



The Kāpiti Coast Food & Beverage Game Plan 2023

BY THE INDUSTRY, FOR THE INDUSTRY

KāpitiCoastNZ



The Kāpiti Coast has a unique opportunity to build upon its heritage, skills, and creativity to deliver a coastal food and culinary wonderland.



Our Food and Beverage Game Plan will guide the long-term direction of the sector, identify challenges and opportunities in key focus areas, and help prioritise initiatives over the next five years.

Our Game Plan

By the industry and for the industry to guide the long-term direction of the Kāpiti Coast food and beverage sector



Photo Source: Duncan's Brewery, Paraparaumu, Alexander's Art Agency

*Te tōia, tē haumatia**

Nothing can be achieved without a plan, a workforce, and a way of doing things.

The Kāpiti Coast food and beverage industry is naturally collaborative, collegial, visible, and focused on meeting the shifting demands of consumers.

Many businesses are looking to grow, and with an increased demand for resource, a supported joint response to opportunities and challenges is required over the next five years, with a shared vision of what the industry will look like in ten years. This plan supports the industry in building upon its profile, culture, and environmental sustainability values.

Food & Beverage Cluster

New Zealand has many naturally occurring clusters that help businesses work together around common objectives to achieve what they cannot achieve on their own. A competitive advantage of the Kāpiti Coast's food and beverage sector is having all the components of a well-networked cluster, including aggregated taste experience destinations and potential 'must do' taste trails. However, with the workforce at a premium, the coordination of resources is required, ensuring that all the moving parts come together smoothly.

The Kāpiti Coast District's growing, processing, production, food retailing and hospitality contributed \$197 million to GDP in 2022*

Mana Whenua Aspirations

Of particular importance to mana whenua are rangatiratanga and kaitiakitanga of their whenua, as well as whānau ora, education and jobs for their rangatahi, food sovereignty and mātauranga Māori. The aspirations of mana whenua are integral to this kaupapa both as Iwi partners and landholders of highly productive land, particularly around Ōtaki. Land is an irreplaceable tāonga and a precious source of life and wellness for whānau, hapū, iwi, and Aotearoa New Zealand. Our nation's economy depends on its land, and our history and culture are tied to it. Highly productive land provides significant economic, wellbeing and employment benefits to communities and underpins the value of New Zealand's primary sector.

Ngā Hapū o Ōtaki are working with hapū and landholders to consider options for use of whenua Māori in line with their aspirations for regenerative food production and kaitiakitanga. The Ministry for Primary Industries are supporting the process through resourcing expertise as required. The Kāpiti Coast and Horowhenua have highly versatile soils and growing conditions that make this region important for sustainable food production, particularly horticulture.

Strategic Integration

This Food and Beverage game plan aligns well with existing Kāpiti Coast economic development strategies in particular the Destination Management Plan and the Workforce Plan. Connecting these three work programmes together to enable optimal interactions and use of resources is a high priority.



Food & Beverage Segments

The market segments of our industry players on the Kāpiti Coast

Kāpiti Coast is home to a broad range and scale of industry players that can be split into three distinct segments. The strategic roadmap will focus on all three market segments and their opportunities.

1. Smaller-Scale Enterprises

Smaller-scale enterprises have developed food or beverage products, and often run their businesses as an adjunct to other income sources. In some cases the products are derived from their own ingredients from small-holdings or farm produce.

Kāpiti Coast is home to numerous local markets which are a key channel to consumers for this segment including the Paraparaumu Beach Market, the Waikanae Market and the Ōtaki Market.*



2. Growth-Focused Artisans

Growth-Focused Artisans are market-aware, progressive entrepreneurs that have developed niche products with values, backstory and consumer advocacy being a key part of their success. They are aware of and connected with capability and business-building funding sources, and are typically younger and closely engaged with trends. They are in-tune with their customers, and by nature are environmentally and socially aware with these values at their core. Local culture is also an important factor, with networks of like-minded people drawn to Kāpiti's creative community, helping enrich and inspire the commercial community. They understand their market, continue to develop their product and brand, and actively seek opportunities to engage with consumers.*



3. Large-Scale Artisans & Fast Moving Consumer Goods

Large-Scale Artisans and Fast Moving Consumer Goods are Kāpiti District's larger scale producers that have evolved from an artisan background – growing in size and efficiency to competitively supply wholesalers, supermarkets and speciality food businesses on a national and international scale. Invariably, these businesses have developed unique and defensible niches within otherwise commodity-orientated marketplaces, creating advantage through differentiation and being ahead of trends.*

*Source First Retail Group Food and Beverage Cluster Report



F*nk With Food, Waikanae

Owned and Operated by Lottie and Bran



Give your food the funk it's been missing with a loving dollop of F*nk with Food's range of hand-crafted bacon jams and bacon relishes.

"We are passionate about what we produce because it's a unique and tasty product using bacon as our signature ingredient. We are the face of our business which in return means we get to hear, see, and talk directly to our customers which is very rewarding. We love what we do because we're producing quality products. We are proud to show New Zealand and the rest of the world.

"Sustainability is a large part of our ethos. We believe in a short time we will have fully recyclable packaging, zero emissions and a low carbon footprint. We will always focus on improving our sustainability.

"We have some very ambitious and creative producers located here. Our range of producers is forever growing from candy floss to preserves, fresh produce to boutique spirits and beer. We need to show off what the Kāpiti Coast has to offer. We all need to support our local producers."

"It is exciting to be at the forefront of something big for the Kāpiti Coast. We are connecting with producers we would not have had a chance to meet before. We feel like we are a part of something that can and will be a major contribution to our community."

Paekākāriki Pops, Paekākāriki

Owned and Operated by Chrissy & Amy



Making delicious real fruit iceblocks, handmade right here in Kāpiti, focusing on using the best tasting seasonal produce to create exciting flavour combinations that are both dairy and gluten free, the owners of Paekākāriki Pops are proud of what they have achieved.

"Our pops make people happy! We love creating pops that taste amazing and change people's expectations of what an iceblock should be. All our pops are handmade with real fruit delivering a natural offering that is delicious.

It is very different to a mass-produced pop made from a syrup. Each batch is tasted and refined to get the flavour right.

"Being more sustainable is a constant journey for our business. We consider it in our packaging, how we dispose of our waste, and in the products we source. There is always more work to do and further improvements to be made.

"We think the Food and Beverage produced on the Kāpiti Coast is special because it is such high quality and there is so much variety!

"It would be great to see the Kāpiti Coast become more well known as a food destination and we are looking forward to seeing the outcomes of the sector working together more to share knowledge, promote ourselves and create efficiencies."

"We count ourselves lucky to be surrounded by such passionate and generous people. They set the bar very high with the quality of their products."

Duncan's Brewing Co, Paraparaumu

Owned and operated by George Duncan and Wai Familton



Duncan's is the result of a 22,000 km road trip exploring the USA, where husband and wife team George and Wai drank their way through a multitude of questionable beer offerings. Clearly, a beer obsession was born and Duncan's is their business partnership (a 50% female owned brewery which is rare for the industry).

"Our brewery allows us to work with like-minded creatives. We get to push the boundaries of what is commonly accepted as beer and take our fans on flavour journeys. We set ourselves apart in our industry with the styles of beer we produce, along with our branding and artwork. We dominate a niche market in the craft beer sector, specifically, with our dessert style beers.

"Sustainability is a natural part of what Duncan's is all about. We use solar power to offset over 50% of our energy use. Additionally, spent grain is collected by local farmers and used as feed, most of our packaging is recyclable and we only sell reusable glass flagons from the cellar door taps. The majority of our suppliers are New Zealand owned and operated and we enjoy working directly with kiwi hop farmers and malt growers. This gives us a level of transparency through our business practice and supply chain. We have a couple of relationships with local community groups who use our recyclable materials in their own projects.

"We have a great relationship with the other breweries on the Kāpiti Coast and we would like to build better connections with local fruit growers and suppliers, creating win-win opportunities for all businesses involved.

"We would love to see huge growth in Kāpiti, particularly with more artisan and craft style producers that bring visitors into our region. We want to see more support from the council with infrastructure setups for new businesses and easier navigation of licensing and legislation. We are passionate about what we produce, and other clever producers will support us and position the coast as a high-quality foodie hub."

"We set ourselves apart in our industry with the styles of beer we produce, along with our branding and artwork."

Kapiti Island Miere (Honey), Kapiti Island

Owned and operated by John Barrett and whānau



Kapiti Island Honey is produced by the very happy bees on Kapiti Island, they live and produce the honey in a totally pest free environment, and feed on lush native bush while sharing the environment with a thriving population of some of Aotearoa's rarest flora and fauna.

"We are passionate about our honey because it represents a planned aspirational goal established in 2015 to develop a product that speaks from our land, our environment and our whānau (family) and the connection with our Kapiti Island home and heritage.

"We're very much a local and whānau based business. We have teamed up with a professional and highly principled local apiarist with values like ours. He is helping train some of our whānau to make beekeeping a sustainable practice on the

island. It's another way we work with the land to ensure it grows and develops as a healthy ecosystem.

"Our unique selling point is simple, our honey comes from a famously natural environment. The island is free of any introduced pests or predators with unique flora and fauna, some of which only exists here. Our whānau has been resident on Kapiti Island since 1824; this connection has created a relationship with the land, the environment and nature, that is woven into the narrative associated with Kapiti Island Honey.

"Our entire commercial and whānau activities on Kapiti Island are intrinsically bound to our guiding kauapapa (principles). These kaupapa direct how we operate our business including how 'kaitiakitanga' is woven through everything we do. Kaitiakitanga encapsulates our responsibility to ensure we treat our environment with the utmost respect. Our business has also adopted and implemented our own sustainability plan.

"We are fledgling participants in this food and beverage group but are extremely excited and confident about the possibilities this presents in terms of developing the Kāpiti Coast story."

"Food and beverage produced on the Kāpiti Coast has an opportunity to further develop the focus on sustainable and 'specialised' products for a discerning market, with an opportunity to use the value captured in the Kapiti Island visual."

The Journey

The journey we are on
to realise our vision





The Process

The initial Game Plan development process identified joint objectives, success factors, enablers, priority actions and resources that needed to be brought together to strengthen the capability of the sector. Key focuses were to grow our market access and success, profitability, and build a skilled workforce.

The process commenced with a stakeholder workshop in February 2022. The facilitated discussion covered the future of the Kāpiti Coast's food and beverage sector, identifying the opportunities and gaps, and type of support that was needed to grow a thriving food and beverage industry. Stakeholders also discussed the concept of an industry cluster that would build collaboration, innovation, and strategy together for everyone's benefit.

Stakeholder Workshop

The aim of the workshop was to define key elements of a vision for a successful food and beverage sector on the Kāpiti Coast, identify key areas of action, and outline a range of project initiatives to support achieving that vision.

In summary, the workshop's purpose was to:

- One** Defining the elements of a five-year vision for the success of Kāpiti Coast food and beverage businesses.
- Two** Gain clarity as to the current operating context of Kāpiti Coast food and beverage businesses, and the implications of this current context for a future-focused game plan.
- Three** Define and prioritising ideas for projects that could deliver collective benefit to Kāpiti Coast food and beverage businesses.

Cluster Engagement

The development of a food and beverage cluster was guided by initial research* and led to establishing a sector champion; an individual to assist, connect and support the sector in line with research recommendations. Throughout the development of the Food and Beverage Game Plan, the sector has been discussing projects and initiatives at networking events to progress towards achieving the vision that was agreed on at the stakeholder workshop.



The Vision

A vision for our Food and Beverage sector





Industry Vision

Through partnership, the Kāpiti Coast food and beverage sector is nationally renowned for high quality, sustainable and premium production.

The plan development process, together with overarching themes during stakeholder discussions (culture, connection and protection of whenua) have led to this vision.

Sector engagement highlighted the need for partnership to support the growth of a vibrant, diverse Kāpiti Coast economy that provides increased opportunity, resilience, and wellbeing for all. The vision aims to deliver a high-growth food and beverage sector that is led collaboratively by champion businesses.

The western coastal corridor from Paekākāriki to Levin is significant for New Zealand's food production across the value chain. The product range is vast, from craft beer, cider, gin and vodka, to vegetables, eggs, artisan bread, roasted coffee, chocolates and candy, to innovative meat products and the jams and sauces that can be slathered on them.

The approach used by these producers has a strong sense of place and purposeful brand development based on quality, innovation and sustainability, protecting our productive lands for current and future generations.

With nearly 3,500* people employed in the food and beverage sector across the Kāpiti Coast and Horowhenua; with the region's rich history of food supply for many generations of mana whenua; and with an abundance of fertile soils and micro climates, the region is well-positioned to meet domestic and international demand for decades to come.



Strategic Pillars

The following four areas were identified as important building blocks for focus areas and project deliverables across the time frames 12-24 months and 2-5 year's.



What we produce

The Kāpiti Coast is recognised as a producer of distinct, high-quality food and beverage



How we produce

Best practice sustainable production delivers a unique selling point for the Kāpiti Coast



What supports us

The Kāpiti Coast food and beverage sector is highly reputable throughout New Zealand and supported by key infrastructure, collaboration, education, technology and supply chains



Our place

The Kāpiti Coast is a highly regarded food experience destination showcasing a food and beverage experience from 'paddock to plate'

Strategic Objectives

One

To facilitate and support partnerships in the food and beverage sector that will lead to improved economic wellbeing and resilience while meeting mana whenua aspirations.

Four

Further development of the Kāpiti Coast 'foodie vibe', appealing to both Wellingtonians, the domestic tourism market and visitors from overseas.

Two

To grow high-value jobs and career opportunities on the Kāpiti Coast through increased access to innovative technology, capability development and training, and better access to domestic and international markets.

Five

Explore further export opportunities in coordination with WellingtonNZ and New Zealand Trade and Enterprise (NZTE).

Three

Retain, grow, and continue to attract like-minded foodie businesses to the district.

Six

To support Kāpiti Coast's boutique food and beverage entrepreneurs as part of the wider programme of business support by the Kāpiti Coast District Council, WellingtonNZ and relevant central government partners.

Next stage

The next stage is to review the operating environment to assist in prioritising the focus areas that will support us in achieving the outlined objectives.

Operating Environment

The current context and operating environment for our Food and Beverage sector





Operating Environment

The current operating environment for the food and beverage sector highlights challenges and opportunities to support the prioritisation of initiatives in the game plan.

Analysis through stakeholder engagement summarised the below impacts on the sector. These operating insights provide a guide for the next steps and focus areas.

Regional Factors

Challenges

- The majority of food and beverage businesses are small scale, limiting political leverage to affect decisions
- Issues impacting transport and labour get mixed in with wider region but impact the Kāpiti Coast
- Definition of the region and covering multiple political areas

Opportunities

- Build political relationships to strengthen the cluster and leverage decision making
- Target ongoing support from organisations such as MBIE, MPI, KCDC and WellingtonNZ
- Partner with neighbouring districts including Horowhenua and Porirua to leverage connectivity and opportunities

Economic Factors

Challenges

- To scale up there is the need for a cluster of business advisory groups
- More access to resources (both technical and monetary)
- Access to local markets needs to increase through investment in local infrastructure, brand building and leadership
- While the Kāpiti Coast is close to SH1, there are no economies of scale for the food and beverage sector to benefit from the opportunity to freight goods to Wellington or Palmerston North
- Sourcing appropriate dry and cold storage is difficult for those seeking to scale up
- While not limited to the Kāpiti Coast, the effective duopoly in NZ food retail makes obtaining listings and managing margins challenging
- Finally, the cost of doing business is rising uncontrollably, however this is not peculiar to the Kāpiti Coast

Opportunities

- Attract and connect the sector with other foodies
- Establish collective partnerships with large food retailing to open distribution channels

Technological Factors

Challenges

- Further research and support in regenerative horticulture in the region is required
- Equipment is available but often requires significant capital investment, is commercially sensitive, specialised, and in need of skilled installers and operators

Opportunities

- Building of relationships to encourage the sharing of resources
- Development of online sales platform to support those without a strong physical retail presence
- Sharing equipment to maximise production capacity and economies of scale

Social Factors

Challenges

- The need for more workforce flexibility and supply chain transparency, exasperated given the current shortages in supply and labour
- Maximising the strong 'buy local' preference which is supported by continued provenance and community pride
- The level of collaboration in the food and beverage sector is perceived to be variable as some parties work closely and others compete

Opportunities

- Active collaboration including the building of a well networked cluster of food and beverage producers
- Iwi are considered a strategic partner which is represented in the support for mana whenua aspirations
- Establishment and blending of the food experience and local production
- Establish a strong story for the local food and beverage production offering

Environmental Factors

Challenges

- Impacts of climate change, sustainable business practices including recycling and regenerative agriculture, through to the loss of productive land to urban spread
- Increasing demand for sustainable practices in food supply. This is supported by suggestions for a more circular economy setup
- Access to infrastructure for waste reduction

Opportunities

- Develop a strong local supply chain, by protecting water and land, to enable a more sustainable food supply for the Kāpiti Coast
- Work on collective sustainability initiatives to create a unique selling point for the district

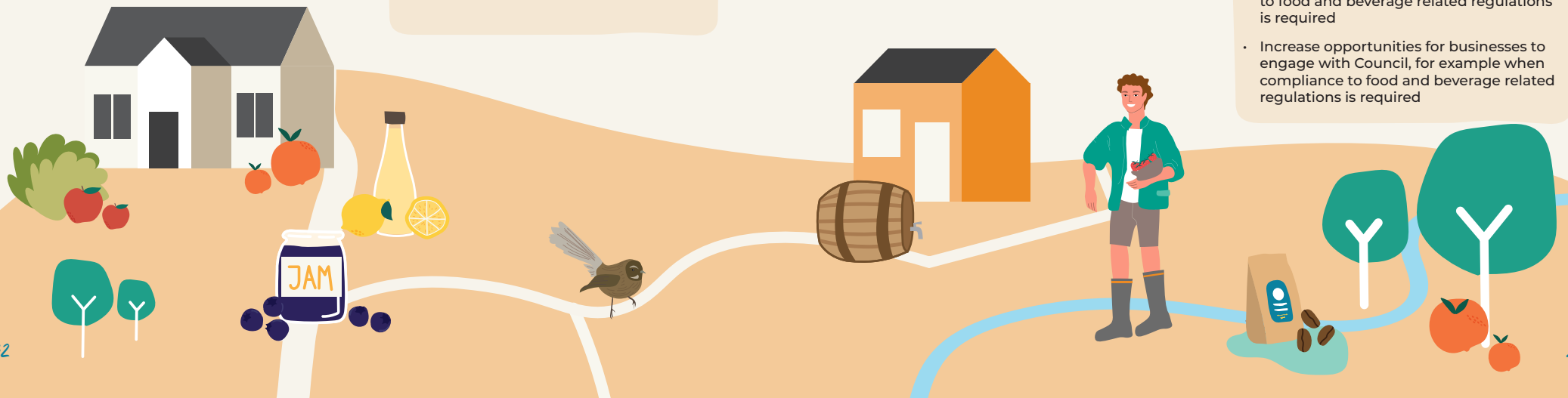
Regulatory Factors

Challenges

- Business development and business growth are perceived limited due to:
 - » issues with relevant compliance regulations with respect to food processing regulation and food sales;
 - » cost of compliance;
 - » intellectual property and trademarking; and
 - » retention of highly productive land
- Gaining resource consent, national freshwater policy and the Resource Management Act were all noted as limiting

Opportunities

- Council to increase engagement with the Kāpiti Coast food and beverage sector
- Council to support local food and beverage businesses through engagement with regional and national food and beverage strategies, representing the sector's aspirations
- Increase opportunities for support from Council. For example, when compliance to food and beverage related regulations is required
- Increase opportunities for businesses to engage with Council, for example when compliance to food and beverage related regulations is required



Focus Areas

Future projects to
enhance our food and
beverage sector





Focus Areas

The following workstreams outline focus areas for the food and beverage sector to work towards realising its vision over the next five years.

1. Establishing and strengthening an industry cluster to provide a collaborative forum and industry leadership
2. Communicating and promoting the value proposition of the Kāpiti Coast food and beverage sector
3. Attracting food and beverage sector businesses to have a base on the Kāpiti Coast
4. Partnering with iwi and hapū to support and enable mana whenua aspirations
5. Supporting hapū and landholders in their aspirations for regenerative food production and kaitiakitanga. Researching and piloting regenerative horticulture on appropriate land blocks
6. Developing centres of excellence based on niche strengths and opportunities for the sector

Key Outcomes

Key outcomes of the work streams include the application of new knowledge, systems and practices, and co-innovation and new technologies.

Stronger networks within the industry and with regional and national programmes will enhance the efficiency and effectiveness of applying new knowledge, systems, and technologies in our local businesses.

Critical success factors are encapsulated in the partnership model based on common objectives, shared values, and an open collaborative leadership approach to these work streams led by a well networked sector and stakeholders. The partnership will tackle common challenges such as securing appropriate labour and management, supply chains, retail, and promotion into national and international markets, as well as navigating new regulations.

1. Cluster Development

Establish a food and beverage sector coordinator: a person that can lead the establishment of an industry cluster and bring the sector together in a collaborative model. A cluster will provide leadership to the food and beverage sector and is expected to strengthen competitiveness for the district. Additionally, a strong network, with regional and national programmes, will enhance the efficiency and effectiveness of applying knowledge, systems and technologies in our local businesses. This in turn will help the development of skills, capability, and capacity.

It is important for the industry to communicate both internally and externally to promote the value proposition of the Kāpiti Coast food and beverage sector and thus access new markets and consumers. The sector will need to work on a shared promotional package that will showcase the Kāpiti Coast District and what its food and beverage sector has to offer.

2. Business Attraction and Sector Growth

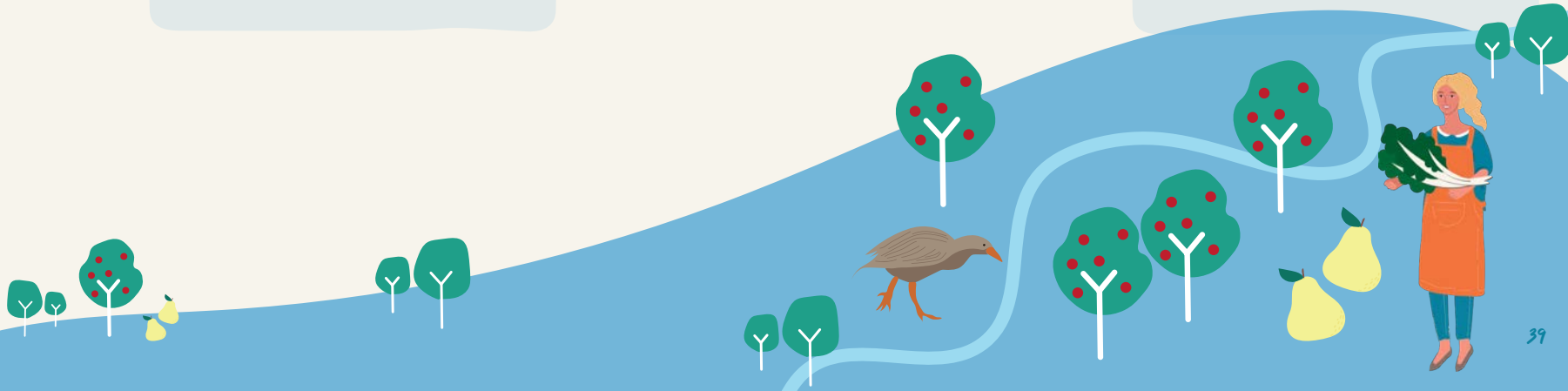
An initial scoping of the sector's approach to attracting businesses and investment has been developed after numerous meetings with businesses and individuals, digital networking across New Zealand and overseas, and desktop research. The emergence of the food and beverage sector is viewed as a potential proposition to attract more businesses to the area. In addition, there is work being done to understand new market opportunities and capability-building for our home-grown businesses.

In summary, the game plan places high value on culture, connection and protection of whenua. Through support provided to Ngā Hapū o Ōtaki to identify opportunities to optimise land-use in Ōtaki for a sustainable production position, research and piloting regenerative horticulture on appropriate land blocks, is part of this game plan.

3. Food Centre of Excellence

The work undertaken as part of this game plan's development and progress, includes looking for the right model for the Kāpiti Coast in relation to a centre of innovation for food and beverage, based on niche strengths and exploring open access facilities that allow for broader scale-up. This game plan encourages a parallel approach as we continue to help small to medium enterprises thrive and expand to create the future for large companies.

The Kāpiti Coast hosts a large variety of small and medium size businesses, each with their own strengths and specialties. The ongoing work allows the sector to identify gaps in the offering and investigate ways these can be filled. Options are to grow the food and beverage workforce through specialised training centers; to provide a space for 'start-up' businesses to be nurtured and mentored, and there is the potential to develop specialised areas of knowledge that can become renowned throughout the region and potentially New Zealand.



Next steps & roadmap

The roadmap to
achieving our vision



Our progress



Initial steps towards the development of an industry cluster have been taken. In September 2022, First Retail Group (FRG) published a report 'Kāpiti Coast Food and Beverage Cluster Report' which emphasised the need and value of greater coordination and representation of the food and beverage sector. The recommendation included the establishment of a network cluster. It was suggested this is the most beneficial way, "as a structured approach can support growth and resilience across the broad range and scale of the businesses that are involved in these markets."

Cluster development

The following steps were agreed with stakeholders to initiate work on cluster development and to grow the sector's profile:

Q1

Sept - Dec 2022

To facilitate and support partnerships (Objective 1):

- Appoint a food and beverage cluster coordinator
- Complete an analysis and action plan for developing an industry cluster
- Initial network event to initiate cluster development
- Discuss potential projects that businesses want to engage with based on the priorities identified during the initial food and beverage workshop in 2022
- Provide feedback to the sector and confirm stakeholder commitment

Q2

Jan - Apr 2023

To facilitate and support partnerships (Objective 1):

- Hold a network meeting including producer showcase
- Engage sector in pilot project: Fine Food Trade Show Collective attendance in Auckland
- Develop the food and beverage game plan 2023
- Engage with locational cluster in existing location (Sheffield Street, Paraparaumu)

To facilitate training opportunities and employment (Objective 2):

- Engage with businesses around shared production space and requirements
- Council engaging with the education sector to provide additional resources and capabilities for training. The food and beverage sector will also be consulted as work progresses
- Explore other capability building training that could support industry development

To increase representation of interest at a regional & national level (Objective 6):

- Explore further co-op between WLG regions based on the WLG Regional Economic Development Plan (Horowhenua and Porirua)
- Engage with Central government consultations relating to the food and beverage, representing the sector's interests

Q3

May - Aug 2023

To facilitate and support partnerships (Objective 1):

- Review and confirm long-term strategies based on the outcomes of pilot projects
- Work with Ngā Hapū o Ōtaki, local hapū and landholders, and the Ministry for Primary Industries towards a regenerative food pilot project
- Formalise locational cluster at Sheffield street
- Explore collective laneway way foodie event Sheffield St
- Network meeting including producer showcase

To attract like-minded foodie businesses to the district, to further develop the 'foodie vibe' and to expand into the international market (objectives 3, 4 and 5):

- Launch food and beverage marketing pack
- Attend Fine Food Trade Show with a collective of producers
- Work with Kānoa for investments into a new locational cluster and submit funding application
- Feasibility study exploring 'The Kāpiti Coast food and beverage experience'

Q4

Sept - Dec 2023

- Workforce Skills and Capability Development
 - Locational Cluster street event (Sheffield Street), integrating other cluster producers to showcase the district
 - Establish digital story telling for the Kāpiti Coast food and beverage sector
 - Formalise locational cluster – Kānoa funding
- #### To expand into the international market (Objective 5):
- Cooperation with NZTE to engage with producers aspiring to export

Project Initiatives

Sector analysis and stakeholder engagement outlined the development of project initiatives that will support the vision achievement.



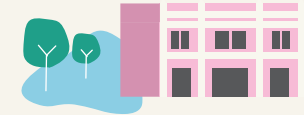
Our Project initiatives Years 2-5



Online producers guide showcasing the districts offering in food and beverage



Experience for visitors to the district 'from Paddock to Plate'



Reducing environmental impact and sustainable food initiatives



Grow annual attendance to the Fine Food Trade Show (awaiting results from the pilot). Plus explore other collective attendance opportunities to open up distribution channels



Pilot 'Taste the Coast' trail for the Kāpiti Coast, showcasing food and beverage in an experiential way



Regenerative horticulture masterplan



Explore a food innovation hub, and shared facility precincts for food production

Summary

The Kāpiti Coast grows both ideas and talent well. The industry is naturally collaborative, collegial, visible, and focused on meeting the shifting demands of consumers for sustainable food value chains.

The sector has a strong interest in working together to unlock further market success and growth over the next five years and this game plan will support that future growth. Today, the Kāpiti Coast success in food and beverage is centred on creativity, innovation and adding value. This has seen local businesses capitalise smartly on consumer-driven trends including artisan breads, craft brewing and distilling.

Together we can grow a food and beverage sector that is sustainable, productive, and economically beneficial for the people and the land. Maintaining our competitiveness through the sharing of skills, labour, space and infrastructure to grow profitably, are vital for achieving our vision.



Vision

Through partnership the Kāpiti Coast food and beverage sector is nationally renowned for high quality, sustainable and premium production.

Strategic Pillars



What we produce

The Kāpiti Coast is recognised as a producer of distinct, high-quality food and beverage



How we produce

Best practice sustainable production delivers a unique selling point for the Kāpiti Coast



What supports us

The Kāpiti Coast food and beverage sector is highly reputable throughout New Zealand and supported by key infrastructure, collaboration, education, technology and supply chains



Our place

The Kāpiti Coast is a highly regarded food experience destination showcasing a food and beverage experience from 'paddock to plate'

Objectives

Focus Areas

One

To facilitate and support partnerships in the food and beverage sector that will lead to improved economic wellbeing and resilience and help fulfil the aspirations of mana whenua.

Partnering with iwi/hapū to support and enable the aspirations of mana whenua.
Researching and piloting regenerative horticulture on appropriate land blocks.

Two

To grow high-value jobs and career opportunities on the Kāpiti Coast through increased access to innovative technology, capability development and training, and better access to domestic and international markets.

Developing centres of excellence based on niche strengths and opportunities for the sector.

Three

Retain, grow, and continue to attract like-minded foodie businesses to the district.

Establishing and strengthening an industry cluster to provide a collaborative forum and industry leadership.

Four

Further development of the Kāpiti Coast's 'foodie vibe' that appeals to our most important customer segments – Wellingtonians and the domestic tourism market.

Communicating and promoting the value proposition of the Kāpiti Coast food and beverage sector.

Five

To expand into the international market in coordination with WellingtonNZ and New Zealand Trade and Enterprise (NZTE).

Capability building for sector champions.

Six

To support Kāpiti Coast's boutique food and beverage entrepreneurs as part of the wider programme of business support by the Kāpiti Coast District Council, WellingtonNZ and relevant central government partners.

Attracting food and beverage sector businesses to have a base on the Kāpiti Coast

Afterword

*Nāu te rourou,
nāku te rourou,
ka ora ngā
manuhiri*

*With your food
basket and my
food basket the
visitors will be
cared for.*



*Source: Grove, Neil and Mead, Hirini Moko (2001). Ngā Pēpeha a ngā Tipuna; the Sayings of the Ancestors. Wellington: Victoria University Press.

The Kāpiti Coast Economic Development Kotahitanga Board (EDKB) and Kāpiti Coast District Council are working with key partners and stakeholders to identify growers, producers and landholders (collectively the Food and Beverage Sector).

Priority actions to capture these opportunities are outlined in this Food and Beverage Sector Game Plan. Key partners in this Game Plan comprise the Food and Beverage Sector, mana whenua, funders, strategists, economic development agencies and policy makers.

The Kāpiti Coast Economic Development Strategy 2020-2023 emphasises the importance of supporting key industry sectors that contribute more skilled jobs, higher household incomes, and position Kāpiti as an economy opportune for public and private investment. This sector Game Plan integrates with other key economic development strategies and initiatives including the Workforce Plan, Education Hub, Destination Management Plan, and the Intergenerational Game Plan.

Aspects of The Food and Beverage Game Plan are at different stages of development, and stakeholder engagement, and are designed to work inter-dependently to enable an integrated approach across the food and beverage value chain.

In the context of the Greater Wellington Region, the Kāpiti Coast is a central part of the Western Economic Corridor. Together with Horowhenua, this lower North Island food bowl will address under this Game Plan the critical drivers of medium to long-term food security and environmental sustainability that are so important to Aotearoa New Zealand as a food nation. This imperative is captured in the Wellington Region Economic Development Strategy.





Let's grow and deliver exceptional food and beverage products and experiences, sustainably, together.

To connect and find out more about this game plan please contact the Kāpiti Coast District Council.

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KāpitiCoastNZ