

Primary industries Workforce 2019



The primary industries is changing. To meet the challenges and opportunities of today – and tomorrow – we will need to attract people from diverse backgrounds, who bring different capabilities to the sector.

Recently, MPI took a closer look at how the primary industries workforce is changing in terms of numbers, qualifications and diversity. MPI also looked at new entrants to the industry, who are they, where they came from, and how long they stayed in the industry. In this fact sheet we share some of the key findings from this analysis.

366,807 people
Employed in the primary industries in 2019

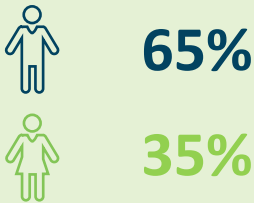
130,305 people in production
236,502 people in processing / commercialisation

Between **2012 and 2019** there was a **9.1 percent** increase in worker counts in the primary industries



Gender

In 2019, the composition of the primary industries workforce was:



Age and Employment

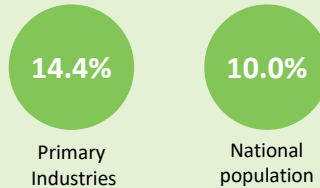
The median age for **employees**:

30 – 41 years

Is lower than for **self-employed**:

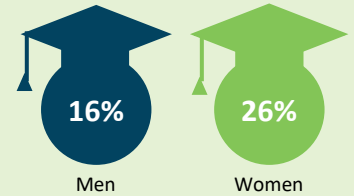
48 – 58 years

Self-employment is high in the primary industries compared to the national average.



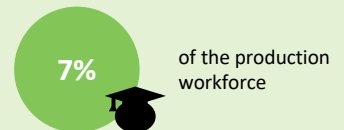
Education

The qualification levels for 15-29 year olds who hold a formal qualification in the primary industries workforce are similar to the national population. Of this group:



Hold a degree-level qualification or higher. There is an **upward trend** in numbers holding a qualification.

Of the 15-29 year olds formally qualified in the primary industries workforce:



Hold a **degree-level** qualification or higher.

Ethnicity

Ethnic composition within the primary industries differs significantly depending on the type of work and where the work sits within the value chain.

All ethnic groupings were represented at a higher rate, than the national level, in at least one primary industry.

New Entrants (2013)

There were **42,800 new entrants** to the primary industries in 2013. The largest source of new entrants was other industries including accommodation and food services, retail trade, and administrative and support services.

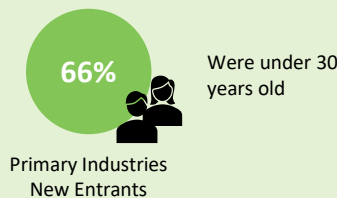
New Entrant Gender

More men than women entered the primary industries. The composition of the new entrants to the primary industries was:



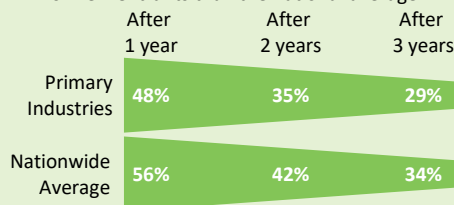
New Entrant Age

New entrants to the primary industries were young.



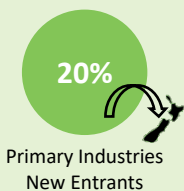
New Entrant Retention Rate

The primary industries have a lower retention rate for new entrants than the national average.



New Entrants - Temporary Migrants

A fifth of new entrants to the primary industries were temporary migrants:



Reference: Human capability in the primary industries: Parts 1 and 2.

Data source: Anonymised data from the integrated Data Infrastructure, which is managed by Statistics New Zealand. The datasets include Census data, tertiary education data, tax data and industry training organisation data. The data is from 2019 except for new entrants data which is from 2013.

Arable industry Workforce 2019



The arable industry is changing. To meet the challenges and opportunities of today – and tomorrow – we will need to attract people from diverse backgrounds, who bring different capabilities to the sector.

Recently, MPI took a closer look at how the arable workforce is changing in terms of numbers, qualifications and diversity. MPI also looked at new entrants to the industry, who are they, where they came from, and how long they stayed in the industry. In this fact sheet we share some of the key findings from this analysis.

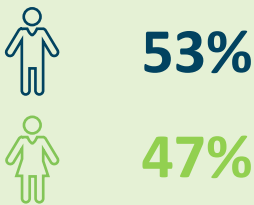
23,395 people
Employed in the arable industry in 2019

2,530 people in production
20,865 people in processing / commercialisation

Between **2012 and 2019** there was a **7.0 percent** increase in worker counts in arable **1,526** people

Gender

In 2019, the composition of the arable workforce was:

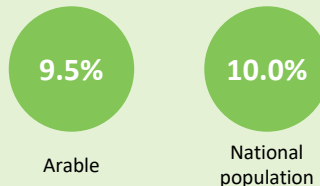


Age and Employment

The median age for **employees**:

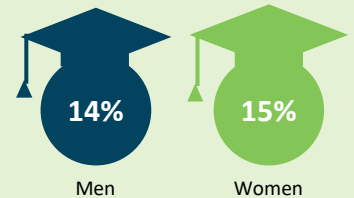
35 years
Is lower than for **self-employed**:
49 years

Self-employment is high in the primary industries, however, self-employment in the arable industry is similar to the national average.



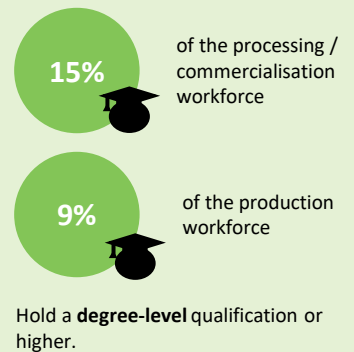
Education

The qualification levels for 15-29 year olds who hold a formal qualification in the arable workforce are lower than the national population. Of this group:



Hold a degree-level qualification or higher. There is an **upward trend** in numbers holding a qualification.

Of the 15-29 year olds formally qualified in the arable workforce:



Ethnicity

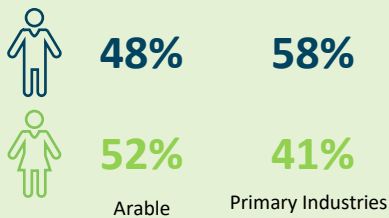
Arable has the highest proportion of workers identifying as Asian, relative to other primary industries.

New Entrants (2013)

There were **7,000 new entrants** to the arable industry in 2013. The largest source of new entrants was other industries including accommodation and food services, wholesale trade and retail trade.

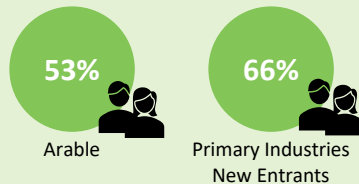
New Entrant Gender

The proportion of new entrants to the arable industry that were female was higher than in the primary industries new entrants in general.



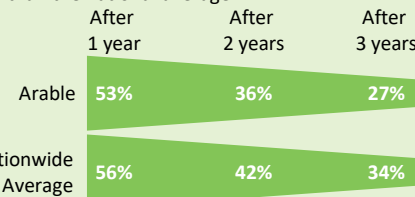
New Entrant Age

The proportion of new entrants to the arable industry that were under 30 was smaller than the proportion in primary industries new entrants in general.



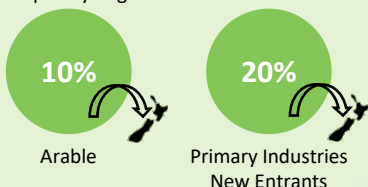
New Entrant Retention Rate

Arable has a lower retention rate for new entrants than the national average.



New Entrants - Temporary Migrants

One-tenth of new entrants to the arable industry were temporary migrants:



Reference: Human capability in the primary industries: Parts 1 and 2.

Data source: Anonymised data from the integrated Data Infrastructure, which is managed by Statistics New Zealand. The datasets include Census data, tertiary education data, tax data and industry training organisation data. The data is from 2019 except for new entrants data which is from 2013.

Dairy industry Workforce 2019



The dairy industry is changing. To meet the challenges and opportunities of today – and tomorrow – we will need to attract people from diverse backgrounds, who bring different capabilities to the sector.

Recently, MPI took a closer look at how the dairy workforce is changing in terms of numbers, qualifications and diversity. MPI also looked at new entrants to the industry, who are they, where they came from, and how long they stayed in the industry. In this fact sheet we share some of the key findings from this analysis.

49,080 people
Employed in the dairy industry in 2019

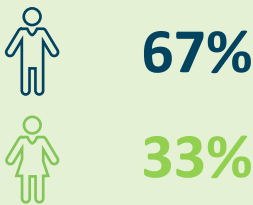
33,100 people in production
15,980 people in processing / commercialisation

Between **2012 and 2019** there was a **1.0 percent** increase in worker counts in dairy



Gender

In 2019, the composition of the dairy workforce was:

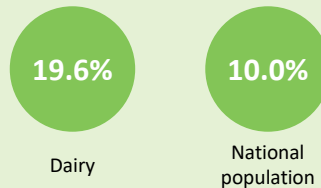


Age and Employment

The median age for **employees**:

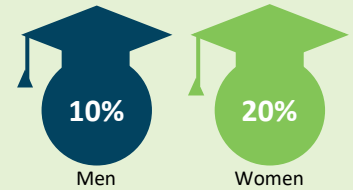
34 years
Is lower than for **self-employed**:
48 years

Self-employment is high in the primary industries, however, self-employment in the dairy industry is higher than the national average.



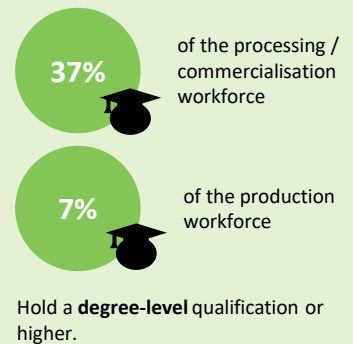
Education

The qualification levels for 15-29 year olds who hold a formal qualification in the dairy workforce are lower than the national population. Of this group:



Hold a degree-level qualification or higher. There is an **upward trend** in numbers holding a qualification.

Of the 15-29 year olds formally qualified in the dairy workforce:



Ethnicity



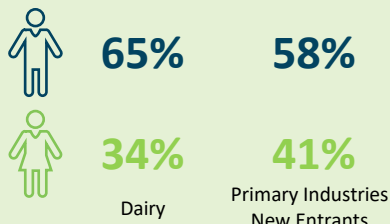
Dairy has a high proportion of workers identifying as European relative to other primary industries, and slightly higher than the national proportion.

New Entrants (2013)

There were **8,600 new entrants** to the dairy industry in 2013. The largest source of new entrants was other industries including retail trade, accommodation and food services, and transport, postal and warehousing.

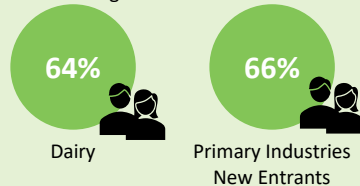
New Entrant Gender

The proportion of new entrants to the dairy industry that were male was higher than in the primary industries new entrants in general.



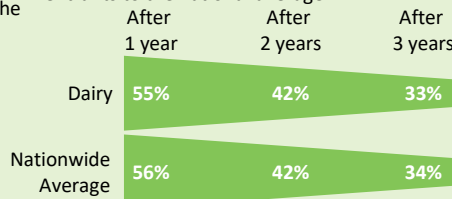
New Entrant Age

The proportion of new entrants to the dairy industry that were under 30 was similar to the proportion in primary industries new entrants in general.



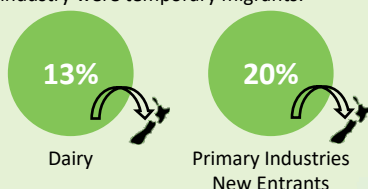
New Entrant Retention Rate

Dairy has a similar retention rate for new entrants to the national average.



New Entrants - Temporary Migrants

A relatively small proportion of new entrants to the dairy industry were temporary migrants:



Reference: Human capability in the primary industries: Parts 1 and 2.

Data source: Anonymised data from the integrated Data Infrastructure, which is managed by Statistics New Zealand. The datasets include Census data, tertiary education data, tax data and industry training organisation data. The data is from 2019 except for new entrants data which is from 2013.

Forestry industry Workforce 2019



The forestry industry is changing. To meet the challenges and opportunities of today – and tomorrow – we will need to attract people from diverse backgrounds, who bring different capabilities to the sector.

Recently, MPI took a closer look at how the forestry workforce is changing in terms of numbers, qualifications and diversity. MPI also looked at new entrants to the industry, who are they, where they came from, and how long they stayed in the industry. In this fact sheet we share some of the key findings from this analysis.

40,835 people
Employed in the forestry industry in 2019

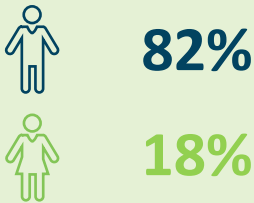
8,500 people in production
32,335 people in processing / commercialisation

Between **2012 and 2019** there was a **6.8 percent** increase in worker counts in forestry



Gender

In 2019, the composition of the forestry workforce was:

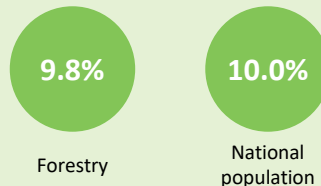


Age and Employment

The median age for **employees**:

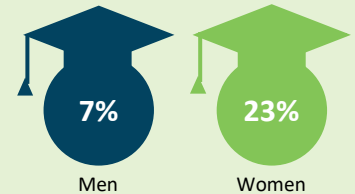
41 years
Is lower than for **self-employed**:
54 years

Self-employment is high in the primary industries, however, self-employment in the forestry industry is similar to the national average.



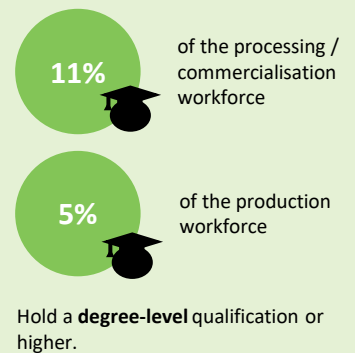
Education

The qualification levels for 15-29 year olds who hold a formal qualification in the forestry workforce are lower than the national population. Of this group:



Hold a degree-level qualification or higher. There is an **upward trend** in numbers holding a qualification.

Of the 15-29 year olds formally qualified in the forestry workforce:



Ethnicity

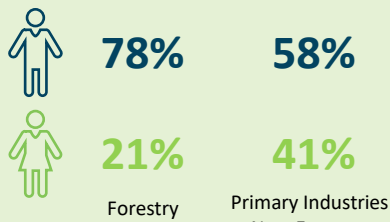
Forestry has a high proportion of workers identifying as Māori, particularly in the production part of the value chain.

New Entrants (2013)

There were **6,100 new entrants** to the forestry industry in 2013. The largest source of new entrants was other industries including administrative and support services, manufacturing, and construction.

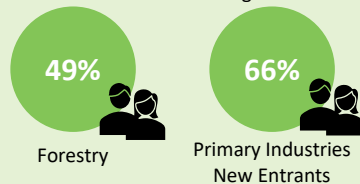
New Entrant Gender

The proportion of new entrants to the forestry industry that were male was higher than in the primary industries new entrants in general.



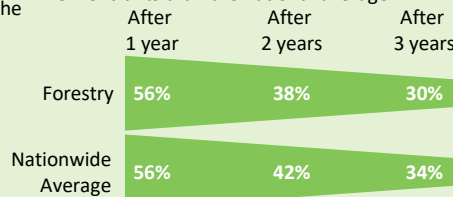
New Entrant Age

The proportion of new entrants to the forestry industry that were under 30 was smaller than the proportion in primary industries new entrants in general.



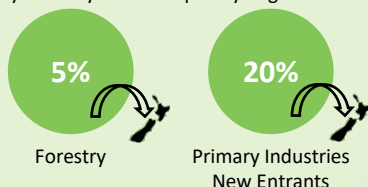
New Entrant Retention Rate

Forestry has a slightly lower retention rate for new entrants than the national average.



New Entrants - Temporary Migrants

A relatively small proportion of new entrants to the forestry industry were temporary migrants:



Reference: Human capability in the primary industries: Parts 1 and 2.

Data source: Anonymised data from the integrated Data Infrastructure, which is managed by Statistics New Zealand. The datasets include Census data, tertiary education data, tax data and industry training organisation data. The data is from 2019 except for new entrants data which is from 2013.

Horticulture industry Workforce 2019



The horticulture industry is changing. To meet the challenges and opportunities of today – and tomorrow – we will need to attract people from diverse backgrounds, who bring different capabilities to the sector.

Recently, MPI took a closer look at how the horticulture workforce is changing in terms of numbers, qualifications and diversity. MPI also looked at new entrants to the industry, who are they, where they came from, and how long they stayed in the industry. In this fact sheet we share some of the key findings from this analysis.

38,730 people
Employed in the horticulture industry in 2019

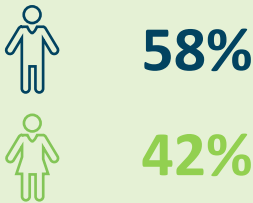
24,930 people in production
13,800 people in processing / commercialisation

Between **2012** and **2019** there was a **7.8 percent** increase in worker counts in horticulture



Gender

In 2019, the composition of the horticulture workforce was:

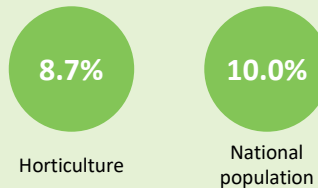


Age and Employment

The median age for **employees**:

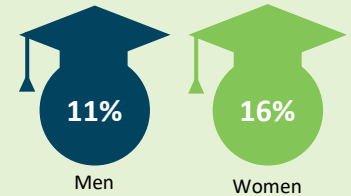
30 years
Is lower than for **self-employed**:
58 years

Self-employment is high in the primary industries, however, self-employment in the horticulture industry is slightly lower than the national average.



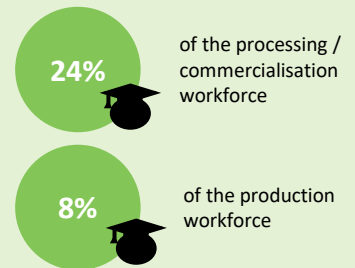
Education

The qualification levels for 15-29 year olds who hold a formal qualification in the horticulture workforce are lower than the national population. Of this group:



Hold a degree-level qualification or higher. There is an **upward trend** in numbers holding a qualification.

Of the 15-29 year olds formally qualified in the horticulture workforce:



Hold a **degree-level** qualification or higher.

Ethnicity

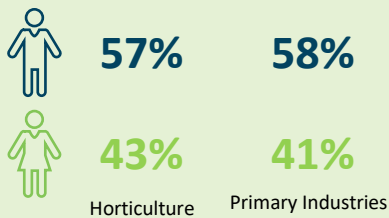
Horticulture has the largest proportion of workers identifying as Pacific relative to other primary industries.

New Entrants (2013)

There were **16,200 new entrants** to the horticulture industry in 2013. The largest source of new entrants was "other" sources which includes migrants and those that have taken time out of the workforce.

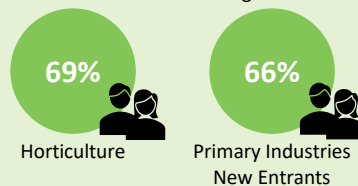
New Entrant Gender

The gender make up of new entrants to the horticulture industry was similar to the primary industries new entrants in general.



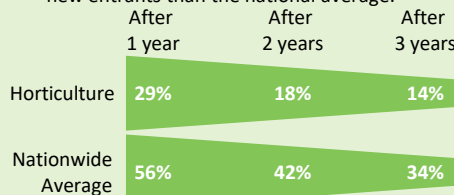
New Entrant Age

The proportion of new entrants to the horticulture industry that were under 30 was similar to the proportion in primary industries new entrants in general.



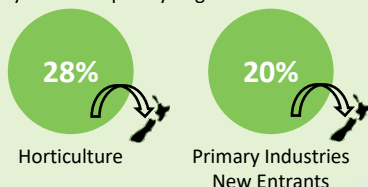
New Entrant Retention Rate

Horticulture has a much lower retention rate for new entrants than the national average.



New Entrants - Temporary Migrants

One-tenth of new entrants to the horticulture industry were temporary migrants:



Reference: Human capability in the primary industries: Parts 1 and 2.

Data source: Anonymised data from the integrated Data Infrastructure, which is managed by Statistics New Zealand. The datasets include Census data, tertiary education data, tax data and industry training organisation data. The data is from 2019 except for new entrants data which is from 2013.

Red Meat and Wool industry Workforce 2019



The red meat and wool industry is changing. To meet the challenges and opportunities of today – and tomorrow – we will need to attract people from diverse backgrounds, who bring different capabilities to the sector.

Recently, MPI took a closer look at how the arable workforce is changing in terms of numbers, qualifications and diversity. MPI also looked at new entrants to the industry, who are they, where they came from, and how long they stayed in the industry. In this fact sheet we share some of the key findings from this analysis.

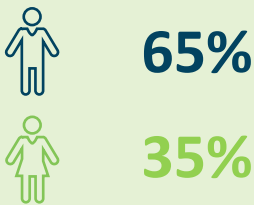
64,055 people
Employed in the red meat and wool industry in 2019

29,040 people in production
35,015 people in processing / commercialisation

Between **2012 and 2019** there was a **7.0 percent** decrease in worker counts in red meat and wool **4,800** people

Gender

In 2019, the composition of the red meat and wool workforce was:



Age and Employment

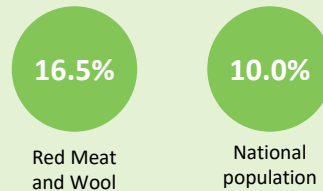
The median age for **employees**:

36 years

Is lower than for **self-employed**:

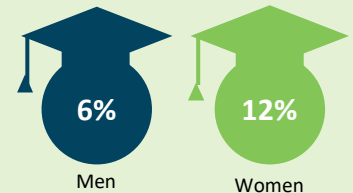
56 years

Self-employment is high in the primary industries, however, self-employment in the red meat and wool industry is higher than the national average.



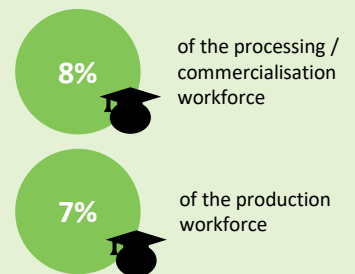
Education

The qualification levels for 15-29 year olds who hold a formal qualification in the red meat and wool workforce are lower than the national population. Of this group:



Hold a degree-level qualification or higher. There is an **upward trend** in numbers holding a qualification.

Of the 15-29 year olds formally qualified in the red meat and wool workforce:



Hold a **degree-level** qualification or higher.

Ethnicity



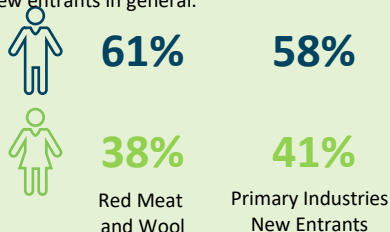
Red meat and wool has a high proportion of workers identifying as Māori, particularly in the processing / commercialisation part of the value chain.

New Entrants (2013)

There were **12,200 new entrants** to the red meat and wool industry in 2013. The largest source of new entrants was other industries including retail trade, administrative and support services, and accommodation and food services.

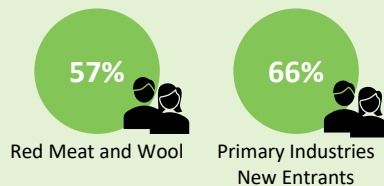
New Entrant Gender

The proportion of new entrants to the red meat and wool industry that were male was slightly higher than in the primary industries new entrants in general.



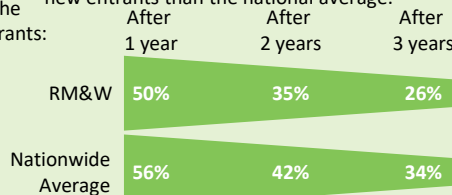
New Entrant Age

The proportion of new entrants to the red meat and wool industry that were under 30 was smaller than the proportion in primary industries new entrants in general.



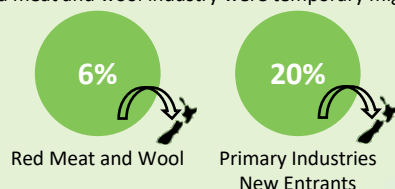
New Entrant Retention Rate

Red Meat and Wool has a lower retention rate for new entrants than the national average.



New Entrants - Temporary Migrants

A relatively small proportion of new entrants to the red meat and wool industry were temporary migrants:



Reference: Human capability in the primary industries: Parts 1 and 2.

Data source: Anonymised data from the integrated Data Infrastructure, which is managed by Statistics New Zealand. The datasets include Census data, tertiary education data, tax data and industry training organisation data. The data is from 2019 except for new entrants data which is from 2013.

Seafood industry Workforce 2019



The seafood industry is changing. To meet the challenges and opportunities of today – and tomorrow – we will need to attract people from diverse backgrounds, who bring different capabilities to the sector.

Recently, MPI took a closer look at how the seafood workforce is changing in terms of numbers, qualifications and diversity. MPI also looked at new entrants to the industry, who are they, where they came from, and how long they stayed in the industry. In this fact sheet we share some of the key findings from this analysis.

13,335 people

Employed in the seafood industry in 2019

3,285 people in production
10,050 people in processing / commercialisation

Between **2012 and 2019** there was a **2.3 percent** increase in worker counts in seafood



Gender

In 2019, the composition of the seafood workforce was:



69%



31%

Age and Employment

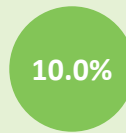
The median age for **employees**:

37 years

Is lower than for **self-employed**:

53 years

Self-employment is high in the primary industries, however, self-employment in the seafood industry is similar to the national average.



Education

The qualification levels for 15-29 year olds who hold a formal qualification in the seafood workforce are lower than the national population. Of this group:



Hold a degree-level qualification or higher. There is a **static trend** in numbers holding a qualification.

Of the 15-29 year olds formally qualified in the seafood workforce:



Hold a **degree-level** qualification or higher.

Ethnicity



Seafood has a large proportion of workers identifying as Māori.

New Entrants (2013)

There were **3,000 new entrants** to the seafood industry in 2013. The largest source of new entrants was other industries including administrative and support services, accommodation and food services, and manufacturing.

New Entrant Gender

The proportion of new entrants to the seafood industry that were male was higher than in the primary industries new entrants in general.



64%

58%



36%

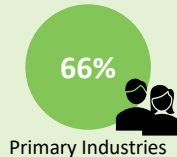
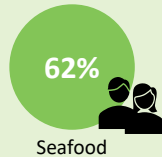
41%

Seafood

Primary Industries New Entrants

New Entrant Age

The proportion of new entrants to the seafood industry that were under 30 was similar to the proportion in primary industries new entrants in general.



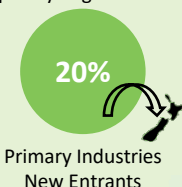
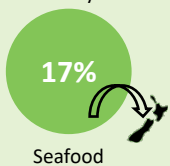
New Entrant Retention Rate

Seafood has a lower retention rate for new entrants than the national average.

	After 1 year	After 2 years	After 3 years
Seafood	40%	23%	20%
Nationwide Average	56%	42%	34%

New Entrants - Temporary Migrants

A relatively high proportion of new entrants to the seafood industry were temporary migrants:



Reference: Human capability in the primary industries: Parts 1 and 2.

Data source: Anonymised data from the integrated Data Infrastructure, which is managed by Statistics New Zealand. The datasets include Census data, tertiary education data, tax data and industry training organisation data. The data is from 2019 except for new entrants data which is from 2013.

Other primary industry Workforce 2019



The other primary industry is changing. To meet the challenges and opportunities of today – and tomorrow – we will need to attract people from diverse backgrounds, who bring different capabilities to the sector.

Recently, MPI took a closer look at how the other primary workforce is changing in terms of numbers, qualifications and diversity. MPI also looked at new entrants to the industry, who are they, where they came from, and how long they stayed in the industry. In this fact sheet we share some of the key findings from this analysis.

24,220 people
Employed in the other primary industries in 2019

6,520 people in production
17,700 people in processing / commercialisation

Between **2012 and 2019** there was a **28.9 percent** increase in worker counts in other primary

5,430 people

Gender

In 2019, the composition of the other primary workforce was:



56%



44%

Ethnicity



Other primary has a relatively high number of workers identifying as Pacific, but otherwise its ethnic composition is most similar to the national population.

Age and Employment

The median age for **employees**:

37 years

Is lower than for **self-employed**:

52 years

Self-employment is high in the primary industries, however, self-employment in the other primary industries is lower than the national average.



Other primary



National population

Education

The qualification levels for 15-29 year olds who hold a formal qualification in the other primary workforce are similar to the national population. Of this group:



Men



Women

Hold a degree-level qualification or higher. There is an **upward trend** in numbers of women holding a qualification.

Of the 15-29 year olds formally qualified in the other primary workforce:



Hold a **degree-level** qualification or higher.

New Entrants (2013)

There were **5,600 new entrants** to the other primary industries in 2013. The largest source of new entrants was other industries including administrative and support services, accommodation and food services, and retail trade

New Entrant Gender

The gender of new entrants to the other primary industries were similar than in the primary industries new entrants in general.



56%

58%



44%

41%

Other primary

Primary Industries New Entrants

New Entrant Age

The proportion of new entrants to the other primary industries that were under 30 was smaller than the proportion in primary industries new entrants in general.



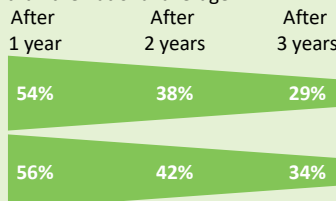
Other primary



Primary Industries New Entrants

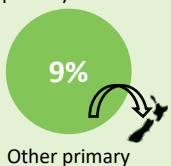
New Entrant Retention Rate

Other primary has a lower retention rate for new entrants than the national average.

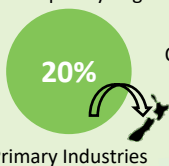


New Entrants - Temporary Migrants

A relatively small proportion of new entrants to the other primary industries were temporary migrants:



Other primary



Primary Industries New Entrants

Reference: Human capability in the primary industries: Parts 1 and 2.

Data source: Anonymised data from the integrated Data Infrastructure, which is managed by Statistics New Zealand. The datasets include Census data, tertiary education data, tax data and industry training organisation data. The data is from 2019 except for new entrants data which is from 2013.

New entrants to the primary industries workforce in 2013



The primary industries are changing. To meet the challenges and opportunities of today – and tomorrow – we will need to attract people from diverse backgrounds, who bring different capabilities to the sector.

Recently, MPI took a closer look at new entrants to the industry, who are they, where they came from, and how long they stayed in the industry. In this fact sheet we share some of the key findings from this analysis.

42,800 new entrants to the primary industries in 2013

Who are they?

There were **42,800 new entrants** to the primary industries in 2013. The largest source of new entrants was other industries including accommodation and food services, retail trade, and administrative and support services.

New entrants to the primary industries were young:

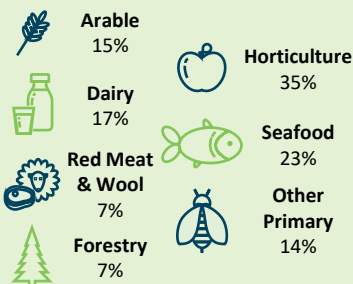


More men than women entered the primary industries. The composition of the new entrants to the primary industries was:



Temporary Migrants

Of the new entrants to the primary industries in 2013, **20 percent** were temporary migrants. The vast majority of temporary migrants went into the Horticulture sector

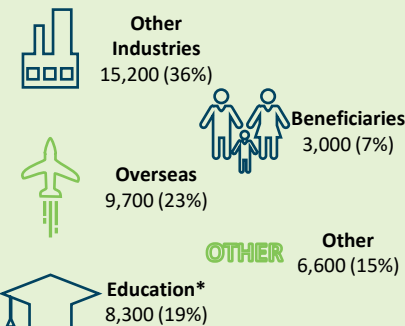


Reference: Human capability in the primary industries: Parts 1 and 2.

Data source: Anonymised data from the integrated Data Infrastructure, which is managed by Statistics New Zealand. The datasets include Census data, tertiary education data, tax data and industry training organisation data.

Where did they come from?

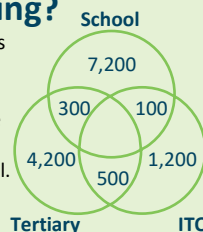
Highest number of new entrants came from other industries.



*This number includes only those that were in education exclusively in 2012. The total number in some form of education is discussed below

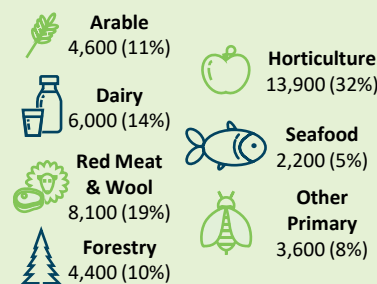
Where were they studying?

Of the new entrants that were in some form of education before entering the primary industries, most were in school.



Where did they work?

Horticulture and red meat & wool were the most popular sector for new entrants.



Retention Rates

After One Year

48% remained in the primary industries, 21% went overseas, and 19% left for other industries

After Two Years

35% remained in the primary industries, 25% left for other industries, and 24% left for other countries.

After Three Years

29% of new entrants were in the primary industries after 3 years.

This is a **lower retention rate** than the national average of 34%.

Where did they go?

A total of 9,400 (22%) new entrants stayed in the same primary industry. Of those that left the primary industries, the largest proportion of new entrants moved to other industries. The most popular sectors they departed for were:

1. Retail Trade,
2. Construction, and
3. Accommodation and Food Services.

