

Outcome Logic Model for High Performance Mānuka Plantations PGP 2011 - 2018

Long term outcomes
2028 onwards

Medium term outcomes
2020 - 2028

Short term outcomes
2017 - 2020

PGP Activities & Outputs
2011 - 2018

Enablers & Inputs

Problems & Opportunities

Through productivity gains enabled by the programme, the mānuka honey industry in New Zealand will be worth \$1.2 billion, a 16-fold increase on its estimated value of \$75 million in 2010

Increased mānuka honey production from plantations of high performance mānuka cultivars through the doubling of both the hives per hectare and the average yield per hive

Double the proportion of mānuka honey capable for sale as a medicinal product

Increased profitability of farm systems that have more marginal land in plantation mānuka compared with previous land uses

Double the land area in mānuka economically accessible to beekeepers

New plantings on marginal land of mānuka cultivars screened in the PGP programme

Mānuka planting actively promoted to landowners by co-investors, supported by
(i) the commercial sale of mānuka seedlings of proven performance;
(ii) a consultancy service; and
(iii) a mānuka plant screening service for mānuka genetics previously untested

A proven production and financial business case for retiring marginal land to plantation mānuka, with access to
(i) best practice plantation establishment and management; and
(ii) the best available performing mānuka provenance and hybrids for specific sites and environments

A predictive model tool to identify mānuka honey yield and quality in different seasons and environments

Best practice knowledge base for propagating, planting and managing mānuka plantations

Small scale research trials and large scale plantation trials identifying environmental and site factors, and genetics that influence mānuka establishment and growth, and honey yield and quality

Support from MPI, Manuka Research Partnership (NZ) Limited and Comvita Limited

Historical investment in mānuka genetic improvement by Comvita Limited

Callaghan Innovation grants for PhD student stipends

Research facilities and capability in multiple disciplines clustered at Massey University

Growing domestic and international consumer demand for mānuka honey-based products for medical, culinary and other uses

Growth of New Zealand mānuka industry constrained by supply

Variation in growing seasons impacts on reliability of supply of mānuka honey, and on beekeeper profitability

Current mānuka growing areas could be increased and become more profitable

Opportunities for mānuka plantings on marginal land

Lack of a robust business case for retiring marginal land to mānuka plantations

Additional benefits
for the mānuka honey sector and New Zealand

Higher value employment opportunities in rural New Zealand

Marginal land planted in mānuka reduces erosion risk and costs to communities

Manuka Research Partnership (NZ) Limited will continue as a research organisation with Māori stewardship and linkages

Increased industry collaboration and knowledge sharing across the mānuka value chain

New training opportunities in mānuka research and plantation management increases sector capability

Economically and socially beneficial to rural Maori communities

Converting marginal land to economically viable land