

National Food Security

November 2025

National food security describes the consistent access to sufficient safe and nutritious food for the whole nation, at all times – even in times of crisis.

As New Zealand continues to expand high-value production aimed at delivering premium products to global markets, questions arise about whether enough emphasis is being placed on secure and sustainable local food supplies.

Survey findings highlight significant public unease, which rises sharply when people consider the longer-term future:

- Affordability** is the most pressing current issue, with little expectation of improvement.
- Population growth, local regulations and land use change** are the biggest heightening risks perceived in the longer term.

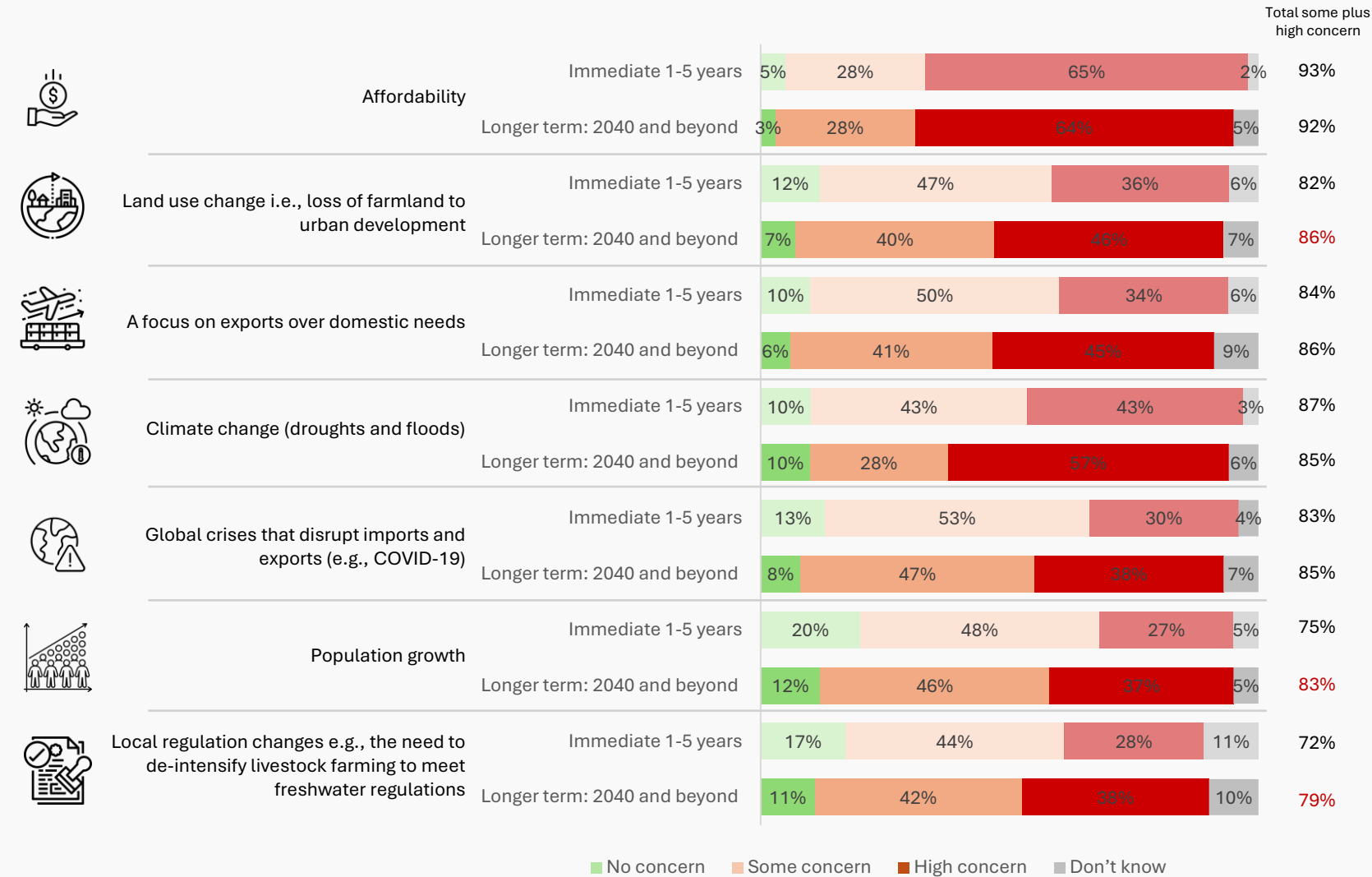
Excluding “don’t know” responses, **61% of respondents believe New Zealand does not devote sufficient attention to food security at the national level.**

The level of concern strikes a need to balance our reputation as a premium food exporter with a robust commitment to feeding our own population; protecting versatile soils, supporting local supply chains, reducing food waste, and balancing export priorities with domestic resilience to ensure that premium production does not undermine local access.

For more information on this project, or to have a chat about how we can help with your insights needs, contact Liz Morley: liz@curiositycompany.co.nz



How much of a concern do you think the following will be to our national food security?



Think about the immediate future (the next 1-5 years) – Think longer term, 2040 and beyond...
How much of a concern do you think the following will be to our national food security?