

TĀNGATA HUAWHENUA

MĀORI HORTICULTURE COUNCIL AOTEAROA

PRESS RELEASE

FOR IMMEDIATE RELEASE

12 June 2025

Māori Horticulture Council Welcomes Record Horticulture Exports

The Māori Horticulture Council (Tāngata Huawhenua) celebrates the announcement of another record year in New Zealand horticulture, with exports reaching \$8.5 billion, driven by strong performances in kiwifruit, apples, and vegetables.

Highlights from the report:

- Kiwifruit exports: \$3.9 billion
- Apples & pears: \$1.1 billion
- Vegetables: \$770 million — up 8%

“This is a moment of momentum,” says Tāngata Huawhenua Chairman Ratahi Cross “It confirms what we’ve always known — horticulture is a high-growth opportunity for Māori landowners, whānau enterprises, and iwi-led investment.”

“With the right support and collaboration, Māori have the scale, the whenua, and the values to help drive the next generation of Aotearoa’s food story — one that is premium, sustainable, and globally respected.”

Tāngata Huawhenua continues to advocate for targeted investment, capability building, and infrastructure that will enable Māori to capitalise on this growth pathway.

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About Tāngata Huawhenua Māori Horticulture Council

Tāngata Huawhenua – Māori Horticulture Council Aotearoa is the national voice for Māori in horticulture and produce. As a platform for collective influence, collaboration, and advocacy, we represent Māori interests across the full spectrum of flora and produce – from taonga species and emerging fruits to hemp, vegetables, and value-added ingredients.

Our purpose is to grow Māori influence and impact in the sector through unity, investment, innovation, and capability. We work across the value chain, from breeding and intellectual property through to commercialisation and market access – grounded in our foundational values of Tino Rangatiratanga, Mātauranga Māori, and Tikanga Māori.