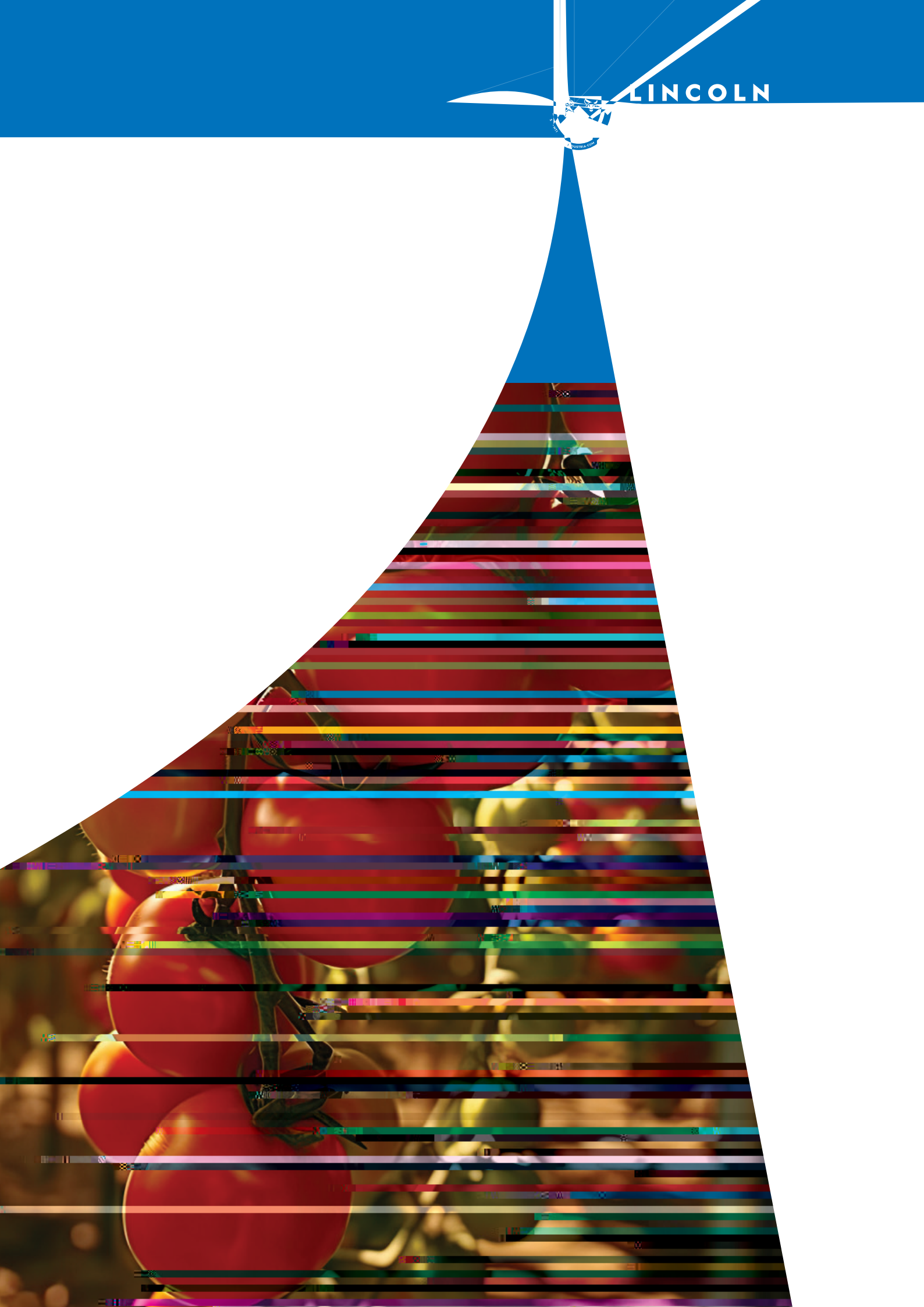


LINCOLN



What is Horticulture?

Horticulture is the science and art of the development, sustainable production, marketing and use of high value, intensively cultivated food and ornamental plants. Horticultural crops include annual and perennial species, fruits and vegetables, decorative indoor plants and landscape plants. Horticulture contributes to quality of life, and the beauty, sustainability and rehabilitation of our environment and the human condition. Plants, crops and green spaces sustain and enrich our lives by providing nutritious food, enhancing the beauty of our homes and communities and reducing our carbon footprint.

Practitioners of horticulture are as diverse as the crops that make up the industry and the discipline. They include a wide array of individuals and groups who farm, landscape, garden, research, advise, and manage all aspects of the horticulture supply chain. Environmental horticulture provides a range of green career paths including greenhouse production, wholesale brokers, commercial nurseries, garden centres, florists and landscape design and construction firms. There are also green jobs in private and community gardens, municipal parks, and national parks and conservation areas.

Effective pest management is vital to the success of the horticulture sector and provides another pathway into employment for individuals who have a passion for both horticultural practice and conservation activities. There is unanimous appreciation of the importance of pest management to protecting indigenous biodiversity, as well as economic and human health outcomes.



Horticulture in New Zealand and the world

New Zealand's horticultural production – which supplies food/ produce for both domestic consumption and export – is focused on a number of key growing regions, many of which are close to urban centres. Key horticultural produce for the export market traditionally included kiwifruit, grape wine, apples, onions, and potatoes with the export value of avocados, cherries and hops increasing in recent years.

Industry challenges include labour, access to freshwater, meeting new regulations, and responding to climate change and other environmental factors. Increases in urbanisation and a reforestation activity, as well as increased demand for house plants, domestic landscaping, and moves toward plant-based eating have put additional pressure on sector production. Despite these challenges, New Zealand's horticulture industry has demonstrated resilience and – globally – produce is more in demand than ever. Our reputation for the production of high quality and safe food, combined with excellent growing systems and novel products, is vital in maintaining Aotearoa's share of the global marketplace.

New Zealand's horticulture industry is booming and growing at such a fast rate it needs more capable and qualified people to keep up with the demand for its fresh and healthy produce. The importance of the horticulture industry is evident in the establishment of numerous industry-government partnerships focused on both science and skill development applicable across all facets of the sector.

Skills and knowledge developed by studying horticulture

The types of skills gained from studying horticulture at Lincoln University are highly valued by employers. Coursework provides students with a solid base knowledge of both the biological sciences and facets of industry and commerce

relevant to the sector.

Horticulture job titles

Agribusiness Manager
(Horticulture)

Agronomist (Horticulture)

Agronomy Technician

Biosecurity Officer

Crop Production
Assistant/ Manager

Customer Service Rep/ Manager

Horticulture tasks

The following list includes the types of tasks that horticulture graduates might

Industry bodies

Membership of an industry specific body enhances the professional status of graduates. By joining a professional body, members can research career options, access training and events, and network and collaborate with industry colleagues at all levels.

Examples of horticulture industry bodies include:

Horticulture New Zealand
www.hortnz.co.nz

New Zealand Plant Producers Incorporated
www.nzppi.co.nz

Royal New Zealand Institute of Horticulture
www.rnzih.org.nz

New Zealand Institute of Primary Industry Management
www.nzipim.co.nz

New Zealand Fruitgrowers Charitable Trust
www.nzfct.org.nz

Vegetables New Zealand Incorporated
www.freshvegetables.co.nz

Summerfruit New Zealand
www.summerfruitnz.co.nz

Horticulture Export Authority New Zealand
www.hea.co.nz

New Zealand Institute of Agricultural & Horticultural Science
www.agscience.org.nz

New Zealand Apples & Pears
www.applesandpears.nz

New Zealand Avocado
www.industry.nzavocado.co.nz

Hawke's Bay Fruit Growers Association
www.hbfa.co.nz

Potatoes New Zealand
www.potatoesnz.co.nz



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