



NEW ZEALAND KIWIFRUIT RURAL MARKET UPDATE

Kiwifruit property market in 60 seconds



Strong grower confidence supporting rising orchard values

Values continue to rise across the kiwifruit sector, particularly for well-located, high-producing orchards. Strong grower confidence, record orchard returns and positive market sentiment are supporting demand and underpinning firm orchard values in established growing regions.



New variety anticipation lifting market sentiment

There is growing interest around the anticipated release of a new green variety, with growers and investors closely watching future licence opportunities. This is expected to support ongoing development activity and reinforce confidence across the sector.



Bareland and development demand remaining strong

Demand for bareland remains very strong, supported by ongoing greenfield development activity and expectations of future licence demand. Current development momentum continues to sustain competition for suitable land in proven growing locations.



Buyer pool remains broad

Buyer demand continues to come from a mix of existing growers, new entrants to the industry and corporate or syndicated investors, supporting competition across quality orchard and development opportunities.



Licence demand expected to remain firm

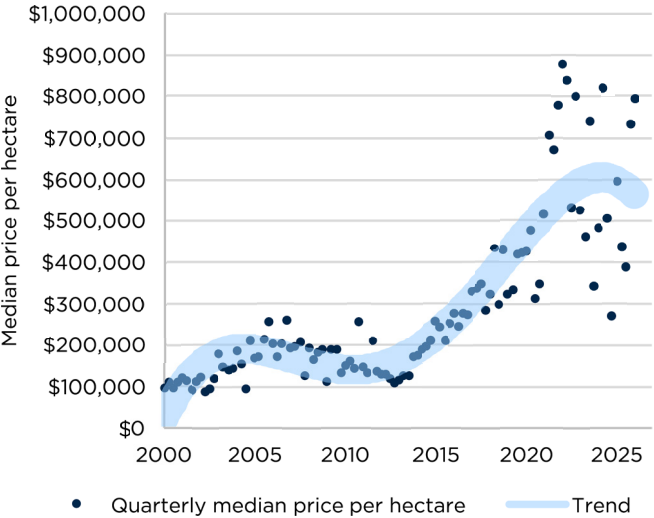
Strong levels of greenfield development are expected to support robust demand for future licence releases, particularly from growers seeking expansion opportunities and long-term production growth.



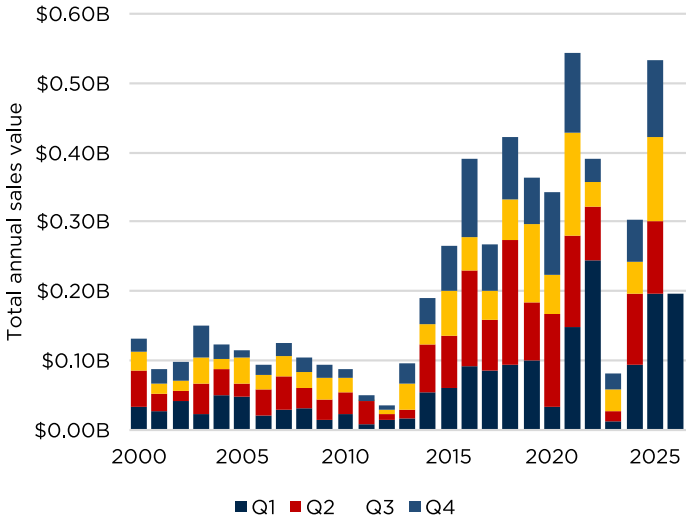
Outlook remains positive

Overall, kiwifruit sector sentiment remains positive. Strong returns, ongoing investment and confidence in future growth continue to support increasing values for well-located, productive orchard assets.

Median price per hectare



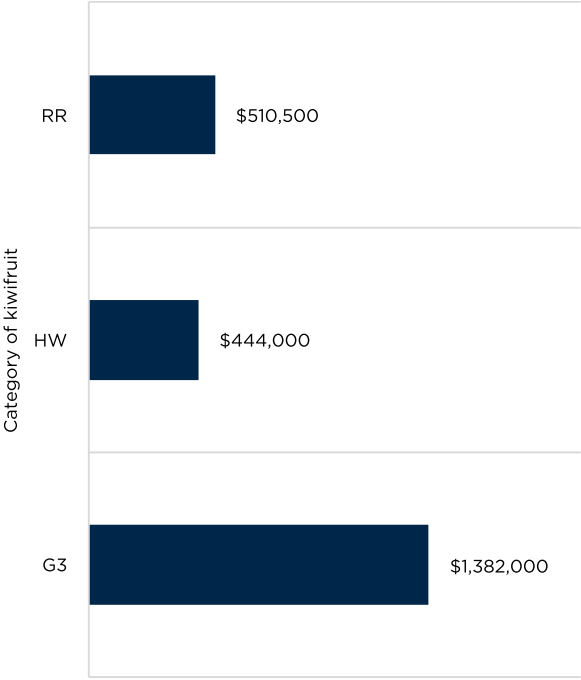
Annual value of sales



Data: Cotality. Kiwifruit. "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

Median price per hectare by region



Note: Data is from Bay of Plenty and current to 31 August 2026.

Market indicators by region

Region	Kiwifruit	
	Mid-range price per hectare	Total land area sold (ha)
Northland	\$237.6K - \$251.5K	69
Auckland	-	-
Waikato	\$256.7K - \$266.5K	35
Bay of Plenty	\$268.2K - \$787.0K	751
Gisborne	\$130.3K - \$130.3K	38
Hawke's Bay	-	-
Taranaki	-	-
Manawatū-Whanganui	-	-
Wellington/Wairarapa	-	-
Tasman/Nelson/Marlborough	\$409.7K - \$409.7K	23
West Coast	-	-
Canterbury	-	-
Otago	-	-
Southland	-	-
New Zealand	\$256.8K - \$740.3K	915

Kiwifruit planted area by regions



Data: Fresh Fact, Cotality. Kiwifruit. "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 March. Price per hectare is calculated on overall land area without adjustment for variations in canopy areas, dwellings or other improvements.

Notable transactions



137 Simons Rd, Poroti

Land area	17.884ha
Planted	6.14ha conventional G3 8.5ha organic G3
Sale price	\$14,000,000
Contact	Alan Kerr



155 Phillip Road, Takanini

Land area	6.15ha
Planted	4.48ha G3
Sale price	\$5,880,000
Contact	Roman van Uden, Ben Jameson and Snow Williams



325A Esdaile Road, Whakamarama

Land area	20.3025ha
Planted	2.53ha HW
Sale price	\$2,575,000
Contact	Snow Williams and Stu Cundy



499B White Pine Bush Road, Awakeri

Land area	2.7824ha
Planted	1.95ha G3
Sale price	\$3,200,000
Contact	Snow Williams and Alex Johnston



170 State Highway 35, Opotiki Surrounds

Land area	30.37ha
Planted	15.2ha G3 3.99ha HW
Sale price	\$19,500,000
Contact	Snow Williams



193 Maungarangi Road, Paengaroa

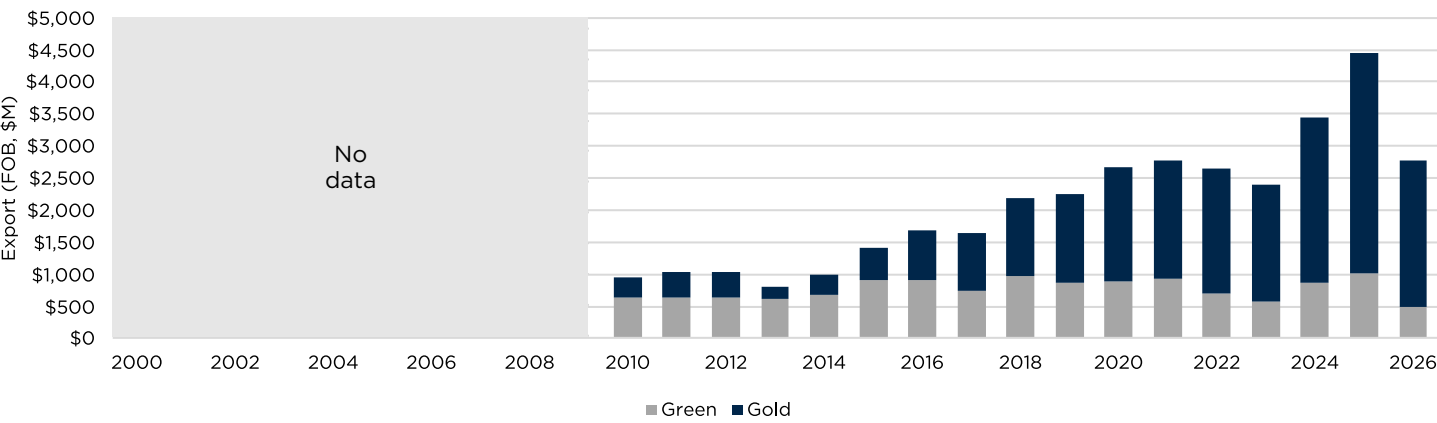
Land area	8.134ha
Planted	2.07ha HW
Sale price	\$1,150,000
Contact	Snow Williams

Note: G3 = Zespri SunGold Kiwifruit; HW = Zespri Green Kiwifruit; RR = Zespri RubyRed Kiwifruit

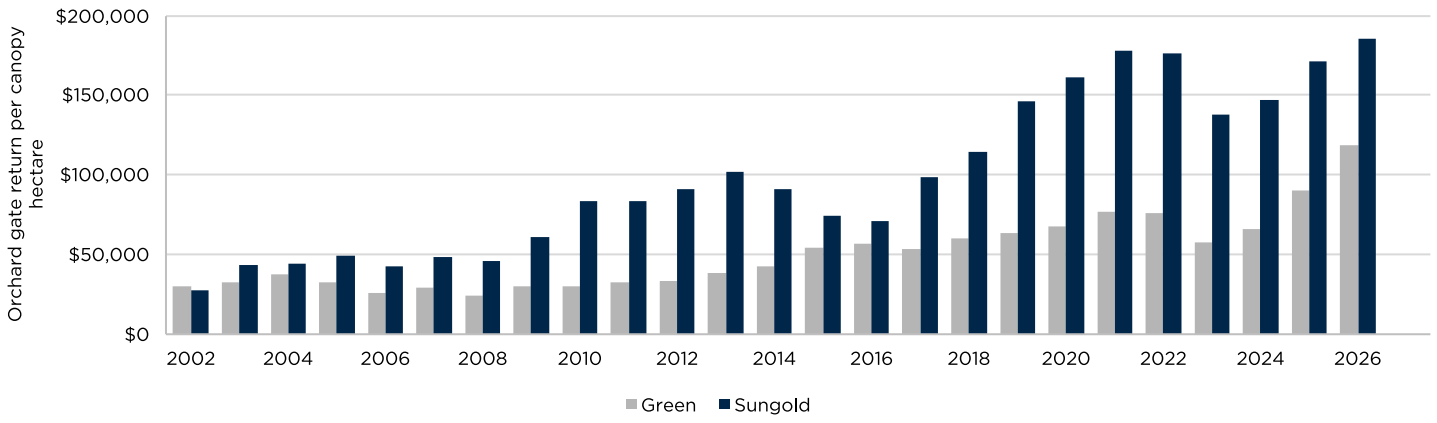


Market indicators

Kiwifruit exports



Orchard Gate Return (OGR) per hectare for Zespri Kiwifruit



Interest rates



Data: StatsNZ, Zespri annual report, RBNZ.

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