






## Aotearoa Horticulture Action Plan

The Aotearoa Horticulture Action Plan provides a guiding compass to achieve the ambitious goal of

**Doubling the farmgate value of horticultural production by 2035 in a way that improves prosperity for our people and protects our environment.**

The plan belongs to everyone involved in the New Zealand horticulture sector. It allows alignment of effort and investment towards the following common priority areas:

 <b>Grow sustainably</b>	 <b>Optimise value</b>	 <b>Māori are strong in horticulture</b>	 <b>Underpinned by science and knowledge</b>	 <b>Nurture people</b>
<ul style="list-style-type: none"> <li>• Adopt optimised and environmentally positive growing practices</li> <li>• Ensure water resilience (availability &amp; storage)</li> <li>• Increase crop protection, management and biosecurity tools</li> <li>• Support horticulture with sound policy</li> <li>• Transition to a low-emissions economy</li> <li>• Optimise land-use adaption</li> </ul>	<ul style="list-style-type: none"> <li>• Diversify market access and facilitate trade</li> <li>• Build the domestic market</li> <li>• Optimise production and value chain innovation</li> <li>• Utilise digital tools and data sharing</li> </ul>	<ul style="list-style-type: none"> <li>• Increase Māori workforce participation training and qualifications</li> <li>• Increase Māori-owned land in high-value horticulture</li> <li>• Access capital for investment in Māori-owned horticulture</li> <li>• Support greater Māori ownership and control across the whole value chain</li> <li>• Develop and protect unique indigenous horticulture</li> </ul>	<ul style="list-style-type: none"> <li>• Catapult Tier 2 crops to a world-leading position</li> <li>• Optimise use of agritech across New Zealand's horticulture sector</li> <li>• Breed cultivars that meet future growing needs</li> <li>• Secure New Zealand's future global competitive position for Tier 1 crops</li> <li>• Support the rapid and effective establishment of Tier 3 crops</li> </ul>	<ul style="list-style-type: none"> <li>• Establish a coordinated capability framework for horticulture across Aotearoa New Zealand</li> <li>• Enable right person, right place</li> <li>• Build a responsible and attractive industry</li> <li>• Support diversity and development</li> </ul>

**Achieving the AHAP goal will require everyone to work together, collaborate and contribute. You can help by:**

### 1. Championing the AHAP

- Talk to your team about the AHAP to raise awareness among your networks.
- Reference the AHAP in your organisation's strategic documents and briefing papers.

### 2. Getting involved in initiatives that deliver on the plan

- Align your work programme with the AHAP.
- Lead or collaborate on an initiative that delivers against the AHAP.
- Contribute your time and expertise to AHAP projects.
- Encourage your entity to fund or co-fund projects that deliver on the AHAP.
- Test policy proposals against the AHAP outcomes.
- Use the AHAP as a tool to identify collaboration opportunities.

### 3. Sharing your AHAP-relevant work

- Tell the AHAP programme team about new projects that will deliver against the AHAP.
- Jointly commission work with other entities.
- Share your work across the sector so others can learn from it.

Scan the QR code for contact details and more information.

