

Whakatipu Heihei, Poaka, Kararehe hoki

Poultry, Pigs and other livestock farming



Key challenges

- Attracting a skilled workforce
- Regulation and legislative changes
- Long term consumer trends
- Entry pathways

Industry overview

- Around **60% of Pork consumed in New Zealand is imported**, and sold at a cheaper price than local pork.¹
- The COVID-19 pandemic had a considerable impact on the Pork industry, which is currently facing **high input costs** (e.g., feed costs) and **labour shortages**.
- New Zealand **produces around 1 billion eggs** every year.²
- **Poultry consumption is forecasted to continue to rise** over the coming years.³

Insights

Industry

- There is **not a substantial export market** for the Poultry, Pork and other Livestock industry.
- Significant changes to the Code of Welfare: Layer Hens have weighed on **industry profitability**. Additional expenses associated with converting from caged egg production have contributed to rising consolidation in the industry.
- Proposed changes to **government regulations** around animal welfare are a focus of the Pork industry, as they await an outcome on the government's proposed Code of Welfare for Pigs, which would change the rules around use of farrowing crates for sows.

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Workforce

- The Pork industry **struggles to attract people with the right skills** for the specific requirements of the work.
- The Poultry, Pork and other Livestock industries generally have a low profile, which means that there is **not a lot of awareness of employment pathways**.
- Almost **1 in 4 people** in the Poultry workforce **identify as Māori**.

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Learners and Providers

- Both Poultry and Pork have some **provision challenges** with their qualifications.
- Poultry currently only has a strand in a level 2 qualification that is accompanied by a micro-credential. While there is a level 3 qualification that the industry would like to see delivered, there is currently **no programme developed** against it.
- **Regulatory changes** for both Poultry and Pork may require new skills and training in the workforce.

[Read more >](#)

1 -New Zealand Pork, 'Where Can I Buy New Zealand Pork?', accessed November 23, 2023

2 -Egg Producers Federation New Zealand, 'Egg Farming in NZ', accessed November 23, 2023

3 - IBISWorld, 'Poultry, Meat and Egg Farming in New Zealand', Industry Report (New Zealand: IBISWorld (access is by subscription only), May 2023)

Opportunities

Qualifications

There is low uptake of qualifications in both the Pork and Poultry industries

- Further research is needed to understand why there are a lower number of learners in Pork and Poultry compared to other industries with a similar workforce size.
- It is unclear if labour shortages and non-formal learning options might be contributing to the low uptake in qualifications.

Attraction and Retention

The Pork and Poultry industries struggle to attract people into the workforce

- The industry has historically relied on skilled migrant workers to fill a gap in skills, but the closing of the borders during COVID-19 and changes to immigration rules have made this harder.

Provision

There is a gap in provision for both Poultry and Pork programmes and qualifications

- Providers are reluctant to invest in programme development for such a small number of learners.
- Although Poultry and Pork specific enrolments are small, they are all work-place based programmes and we understand from engagement with industry that there would be significant benefits to ensuring that skills training needs are being met.

Roadmap Actions

Action

What is the problem?

What are we doing about it?

Develop micro-credentials for targeted skills needs

The industry faces new regulatory requirements that may demand new skills.

Working with industry, we will examine existing knowledge, identify gaps, and focus on current and future skill needs.

In addition, we will investigate whether developing products for targeted skills, such as animal welfare; biosecurity; husbandry; health and safety; and/or feed requirements would be beneficial to the industry. These skills, which are highly relevant across many of our industries, may be more transferable, enabling a more mobile workforce for the whole sector and will be tested for fit in both the Entry Level and Agriculture Qualification Development Projects.

Action	What is the problem?	What are we doing about it?
Support the development of a programme to deliver the Certificate in Poultry Production Strands	The Poultry industry have a Level 3 qualification that does not have a programme developed against it.	<p>We will continue to work with industry to better understand what sort of training might meet their needs, for example, exploring the idea of micro-credentials.</p> <p>There are currently no plans in place to develop this programme, and other options are being explored with industry.</p>
Support more flexible approaches to delivery and assessment	Like many of our industries, attraction and retention of workers is an issue. More flexible approaches to qualification delivery and assessment that support a diverse range of learners, including those with disabilities, may enable the industry to access a wider scope of workers.	Alongside flexible delivery models, Muka Tangata is also supporting providers to use assessment methods that are suitable to a wider range of ākonga (learners). We are exploring whether assessment provisions can allow for multiple and diverse methods of presenting evidence that cater for different learning needs, such as videos, photographs and work evidence. Delivery and Assessment for the 21st Century is a joint project between Muka Tangata, Food and Fibre Centre of Vocational Excellence and Te Pūkenga.
Understand reason for apparent low uptake of qualifications	The uptake of qualifications in the Poultry, Pigs and Other Livestock industry is low when compared to other industries.	We will undertake research to identify what factors might impact on this and if or how employers and employees can be supported to achieve qualifications. This research will underpin our future actions on ensuring relevant qualifications, supported by quality, suitable delivery.

***Keep up to date with progress on our Workforce Development Plans**

This represents a snapshot in time of the workforce development plan. For the most up to date information, please visit: mukatangata.workforceskills.nz or [sign up to our mailing list](#) for updates.