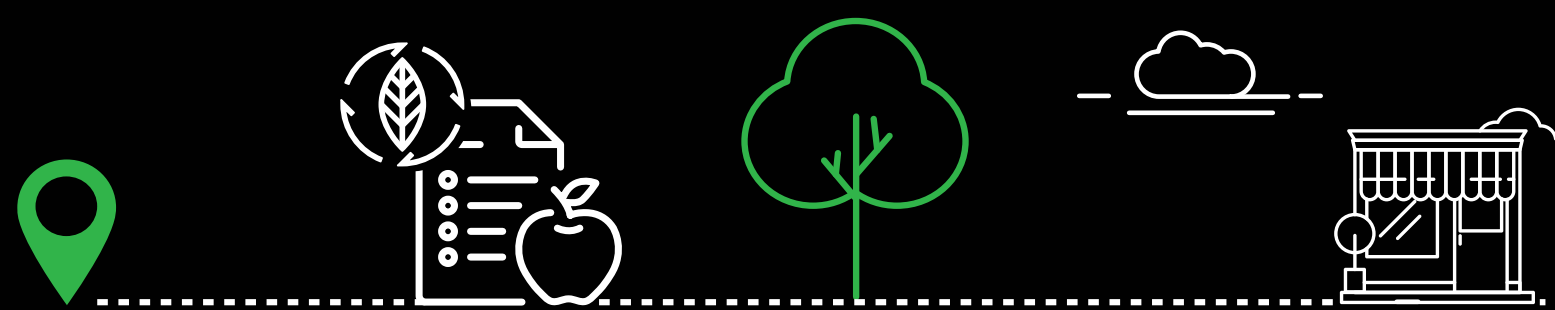


The Pukekohe growing hub

A national asset of opportunity

Pukekohe's hub contributes \$261m to GDP



Fruit and vegetables grown in the hub provide nutritional benefits and food at an affordable price

Intergenerational family-owned businesses and a multi-cultural workforce instil a sense of civic pride

Yet the hub is under threat:

Auckland's population is expected to grow almost

37% in the next 25 years



Population growth and changing consumer preferences mean demand for fruit and vegetables will increase

Pukekohe town's population is expected to grow to 50,000 by 2043



Urban encroachment means productive land is being used for other purposes

When town meets country, tensions can arise (reverse sensitivities)

Growers are struggling with the cost of land, intensive growing, competition for water, and sourcing labour



Some growers are diversifying their operations away from Pukekohe to areas like the Matamata – Piako district



The right balance must be struck:



Auckland and the Waikato need to make the most of this productive land to contribute to New Zealand's food security



The tensions of land use, water access and maintaining cohesive communities need to be managed

Or the hub faces an alternate future where growth is constrained, domestic food supply is diminished, and the industry loses up to \$1.1 billion over the next 25 years

The four capitals of wellbeing need to be balanced for the benefit of New Zealand