

# Agritech

Hamilton is the long-time home of the agricultural technology - agritech - sector in Aotearoa, with industry giants like Gallagher Group, Livestock Improvement Corporation and NDA Group based in the city.

Our ambition is to attract and support emerging businesses to join these iconic agritech companies as they explore and implement new technologies that are advancing productivity, performance, and profitability.

## FAST FACTS

- Home of Fieldays
  - A Waikato tradition, Fieldays is the largest agricultural trade and technology event in the southern hemisphere. Despite closed borders restricting international visitors, the 2021 event attracted 132,766 attendees, the second largest crowd in its 52-year history.
- Leading the herd
  - Hamilton-based agritech leaders Gallagher and Livestock Improvement Corporation (LIC) represented 2020 revenues of more than \$300 million and \$250 million respectively. This contributed 40% of the \$1.4 billion in total revenue earned by New Zealand's top agritech firms.
- Innovation station
  - Waikato Innovation Park is home to more than 60 businesses and 800 employees focused on research, collaboration and commercialisation. A new \$14 million building has added 2,900m<sup>2</sup> of collaborative space for technology, food and agricultural companies, with growth plans across 15 hectares of master-planned land located minutes from Hamilton's city centre.

## Business and employment



## Lifestyle and demographics

### The median age of Hamiltonians

is **32** making Hamilton the youngest city in New Zealand.

Enrolment at the **University of Waikato** was up nearly **10%** in 2021 with Maori and Pacific students making up **35.2%** of the student body, the highest proportion of all New Zealand universities.

Monthly **median house price** data from REINZ consistently places the Waikato in a favourable position for home buyers when compared to Tauranga, Wellington and Auckland.



**Hamilton** is increasingly diverse with more than **160** ethnicities speaking more than 80 languages.



Hamilton was voted New Zealand's **Most Beautiful Large City** at the 2021 Keep New Zealand Beautiful Awards.

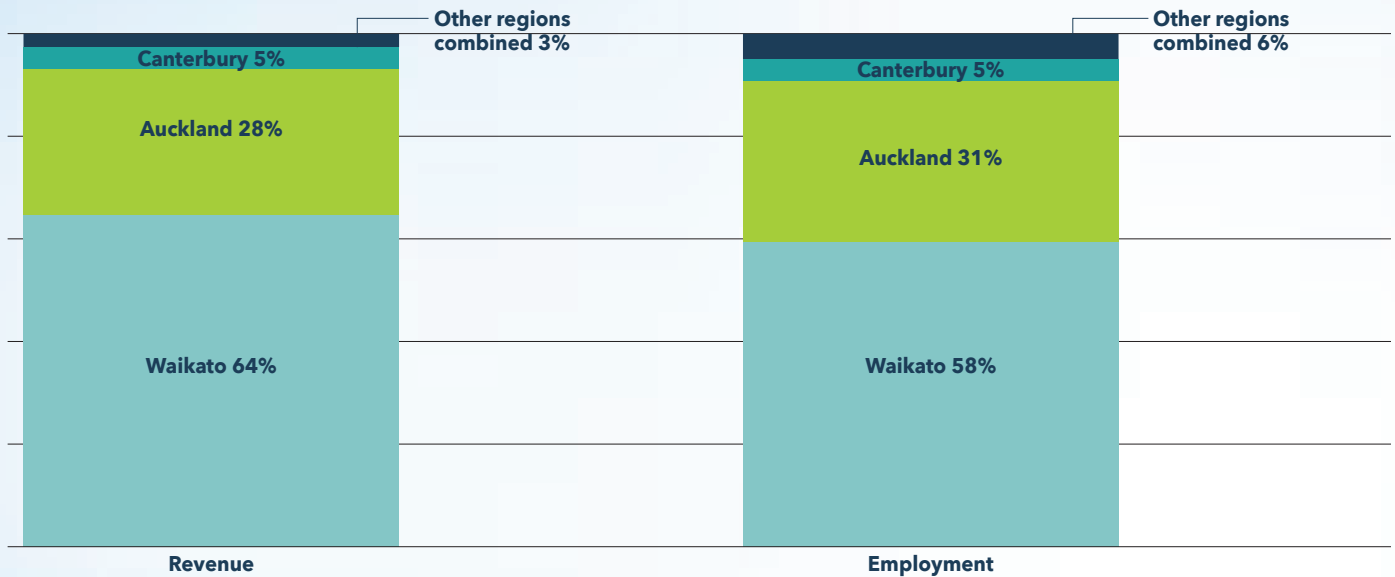


**Hamilton  
City Council**  
Te kaunihera o Kirikiriroa

## Sector insight

Businesses in the Waikato represented nearly two thirds of New Zealand's 2020 agritech revenue, and 57.9% of all Kiwis employed in the sector are based here.

### New Zealand agritech revenue and employment - 2020



## Manufacturing in the Waikato



**Category:** High-tech manufacturing, IT services and support

Founded in 1938, Gallagher is New Zealand's top performing exporter of high tech agricultural and security solutions. With over \$300million in 2020 revenue and on a strong growth trajectory, this privately owned business employs more than 700 people at their headquarters in Hamilton.



**Category:** Herd improvement, genetics expertise, information, and technology

Livestock Improvement Corporation (LIC) is a herd improvement and agri-technology co-operative that empowers farmers through the delivery of superior genetics and technology. Headquartered in Hamilton, LIC has more than 800 staff based around New Zealand.



**Category:** Food processing technology

Dairy Goat Co-operative is owned by more than 60 farmers located in some of New Zealand's richest pastures. The processing plant in Hamilton employs 220 staff and is a purpose-built, world-class facility for manufacturing goat milk formula.



**Category:** Food processing technology

GEA is one of the largest technology suppliers for food processing globally. The company has two locations in Hamilton totalling 70 employees: GEA - Avapac Design and Manufacturing and GEA - Farm Technologies.



**Category:** Systems manufacturing

Waikato Milking Systems was founded with a solid commitment to design, develop and manufacture evolutionary milking equipment for dairy farmers worldwide. Headquartered in Hamilton and employing more than 110 staff, they are one of the largest producers of rotary milking systems.