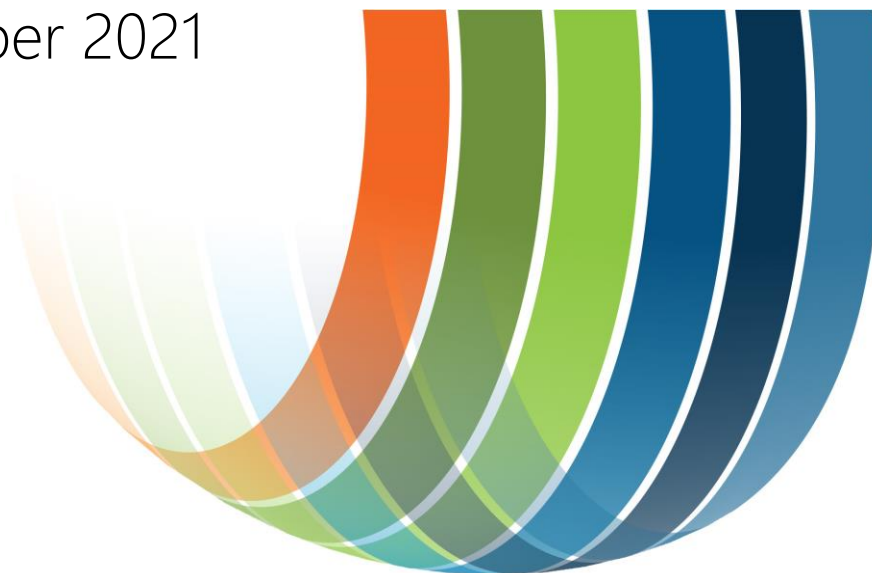


Nelson-Tasman exports

for Nelson Regional Development Agency

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Authorship

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Introduction

Infometrics has recently changed our regional export estimates after uncovering a significant underestimate of exports from Port of Nelson in the Stats NZ export statistics. We are continuing to refine our regional export estimates ahead of publication in January 2022, however, we present this provisional update on Nelson-Tasman's exports in the meantime.

Regional export statistics

Stats NZ collects regional export statistics, including the value of exports by the type of good and the port of export. This data is generally very good quality, particularly in measuring the value of each type of good exported – such as the value of New Zealand's pipfruit exports.

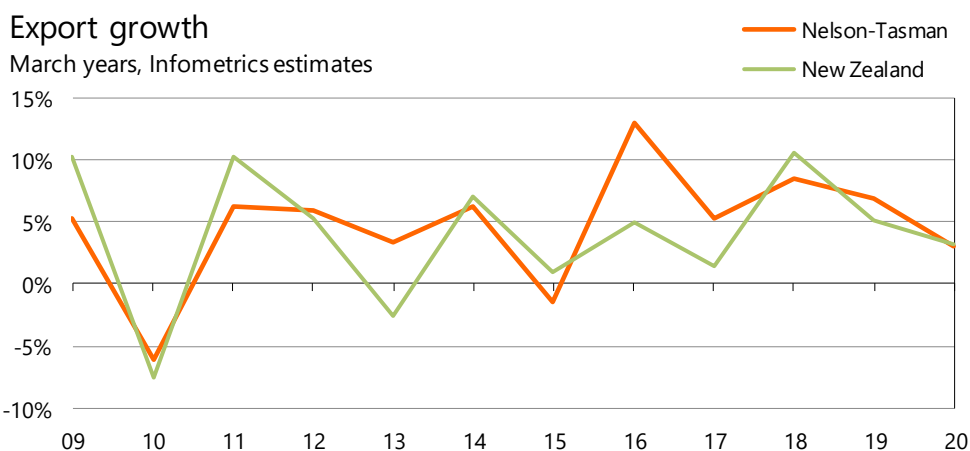
However, the regional aspect of this data can vary due to different supply chain arrangements. It appears that some of the horticultural exports from Port Nelson are instead being attributed to Port of Tauranga in Stats NZ's statistics. This may be due to a multi-stage export process (transshipment), whereby goods are taken by one ship from Nelson to Tauranga, and then transferred to another ship for export from Tauranga, with the Stats NZ statistics counting this as an export from Tauranga, not Nelson. Stats NZ's figures for 2020 indicate that Tauranga was responsible for 24% of New Zealand's pipfruit exports, and Nelson only 9%. However, we are not aware of pipfruit being grown at any significant scale in the Bay of Plenty.

We introduced a new regional export series at the start of 2021 which used Stats NZ data on exports by port. However, since learning of the significant underestimate, we have decided not to use the data on exports by port, and instead model exports by region based on their industry composition and New Zealand's total exports by industry. For example, if 30% of national horticulture and fruit growing GDP originates from Tasman, then we assumed that Tasman was responsible for 30% of the country's horticultural and fruit exports. This effectively assumes that each region has an equal propensity to export their goods. This approach will not account for regional-seasonal variation, for example, if Tasman suffers a hail damaged crop one year.

Consistent growth in exports

Nelson-Tasman's exports have grown at over 5% per annum over the past decade, broadly in line with the national trend (Graph 1). In the year to March 2020, the value of Nelson-Tasman's exports grew 3.1%, compared to 3.2% nationally.

Graph 1



Nelson-Tasman's exporting industries

Nelson-Tasman's 11 largest exporting industries accounted for 86.1% of the area's total exports of \$1,849m in the year to March 2020, according to Infometrics estimates (Table 1).

Horticulture and fruit growing is Nelson-Tasman's largest exporting industry, exporting \$439m worth of goods in the year to March 2020. Horticulture and fruit growing accounted for 23.8% of all exports from Nelson-Tasman. Nelson-Tasman accounted for 10.5% of New Zealand's horticulture and fruit growing industry exports. Horticulture and fruit growing also contributes to exports from the beverage and tobacco product manufacturing industry by providing raw ingredients. Nelson-Tasman's beverage exports totalled \$94m in 2020, 5.1% of the area's total exports.

Seafood processing is Nelson-Tasman's second largest exporting industry, with \$339m worth of exports in 2020, accounting for 18.3% of the area's total exports. Nelson-Tasman produced 23.3% of New Zealand's processed seafood exports.

Wood product manufacturing is Nelson-Tasman's third largest exporting industry, with \$169m worth of exports in 2020, accounting for 9.1% of the area's total exports. Nelson-Tasman accounted for 10.7% of New Zealand's wood product exports.

Tourism related industries feature throughout Tasman's top 10 exporting industries, with services delivered to international tourists considered to be exports, even if they are performed within New Zealand. These industries include accommodation and food services, and rail, water, air and other transport (e.g. water taxi, scenic flights, inter-regional flights).

Table 1

Nelson-Tasman's largest exporting industries

Year to March 2020

Industry	Nelson-Tasman			New Zealand	
	Level (\$m)	Share of Nelson-Tasman total	Share of New Zealand industry total	Level (\$m)	Share of New Zealand total
Horticulture & Fruit Growing	\$439	23.8%	10.5%	\$4,171	5.0%
Seafood Processing	\$339	18.3%	23.3%	\$1,455	1.7%
Wood Product Manufacturing	\$169	9.1%	10.7%	\$1,584	1.9%
Accommodation & Food Services	\$97	5.2%	2.1%	\$4,664	5.6%
Beverage & Tobacco Product Manu	\$94	5.1%	3.4%	\$2,775	3.3%
Forestry & Logging	\$92	5.0%	2.9%	\$3,163	3.8%
Dairy Product Manufacturing	\$82	4.4%	0.5%	\$18,041	21.5%
Other Services	\$79	4.3%	1.5%	\$5,297	6.3%
Meat & Meat Product Manufacturing	\$76	4.1%	0.8%	\$9,430	11.2%
Fruit, Cereal & Other Food Product Manufacturing	\$66	3.5%	1.3%	\$5,235	6.2%
Rail, Water, Air & Other Transport	\$61	3.3%	1.8%	\$3,321	4.0%
Total all industries	\$1,849		2.2%	\$83,918	

Source: Infometrics