

# HORTNEWS

Introducing Hort News, a national publication serving the needs of our booming horticulture sector. Distributed with the leading national farming publication *Rural News*, *Hort News* is delivered to all key horticulture regions nationwide. It is the complete solution for readers and advertisers, covering every aspect of the wider horticulture industry – news, agribusiness, management, markets, machinery and technology.

KEY DATES	ISSUE NO.	PUBLISHING DATES	BOOKING DEADLINE	MATERIAL DEADLINE
January	29	January 17	December 14, 2022	January 10
February	30	February 14	February 1	February 7
March	31	March 14	March 1	March 7
April	32	April 11	March 29	April 4
May	33	May 9	April 26	May 2
June	34	June 6	May 24	May 30
July	35	July 4	June 21	June 27
August	36	August 1	July 19	July 25
September	37	September 12	August 30	September 5
October	38	October 10	September 27	October 3
November	39	November 7	October 25	October 31
December	40	December 5	November 22	November 28



Publishers of **RURAL NEWS**  
TO ALL FARMERS, FOR ALL FARMERS

**DAIRY NEWS**

NEW ZEALAND **Winegrower**  
Official magazine of the New Zealand wine industry

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**CIRCULATION:  
10,000**

**RATES**

**\$14.30**

**column cm**

**NOW  
MONTHLY!**

# HORTNEWS

AUGUST 2022, ISSUE 24

WWW.HORTNEWS.CO.NZ

## Labour snags hit quality

Suzieah Kusun  
suzieah@ruralnews.co.nz

**LABOUR SHORTAGES** on orchards are beginning to impact the quality of New Zealand produce in global markets.

Speaking at the recent NZ Primary Industries Conference in Auckland, Zespri chief executive Daniel Mathieson says the lack of people across the supply chain has seen quality standards slip.

"This is a real serious issue," he told a panel discussion on labour challenges

ffecting the farming sector.

"As agribusiness producers, we make our money by being the best in the world, with the best quality in over the last two years, with the lack of people across the supply chain, we have seen our quality standards start to slip."

Mathieson believes this is starting to erode customer goodwill and value we see get in the marketplace.

The conference heard from Hort NZ that this season there would be

a shortfall of 6,000 workers under the Recognised Seasonal Employer (RSE) scheme. While labour shortages remain a major challenge on farms, Mathieson believes it provides the agribusiness sector opportunities to invest in helping temporary workers train for full-time jobs, and getting those coming into the country to work under RSE and other schemes.

He says the days of temporary workers are gone.

"It's probably not going to return, and we must face up to reality and start restructuring our businesses to take in more people on a permanent basis."

He says that's the "big discussion" Zespri is having with Kiwifruit growers up for a few months and then going somewhere else. They are actually coming, developing and learning new skills and then they come back into the country.

Mathieson says farmers and growers must focus on NZ workers.

However, he points out that they won't be enough.

"We have enormous growth ahead of us in all our businesses," he says. "NZ is a great country to supply the world but will need people to need to do that. We need to get a balance between demonstrating a good healthy while getting a good balance of people coming into the country."

"We haven't got the balance right and the time has come now to reset and get that balance right."

DIAMONDS IN THE ROUGH? - Page 6

## SUN POWER!

A CANTERBURY vegetable growing company recognised environmental

as gone a big step the installation of solar panels at its

in the islands to power orange

Premium Ltd has

panels at its base and these are expected to provide down

the company's annual energy demands. Pictured in a broccoli field on the company's Southbridge site is managing director robin Oakley.

See full story page 8.

PHOTO: DAVID BARK PHOTOGRAPHY

BA PUMPS &

## MATERIAL SPECIFICATIONS

### Printing Details

- Web – offset
- Digital photos supplied should have resolution of not less than 200 pixels/inch
- Full page print area: 390mm x 265mm

### Material Requirements

- Adverts will not be accepted if supplied only as working files
- All camera-ready adverts should be supplied as high resolution pdf files colour corrected to CMYK. For more information on Acrobat settings please contact Rural News group.
- Any photos or logos supplied for typesetting should be supplied as separate files and not part of a Word Document file. Formats accepted for images are jpeg or tif files.
- Adverts provided solely as Word Document are not recommended and in general will have to be re-set by Rural News Group. This may incur production charges.

### Column Size

- 1 column = 34mm
- 2 columns = 72mm
- 3 columns = 110mm
- 4 columns = 148mm
- 5 columns = 187mm
- 6 columns = 226mm
- 7 columns = 265mm
- Double Page Spread adverts should add 12mm for the gutter = 542mm.

### Typesetting

The Rural News Group production system is Macintosh based. Adverts that require typesetting may incur production charges and, if required, should be supplied with appropriate artwork or logos. For reproduction purposes artwork should not be faxed through for typesetting.

NB: Adverts that have been typeset by production not yet paid for by the client become property of Rural News Group. Any forwarding of these adverts to other publishing houses will incur a minimum cost of \$50 unless already supplied by the client.

Lower Ground Floor, 29 Northcroft Street,  
Takapuna 0622, Auckland  
• PO Box 331100, Takapuna, Auckland 0740  
• Ph: 09 307 0399

Email editorial: editor@ruralnews.co.nz  
• Email production: davef@ruralnews.co.nz



RURAL NEWS GROUP

# ONLINE ADVERTISING

Your targeted online advertisements appear on every page of either:

NEW ZEALAND

**Winegrower**   
Official magazine of the New Zealand wine industry

# HORTNEWS

## How Much for an advertisement?

<b>WG</b>	<b>\$600</b>	Premium banner	
<b>HN</b>	<b>\$600</b>	Premium banner	
<b>WG</b>	<b>\$500</b>	Top priority banner	
<b>HN</b>	<b>\$500</b>	Top priority banner	
<b>WG</b>	<b>\$350</b>	Standard banner	
<b>HN</b>	<b>\$350</b>	Standard banner	
<b>WG</b>	<b>\$500</b>	Top priority tile	
<b>HN</b>	<b>\$500</b>	Top priority tile	
<b>WG</b>	<b>\$350</b>	Standard tile	
<b>HN</b>	<b>\$350</b>	Standard tile	
<b>WG</b>	<b>\$800</b>	Website wrap (2 weeks)* (viewable on Desktop)	
<b>HN</b>	<b>\$800</b>	Website wrap (2 weeks)* (viewable on Desktop)	
<b>WG</b>	<b>\$1400</b>	Website wrap (1 month)* (viewable on Desktop)	
<b>HN</b>	<b>\$1400</b>	Website wrap (1 month)* (viewable on Desktop)	

All costs are per month and bookings are subject to availability

\*An example of the website wrap can be seen on our advertise page

All our prices quoted are exclusive of GST and Production.



The screenshot shows the Rural News Group website interface. At the top, there is a navigation bar with links for HOME, RURAL NEWS, DAIRY NEWS, NZ WINEGROWER, SUBSCRIBE, ADVERTISE, and CONTACT. A search bar is also present. Below the navigation bar, the main content area features several news articles with images and headlines, such as 'Teaser bull leaser bags top award', 'Spark rolls out rural wireless broadband service', and 'Industry reform not more marketing'. On the right side, there are several advertising options, including a 'Premium banner (fixed position)', a 'Top priority tile (fixed position)', and a 'Standard tile (rotates position)'. At the bottom, there is a 'NEWSLETTER' section with a 'SUBSCRIBE TO OUR WEEKLY NEWSLETTER' button and a 'be in to WIN' promotion.



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 Email editorial: editor@ruralnews.co.nz  
 • Email production: davef@ruralnews.co.nz

## SPECIFICATIONS

### Formats Accepted

jpg, gif, png, html, html5

Note: We do not accept Flash Files as they can cause problems on certain devices. Due to technological constraints, we cannot accept html or html5 file formats for wraps.

### Online Advert Dimensions

- **Tile:** 300px wide x 250px deep
- **Banner** 350px wide x 85px deep
- **Newsletter** 350px wide x 150px deep
- **Priority Newsletter** 600px wide x 150px deep.



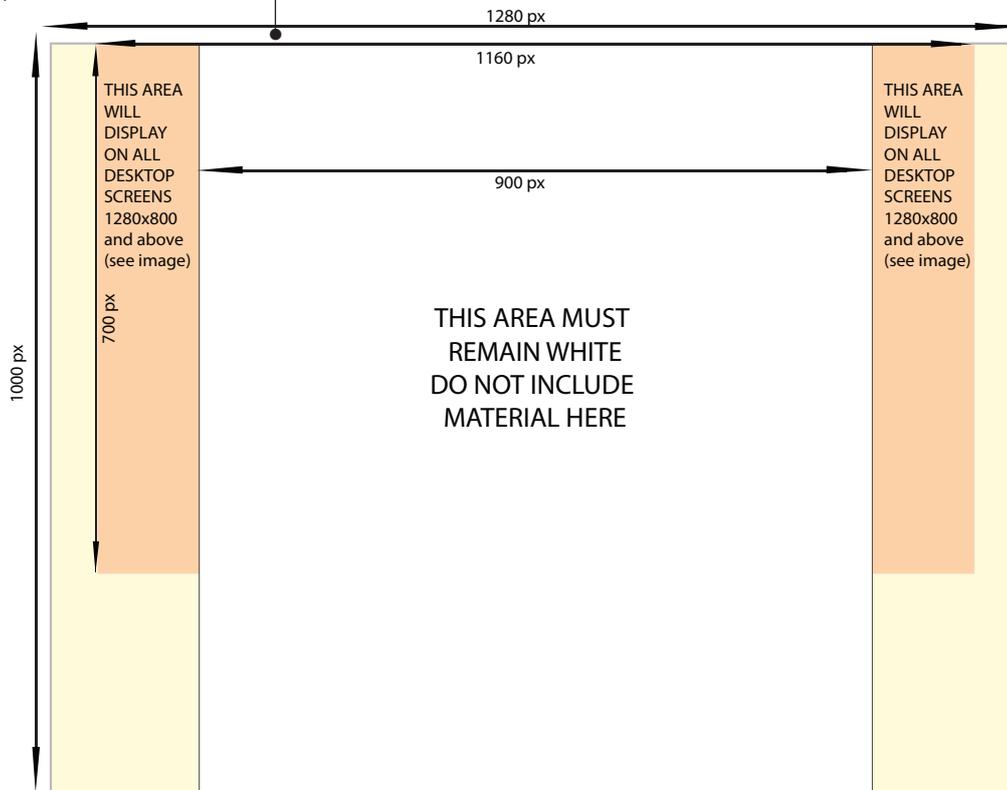
## WEBSITE WRAPS

Wraps adverts appear on

**Hort News** or **NZ Winegrower** landing pages and on all articles.

*Please contact our sales team for alternative options*

PLEASE LEAVE A 25PX SPACE AT THE TOP OF THE ADVERT



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