


Dairy
Products

Most Profitable Export Country



Top Export Countries



USA, Australia, Japan
China, Hong Kong, UK
Germany, Russia

Biggest Growth Potential



Main Distribution Channel

Wholesaler/
Distributor 27%



73%
said that their
export earnings
have increased

Main Transportation Channel

Sea 59%



*The Taranaki Export Map Study involved 117 local exporters

