



**Mid-range pricing per hectare for pastoral properties**  
\$14K – \$42K

**Mid-range land area for pastoral properties sold**  
32ha – 156ha

**Total land area of pastoral properties sold**  
81,693ha

1 January 2023 – 31 December 2023

Source: Bayleys Insights & Data and REINZ

## Pastoral property market in 60 seconds

### Biggest trends

**Margin compression slows activity**



Margins on farm continue to be compressed with red meat commodity prices coming off their peak and now sitting at or below 5 year average export value. Together with accretive costs incurred on farm, margins are thin influencing overall affordability and activity.

**Environmental requirements add due diligence**



Pastoral buyers remain alert to changing environmental requirements and considerations, given past regulatory uncertainty. While more acute in the dairy sector, vendors should have quality documentation available to assist saleability, particularly for the higher value properties that may attract more scrutiny.

**Intensity of competing land use has reduced**



Competing land use amongst the sub-sectors remains, but at lower levels of intensity. Dairy farmers continue to seek support land as part of their strategy to meet environmental standards, and reduced competition from fattening operators given thinner margins. Volatility in NZU carbon price and regulatory settings continue to constrain conversion of hill country to forestry.

### Outlook for the next 12 months

**Unravelling of regulation to provide some clarity**



The direction provided from central government that it will halt and review certain regulatory compliance requirements impacting rural landowners should mean there is more clarity going forward. As a result, it is expected there will be more confidence in the pastoral sector.

**Thinner buyer pool with increased options**



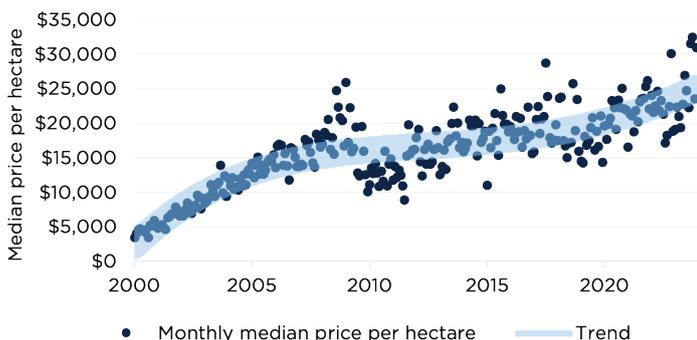
Buyer willingness will continue to be heavily influenced by their capacity and affordability assessment. Market activity is therefore expected to continue to be associated with better quality properties, strategic acquisitions or where there is a perceived value gain as a result of more immediate motivating factors of vendors (such as age, energy, debt or up/downsize plans).

**Ability to capitalise on opportunities will be tested**

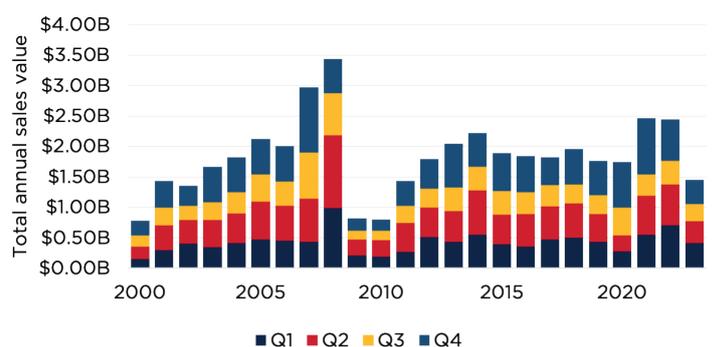


The reduction in competing land use (particularly from forestry) will continue to provide opportunity for buyers of hill country for breeding after having been arguably priced out of this market in more recent times. Those with an ability to see through the thinner margins of the current season(s) will be able to capitalise on options in the market.

### Median price per hectare



### Annual value of sales



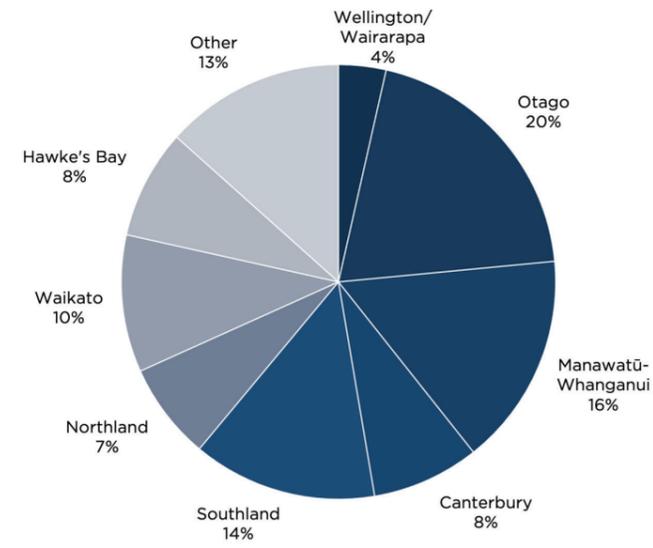
Data: REINZ. Livestock (all categories) and dairy support. "Mid-range" levels based on lower and upper quartiles (middle 50% of the market). They do not represent the minimum or maximum rates in the market, and are based on total land area inclusive of any buildings, improvements and infrastructure.

## Market indicators

Average price per hectare by region (2023)



Land area sold by region (2023)



## Regional market indicators

Region	Mid-range price per hectare		Total land area sold (hectares)	
	2022	2023	2022	2023
Northland	\$13,239 - \$23,262	\$11,153 - \$33,468	10,965	5,894
Auckland	\$31,788 - \$65,790	\$48,841 - \$102,578	1,510	1,432
Waikato	\$21,719 - \$56,732	\$19,623 - \$52,303	13,998	8,343
Bay of Plenty	\$18,760 - \$40,064	\$25,113 - \$45,859	1,358	734
Gisborne	\$13,001 - \$20,397	\$14,941 - \$22,410	8,367	591
Hawke's Bay	\$13,823 - \$27,060	\$12,193 - \$22,105	12,141	6,637
Taranaki	\$17,747 - \$57,208	\$20,599 - \$42,992	4,271	1,538
Manawatū-Whanganui	\$11,996 - \$39,386	\$11,715 - \$39,661	25,111	12,939
Wellington/Wairarapa	\$13,466 - \$29,700	\$14,110 - \$43,181	9,785	2,882
Tasman Nelson Marlborough	\$15,743 - \$43,346	\$13,312 - \$36,652	2,984	3,598
West Coast	\$8,669 - \$17,768	\$7,587 - \$16,867	4,732	3,047
Canterbury	\$18,795 - \$49,842	\$24,788 - \$50,718	18,300	6,544
Otago	\$10,915 - \$24,655	\$13,450 - \$29,747	21,639	16,304
Southland	\$14,391 - \$30,121	\$14,295 - \$33,236	16,199	11,211
<b>New Zealand</b>	<b>\$13,946 - \$40,064</b>	<b>\$13,916 - \$42,006</b>	<b>151,360</b>	<b>81,693</b>

Data: REINZ. Livestock (all categories) and dairy support. "Mid-range price" is based on lower and upper quartiles (middle 50% of the market). They do not represent the minimum or maximum rates in the market. Sales metrics for each year above are for the 12 months to 31 December.

## Notable transactions



**346 Hillcrest Road, Waioira**

Land area 456.55ha  
 Sale price \$4,500,000  
 Price per ha \$9,856.47  
 Contact Todd Skudder



**180 Whakaroa Road, Kinloch**

Land area 325ha  
 Sale price \$4,400,000  
 Price per ha \$13,538.46  
 Contact Stan Sickler



**758 Glenroy Road, Whangara**

Land area 127.20ha  
 Sale price \$2,000,000  
 Price per ha \$15,723.76  
 Contact Simon Bousfield and Stephen Thomson



**28 Soldiers Road, Mangaweka**

Land area 37.64ha  
 Sale price \$1,450,000  
 Price per ha \$38,527.15  
 Contact Pete Stratton



**Loop Line, RD 1, Masterton**

Land area 54.11ha  
 Sale price \$2,820,000  
 Price per ha \$52,220  
 Contact Andrew Smith



**1627 Masterton-Castlepoint Road**

Land area 868ha  
 Sale price \$8,350,000  
 Price per ha \$9,611  
 Contact Lindsay Watts, Andrew Smith and Simon Clinton-Baker



**464 Castle Hill Road, Alfredton**

Land area 379ha  
 Sale price \$3,760,000  
 Price per ha \$9,920.84  
 Contact Lindsay Watts, Andrew Smith and Simon Clinton-Baker



**105 Pyramid Creek Road, Wendon**

Land area 171.04ha  
 Sale price \$3,700,000  
 Price per ha \$21,632.10  
 Contact Chris Swale



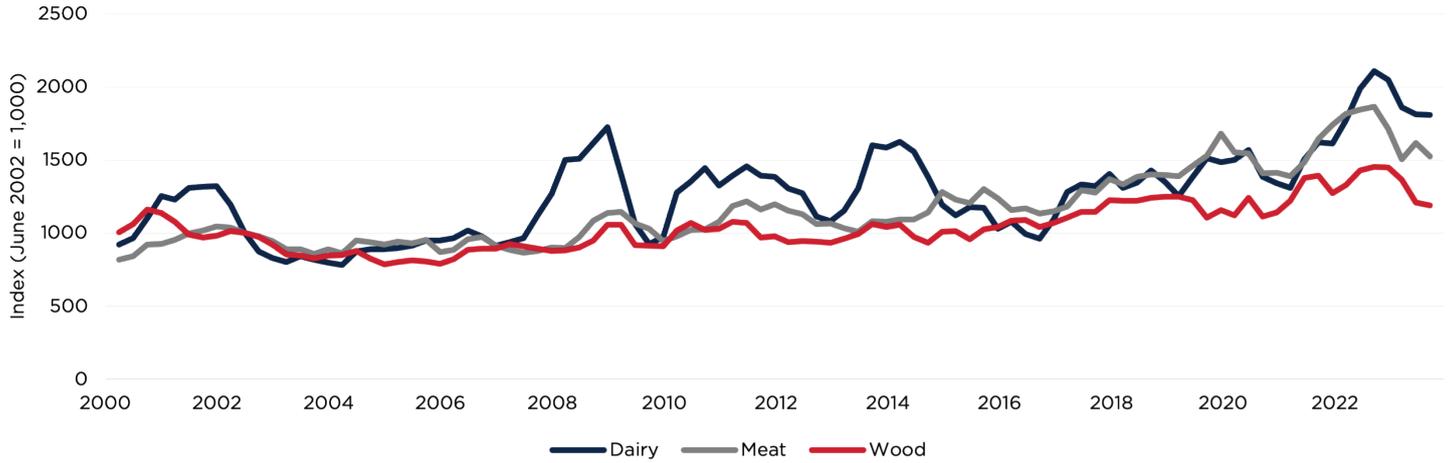
**104 Irthing Road, Castlerock**

Land area 346.01ha  
 Sale price \$11,500,000  
 Price per ha \$33,236.45  
 Contact Pip Ryan, Matthew Harrington and Shay Moseby



# Market indicators

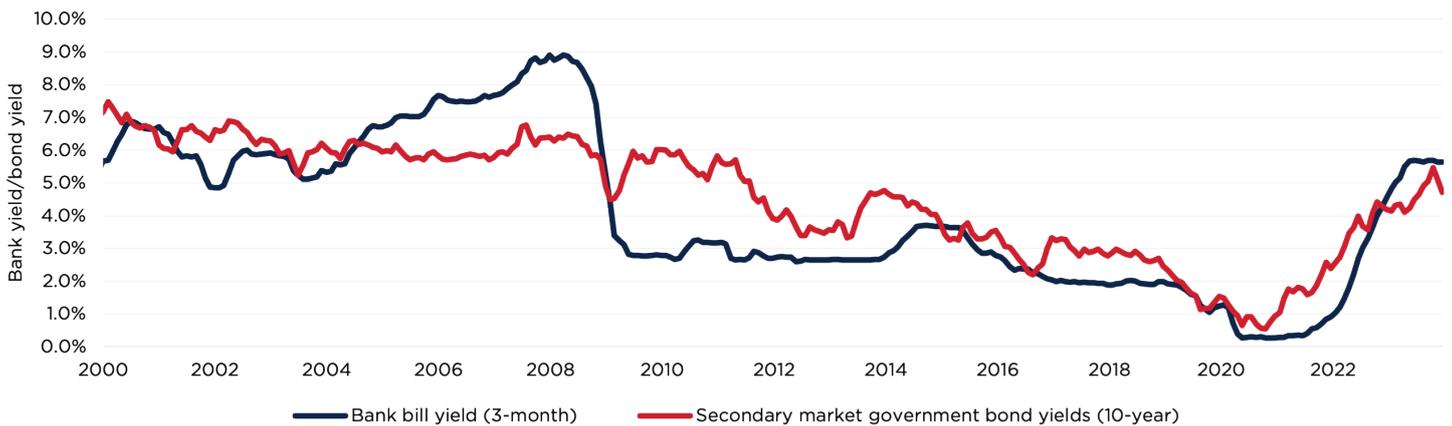
## Commodity prices



## Carbon price



## Interest rates



Data: Stats NZ, RBNZ, GitHub, RBNZ.

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