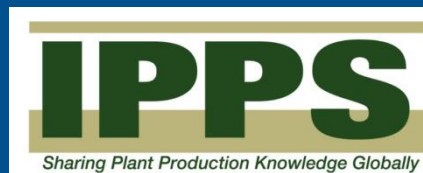


IPPS Western Region/ New Zealand Region Member Exchange Review for 2016

Tony Shireman

Fall Creek Farm & Nursery



Presented at the 57th Annual Meeting of the
Western Region of North America –
International Plant Propagators' Society,
October 19-22, 2016, Tempe, Arizona, USA

Program

- ◇ Opportunity to meet members of different region
- ◇ See nurseries facing different challenges
- ◇ Learn about the industry and market
- ◇ Applications for next year due soon
 - ◇ Estimated travel time in May 2017

Quick Tourism Notes

- ◇ New Zealand population is 4.5M
 - ◇ 3x Hawaii, 500k more than Oregon
- ◇ About 3.1M tourists a year (258k/mo)
 - ◇ At any time ~6% of the population is a tourist
- ◇ People come to see the views
 - ◇ Country known for beautiful scenery
- ◇ Of tourists, 6% cited the Lord of the Rings trilogy as being one of the main reasons for visiting
 - ◇ And 1% of tourists said it was the only reason for visiting
 - ◇ This 1% can be traced to NZ\$32.8m in spending

<http://media.newzealand.com/en/story-ideas/new-zealand-tourism-facts-and-figures/>

http://www.stats.govt.nz/browse_for_stats/population/Migration/international-visitor-arrivals-dec-15.aspx

<http://www.ipl.org/div/stateknow/popchart.html>

More Tourism Notes

- ◇ Growth in visitors from China is increasing
- ◇ About 222,000 visitors a year
 - ◇ Number up 2.7%, but length of stay is up 31%
- ◇ Popularity in China
 - ◇ Celebrity marriage
 - ◇ Reality TV – 爸爸去哪儿 (Dad, Where Are We Going?)
 - ◇ Episode featured activities in NZ
 - ◇ Series seen by 400M viewers

Tourism

- ◇ People come to see the country
 - ◇ Plantings after projects must be natives
- ◇ Asian countries receive 30% by value of exports
 - ◇ Promotion of the country leads to better perception of quality
 - ◇ Improved perception can lead to higher prices, more visitors and increased consumption of products from NZ

Exports

- ◇ Horticulture
 - ◇ Over \$7 billion – 123,000 ha (\$31,000/ha)
 - ◇ 60% is for export
 - ◇ Largest categories
 - ◇ Wine (\$1.3B), kiwifruit (\$930M), apple (\$536M), frozen potatoes, onions, avocado (\$295M)
- ◇ Dairy Exports
 - ◇ Over \$16.9B – 1.7M ha (\$10,000/ha)
 - ◇ Larger industry, but less profitable per area
- ◇ Top destinations: Australia, USA, Japan, UK, Europe, China
- ◇ Distribution costs are high, so focus is on value
 - ◇ High value - Food, dairy, Hobbit films
 - ◇ Low value - Wool

http://www.hea.co.nz/images/Media_Release_Trade_Barriers_Report_2014_Final.pdf

<http://www.plantandfood.co.nz/page/news/media-release/story/horticulture-production-exceeds-7-billion/>

Demand

- ◇ High demand for quality products
 - ◇ Exports are growing
 - ◇ Tourism is increasing
 - ◇ More people...more food
- ◇ What do the growers want?
 - ◇ New genetics/varieties
 - ◇ Many comments about difficulty and delay
 - ◇ What do we have?
 - ◇ How can we provide it?

Best Part

- ◇ People
 - ◇ Welcoming
 - ◇ Generous
 - ◇ Kind
 - ◇ Open

What I saw

- ◇ Briefly
- ◇ How to condense three weeks into 15 minutes?
- ◇ Let's try



Trent's Nursery



Conveyor - direct from planting to placement



The sales van



Lushington's Garden Centre



Lushington's Garden Centre – plant selection



Great chalkboard map of plants



Oamaru



Oamaru Opera House



Dunedin Railway Station



Larnach Castle



Cathedrals



Old City Hall. Look at how magnificent it is.



Now look at the building dates. 1878 to 1880. That building only took two years.
Imagine trying to do that now?



Interesting flood irrigation system



Interesting flood irrigation system



Sheep shearing



Triflor: The bins of tulip bulbs keep coming for sorting



Warm air bulb dryers



Diack's: Concrete benches and glasshouse



Mirror Lakes



Milford Sound



Fall colors



Queenstown



Coal fired boiler. Many places supplied their own heat this way.



Me ruining
my camera
warranty.



Glacier



Ambrosia Nursery: Very clean operation



Ambrosia Nursery



Ambrosia Nursery



Earthquake damage to cathedral in Christchurch.



Zealandia: A very large grower



Again, nice and clean with concrete flood irrigation



A cut flower grower



Interesting
drip setup



Party in the church



Best dressed contest

Final Thoughts

- ◇ Very similar to our Western Region
- ◇ Facing similar challenges
 - ◇ Labor costs, shortages, training
 - ◇ Rising costs and shrinking profits
 - ◇ Changing laws/regulations
- ◇ Industry Changing
 - ◇ How can we adapt?

Thanks!

