

Statement of Service Performance

For the year ended 31 March 2025

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

OUR VISION
To create and enduring environment where growers thrive

PURPOSE
Leadership, advocacy and influence for grower success

**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 is funded by a levy under the Commodity Levies (Vegetables and Fruit) Order 2024. In 2024, 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 December 2024. The Levy Order Act requires the Levy Funds to be spent on the following; research and development; market and trade research, development, and promotion; industry

promotion; development and implementation of quality assurance; education and training, including attracting people to the industry, and developing and retaining them; information and communication, including advocating for and representing growers; protection and improvement of the health of plants, including biosecurity activities; day-to-day administration of HortNZ, including central grower registration systems.

Strategic Priority	Measure	2024/25 Outcome	2023/24 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 18 pan-sector working groups or governance groups.	HortNZ participated in 15 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 49 submissions.	HortNZ lodged 61 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.	Hort NZ published 72 media releases/stories on the website. Issued a weekly newsletter via email. Issued a total of 16 magazines. During the year NZGrower and The Orchardist magazines were combined into a singular magazine.	HortNZ published 66 media releases/stories on the website. There were 11 issues each of the NZGrower and The Orchardist magazines and 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 three Horticulture Industry Forum events presenting on a range of topics of interest for the sector and five Growing Change workshops.	HortNZ hosted three Horticulture Industry Forum events presenting on a range of topics of interest for 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: Attract and develop talent	Number of events held by HortNZ.	HortNZ held the Horticulture and RSE conferences. HortNZ supported six Young Grower competitions and hosted the national final.	HortNZ held a week long horticulture and RSE conference in conjunction with NZ Apples & Pears. HortNZ hosted six Young Grower competitions plus the final event.
	Number of people engaging with HortNZ development opportunities.	HortNZ awarded 63 scholarships. HortNZ Leadership Programme was piloted with 18 participants.	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 has used measures and outcomes that are materially within their control and for activity associated with and funded by the Levy. HortNZ has not included measures that are more broadly aligned to the sector's performance as there are factors not influenced by HortNZ's activity that can affect this performance.