



Horticulture New Zealand Incorporated Strategic Plan 2016 to 2025

HortNZ Vision:

Healthy food for all forever

HortNZ Mission:

Creating an enduring environment where growers prosper

HortNZ Purpose:

Enabling, promoting and advocating for growers in New Zealand to achieve the industry goal (currently a \$10 billion industry by 2020).

Key Activity Areas

Enabling:

- Enabling stewardship of and access to natural resources for generations to come;
- Partnering with product groups and associations for the benefit of growers;
- Supporting the development of people capacity and capability; and
- Helping growers adapt to regulatory and technology change.

Promoting:

Telling the overarching story about horticulture to our communities and consumers to protect and enhance the well-being of our sector.

Focusing on:

- Responsible and sustainable use of natural resources, particularly land and water.
- Intergenerational stewardship of the land.
- Healthy and nutritious New Zealand produce.
- Skills, knowledge and innovation of our growers.
- Research and development.
- Our ethical and socially responsible practices.
- The potential for new entrants.
- Attracting and retaining talented people in the industry.
- Facilitating collaboration to get better industry solutions.
- The contribution to the New Zealand economy.

Advocating for:

- National Regulatory Reform, in all aspects of business, to enable the industry to grow and prosper.
- The best possible Biosecurity protections, readiness and response.
- The best outcomes for grower businesses in Regional and District Plans.
- Increased investment into Research and Development.
- Alignment of Educational outcomes.
- Educational opportunities relevant to industry need.
- Access to permanent and seasonal labour.
- Awareness of and support for growers caught in adverse events.