

Agrifood Hub

12 Month Tracking Overview

June 2021

This report provides a summary of the regional agritech activity that has happened in the 12 months to June 2021.

It also reviews regional progress against initiatives and measures set out in the 2019 Agrifood Hub Strategy.

Manawatū is the epicentre for the future of our food production & delivery

GOAL:

Be one of the top 3 agritech ecosystems in the world.

AgriTech is Technology that can improve the sustainability* of the food production & delivery value chain.

*Sustainability as defined in the United Nations sustainability goals (SDG's)

To craft who we will become...

A global agritech hub that in 20 years will be known for:

- **80%** of agricultural land connected to high speed broadband internet, to drive adoption of Agritech.
- **80%** of farmers & growers registered in innovation activities & events
- **A PHYSICAL HUB THAT INCLUDES:**
 - Lab & facilities for new product development and cutting edge R&D
 - Co-working space for up to 100 start-ups
 - Experiential learning spaces for educators to utilise
 - Commercialisation support including service providers and investors
- **30%** Māori representation in governance across all key initiatives.
- **100%** of high schools offering specialised Agritech classes and vocational training.
- **50%** of students in high school participating in Agritech classes.
- **3 X \$100M** Agritech companies employing 2,500 people in roles where average salary is \$90,000.
- **A UNIVERSITY RANKED IN THE TOP 5** agricultural universities in the world, that spins out 3 Agritech start-ups per year and is the leading publisher of Agritech research.
- **\$10M** per annum invested in new agritech ventures from seed to series A.
- **A TALENT POOL** of over 1,000 people graduating from Agritech training courses per annum.

The strategy to achieve the vision is based on four pillars

FUELING DOERS



- Funding new ideas
- Connecting to talent

GROWING TALENT



- Vocational training
- Data insights
- User adoption

CREATING A TEMPLE



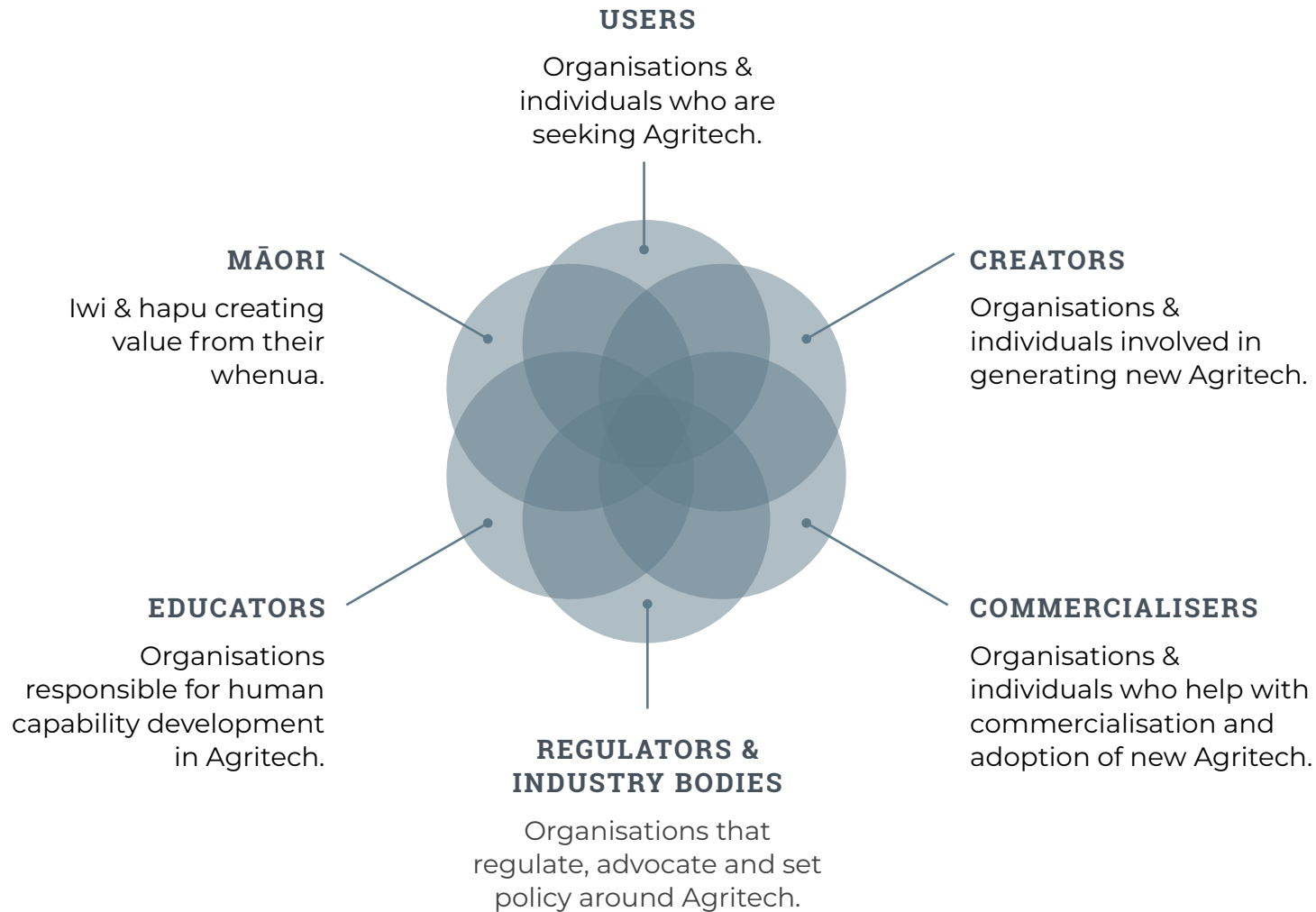
- Facilities & plant
- Business hub
- Identity

BUILDING A BRAND



- History
- Activity
- Vision

Who has a role to play in our ecosystem



Measuring contributions to the goal

Be one of the top 3 agritech ecosystems in the world

USERS	CREATORS	COMMERCIALISERS	REGULATORS & INDUSTRY BODIES	EDUCATORS	MĀORI
<ul style="list-style-type: none"> • Purchase of new technology • Participation in research & trials • Participation in user groups 	<ul style="list-style-type: none"> • Research published • Creation of new companies • R&D grants awarded 	<ul style="list-style-type: none"> • Capital invested • Revenue generated 	<ul style="list-style-type: none"> • Data collected & monitored • Regulation & policy aligned with technology changes 	<ul style="list-style-type: none"> • Specialised Agritech classes offered at different levels • Participation levels in specialised Agritech classes 	<ul style="list-style-type: none"> • Represented across stakeholder groups

Agrifood Hub 3 year ecosystem initiatives

- ☐ Not started
- ☒ Work in progress
- ☒ Established & on-going

	YEAR 1		YEAR 2		YEAR 3	
FUELING DO'ERS	Rural Innovation Lab	<input checked="" type="radio"/>	Talent Outreach Initiative	<input checked="" type="radio"/>	Certified Do'er Fund	<input type="radio"/>
	Sprout Accelerator	<input checked="" type="radio"/>	Sprout Technology Incubator	<input checked="" type="radio"/>		
GROWING TALENT	Agritech award in Young Enterprise Scheme	<input checked="" type="radio"/>	Agritech section in Sort It Careers Expo	<input checked="" type="radio"/>	Specialised "Agritech" class offered for Y12 & 13 students	<input checked="" type="radio"/>
			Massey International Hort Immersion Programme	<input checked="" type="radio"/>		
CREATING A TEMPLE	FoodHQ	<input checked="" type="radio"/>	Sprout start-up hub	<input checked="" type="radio"/>	Future food retail space (within CEDA space – connecting FoodHQ to city centre)	<input type="radio"/>
	Massey & AgResearch joint Food Science Facility	<input checked="" type="radio"/>	FoodHQ PGF & Infrastructure Fund Application	<input checked="" type="radio"/>		
BUILDING A BRAND	Local restaurants connected to future foods via FoodHQ		"Roaming Networker" Reporting (gathering intel)	<input checked="" type="radio"/>	Agritech PR Fund - (for outward regional PR)	<input checked="" type="radio"/>
	AgriFood Week	<input checked="" type="radio"/>				

*Refer to Appendix for responsible parties

Snapshot

Regional Agritech Activity – 12 months June 2021

17

TRIALS OF AGRITECH

\$1.1M

OF R&D GRANTS TO
COMPANIES

8

NEW COMPANIES
CREATED

599

ACADEMIC ARTICLES
PUBLISHED*

\$160k

OF LOCAL CAPITAL
INVESTED

\$3.81M

TOTAL CAPITAL
INVESTED INTO
COMPANIES

2

NEW MĀORI
APPOINTMENTS

5

NEW TERTIARY
COURSES

28%

HIGH SCHOOL
STUDENTS IN
AGRITECH CLASSES

*Scopus - Massey University, Agriculture, Veterinary Science. AgResearch

Current progress towards Manawatū becoming a global Agrifood Hub

- **Manawatū region connected to VDSL or fibre broadband (KPI: 80%)***
- **A physical hub:**
 - Massey Agrifood Digital Lab (labs + 3D printing facilities)
 - AgResearch & Massey joint food science facility (labs + meat & dairy pilot plants)
 - Massey Food Pilot Plant (pilot-scale food production facilities)
 - Sprout Accelerator & investment activity (\$40m of investment funds over 7 years)
 - Massey Agri Food Digital Lab building a hub for the ecosystem in the John Lyttleton Building for companies and start up in the space
- **12.5% Māori representation across all key initiatives (KPI: 30%)****
- **80% of Manawatū high schools offering Agritech classes (KPI: 100%)*****
- **28% of high school students participating in**



Agritech classes (KPI: 50%)***

- **3 x Agritech companies with \$100M+ turnover with significant capacity in Manawatū**
 - Fonterra
 - FMG
 - Norwood
- **A Top 5 university:****
 - Ranked in the top 300 universities in the world - Top 3 %
 - 5 stars plus rating
 - 19th in the world for veterinary science
 - 34th in the world for agriculture
- **586 graduates**** from tertiary level Agritech courses annually (KPI: 1,000 grads)**

*Chorus to update

**Average of Māori representation in governance across all stakeholders identified in Agrifood Hub Strategy

***Agriculture, Horticulture, Equine Studies, Agribusiness, Trades Academy

***Source Massey University (QS World Rankings)

**** Massey University

All information is to best knowledge and information available



SPOTLIGHT: FUELLING DO'ERS

Sprout

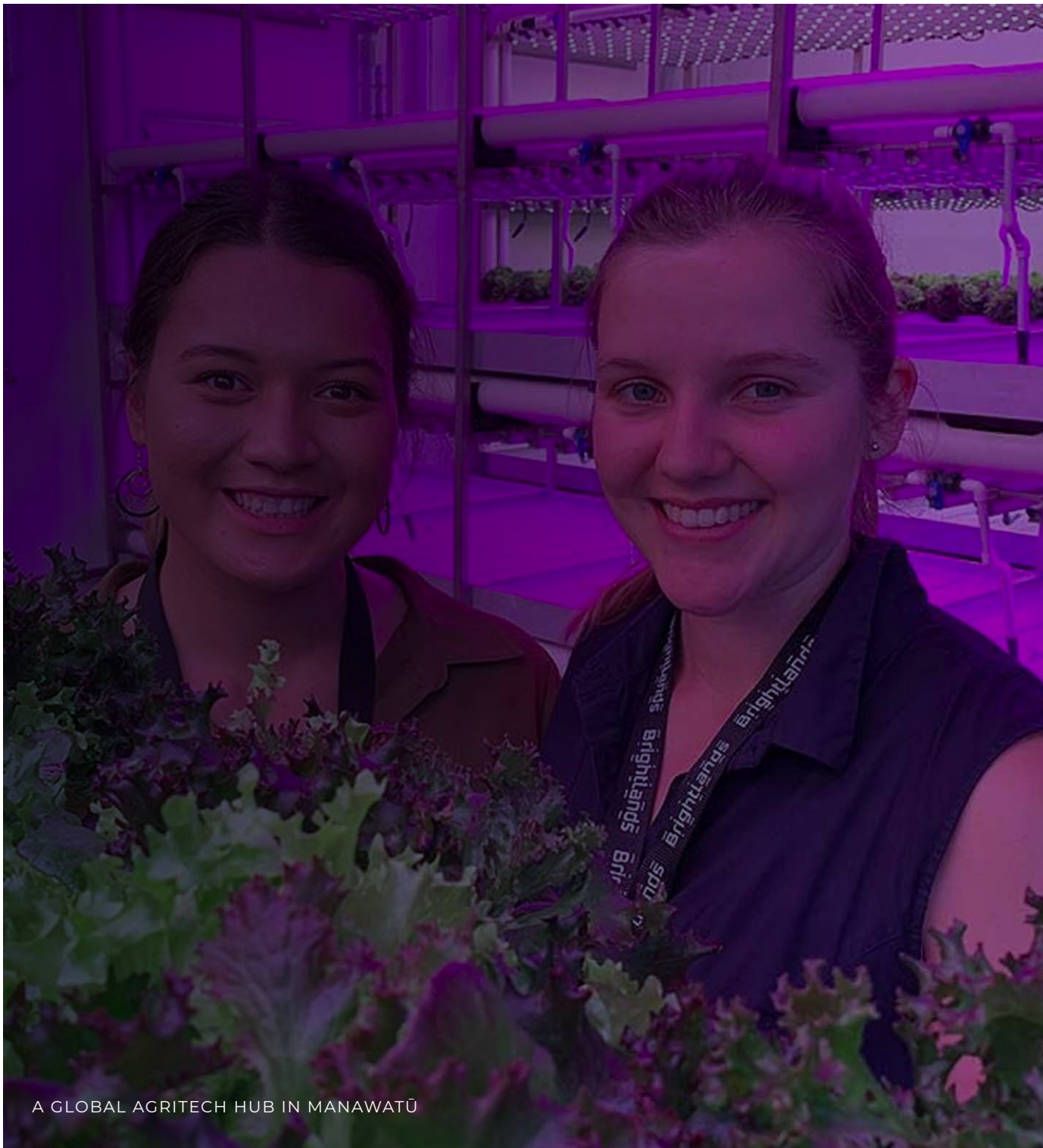
- An accelerator for agritech and future food start-ups with global ambition
- 220+ company registrations received from around NZ and globally in 2021.
- 20 companies selected and accelerated over 12 months
- 2x selection events & 2 x undergrounds held in Palmerston North bringing partners and entrepreneurs to the city
- Made first 1M investment into Scentian Bio
- Approved as a govt. funded Technology Incubator with \$40m of investment funds over 7 years.
- Brand refresh & Spin out from The Factory



SPOTLIGHT: FUELLING DO'ERS

Finistere Ventures

- Opened NZ Headquarters at The Factory in Palmerston North
- Dean Tilyard appointed to Lead
- Supporting Farm 2050 trialling project for nutrient management technologies, Manawatū likely to be home to a trialing farm
- Finistere Aotearoa Fund of \$40M created to fund series A&B investment into NZ connected Agritech Companies



SPOTLIGHT: GROWING TALENT

International Horticulture Immersion Programme (IHIP)

- Developed by Massey University
- An experiential professional development programme for exceptional students and recent graduates
- 3-week pilot programme completed with 11 students from Massey and Lincoln Universities.
- Five days spent in each of Netherlands, Belgium and South Korea
- “Executive IHIP” trip delivered to 16 industry executives across Horticulture.
- “HIP NZ” planned to tour innovative NZ horticulture businesses.



SPOTLIGHT: BUILDING A TEMPLE

Te Ohu Rangahau Kai

Joint Food Science Facility - Official Opening

One of the largest collections of food scientists in southern hemisphere is now under one roof in Palmerston North.

- Developed jointly by Massey University and AgResearch
- A facility for NZ's best scientists in the fields of dairy and red meat research
- Located on the campus of Massey University
- Office space for 140 scientists
- 1800m² of laboratories
- 900m² of meat and dairy pilot plants



SPOTLIGHT: BUILDING A BRAND

AgriFood Week

Powered by Central Economic Development Agency (CEDA), New Zealand AgriFood Week is hosted in the epicentre of agrifood innovation in New Zealand, Manawatū.

- 17 events held in Palmerston North over a week
- 100+ Speakers
- 1214 attendees
- 22160 website viewed up Up 36.76% from 2019



SPOTLIGHT: BUILDING A BRAND

“Roaming Networker” Reporting

- Developed jointly by CEDA and Sprout.
- Connecting with stakeholders across the region to gather intel on Agritech activity.
- Quarterly reports on Agritech activity prepared, starting July 2019.
- 12 months of data gathered, as baseline for measuring future regional progress.
- Intel to be incorporated into CEDA’s story-telling, to help attract companies and talent to the region.

Appendix 1: Fuelling Doers

ACTIVITY	OWNER	STATUS	DESCRIPTION
Rural Innovation Lab	Massey University & Manawatū/ Whanganui Famer & Grower Collaborative	Operating	Farmer lead innovation, increasing adoption of technology on farm
Sprout	The Factory NZ Ltd	Operating	Future food & agritech accelerator
Agritech Tech Incubator	The Factory NZ Ltd	Operating	Seed investment fund for New Zealand agritech startups
Talent outreach initiative	CEDA	Operating	Talent attraction service for Manawatū agritech businesses
“Certified Doers” Fund	CEDA	Operating	Regional fund for local innovators to prototype their ideas quickly

Appendix 2: Growing talent

ACTIVITY	OWNER	STATUS	DESCRIPTION
Sorted Careers Expo – Agritech section	CEDA	Not started	Creating a section in the Sorted Expo for opportunities in Agritech
YES Agritech Award	The Factory NZ Ltd	Not started	A special award, sponsored by Sprout for a business idea in Agritech
Agritech Year 11 & 12 course	Talent Central	Not started	Specialised subject & vocational training for year 12 & 13 students
International Hort Innovation Programme	Massey	In progress	Next generation tertiary course, supported by Apple & Pear NZ

Appendix 3: Creating a temple

ACTIVITY	OWNER	STATUS	DESCRIPTION
New Joint Food Science Facility	Agresearch & Massey University	Operating	Food innovation labs and workspace on Massey campus
FoodHQ Campus Development	FoodHQ	In progress	Co-working space (for start-ups, SMEs & MN's) and prototyping facilities
Sprout Start-up Hub	Sprout	Not started	A future food and agritech startup co-working space
Future Food Retail Space	FoodHQ/CEDA	Not started	A retail space for future food products, branded in partnership with FoodHQ

Appendix 4: Building a brand

ACTIVITY	OWNER	STATUS	DESCRIPTION
Joint Agritech PR Fund	CEDA	Not started	A 50% CEDA/50% commercial cash fund for telling the regions Agritech story outside of the region
AgriFood Week	CEDA	Operating	Annual Future Food & Agritech event

Sources

Agmardt

AgResearch

AgriFood Week report

CEDA

Chorus

Company websites

Finistere Ventures

Food HQ

Google Scholar

Local Schools

Manawatū Investment Angels

Massey University

Roaming Networker Reports

Scopas

Sprout

The Factory