

Statement of Service Performance

For the year ended 31 March 2024

VISION

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

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 formed out of the merger of the New Zealand Vegetable and Potato Growers' Federation (Vegfed) and the New Zealand Fruit Growers Federation (NZFF) in 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 interest of the approximately 4,500+ 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 \$7.48b with \$4.67b in exports annually.

Strategic Priority	Measure	2023/24 Outcome	2022/23 Outcome
Shaping Sector Strategy 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: Objective: Influencing wider food and fibre sector initiatives. Participating in pan-sector working groups allows HortNZ to advance horticultural interests at the table with other primary sector groups. Invitation to participate in these groups shows that the HortNZ voice is valued. HortNZ is often the only representative for the horticulture industry in these groups and makes clear what differentiates our needs from other industries.	The number of pan-sector working groups or governance groups that HortNZ participated in	HortNZ participated in 15 pan-sector working groups or governance groups	HortNZ participated in 13 pan-sector working groups or governance groups
Proactively Influencing Policy 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: Objective: Responding to government and local council consultations	The number of submissions lodged by HortNZ	HortNZ lodged 61 submissions	HortNZ lodged 60 submissions
Telling the Horticulture Story We delivered on telling the horticulture story to elevate support for growing by: Objective: 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 66 media releases/stories on the website. There were 11 issues each of the NZGrower and The Orchardist magazines, we also issued a weekly email newsletter	HortNZ published 120 media releases/stories on the website. There were 11 issues each of the NZGrower and The Orchardist magazines and we also issued a weekly email newsletter
Translating Sector Wide Change We delivered on translating sector wide change to ensure growers and rural professionals are aware of newly implemented policy, regulations, and requirements by: Objective: 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 hosted 3 Horticulture Industry Forum events presenting on a range of topics of interest for the sector	HortNZ held 3 events to explain changes to the sector
Facilitating Grower Connections We delivered on facilitating grower connections to enable sector wide information sharing, celebrating success, networking and attracting and developing talent by: Objective 1: Hosting events for growers Objective 2: Attracting and developing talent	Number of people engaging with HortNZ events	HortNZ held horticulture conference week - this included the horticulture, RSE and New Zealand Apples & Pears conferences	HortNZ held 1 conference
		HortNZ supported 6 regional Young Grower competitions and hosted the national final event	HortNZ was involved with 7 young grower competitions
	Number of people engaging with HortNZ development opportunities	HortNZ awarded 24 scholarships There was no leadership course in 2023/24 as we sought to refresh the format and relaunch in 2024/25	HortNZ awarded 44 scholarships 23 people attended the HortNZ leadership course