

GREEN PEA

MANAWATŪ CROPS //
UNLOCKING LAND
DIVERSIFICATION
OPPORTUNITIES

IDEAS

CEDA | **MANAWATŪ**

CENTRAL ECONOMIC
DEVELOPMENT AGENCY

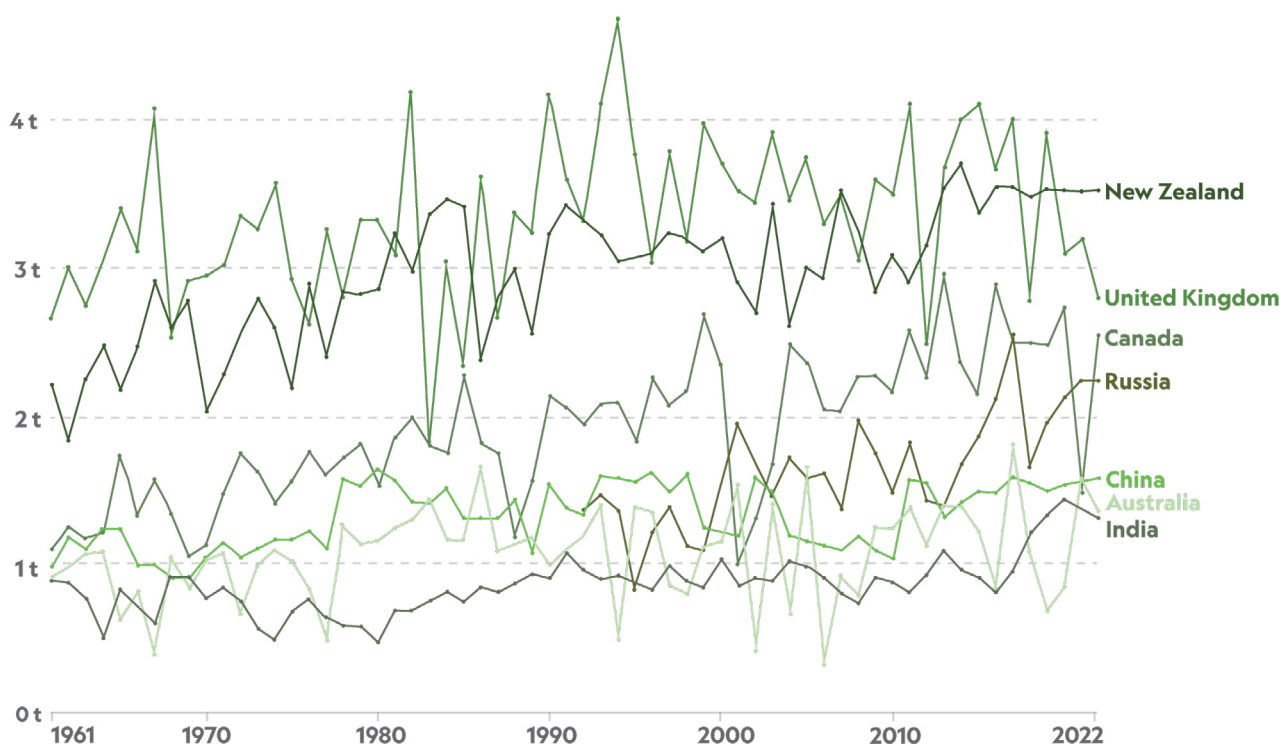
GREEN PEA PRODUCTION

AS OF 2023, NEW ZEALAND PRODUCED 58,500T OF PROCESSED PEAS AT AN EXPORT VALUE OF \$140 MILLION.

While primarily found along the east coast; of the approximate land area of 5000ha dedicated to pea production in New Zealand, 280ha was located within the Manawatū (Fresh Facts 2023). The New Zealand market is dominated by frozen peas, through the likes of Talley's, McCains and Heinz Watties, with small quantities of fresh snow peas and sugar snap peas available generally through specialist vegetable retail outlets or for food service. Whilst they can be found in New Zealand, fresh peas are typically available for a short period of time and in small volumes. Due to this, the statistics for New Zealand relate to processed peas.

Although New Zealand has a very small production compared to other nations it has the highest average yield in recent years.

PEA YIELDS, 1961 TO 2022 YIELDS ARE MEASURED IN TONNES PER HECTARE

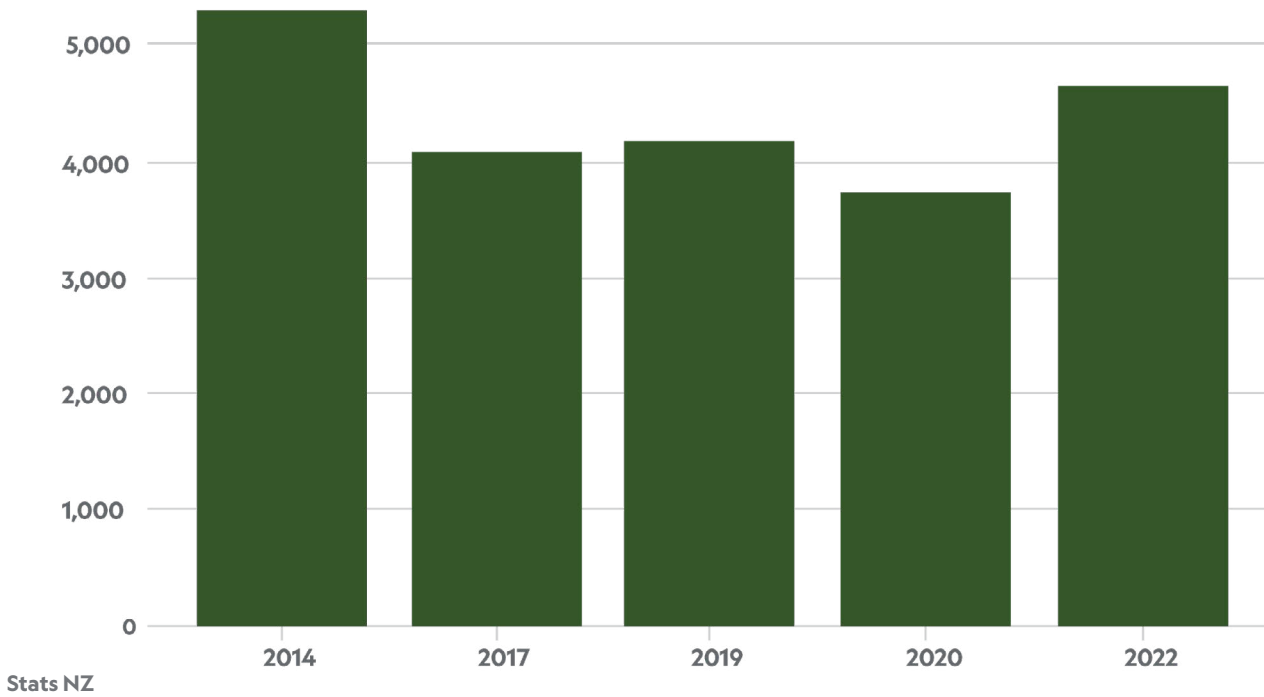


Data Source: Food and Agriculture Organization of the United Nations (2023)
OurWorldinData.org/crop-yields | CC BY

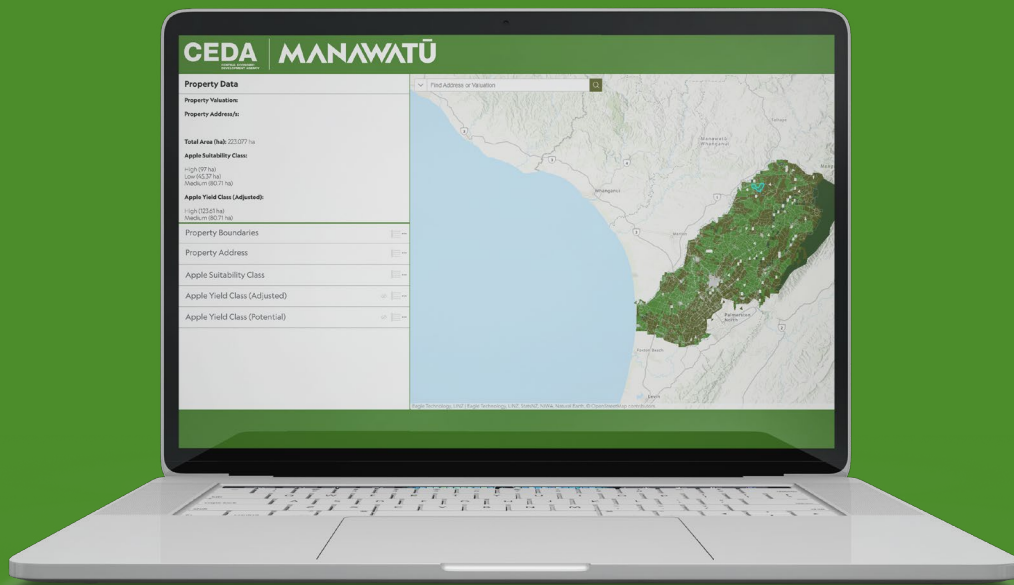
Note: All currency was converted to NZD on 15/08/24 unless stated otherwise.

PEAS HARVESTED IN NEW ZEALAND

JUNE 2014-2022, HECTARES HARVESTED



Peas grown in Manawatū, are well suited to the fertile silt loams on river flats and could form part of a crop rotation or as a crop in a pasture renewal system. Peas could be grown without irrigation in some years, but this will need to be evaluated each season to manage moisture deficits and in the years where droughts are occurring during the growing cycle of peas. As a result, irrigation may be required to consistently achieve good yields.



ManawatuNZ.co.nz/land-diversification

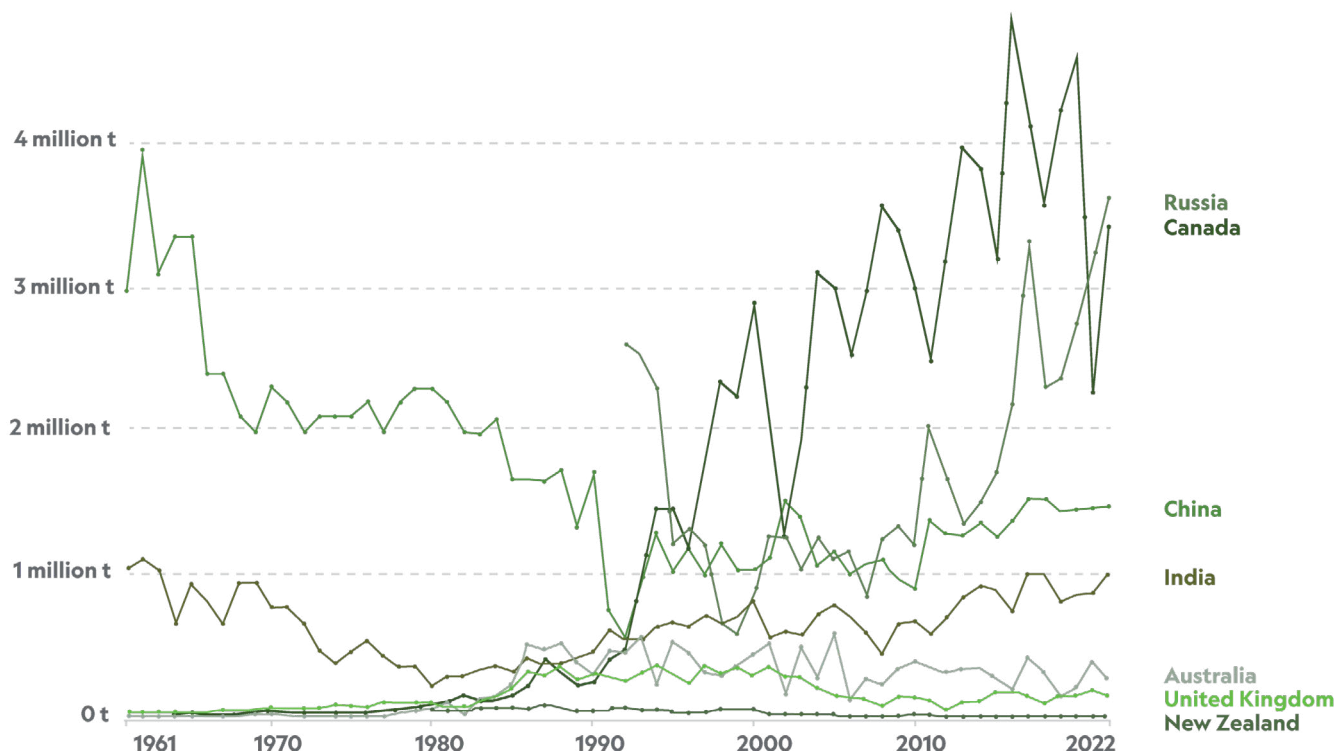


Although processing pea cultivars are used in Manawatū, evaluation of cultivars of fresh garden peas, snap and snow peas may be required to select cultivars which supply quality peas over a longer period to ensure maximum returns. Farmers in the region may consider collaboration with growers in other regions to expand production for as long a season as possible.

Global production is around 14.1m tonnes. Russia and Canada are the largest producers of peas, with significant growth in production in both countries in the last two decades. In addition, China and India have also been showing steady growth in production from around 2007.

PEA PRODUCTION 1961 TO 2022

PEA PRODUCTION IS MEASURED IN TONNES



Data source: Food and Agriculture Organization of the United Nations (2023)

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ACCESSING THE PEA MARKET

Supply fresh New Zealand peas (garden, sugar snap and snow) to the local market in the lower or central North Island

Supply fresh New Zealand peas (garden, sugar snap and snow) into the North Island domestic market

Supply process peas for processing and potentially export

Potentially export of fresh peas (garden, sugar snap and snow) to key Asia Pacific nations

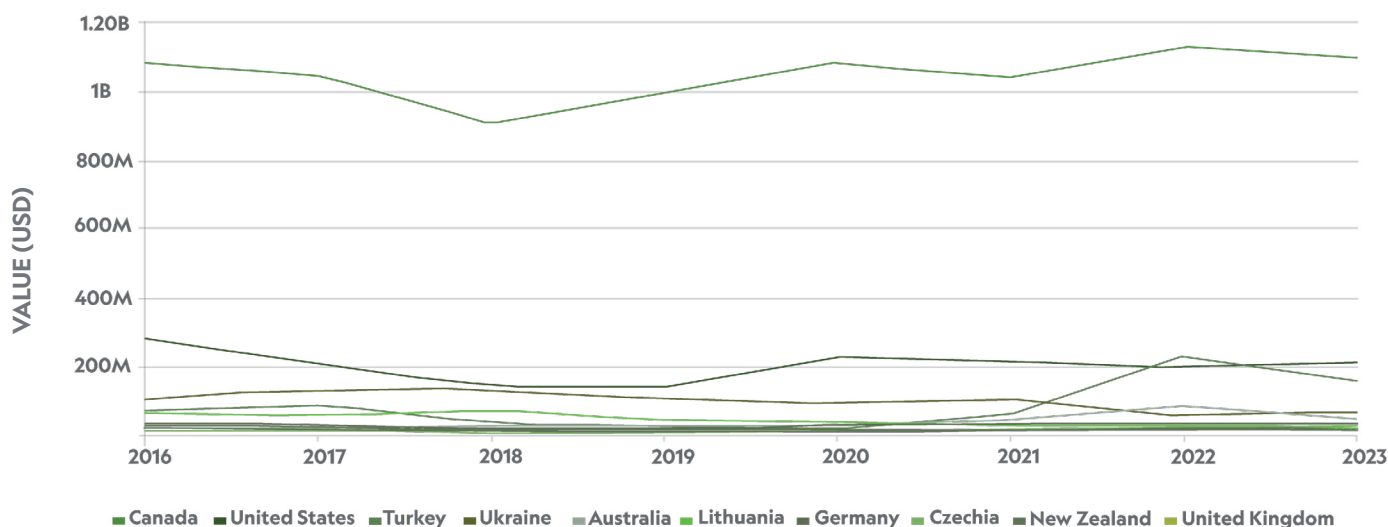
ACCESSING THE PEA MARKET

CANADA IS THE LARGEST EXPORTER OF PEAS AT \$1.84B NZD WHICH SIGNIFICANTLY MORE THAN ANY OTHER COUNTRY.

The United States is second at \$350m NZD with New Zealand in the top ten exporters.

TRENDS OF TOP 10 EXPORTERS

THE TOP 10 EXPORTERS OF FRESH COMMON PEA FROM 2016 TO 2023



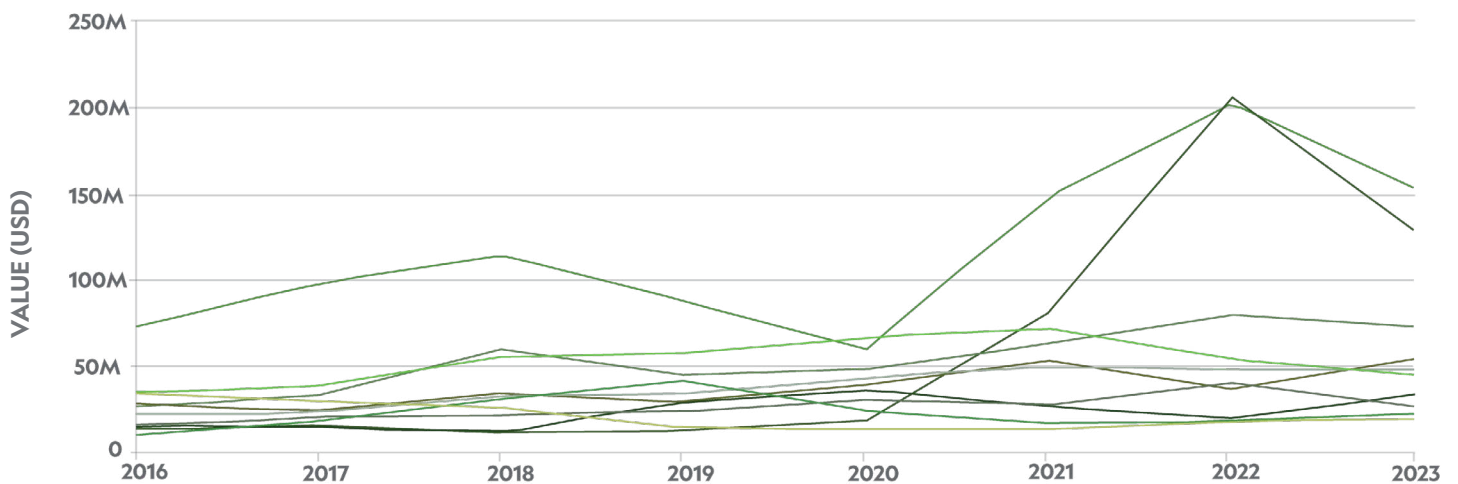
Fresh Common Pea global exports and top exporters 2024 (tridge.com)



Interestingly the United States is the largest importer, followed by Turkey next. Malaysia and the Philippines are also in the top ten importers.

TRENDS OF TOP 10 IMPORTERS

TOP 10 EXPORTERS OF FRESH COMMON PEA FROM 2016 TO 2023



Fresh Common Pea global exports and top exporters 2024 (tridge.com)

New Zealand imported a low volume of fresh peas (24t) with a value of NZ\$0.4m in the 2023-24 year (Fresh Facts 2023).

Connections into existing process operators in the Hawke's Bay could provide new growers with ease of access to market. Fresh peas could include all three types, snow peas, sugar snap and garden for the local, domestic and export markets.



GREEN PEA DISTRIBUTION AND MARKETING

IN NEW ZEALAND, DISTRIBUTION AND MARKETING OF PEAS WOULD UTILISE SIMILAR CHANNELS TO OTHER FRESH VEGETABLES WITH SUPERMARKETS BEING THE MAJOR RETAIL OUTLETS.

As Manawatū is already a significant distribution and logistics hub, offering road, rail and 24/7 air freight connections, this should support accessing existing markets.

Fresh peas export is expected to be via airfreight to Asia Pacific countries and target premium markets, particularly food service markets. A robust cool chain would need to be established from the field to export terminal to market.

Storage life is up to four weeks with good storage at 4-8C. Cool storage using controlled atmosphere with air composition of 2.4% O₂ at 1°C can maintain quality of sugar snap peas for periods of up to 3 weeks. While controlled atmosphere (CA) may not currently be economical on a commercial basis, the use of plastic films may be an economically feasible method to produce beneficial modified atmospheres and increase storage life of fresh peas (Ontai et al 1992).



GREEN PEA INFRASTRUCTURE

THE ON-FARM INFRASTRUCTURE WILL REQUIRE TRACTORS, CULTIVATORS, DRILLS, SPRAYERS AND HARVEST EQUIPMENT.

As the crop is grown through the summer period irrigation will be required. Off-farm requirements include good cool store facilities that can rapidly remove field heat and maintain high humidity, along with good packing facilities that can apply controlled atmosphere films if required.

Labour for harvest will be critical and could fit around other crops in the system or labour used in kiwifruit harvesting.



GREEN PEA OPPORTUNITIES IN MANAWATŪ

- >> Produce fresh peas, particularly sugar snap and snow peas, for supply into the local and domestic market and partner with other farmers in other regions with earlier or later planting dates to provide supply over a longer
- >> Produce premium fresh peas for export to some key Asia Pacific nations such as Singapore, Philippines and Malaysia.
- >> Produce peas for processing.
- >> Peas can fit well into a farm system either in a pasture renewal or in a long term cropping system. As a legume in a long term crop system, it can fix nitrogen which may be available to subsequent crops.
- >> Fresh pea packing and storage could utilise a centralised, possibly toll based, packing and storage facility along with other vegetable crops.
- >> Garlic can fit well into a farm system either in a pasture renewal or in a long term cropping system.
- >> Labour required for harvest may be when other seasonal labour in the region is not at peak or labour could be spread across the year with a long term crop system.



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