

# Growing the industry.



## OUR VISION

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

## OUR PURPOSE

Creating an enduring environment  
where growers thrive

“The annual grower survey on HortNZ’s performance has been completed. Highlights include that 80% of respondents agree or strongly agree that HortNZ delivers on **value**.”



## OUR GOALS



**Prosperity**  
New Zealand horticulture is successful, thriving, and made up of a community that cares



**Horticulture is valued**  
Because it is sustainable, responsible, credible and ethical



**Collaboration**  
The horticulture sector works together as an inclusive, diverse and united industry



**Agility**  
The horticulture sector has the dexterity and capability to succeed now and in the future

## PRIORITY AREA



**Valued Partnerships**  
With growers, product groups, district associations, the public and government  
Building our relationship with Māori and other ethnic groups



**Enabling horticulture**  
Seeking the best operating conditions for horticulture  
Aligning and optimising compliance  
Assisting growers to rapidly adapt to the changing growing environment



**Advocacy**  
Generating strong support for growing  
Evidence-based engagement on policy and regulation  
Telling the New Zealand horticulture story



**People**  
Creating stronger career pathways and attracting talent  
Supporting industry labour capability and skills needs  
Celebrating success and diversity



**Fit for the future**  
Expanding the strategic vision for horticulture  
Assessing and signalling challenges and opportunities  
Preparing the sector to face the challenges of emerging risks

## MEASURE

Number of active partnerships between HortNZ and the Government: **More than 30**  
Percentage of growers who  
i) respond to the annual survey: **9.3%**  
ii) rate HortNZ high or very high on the delivering value question: **80%**  
Number of product groups that have work allocation agreements with HortNZ: **13**

Growth in the horticulture sector by  
i) value: **\$0.14bn**  
ii) hectareage: **(To be updated after the 2022 Agricultural Production Census (Dec 2022))**

Pick up of HortNZ communications e.g. media releases: **243**  
Number of invitations for HortNZ to participate in discussions at the early stages of policy/regulation development: **34**  
Number of product groups represented by HortNZ in biosecurity meetings: **4**

Number of people applying for HortNZ scholarships and the HortNZ leadership course: **127**  
Number of people placed into training or employment through Career Progression Manager programmes: **2600+**

Number of submissions made to central and regional government enabling growing in the future: **24**

## HOW WE WORK

- Strongly connected to growers
- Proactive engagement with Government
- Support product groups and district associations
- Pan-sector view
- Evidence based
- Future focused
- Solutions oriented
- Active public dialogue
- Driving for efficiencies and collaboration
- Caring for our people