



FRUITION

PROSPECTUS 2025

GROW YOUR CAREER WITH FRUITION HORTICULTURE





Start your
educational journey
with us and we'll
support you at
every step.



Supporting people to thrive



Tēnā koutou katoa,

Our mission at Fruition is to "make growers more successful" and we see the education of those in the industry as a key part of this success. Our team have worked hard to prepare for and deliver a range of educational programmes that have been well received by those involved.

The horticultural industry, despite some recent setbacks, continues to grow. This growth requires talented people to work in key technical and managerial roles and people to tend, harvest and pack the produce for exacting consumers. Fruition Horticulture is committed to supporting the growth and development of people throughout the sector.

We acknowledge people are our most valuable resource and there is growing recognition of the need to further invest in people through quality vocational education. The global demand for New Zealand produce means we must keep building the capacity of a skilled workforce to meet the needs of horticultural enterprises across the country. Our industry depends on it.

Our team at Fruition is dedicated to providing people with the knowledge and skills they need to develop their careers through engagement in a range of vocational education opportunities. We are committed to the development of people and understand that for some people, there are various barriers to learning that must be overcome.

Knowing there is a growing need for our education services, we deliver programmes via distance learning and within communities across Aotearoa New Zealand. We aim to be responsive to industry need and will continue to work with you all to understand that need. We have sought and gained approval for the delivery of some micro-credentials that create a more flexible option for those wanting to engage in higher education.

Our approach to education is unique in our sector and we welcome the chance to chat with anyone already in, or considering a career in horticulture. We look forward to working together in an industry where nature and people combine to fulfil desires for greater wellbeing and prosperity.

Ngā mihi nui

Sandy Scarrow | Managing Director
Fruition Horticulture (BOP) Ltd

**Fundamentally, we want to make education accessible to all those working
in the horticulture sector**



We're with you throughout your career in horticulture

Whether you are wanting to enter the industry or strive for a senior role, our education programmes are tailored to help you reach your goals.

With educational hubs in Bay of Plenty, Hawke's Bay and Nelson/Marlborough, we've also been providing specialist consultancy technical advice, research and education services for 20 years. Along the way, we've upskilled thousands of people working in the horticulture sector across the supply chain. We share your passion for horticulture and are committed to making Aotearoa New Zealand primary producers more successful.

“It's great that Fruition provides specialised training, giving students the opportunity to gain or build on horticulture industry-specific skills. Trainees get to experience working orchards where every day is different and they must think on their feet.”

Marty King

| General Manager, Kono Horticulture



- Enrolling with Fruition Horticulture ensures you are partnering with an NZQA-accredited Category 1 education provider. This means NZQA is Highly Confident in the educational performance and confident in the capability in self-assessment of Fruition Horticulture. We will support you to make the most of every opportunity that comes your way in a thriving sector. Choose from a range of vocational programmes and professional development courses, from foundation study options to higher tertiary qualifications.
- Take advantage of micro-credentials that allow you to “test the waters” without committing to an entire qualification.
- Benefit from small classes led by qualified, experienced tutors.
- Be supported in our small, inclusive learning environments that put people and families first.
- Grow your skillset and gain nationally recognised qualifications in horticulture that open doors to valuable employment opportunities.
- Continue to earn while you learn – our programmes are designed to work for you, your employer and / or your employees.
- Stay connected through our online portal and be part of Fruition's community of employers, contractors, tutors and students.
- Build your knowledge base and enjoy a bright future by contributing to New Zealand's fourth largest export industry.

Career Pathways

Our programmes cater to every level of the industry where skills are valued and in high demand.

Students doing the mahi are rewarded with opportunities to progress through ongoing professional development in key sectors.

Consider Fruition Horticulture as your key supplier of professional development.

LEVEL 5

Lincoln University Diploma in Horticulture

Delivered on behalf of Lincoln University in the Bay of Plenty and Nelson, our students gain their qualification while being able to stay in their place of work.

Career opportunities:

Orchard manager, grower liaison team member, quality control supervisor, supply chain coordinator.

LEVEL 2

Hei Whanake

We help rangatahi aged 15-24 who are not engaged in education or employment to discover opportunities in horticulture.

Career opportunities:

Harvest or post-harvest workers, orchard worker, vineyard hand, horticulture cadet or apprentice, or many other entry-level roles in the primary industries sector.



LEVEL 6

Fruition Diploma in Horticulture Production

Our part-time two-year programme equips you with the skills to contribute at a senior technical or managerial level. Options to gain individual micro-credentials that could ultimately scaffold into this Diploma now exist

Career opportunities:

Logistics and quality control managers, grower liaison manager, orchard manager, coolstore and packhouse managers, supply chain manager, technical manager.



LEVEL 3-4

New Zealand Certificate in Horticulture

We partner with Primary ITO to deliver courses and provide tuition for the New Zealand Certificate in Horticulture to horticultural trainees nationally.

Career opportunities:

Fruit production, post-harvest employees, orchard apprenticeship (harvesting, plant care, pest control).

Start your educational journey with us and we'll support you at every step.



Fruition Diploma in Horticulture Production

| Level 6 NZQA-accredited Qualification

This is an exciting programme targeted at people working in horticulture to advance their careers and take on senior management and technical roles.

The Fruition Diploma in Horticulture Production is a Level 6 NZQA-accredited course available online and nationwide. The two-year programme has been designed to develop the skills and knowledge of people employed in the industry so they can contribute at a senior technical or managerial level.

We have broken the Diploma into micro-credentials that allows the learner to dip in and out depending on work and family commitments.

Participants in the Level 6 programme will focus on the specialist requirements for 'process improvement' for meeting domestic and international market requirements, and emerging opportunities for horticultural products.

The industry-relevant course will support learners to develop advanced technical skills that enable enhanced employment opportunities across a range of horticultural and viticultural production operations.



The industry will benefit by having experienced technical specialists who can optimise workplace efficiency and lift the competitive edge of their organisations.

- Accreditation: NZQA Level 6
- Credits: 120
- Location: Learners can attend in class (in Tauranga) or join online from across the country
- Duration: 72 weeks
- Funding: Fees Free and Studylink, (conditions apply) or \$1,295 inc GST per paper.

Fees may be covered under the Fees Free depending on individual eligibility. To understand your eligibility go to <https://www.feesfree.govt.nz/>

This programme will:

- Extend your skills and knowledge in horticulture.
- Add a horticultural lens to your existing tertiary qualification.

Entry and selection criteria:

- No formal prerequisites.
- Desirable that the participant has successfully completed a Level 4 certificate or above (or equivalent), preferably in the Primary Industries subject area.
- Students must demonstrate significant workplace experience (eg a supervisory and/or management role or equivalent) within the horticulture or viticulture industries.
- For applicants 20 years or older without any of the above academic criteria, evidence of relevant knowledge and experience, and the ability to undertake tertiary study at diploma level is required.

In all cases the applicant will be required to participate in an online pre-commencement interview with the purpose of verifying the student's ability to undertake tertiary study and their employment status. In exceptional circumstances an applicant who does not meet the academic entry requirements may be granted entry to the Fruition Diploma where they supply evidence to satisfy the Academic Committee of their ability to succeed on the programme.

Graduates of this qualification will be able to:

- Make informed strategic business decisions.
- Critically analyse data to determine production and performance trends.
- Critically analyse products, techniques or technologies that contribute to business outcomes.
- Research, design and manage ongoing strategies for continuous improvement of horticulture production or technologies.

How to apply:

Visit our website
www.fruition.ac.nz/programmes/level-6-diploma/
or phone (07) 928 5350.

Programme information

| Fruition Diploma in Horticulture Production



Horticulture: Past Present and Future

The aim of this course is to develop students' knowledge and skills in critical data analysis to understand historical production enhancements and forecast trends within horticulture at an industry and/or enterprise level.

Topics include:

- Analysis of key industries in New Zealand horticulture including timeline, performance analysis and strategic factors instrumental in their relative success.
- Using analysis to identify opportunities for performance improvement of industries and enterprises.
- Understanding and managing environmental aspects of horticultural enterprises.
- Methods and tools for analysis of spotlighted industries and enterprises including use of quantitative and qualitative data.
- Principles and tools for industry forecasting.



Culture Eats Strategy

This course will develop students' knowledge and skills, enabling them to problem-solve performance issues and analyse organisational strategy and the impact of culture on its implementation.

Topics include:

- Performance-focused leadership and culture.
- Strategic planning and responses.
- Applying tools and innovative technologies to problem-solving.
- Team approaches to implementing solutions.



Technology Trends

This course will develop students' ability to critically analyse products or technologies and successfully introduce them into a horticultural workplace.

The paper includes a compulsory three-day field trip and workshop programme covering a range of horticultural operations and presentations from leading growers, industry and processor representatives.

Topics include:

- Technology trends in key horticultural industries or enterprises.
- Strategic response to technology trends.
- Business case development for recommending new technology, including economic analysis and risk.
- Models and planning for successful technology adoption.



Horticultural Innovations

This course will develop students' knowledge and skills to design and implement research leading to product innovation in horticulture.

Topics include:

- Principles and processes for market-led and supply-driven product innovations.
- Case studies for effective and unsuccessful product innovations in horticulture industries and enterprises.
- Development and funding of product innovations.
- Effective research design to support product innovation within an industry or enterprise.



Where Production Meets Post Harvest

This course will develop students' knowledge and skills to analyse and understand horticultural production systems from 'paddock' to plate, and the impact of systems on product quality and wider social and environmental issues and assurances.

Topics include:

- Production systems and post-harvest performance in horticultural industries and enterprises.
- Analysis of inputs and outputs and key systems for assurance of quality, environmental and social impacts from 'paddock' to plate.
- Processes for product improvement including designing, funding and conducting research.



Continuous Improvement

This course will develop students' knowledge and skills to implement processes for continuous improvement within horticultural industries or enterprises.

Topics include:

- Systems for quality management and continuous improvement, such as 'Lean Manufacturing', within horticultural industries and businesses.
- Market and legislative drivers for continuous improvement within horticultural systems.
- Environmental, social and community sustainability within horticulture systems, industries and enterprises.
- Implementation of continuous improvement within horticulture systems, industries and enterprises.

This course will include a compulsory three-day field trip and workshop programme covering assurance systems and continuous improvement at a range of horticultural operations and presentations from leading growers, industry and/or processor representatives.

Fruition Diploma continued

Key Dates for 2025

	“O” Week	Week 1	Fieldtrip	Week 12
DPH6.001 Horticulture: Past, Present and Future	21 January	22 January	12 February (1 day)	9 April
DPH6.002 Culture Eats Strategy	3 June	4 June	25 June (1 day)	20 August
DPH6.003 Technology Trends	9 September	10 September	30 September - 2 October (3 day compulsory)	26 November

What Graduates and Their Employers have Said:

100% of our graduates and their employers interviewed have said that our graduates are:

- More able to critically analyse data to determine production and performance trends.
- More able to critically analyse products, techniques or technologies that contribute to business outcomes.
- More able to research, design and manage ongoing strategies for continuous improvement of horticulture production or technologies.

“Its relatable to work. Very flexible in the areas that you can learn in. It allowed me to achieve high quality education levels. It turns out that I’m really good at critical analysis but not good at regurgitating information for an exam.”

Kyra Fielden,

| Just Avocados

“Because the assignments were business centric the work Kyra did really added value to the business.”

Andrew Cutfield,

| Just Avocados (former manager of a graduate)

“I speak really highly of Fruition. I found you guys super supportive. I could work full time and still study. You explained things really well in class. In the breakout rooms we learnt a lot off other students. It was a really good, supportive and positive learning environment. It is a course worth doing. I have nothing but good things to say.”

Alice Buschl,

| Waimea Nurseries

“I am definitely more engaged as an employee, I see every job completely differently now, I am much more confident and can be sure of myself. I am more keen to take on new tasks and responsibilities I notice I work much more diligently as I understand the importance of each role and how it adds to the bigger picture.”

Ryan Fong,

| The Fresh Grower

Micro Credentials

Fruition Horticulture works with industry to ensure that our vocational education programmes are responsive to the needs of the industry. Micro-credentials are an example of this responsiveness. A micro-credential is “a small, stand-alone formal award that recognise the achievement of specific skills, experience or knowledge.” They are a way in which evidence of learning can be captured throughout anyone’s career that could, at some point, be aggregated up into a formal qualification.

We now have two of our Diploma papers registered as micro-credentials and are working on gaining approval for all six. This will enable those who want to dip their feet into tertiary training to gain credit for their learning without committing to the full Diploma.

Dates will be set during the year for the two micro-credentials we do have. Should you wish Fruition to deliver one of these micro-credentials specifically for your workplace, contact us directly.

Currently we are consulting with industry regarding the development of micro-credentials in the area of leadership and freshwater management. These micro-credentials may slot into existing qualifications such as the Level 4 Certificate in Horticulture or be awarded as a stand-alone credit for those in leadership or managerial roles. Again, we will be working with specialists to tailor a programme fit for the industry.

The fees for the micro-credentials associated with the Diploma for 2025 are set at \$1,280 including GST. Keep an eye on industry publications or your inbox for details of course dates.



Lincoln University Diploma in Horticulture

| Level 5

Delivered over two years as evening classes one night per week when a semester is underway. A great stepping stone if you have completed a lower-level horticulture qualification, have come straight from school, or have been working in the industry for some time and have no or limited formal qualifications.

The Diploma offers learners a wide range of topics covering horticultural production, technology, and management. A learner will also gain skills in problem-solving and applied computing.

Credits: 120

Locations: Bay of Plenty and Nelson

Duration: Each semester is 12 weeks



This programme will provide you with:

- The knowledge behind the growing and production of crops.
- An opportunity to study while working.

Entry and selection criteria:

Must have one of the following:

- NCEA Level 2, a minimum of 40 credits over four subjects recognised by Lincoln University as suitable for entry see [Diploma-approved-subjects.pdf](https://www.lincoln.ac.nz/assets/Diploma-approved-subjects.pdf) (<https://www.lincoln.ac.nz/assets/Diploma-approved-subjects.pdf>) University Entrance literacy and numeracy standards are also required. A maximum of 24 credits in any one subject will be counted towards the total.
- A New Zealand Certificate in Horticulture at Level 4 or higher, obtained through an approved polytechnic institution.
- Special Admission or other pathways.

If you have an overseas qualification, or if English is not your first language, you can find out more about the entry requirements on the Lincoln website.

Graduates of this qualification will be able to:

- Grow and manage crops and production, liaise with growers, supervise post-harvest and production operations, coordinate supply chain processes.

Programme information:

- As part time study off campus (regional programme) in the Bay of Plenty and Nelson – two papers are offered per semester with two semesters per year.
- There are eight 15 credit papers in total.

In 2025 Bay of Plenty and Nelson will offer:

Semester 1 - (January – April) - Computing and Communication and Soils and Soil Management.

Semester 2 - (July – October) - Plant Health and Plant Studies.

In 2026

Semester 1 - Horticultural Management Systems A and Propagation and Nursery

Semester 2 - Horticultural Management Systems B and Engineering I.

Lincoln class start dates:

Tauranga

Semester 1, 2025 - Tuesday 21 January

Semester 2, 2025 - Tuesday 15 July

Nelson

Semester 1, 2025 - Thursday 9 January

Semester 2, 2025 - Tuesday 15 July

You can start the diploma in either semester and you can select to do just one paper per semester.

In addition to completing the eight papers, a practical report is also required to be submitted – more information is supplied as you progress through your studies. As students studying the regional programme are working (usually in horticulture) that work serves as the practical requirement of the Diploma.

How to apply:

Visit <https://www.lincoln.ac.nz/study/apply-and-enrol/>, or our website www.fruition.net.nz or phone (07) 928 5350.

New Zealand Certificate in Horticulture

| Level 3 & 4 NZQA-accredited Qualification

“We come from a background of growing all sorts of berries at our Thornton Orchard, and this has become a real eye opener for us learning with Fruition. There's so much knowledge and support from our tutors it's a real privilege to be a part of their classes, you learn something new every time! My main goal is to become a Horticultural Consultant because I have so much passion for the growing Industry.”

| Annie Ross



In partnership with Primary ITO Fruition Horticulture is in a sub-contracting arrangement to deliver off job theory days in Level 3 and 4 horticulture subjects in a range of topics from pests and diseases, plant biology, soils, to implementing and monitoring fruit crop production and plans. Another option for learners to grow their knowledge and qualifications depending on what best suits their needs while working. A useful stepping stone if not quite ready to study at a Diploma level.

- Locations: Bay of Plenty and Nelson
- Duration: One day off job theory classes (total qualification 13 - 15 months)
- Cost: Variable depends on certificate and certificate level.

This programme will:

- Cover theory of the science behind producing a healthy crop.
- Provide knowledge to support practical learning gained from learner's workplaces.
- Depending on the location and learner sector theory may cover quality, management aspects of crop production, and communication topics.

Entry and selection criteria:

Prerequisites:

Level 3 - Must be employed in the sector.

Level 4 - Learners must be employed in the sector, have completed a Level 3 Fruit Production qualification or be experienced workers in the horticulture industry.

Graduates of this qualification will be able to:

Grow and manage crops and production, liaise with growers, supervise post-harvest and production operations, coordinate supply chain processes.

Programme information:

Part time off job theory classes in the Bay of Plenty and Nelson. By the completion of the level 4 qualification learners will be able to work independently and undertake some responsibility for others.

How to apply:

Visit <https://www.primaryito.ac.nz/employers/enrolment-documents>, or our website www.fruition.net.nz or phone (07) 928 5350.



“We are impressed to see how the tutors motivated our rangatahi to learn and support them when things felt hard. The programme opened their eyes to what they can achieve and gave them a sense of direction.”

Simon McGillivray | Deputy Principal, Te Puke High School



HEI WHANAKE
INTRODUCTION TO HORTICULTURE

Hei Whanake

| Foundation for Employment in Horticulture
Level 2 NZQA-accredited Qualification

By prioritising the needs of every student and challenging them to succeed, most students successfully transition into employment or further education.



Hei Whanake is a fully funded programme that prepares youth (16*-24 years) to enter the horticulture industry. (* or 15 years old with an early leaving exemption from their school).

Delivered over 13 weeks, the course focuses on basic horticultural skills and the soft skills required to function successfully in the workplace.

Pastoral care of our rangatahi is provided throughout their student journey which includes a pick-up and drop-off service for the duration of the programme and lunch provided daily. All students will be provided horticultural work experience during the programme. Students who complete the programme will gain the New Zealand Certificate in Primary Industry Skills (Level 2).

- Accreditation: NZQA Level 2
- Credits: 41
- Location: Bay of Plenty, Hawke's Bay, and Gisborne.
- Duration: 13 weeks
- Funding: Youth Guarantee Funding

This programme will:

- Help you make the first steps for a career in horticulture or in the wider primary industries.
- Include horticultural work experience.
- Foster personal growth and prepare you for employment.

Entry and selection criteria:

- No formal entry requirements.
- Not available for students who already have a qualification at Level 3 or above on the NZQCF, and limited availability for students with a Level 2 qualification already.

Graduates of this qualification will be able to:

- Be employed as an orchard worker, fruit harvester, vineyard hand, post-harvest worker, farm assistant, or many other roles in primary industries.

Programme information:

Learners complete two compulsory courses and one elective course. The compulsory courses are:

- Safe Work Practices
- Entry Level Work Practices

Electives are available in:

- Kiwifruit
- Post-harvest
- Pipfruit
- Viticulture
- Berryfruit
- Harvest
- Harvest
- Nursery

Course dates 2025:

Hawkes Bay

Napier - Monday 3 February

Hastings - Monday 3 February

Bay of Plenty

For more course dates please visit our website.

How to apply:

Visit our website

fruition.ac.nz/programmes/level-2-hei-whanake/
or phone (07) 928 5350.

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Vakameasina

| Courses for seasonal horticultural workers

Vakameasina aims to support seasonal horticultural workers to pursue their learning and development pathways by helping to grow confidence with new learning here in Aotearoa New Zealand, and developing goals and action plans for applying the learning back in their home country.



Vakameasina (translating to 'treasures we carry together') is Fruition's trademarked name for training courses for seasonal horticultural workers.

Fruition is proud to have delivered Vakameasina courses from 2011 to 2024 as the official supplier of the Recognised Seasonal Employer (RSE) Worker Training Programme funded by the New Zealand Ministry of Foreign Affairs. During this time we have delivered courses to over 14,000 RSE workers. Courses have covered a wide range of topics including Essential Learning for living and working in New Zealand, through to Leadership, Financial Management, Small Business Development, Road Code & Driver Education, and a wide range of practical courses such as Building, Solar, Plumbing, and Small Engine Maintenance.

Whilst we no longer deliver Vakameasina as part of the official RSE Worker Training Programme, we can still offer customised Vakameasina courses for seasonal horticultural workers. We can now offer courses for all seasonal horticultural workers, not just workers from the Pacific Island countries that are part of the Recognised Seasonal Employer (RSE) scheme. Contact us to discuss a Vakameasina course to meet your needs.

This programme will:

- Improve your English language literacy and numeracy.
- Develop knowledge and skills to help whilst working in New Zealand.
- Develop knowledge and skills to take home and share with family and community.

Entry and selection criteria:

- No prerequisites. Open to all horticultural seasonal workers of any nationality.

How to apply:

Visit our website
<https://fruition.ac.nz/programmes/vakameasina/>
and use the contact form to get in touch
or phone (07) 928 5350

Contact us

Phone: (07) 928 5350

Email: info@fruition.ac.nz

150 The Strand extension, Tauranga CBD
Bay of Plenty 3110, Aotearoa New Zealand

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www.fruition.ac.nz