

11,000 approx
People work in the Vegetables Sector
(2023)

\$860 million
Vegetables Sector contribution
to New Zealand's GDP (2023).

1,200 approx
Businesses in the NZ Vegetables
Sector in (2021)

Find out more about:
→ Vegetable
Supply-Chains
→ Career Pathways
→ Getting Started

“This sector has many opportunities that are unique to vegetables. I would love to see more people realise the potential opportunities that this sector offers.”

Molly Green
Vegetable
Technical Advisor



GROWING YOUR CAREER IN THE VEGETABLES SECTOR

A glance at New Zealand's **VEGETABLE SECTOR**

About the sector:

- The vegetable sector is a **key part of New Zealand's economy**, contributing \$860 million to the GDP and providing jobs for over 11,000 people.
- It plays a crucial role in ensuring food security and encouraging healthy eating habits by **supplying over 60 nutritious vegetables** nationwide and to the world.
- The sector offers **diverse career paths** in production, post-harvest, science, engineering, and business, with roles such as agronomy, logistics, and trade.
- Emphasising **sustainable practices** and innovation, the sector is committed to fostering a healthy and sustainable future both locally and globally.

Who is this for?

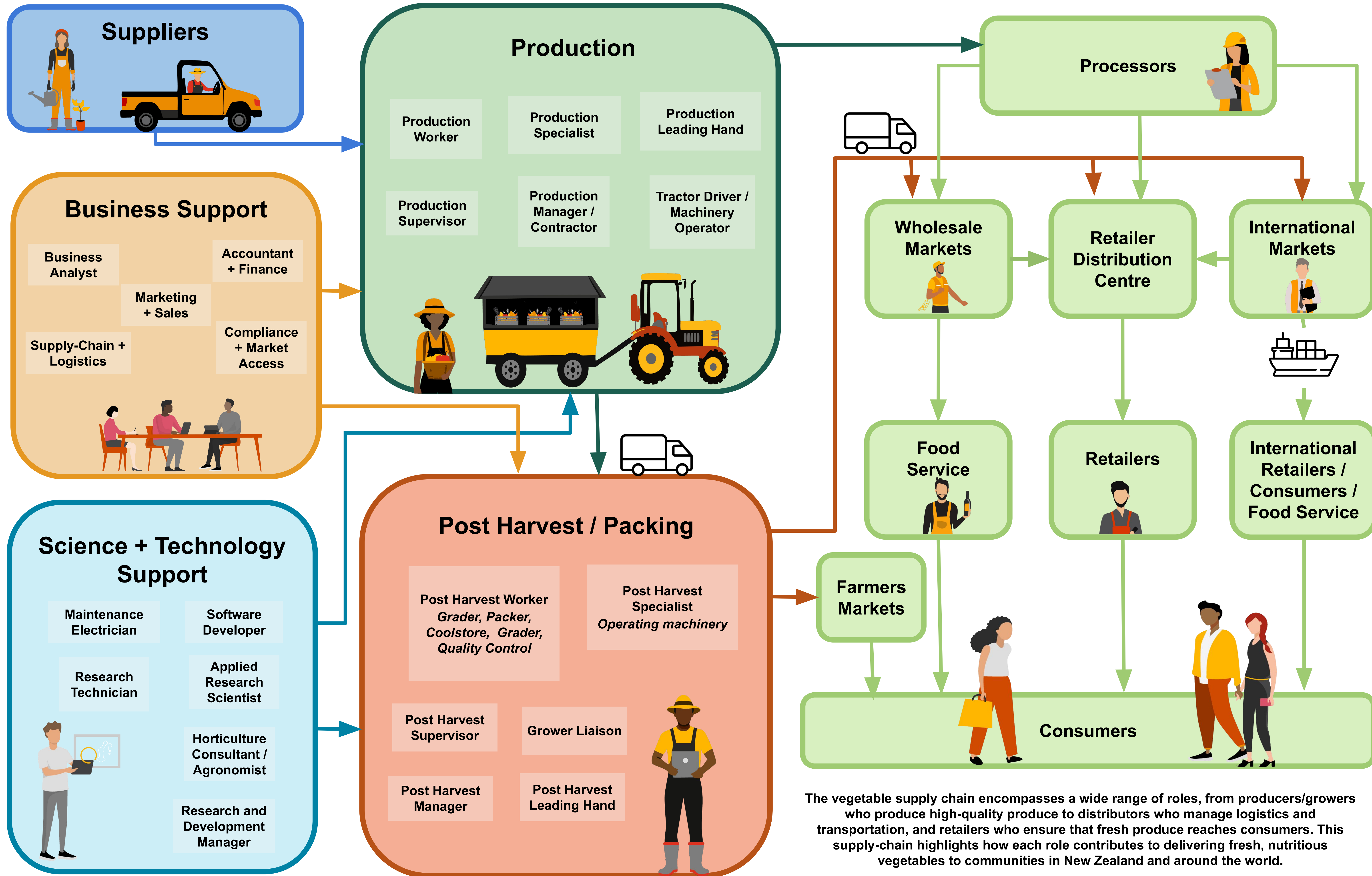
If you're a school leaver, career changer, or career adviser this guide is a great place to start to understand what the vegetables sector is and what it could offer you. Read on to learn more and find out how to get started.

New Zealand's vegetables sector is not just about producing food—it's about ensuring a sustainable and healthy future.

Join this vibrant industry that's making a difference locally and globally.

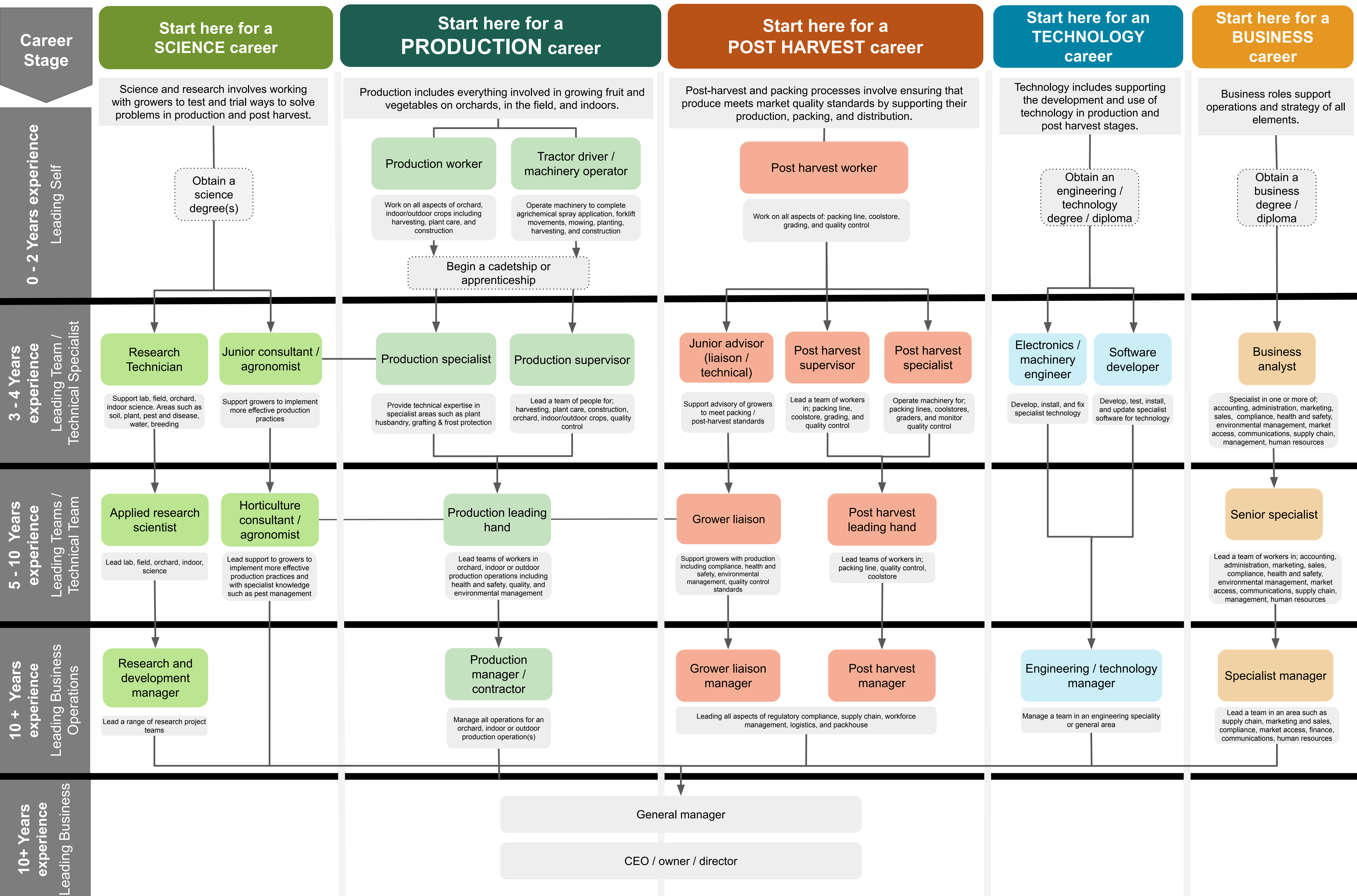


ROLES ACROSS THE VEGETABLES SUPPLY-CHAIN



The vegetable supply chain encompasses a wide range of roles, from producers/growers who produce high-quality produce to distributors who manage logistics and transportation, and retailers who ensure that fresh produce reaches consumers. This supply-chain highlights how each role contributes to delivering fresh, nutritious vegetables to communities in New Zealand and around the world.

HORTICULTURE CAREER PATHWAYS



How to get started in the VEGETABLE SECTOR

FIND A JOB

- PickNZ:
<https://jobs.picknz.co.nz/>
- Student Job Search:
<https://www.sjs.co.nz/>

STUDY

- Go Hort has a range of resources to support finding your next step.
- Work-based learning through PrimaryITO
- Tertiary Education Providers such as EIT, Fruition, Massey and Lincoln.

LEARN MORE

- Product group websites:
 - [Vegetables NZ](#)
 - [Tomatoes NZ](#)
 - [Potatoes NZ](#)
 - [Onions NZ](#)
- [GoHort](#): scan the QR code below



GET A TASTE

- [GoHort Online Taster Courses](#): introductory program introduces individuals to New Zealand's horticulture industry, offering foundational insights and a digital badge upon completion.
 - Fruit to the world
 - Food Safety
 - Fruit to the world
 - Health and Safety
 - Kaitiakitanga
 - On Orchard
 - Orchard Innovations
 - Orchards to Fruit Bowl
 - People Management



Jamie Wells
Agronomist

"I enjoy my role because of the diversity of crops I get to see. It's not just one crop, I've got carrots, onions, spuds, brassicas, cereals, so there's always something new to learn in my line of business."