



By Chris Komorek

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New Zealand promotes horticulture jobs

Agriculture minister Damien O'Connor launches new website aimed at attracting locals to primary sector jobs



The New Zealand government has launched its new website and marketing campaign, titled Opportunity Grows Here, with the aim of attracting 10,000 locals into food and fibre jobs over the next four years.

Agriculture minister Damien O'Connor said the campaign was funded in the 2020 budget and would help what is a vital industry to New Zealand.

"Our primary sector is a huge part of our economy and our brand and it's going to play a big role in our economic recovery," said O'Connor.

"It's a sector that brings tens of billions of dollars to the New Zealand economy every year and accounts for nearly one in every seven jobs, but more Kiwi workers are needed to support its growth. We want to redeploy recently unemployed Kiwis to help fill the gap."

O'Connor highlighted the difficulty some New Zealanders face when looking for work, particularly in the horticulture industry, as a driving factor behind the

of work due to Covid-19 should consider work in the industry.

"Many unemployed people are talented and have skills that are readily transferrable. They just need to know that these opportunities exist – that's what this campaign is all about," he said.

"The research we did showed us that people didn't know about the range of job options in the sector or that they might have the right skills.

"Opportunities aren't just in remote, labour-based roles. Some are jobs in our cities and include work in science, technology, business management, marketing and research. There is a really wide range of opportunities and we need people with a range of skills and backgrounds," added O'Connor.

The website will showcase New Zealand's primary industries and the diverse range of jobs and careers available. It will direct people to where they can find out more about careers, training and jobs, which O'Connor said would help the country's

"This is a government focused on job creation and economic recovery. The Prime Minister recently announced our 5-point economic plan which positions New Zealand on the world stage to seize the economic advantage of our leading health response.

"There are a lot of opportunities in front of us. There's never been a better time to kick start a new career."

<http://www.fruitnet.com/americafruit/article/1474/parts-of-san-diego-quarantined-as-psyllid-count-mounts>

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