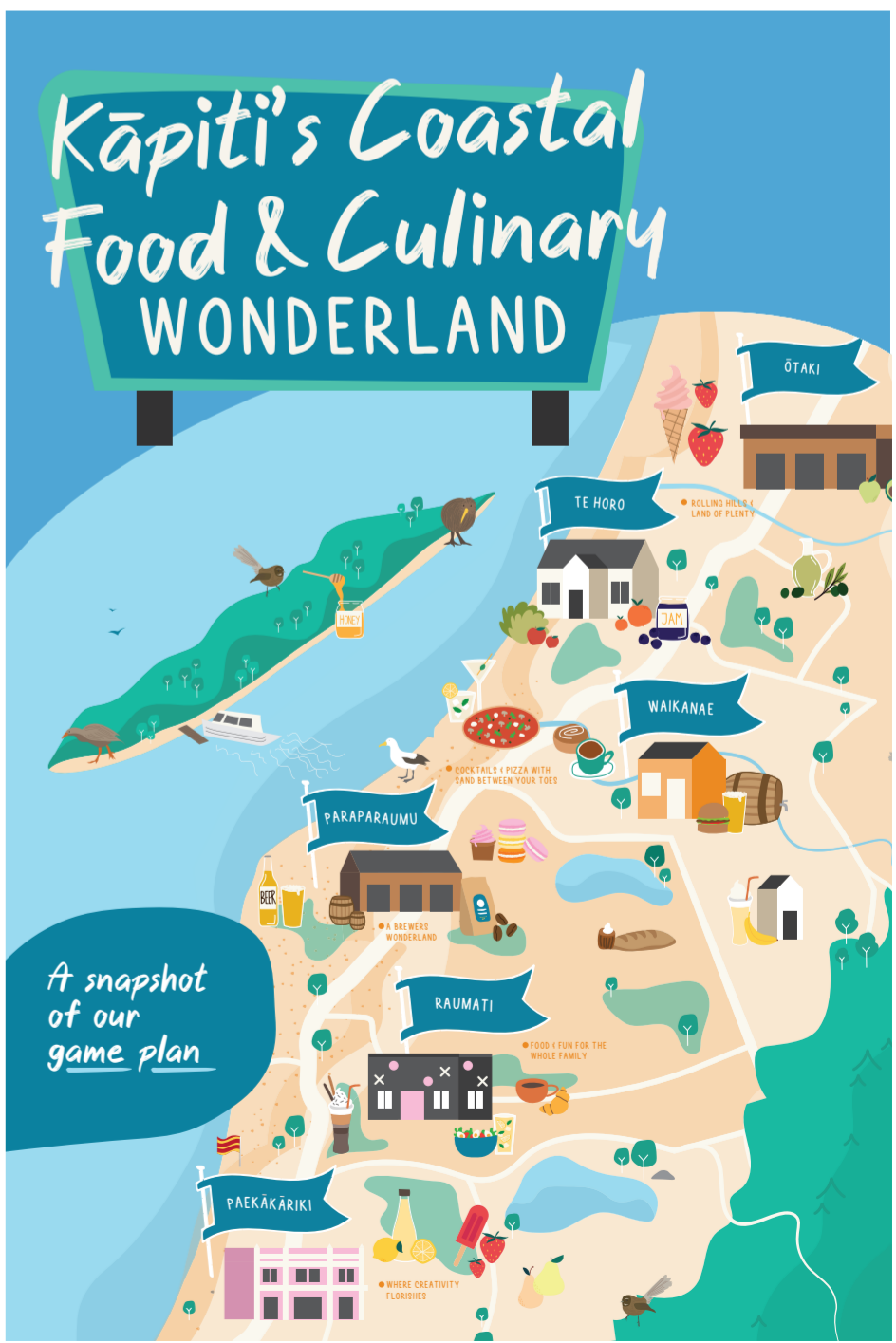


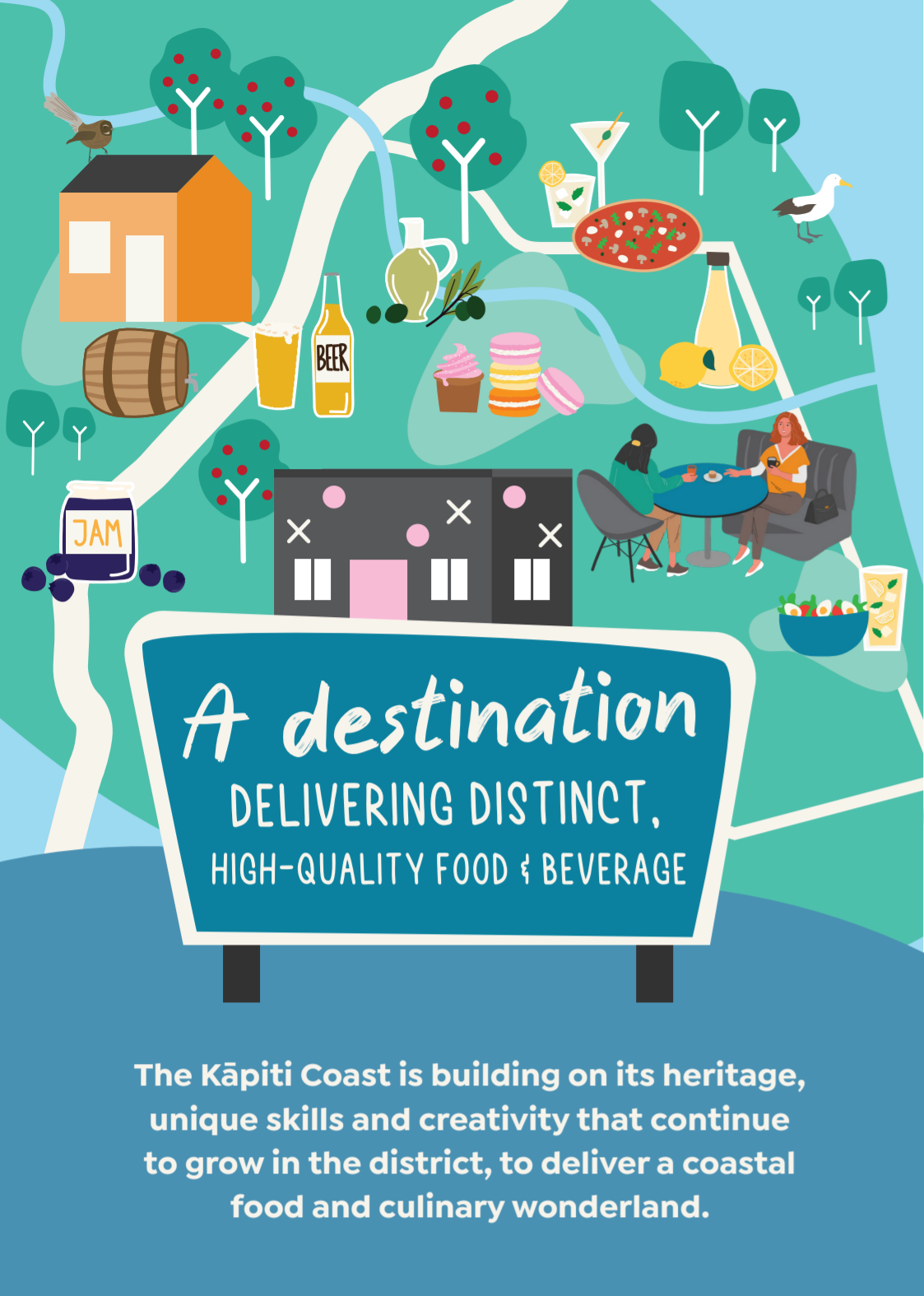
Nāu te rourou, nāku te rourou,
ka ora ai te iwi,
With your food basket and my food
basket the people will thrive



GROWING THE
KĀPITI COAST
**Food &
Beverage
Sector**

KāpitiCoastNZ





The Kāpiti Coast is building on its heritage, unique skills and creativity that continue to grow in the district, to deliver a coastal food and culinary wonderland.

Foodcentric District

The Kāpiti Coast District's growing, processing, production, food retailing and hospitality contributed \$197million to GDP annually in 2021. That's 9.3% of the Kāpiti Coast GDP*.

Many businesses are looking to grow, and with an increased demand for resource, a supported joint response to opportunities and challenges is required over the next five years, with a shared vision of what the industry will look like in ten years. Our Game Plan supports the industry in building upon its profile, culture, and environmental sustainability values.

*Infometrics, Regional Economic Profile, Kāpiti Coast District 2022.



Our Segments

The market segments of our industry players on the Kāpiti Coast



Smaller-Scale Enterprises

Smaller-scale enterprises have developed food or beverage products, and often run their businesses as an adjunct to other income sources. In some cases the products are derived from their own ingredients from small-holdings or farm produce.

Kāpiti Coast is home to numerous local markets which are a key channel to consumers for this segment including the Paraparumu Beach Market, the Waikanae Market and the Ōtaki Market*.

Growth-Focused Artisans

Growth-Focused Artisans are market-aware, progressive entrepreneurs that have developed niche products with values, backstory and consumer advocacy being a key part of their success. They are aware of and connected with capability and business-building funding sources, and are typically younger and closely engaged with trends. They are in-tune with their customers, and by nature are environmentally and socially aware with these values at their core. Local culture is also an important factor, with networks of like-minded people drawn to Kāpiti's creative community, helping enrich and inspire the commercial community. They understand their market, continue to develop their product and brand, and actively seek opportunities to engage with consumers.*



Large-Scale Artisans & Fast Moving Consumer Goods

Large-Scale Artisans and Fast Moving Consumer Goods are Kāpiti District's larger scale producers that have evolved from an artisan background – growing in size and efficiency to competitively supply wholesalers, supermarkets and speciality food businesses on a national and international scale. Invariably, these businesses have developed unique and defensible niches within otherwise commodity-orientated marketplaces, creating advantage through differentiation and being ahead of trends.*

*Source First Retail Group Food and Beverage Cluster Report



Our Vision

Through partnership the Kāpiti Coast food and beverage sector is nationally renowned for high quality, sustainable and premium production.

Sector engagement highlighted the need for partnership to support the growth of a vibrant, diverse Kāpiti Coast economy that provides increased opportunity, resilience, and wellbeing for all. With the long-term vision of delivering a high-growth food and beverage sector that is led collaboratively by champion businesses.



Our Objectives

- One** | To facilitate and support partnerships in the food and beverage sector that will lead to improved economic wellbeing and resilience while meeting mana whenua aspirations
- Two** | To grow high-value jobs and career opportunities on the Kāpiti Coast through increased access to innovative technology, capability development and training, and better access to domestic and international markets
- Three** | Retain, grow, and continue to attract like-minded foodie businesses to the district
- Four** | Further development of the Kāpiti Coast 'foodie vibe', appealing to both Wellingtonians, the domestic tourism market and visitors from overseas
- Five** | Explore further export opportunities in coordination with WellingtonNZ and New Zealand Trade and Enterprise (NZTE)
- Six** | To support Kāpiti Coast's boutique food and beverage entrepreneurs as part of the wider programme of business support by the Kāpiti Coast District Council, WellingtonNZ and relevant central government partners

Our Focus Areas

The following workstreams outline focus areas for the food and beverage sector to work towards realising its vision over the next five years:

- 1.** Establishing and strengthening an industry cluster to provide a collaborative forum and industry leadership
- 2.** Communicating and promoting the value proposition of the Kāpiti Coast food and beverage sector
- 3.** Attracting food and beverage sector businesses to have a base on the Kāpiti Coast
- 4.** Partnering with iwi and hapū to support and enable mana whenua aspirations
- 5.** Supporting hapū and landholders in their aspirations for regenerative food production and kaitiakitanga. Researching and piloting regenerative horticulture on appropriate land blocks
- 6.** Developing centres of excellence based on niche strengths and opportunities for the sector

Our Future

Together we can grow a food and beverage sector that is sustainable, productive and economically beneficial for the people and the land.

Maintaining our competitiveness, through the sharing of skills, labour, space and infrastructure to grow, profitably, are vital for achieving our vision.

