
New Zealand – Agricultural Production Census 2012 - Explanatory Notes

Historical outline

Previously agricultural censuses were undertaken in 1930, 1950, 1960, 1972, 1980, 1990, 1994 and 2002.

Legal basis and organization

Statistics in New Zealand are regulated by the Statistics Act of April 24th, 1975. Its Art 3 (part 1) commends to the Statistics Office the coordination of all official statistics. In its virtue, the undertaking of the 2012 Agricultural Production Census was coordinated with the Ministry for Primary Industries. Censuses are taken every 10 years. The Agricultural Production Census 2012 was funded by the National budget.

Enumeration period

The field work was performed in July 2012.

Reference period/date

The following reference dates were used:

June 30th, 2012 for:

- area operated by land use;
- livestock;

For activities carried out on or from the farm: July 1st, 2011 - June 30th, 2012.

For Forestry: April 1st, 2011 - March 31st, 2012.

Definition of the statistical unit:

The enumeration unit is all businesses engaged in 'agricultural production activity' (including livestock, cropping, horticulture, and forestry), or which own land that is intended for agricultural activity.

A farm is one or more blocks of land, managed as a single operation that is engaged in agricultural activity. This includes farming of livestock, horticulture, viticulture, nurseries, forestry, growing grain and seed crops, and land that could be used for these purposes.

Geographical coverage

The Agricultural Production Census 2012 covered the whole country.

Statistical coverage

In the case of agriculture the Business Frame includes the following units:

- those units registered for GST (and filing a non-zero GST return) that have indicated involvement in agricultural activity;
- those businesses with more than \$200,000 (approx US\$ 163,000) of GST sales or purchases, or that are an employer, whose main activity is not agriculture but have indicated some secondary agricultural activity.

“Lifestylers” engaged in agricultural activity which could not be identified on the Business Frame or had been shown not to be engaged in agriculture with commercial intent were not included in the survey population.

The eligible population when the survey population was selected was 61,000 units.

Data items coverage

The 2012 Census covers land use, animal farming (livestock), horticultural and arable crop growing, forestry, and farming practices in New Zealand (including fertilizer and cultivation).

Frame

The agricultural production surveys include all units identified on Statistics New Zealand's Business Frame as having agricultural activity. The Business Frame is a list of businesses in New Zealand, based on their registration for goods and services tax (GST) with Inland Revenue.

Methodology

Complete enumeration of agricultural businesses registered for goods and services tax (GST) with Inland Revenue. The estimated proportion of eligible businesses that responded to the 2012 Agricultural Production Census was 84%. These businesses represent 86% of the total estimated value of agricultural operations.

The information was collected by regular mail.

Special features

Questionnaires received through regular mail, were scanned.

Data source

- Information about the Agricultural Production Census 2012, Methodological Notes;
- Agricultural Production Statistics: June 2012 (provisional) (Preliminary report at website;
- Census questionnaire.

Mailing address / Census contact Points

Shannon McLeigh or Danny Ren
Auckland 09 920 9100

Email: info@stats.govt.nz

Statistics New Zealand

Freepost 10007

P O Box 91348

Auckland Mail Centre

Phone: 0800 333 104

Fax: 09 920 9195

Free fax: 0508 111 102

Email: ag@stats.govt.nz

Website: http://www.stats.govt.nz/browse_for_stats/industry_sectors/agriculture-horticulture-forestry.aspx