

# Statement of Service Performance.

for the Year Ended 31 March 2023

## OUR VISION

Healthy food for all, forever. *Oranga kai, oranga tangata, haere ake nei*

## OUR PURPOSE

Creating an enduring environment where growers thrive

## GOALS



**Growing is rewarding**



**All growers are responsible growers**



**Growers can keep growing**



**Strength through trust and cooperation**

Horticulture New Zealand (HortNZ) is an Incorporated Society. HortNZ was formed by a merger of the New Zealand Fruitgrowers Federation, the New Zealand Vegetable and Potato Growers Federation, and New Zealand Berryfruit Growers Federation on 1 December 2005.

HortNZ is funded by a levy under the Commodity Levies (Vegetables and Fruit) Order 2019. In 2018, HortNZ held a referendum asking growers to vote on a new compulsory levy affecting all fruit and vegetables. Growers voted yes to the levy, which came into effect in February 2019.

HortNZ was established to advocate for and represent the interests of the approximately 4200+ commercial fruit and vegetable levy paying growers in New Zealand. These growers supply fresh and processed fruit and vegetables to domestic consumers, as well as exporting crops to consumers overseas. The horticulture industry is valued at \$7.17b with \$4.85b in exports annually.

STRATEGIC PRIORITY	MEASURE	2022/23 OUTCOME	2021/22 OUTCOME
<b>Shaping Sector Strategy</b> We delivered on shaping sector strategy to ensure there is a collective long-term vision for horticulture and an effective structure to deliver on strategic initiatives by: <b>Objective:</b> Influencing wider food and fibre sector initiatives	The number of pan-sector working groups or governance groups that HortNZ participated in	HortNZ participated in 13 pan-sector working groups or governance groups	HortNZ participated in 13 pan-sector working groups or governance groups
<b>Proactively Influencing Policy</b> We delivered on proactively influencing policy to seek the best operating conditions for horticulture in the areas of environment, biosecurity, food safety, crop protection and labour by: <b>Objective:</b> Responding to government consultations	The number of submissions lodged by HortNZ	HortNZ lodged 60 submissions	HortNZ lodged 25 submissions
<b>Telling the Horticulture Story</b> We delivered on telling the horticulture story to elevate support for growing by: <b>Objective:</b> Conveying what the opportunities are and what it takes to grow good food	Number of HortNZ media releases published and the number of media requests for comment	HortNZ published 120 stories/media releases	HortNZ published 108 stories/media releases
<b>Translating Sector Wide Change</b> We delivered on translating sector wide change to ensure growers and rural professionals are aware of newly implemented policy, regulations, and requirements by: <b>Objective:</b> Providing growers up to date, relevant and reliable information in an integrated way	The number of industry information sharing and upskilling events, e.g., training sessions/workshops held by HortNZ	HortNZ held 3 events to explain changes to the sector	HortNZ held 2 events to explain changes to the sector
<b>Facilitating Grower Connections</b> We delivered on facilitating grower connections to enable sector wide information sharing, celebrating success, networking and attracting and developing talent by: <b>Objective 1:</b> Hosting events for growers <b>Objective 2:</b> Attracting and developing talent	Number of people engaging with HortNZ events	HortNZ held 1 conference HortNZ was involved with 7 Young Grower competitions	HortNZ held 2 conferences HortNZ was involved with 7 Young Grower competitions
	Number of people engaging with HortNZ development opportunities	HortNZ awarded 44 scholarships 23 people attended the HortNZ leadership course	HortNZ awarded 28 scholarships Postponed due to Covid