



Manawatū Agritech Strategy

Developed in partnership with Sprout, industry leaders, business owners, investors and entrepreneurs, we are proud to launch the Manawatū Agritech Strategy, New Zealand's first regional Agritech Strategy.

The Strategy clearly defines our region's agritech ecosystem, identifies the work already underway and maps out what is required over the next three years to accelerate Manawatū's leadership in agritech, and to achieve our ambitious goal of having Manawatū recognised as one of the top three agrifood hubs in the world.

Definition of agritech: Technology that can improve the sustainability of the food production and delivery value chain.

Who has a role to play in our ecosystem?

USERS

Organisations & individuals who are seeking Agritech.

MĀORI

Iwi & hapū creating value from their whenua.

CREATORS

Organisations & individuals involved in generating new Agritech.

EDUCATORS

Organisations responsible for human capability development in Agritech.

COMMERCIALISERS

Organisations & individuals who help with commercialisation and adoption of new Agritech.

REGULATORS & INDUSTRY BODIES

Organisations that regulate, advocate and set policy around Agritech.

One to three year overview

The Strategy to achieve the goal of Manawatū being recognised as one of the top three agrifood hubs in the world, is based on four pillars: fueling doers and entrepreneurs, growing and attracting talent to the sector, building a physical hub and building Manawatū’s brand to showcase the strengths, capabilities and expertise that exist here.

	Year 1	Year 2	Year 3	Regional Economic Investment
Fueling doers	Rural Innovation Lab	Talent Outreach Initiative	“Certified Doer” fund established	\$2M of activity underway
	Sprout	Agritech Technology Incubator established		\$5M of activity in planning
Growing talent	Agritech award at Young Enterprise Scheme	Agritech section at the Sort It Careers Expo	First Agritech class delivered as optional course for Year 12 & 13	\$0.2M activity underway
		Massey International Hort Immersion Programme		\$1M of activity in planning
Building a physical hub	FoodHQ	Sprout Accelerator Start-up Hub	Future food retail space (within CEDA co-working space – connecting FoodHQ to center of town)	\$45M of activity under way
	Delivery of new Joint Food Science Facility	FoodHQ PGF Application		\$210M of activity in planning
Building a brand	Local restaurants connected to future of food – FoodHQ endorsed	Roaming networker (gathering intel on activity)	Agritech PR fund established for outward PR (50% CEDA, 50% commercial)	\$1.5M of activity underway
	New Zealand AgriFood Week			\$3M of activity in planning

Tick = in progress

Skylab



How can you become involved?

CEDA's role in this strategy is to bring together key stakeholders, partners and industry to build the narrative and raise Manawatū's profile in the agritech sector so people, businesses and investment from across the globe want to be based here or connected to our expertise.

This is a lofty ambition and exciting opportunity for Manawatū, and one we can't achieve alone. Partnerships with businesses and Central Government are crucial and will enable us to collectively achieve our goal, and ensure our profile stands out on a global stage and is connecting Manawatū and New Zealand with the right people, investors and clusters.

Will you join us on this journey? Get in touch today so we can work together for the benefit of Manawatū and New Zealand.

Get In Touch

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