

Economic analysis of land use opportunities in Maniapoto rohe



LANDCARE RESEARCH
MANAAKI WENUA

- What is biophysically feasible
- What are the expected returns
- What are the difficulties with establishment

Land Opportunity	Assumed New Area (ha)	Net Gain in Annual Farm Profit (\$/yr)	Reasoning behind assumed area
Mānuka honey	14,000	\$3,220,000	About 20% of all mānuka honey area currently in King country/Waikato/Taupo
Dairy goats	2,500	\$16,193,150	About the area that Dairy Goat Cooperative currently services
Horticulture	2,500	\$12,198,894	Similar to other small horticultural areas of New Zealand
Forestry	10,000	\$6,516,313	Capacity of about 3 sawmills
Total	29,000	\$ 38,128,357	

Future directions

- Processing capacity / requirements
- Economies of scale requirements
- Other infrastructure requirements
- Market access and market demand

