

Pathways for digital adoption

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We connect, promote and advocate for the New Zealand agritech ecosystem ... to unleash New Zealand's agritech expertise, globally and locally.













150+
member
organisations

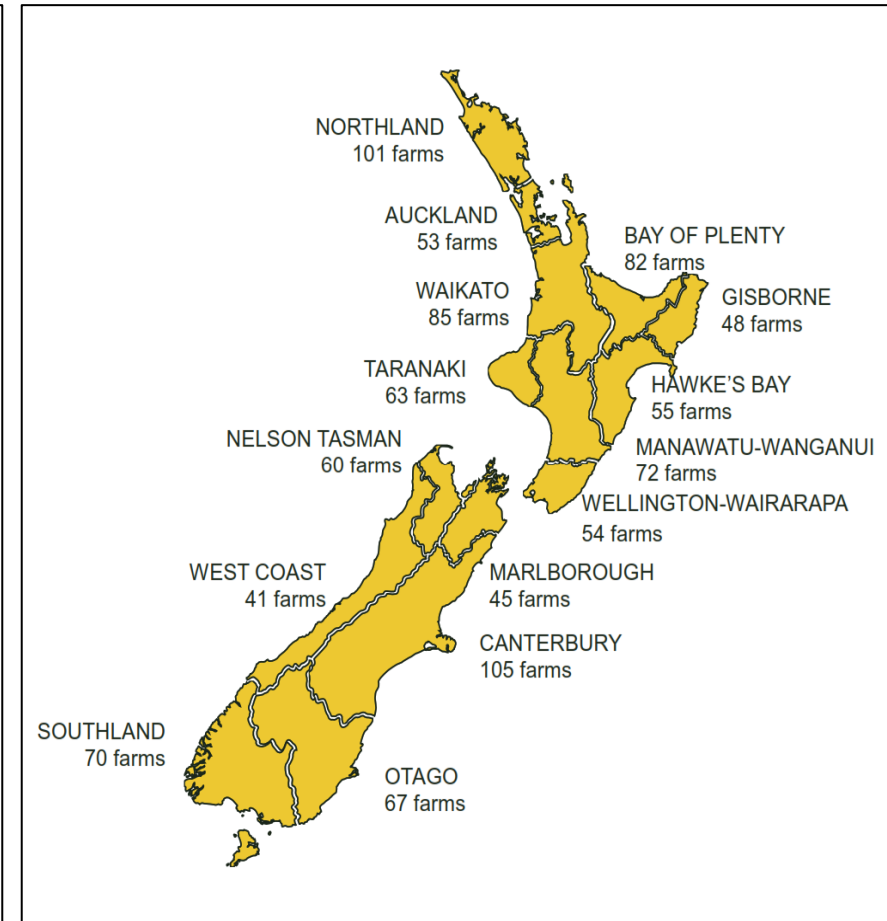
7
global
partnerships

1
national sector
strategy

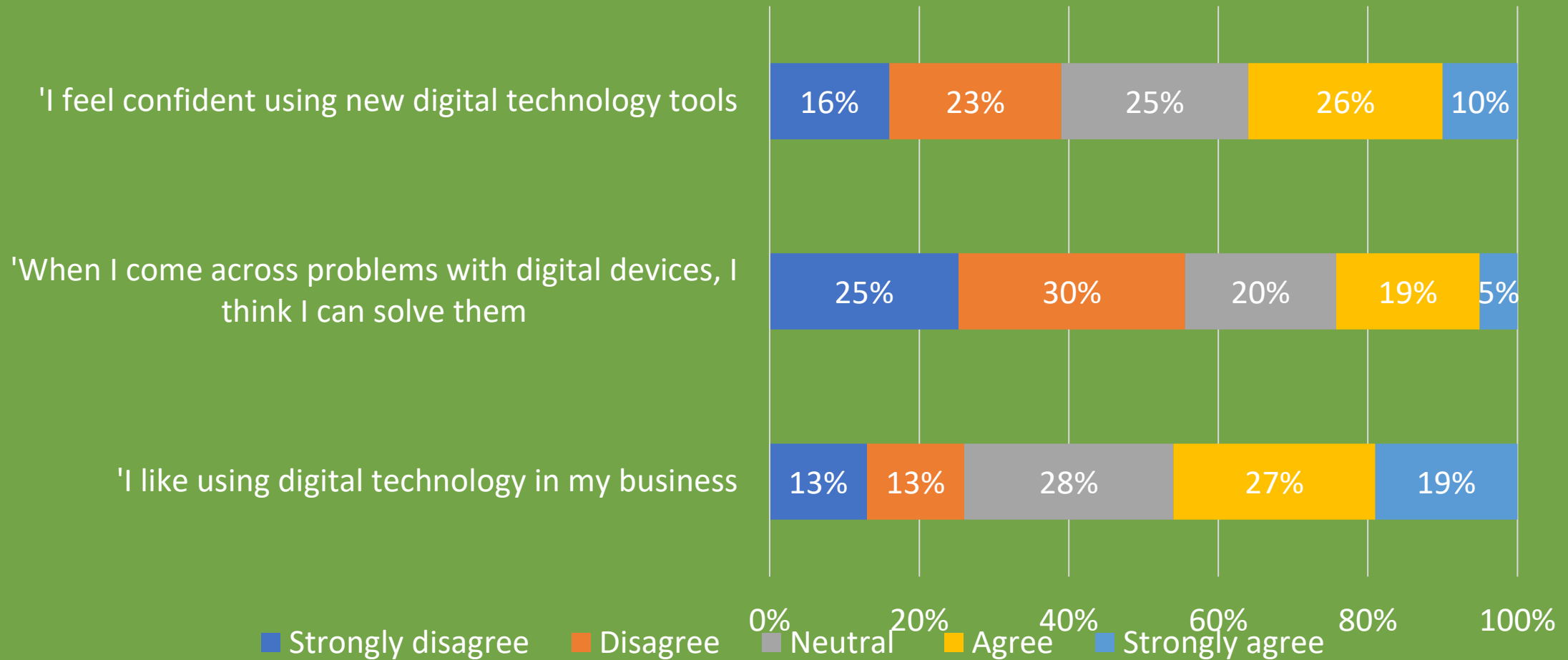


Baseline of digital adoption 1001 farmers/growers interviewed

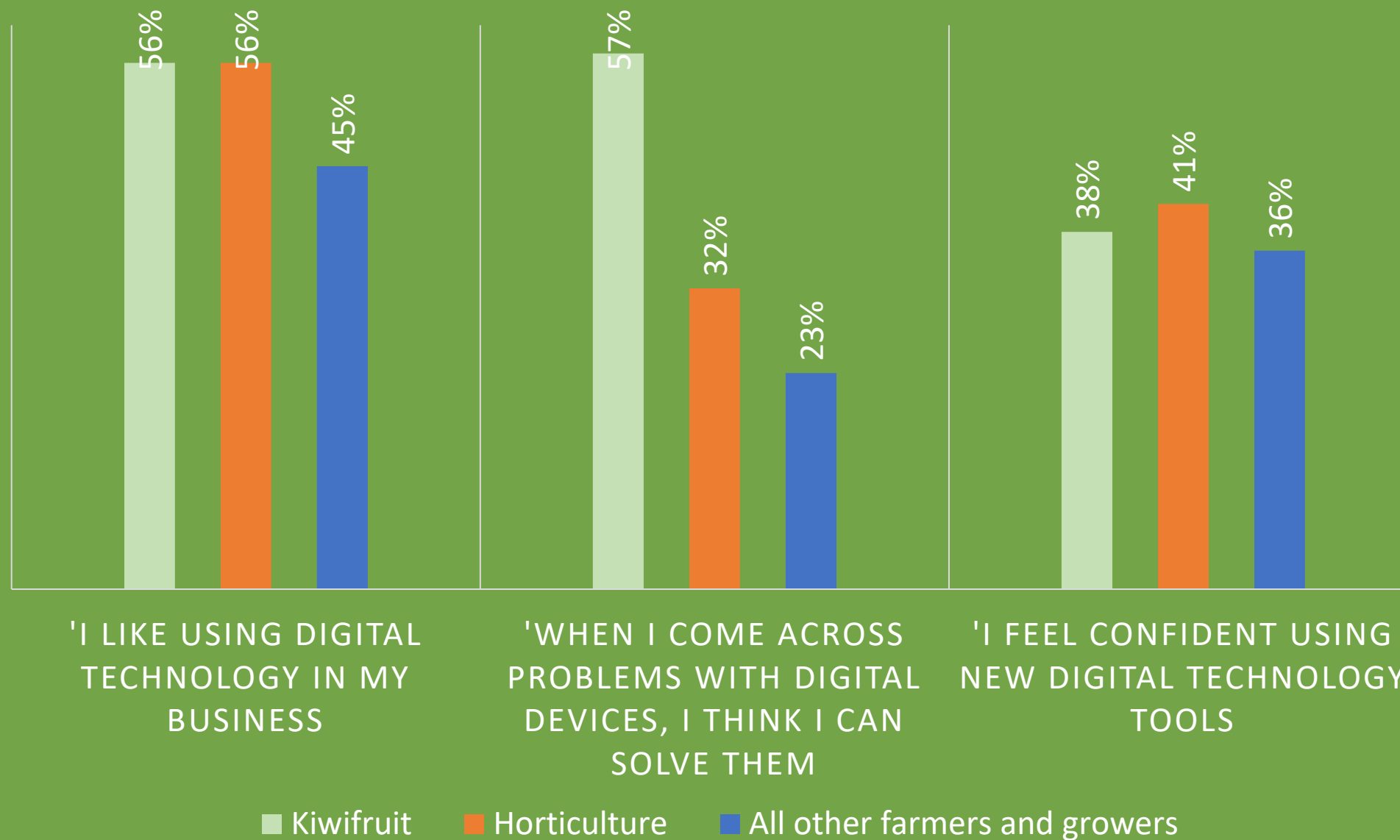
	Main Activity	Ag Prod Stats	Achieved Sample (%)	Achieved Sample (n)
	Beef	25.2%	25.4%	254
	Dairy	23.3%	24.5%	245
	Hort	12.9%	13.0%	130
	Sheep & Beef	11.9%	12.5%	125
	Sheep	11.3%	11.6%	116
	Arable	6.3%	6.6%	66
	Viticulture	2.7%	2.7%	27
	Deer	1.6%	1.7%	17
	Equine	2.6%	1.0%	10
	Poultry	0.4%	0.4%	4
	Pigs	0.2%	0.2%	2
	Other	1.5%	0.5%	5



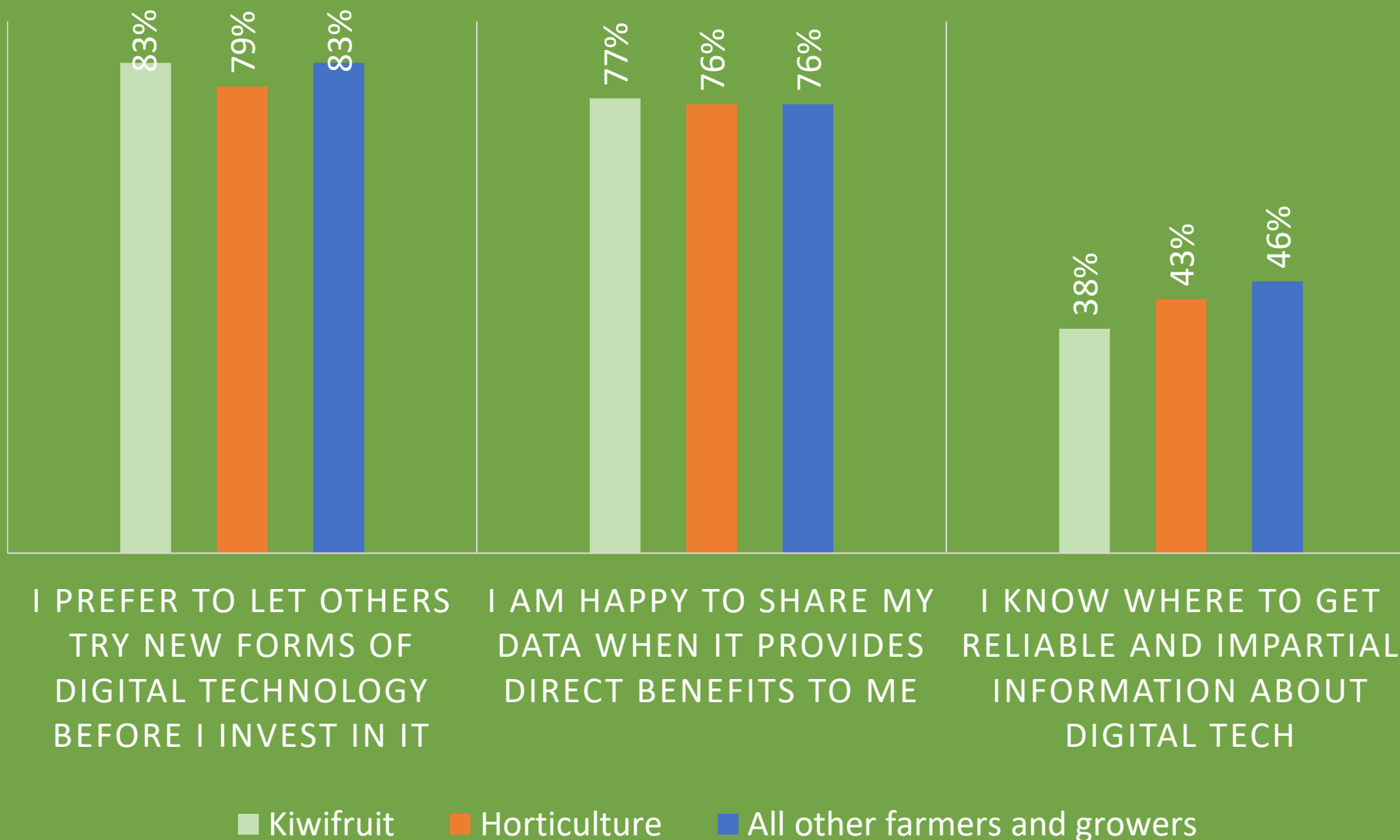
Digital Technology Confidence – all growers and farmers



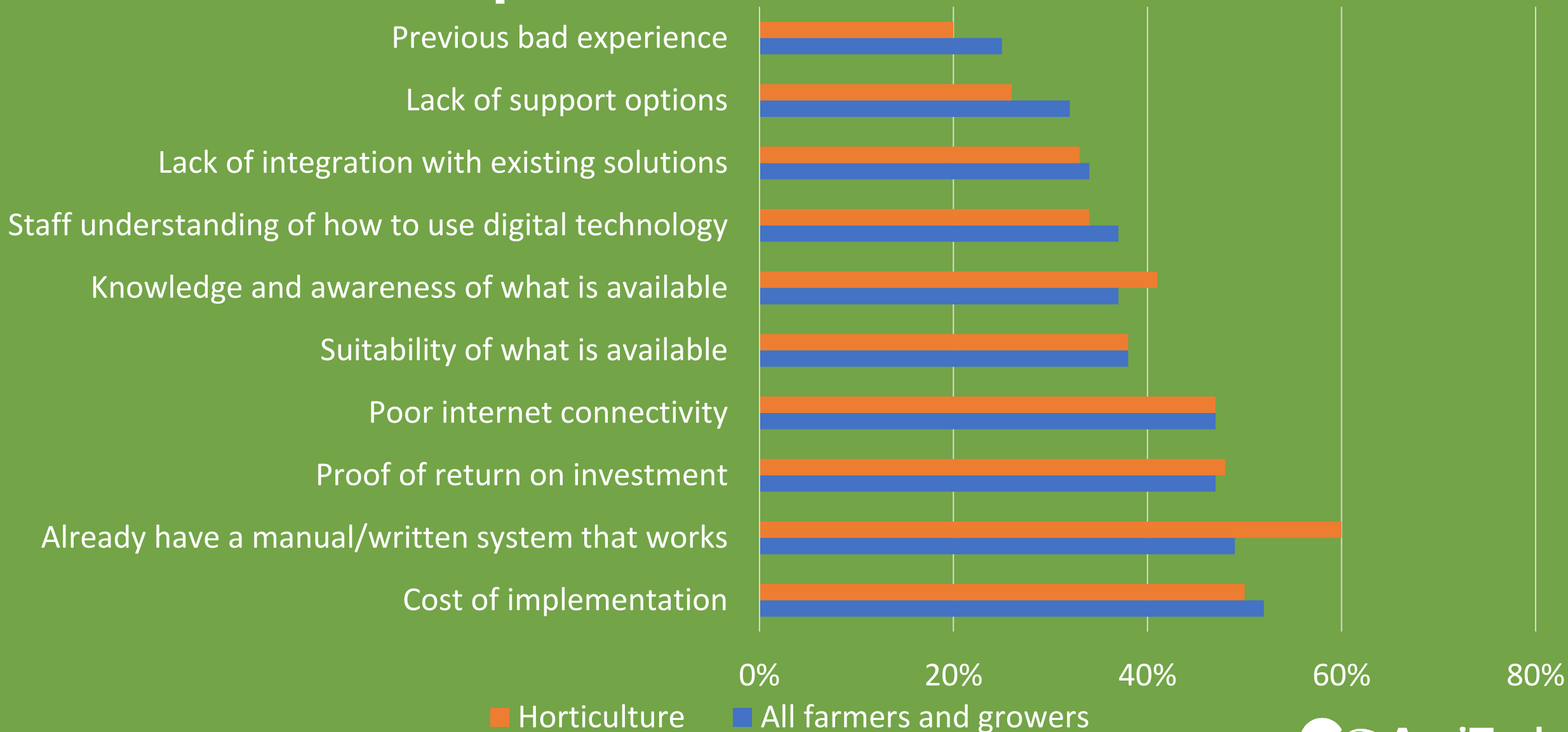
% agreeing or strongly agreeing with each statement



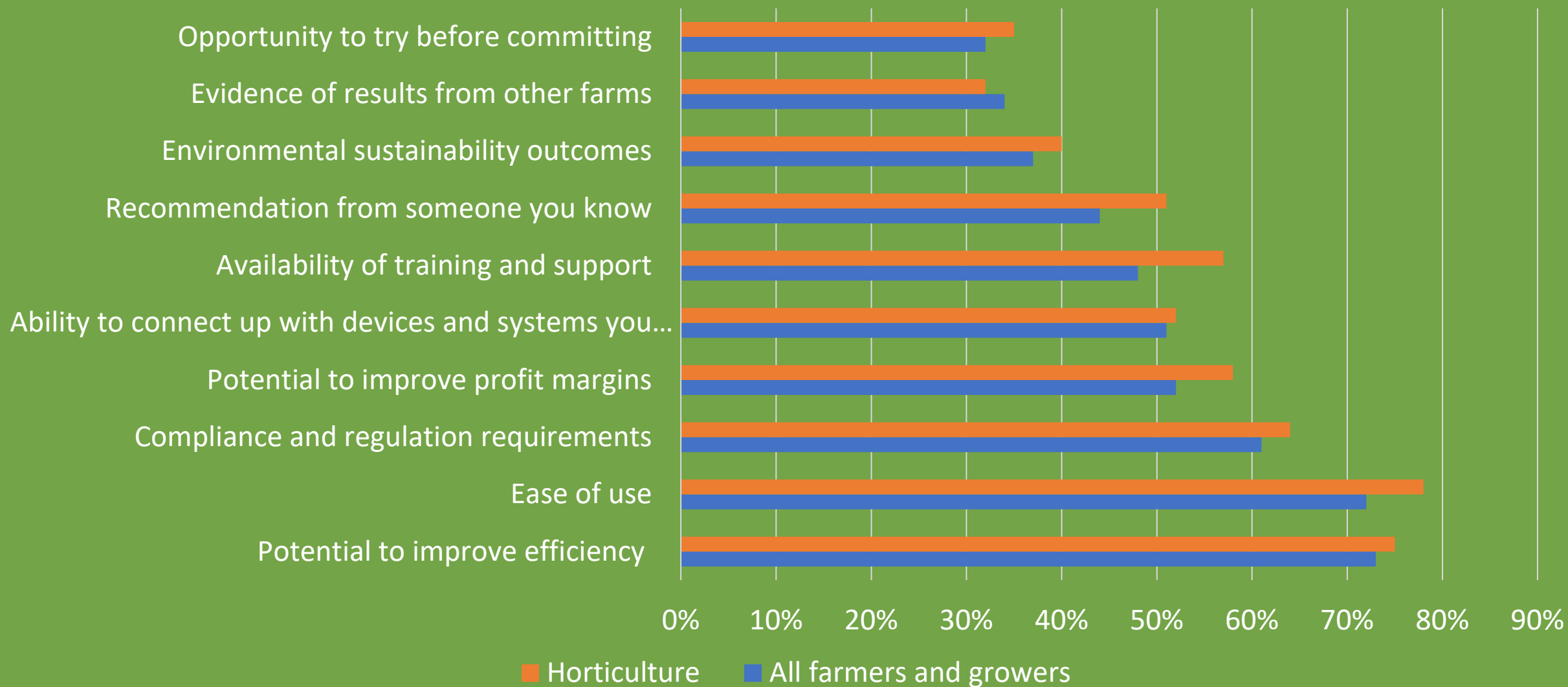
% agreeing or strongly agreeing with each statement



Barriers to adoption



Motivations / Approaches





- Not a normal distribution
- It's about business stage not farmer/grower age
- Bad experience not a deal breaker
- Farmers/Growers are not looking over the fence for proof
- Connectivity is not a release pin

Download the full report from 6 September 2022

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