

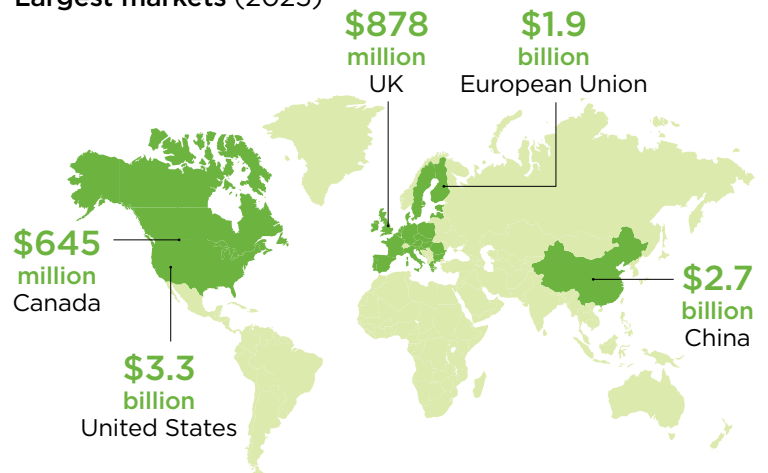
# New Zealand's red meat sector

## By the numbers

New Zealand's red meat sector is an economic and social powerhouse, making a vital contribution to New Zealand's economy, rural employment and community wellbeing, well beyond the farm gate.

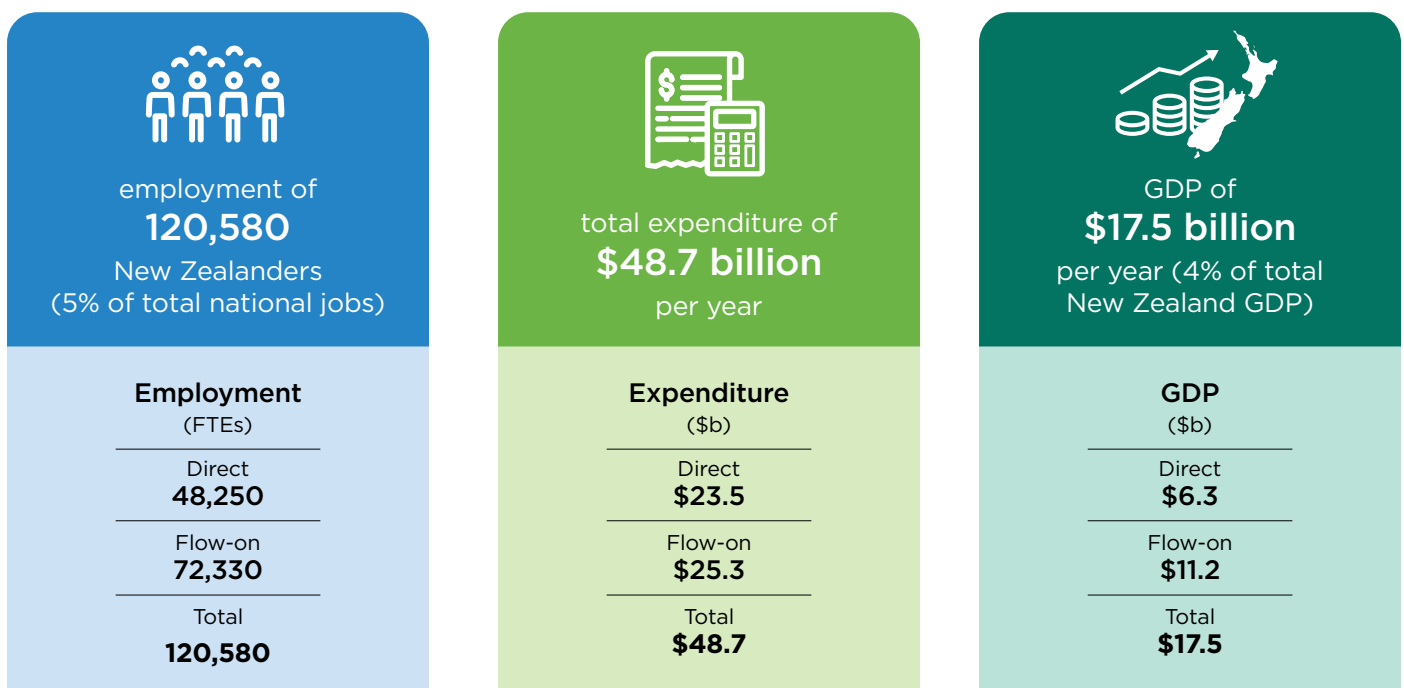
-  **9,500** sheep and beef farms
-  **60** processing plants
-  New Zealand's **second largest goods exporter**
-  Exports of red meat and fifth quarter products = **\$12.8 billion** in 2025

### Largest markets (2025)



There are strong opportunities for more growth. Our ambitious vision is for the sector's exports to grow to as much as \$23 billion by 2035.

## Contribution to jobs and the economy

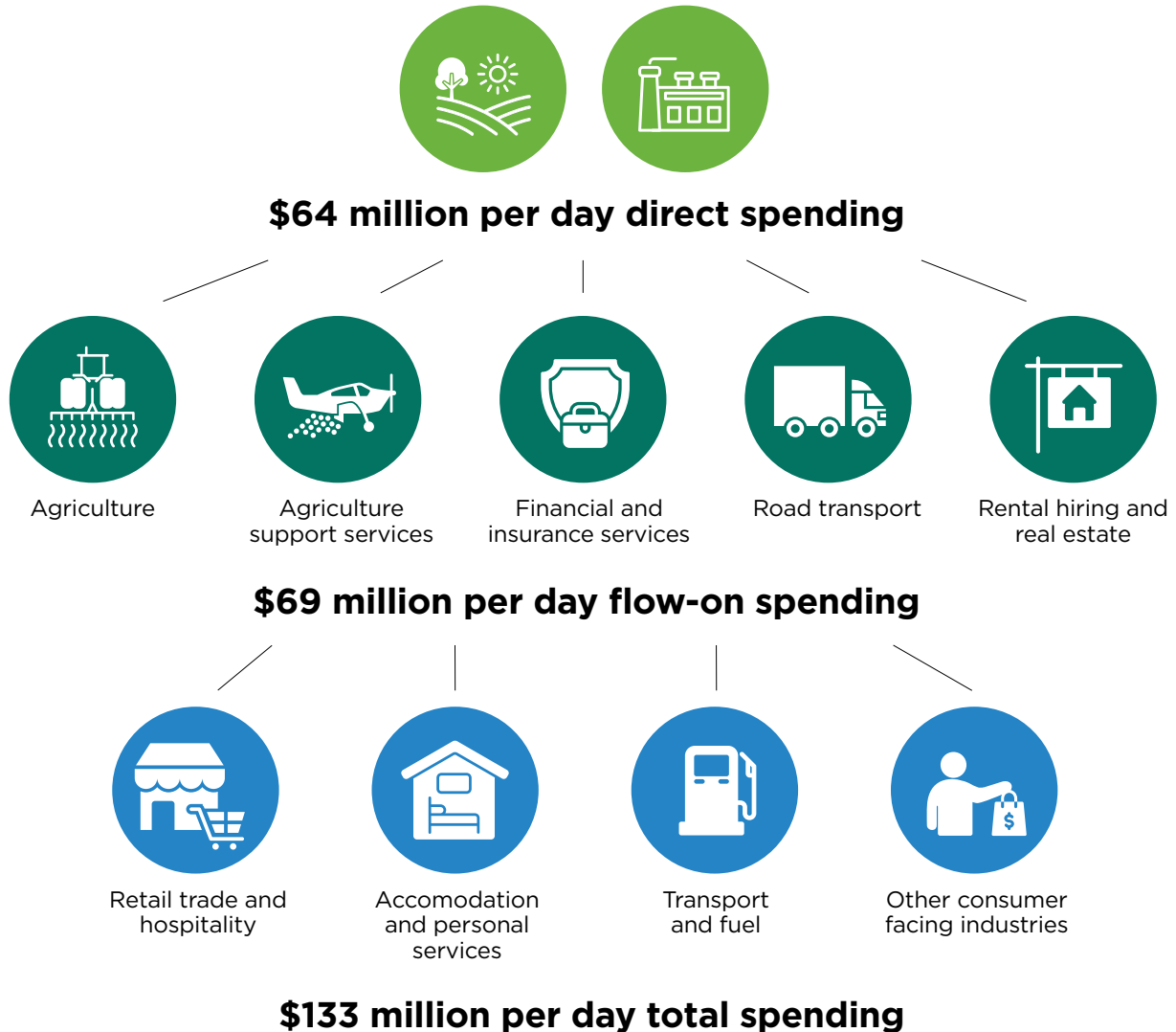


Individual components may not sum to totals due to rounding. Source: BERL analysis

# How the red meat sector supports New Zealand<sup>1</sup>

The sector generates \$12.8 billion in export earnings annually, which flows through our economy. The powerful ripple effect sees \$133 million a day being spent across New Zealand.

More than half of the sector's contribution occurs beyond its immediate operations, through the businesses and services that depend on farms and processing plants, including local suppliers, transport and logistics providers, contractors, and a wide range of service industries.



## Māori and Pacific Peoples participation



**25% (10,578)** of those directly employed in the red meat sector are Māori



**11% (4,788)** are Pacific Peoples

<sup>1</sup>Source: BERL analysis