

The Economics of Plantation Manuka



Allan McPherson
Commercial Manager
Mānuka Farming New Zealand



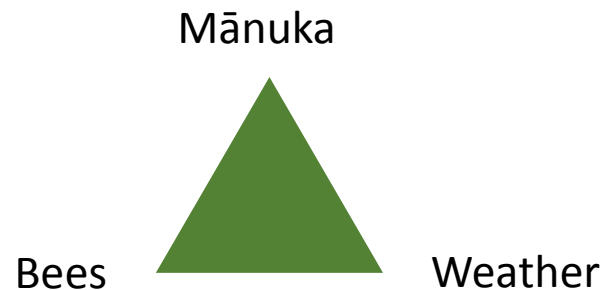
Take Home Messages

- Plantation mānuka is an economically viable alternate land use option
 - ✓ Wild harvest to science based farming
 - ✓ Genetically improved cultivars, field tested, matched to site & best practice husbandry
- Mānuka can be a natural fit for;
 - ✓ Retirement of marginal, erosion prone pastoral land (eg. least profitable 10% of farm)
 - ✓ Replanting forestry
 - ✓ Riparian & shelter belt planting
- Site specific planning and preparation is essential

Economic Modelling

- Economic modelling is still a work in progress
- Each scenario is different!
- Variation rules!

- Economic Drivers:
(Excluding Market Price)



4 Key Economic Variables

- Establishment costs
 - Weed & pest control
- Honey quantity
 - Yield/hive
 - Hives/ha
- Honey quality
 - UMF level
 - Price
- Share of honey revenue



Landowner Value Proposition (Per ha)

Contact

Allan McPherson
Commercial Manager
Mānuka Farming New Zealand Ltd

027 626 8521

allan@manukafarmingnz.co.nz



Take Home Messages

- Plantation mānuka is an economically viable alternate land use option
 - ✓ Wild harvest to science based farming
 - ✓ Genetically improved cultivars, field tested, matched to site & best practice husbandry
- Mānuka can be a natural fit for;
 - ✓ Retirement of marginal, erosion prone pastoral land (eg. least profitable 10% of farm)
 - ✓ Replanting forestry
 - ✓ Riparian & shelter belt planting
- Site specific planning and preparation is essential