



Public perceptions of agrichemical use in New Zealand

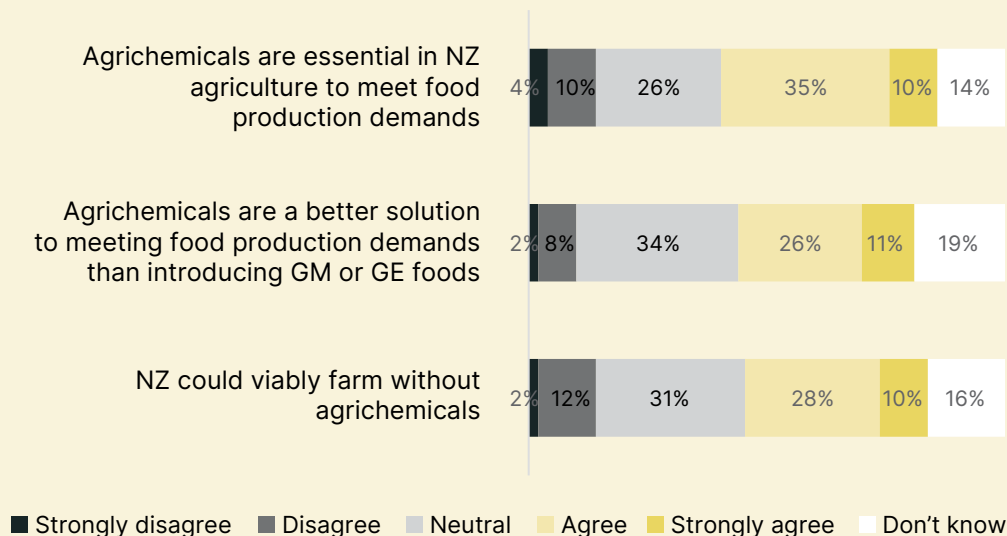
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Agrichemicals are chemical products used in agriculture, these include pesticides, herbicides and fertilisers. They are widely used in NZ to control or eradicate pests and weeds and to supplement or replenish the soil's natural nutrient level soil to grow food more efficiently.

There are studies that show that, around the world, people are increasingly conscious of the long-term impacts of exposure to agrichemicals. Over the next decade, consumers will increasingly consider any potential human risk in the same way as they now consider environmental risk.

Truwind – Research First took an initial look at public perceptions in this area. Currently, opinions are mixed. Big proportions in the 'don't know' and 'neutral' categories also point to low levels of knowledge and awareness on facts surrounding these questions.

46%	believe that agrichemicals are essential in NZ agriculture to meet food production demands
37%	believe that agrichemicals are a better solution to meeting food production demands than introducing GM and GE foods.
However, 39%	believe that NZ could viably farm without agrichemicals.



This is the first measure in a tracking study, we intend to revisit these questions as processes and policies change. Get in touch with our rural sector lead if you would like to be kept up to date: liz.morley@truwind.co.nz

