

Aotearoa Horticulture Action Plan Frequently Asked Questions (FAQs)

Q. Who has responsibility for the AHAP?

A. No single party has responsibility for the AHAP. The plan was developed collectively, with input from industry, government, Māori and the science community. It creates efficiencies by allowing any entity that intersects with the New Zealand horticulture sector to align efforts and investment towards shared aspirations for the sector. The plan belongs to everyone involved in the New Zealand horticulture sector.

Q. How does the AHAP fit in with other strategies?

A. The AHAP does not seek to duplicate existing strategies, rather it sits in a previously empty tier of the nested strategies – see diagram. The plan sets up a framework for collaboration across industry, Māori, the science community and government to ensure alignment, leverage activity and, most of all, achieve progress through a series of united actions to grow Aotearoa New Zealand’s horticulture sector sustainably.



Q. What is the starting point for the goal of doubling the farmgate value of horticulture production by 2035, in a way that improves prosperity for our people and protects our environment?

A. The AHAP refers to \$6B as the baseline which, when doubled, results in an ambitious \$12b goal. The \$6B was arrived at in the early stages of developing the AHAP and the figure was based on export value and horticulture in the broadest sense (i.e. including wine, ornamentals etc).

The AHAP was launched a number of years later, with a focus on farmgate value and a refined scope limited to fruit, vegetables and nuts. The time lag and scope clarification mean it is more appropriate to use a suite of 2020 fruit, vegetable and nut data as the proxy baseline. The team behind the Fresh Facts publication has used the Commodity Levies (Vegetables and Fruit) Order to calculate the 2020 farmgate return, on the Levied Crops, for use as a baseline. The calculated farmgate return for those crops subject to the Levies Order was \$3.68 billion for 2020¹. This 2020 figure will serve as the adjusted proxy baseline for the AHAP instead of the \$6B referred to in the original plan.

The fundamental intent of the overarching goal remains the same - to double the farmgate value of horticulture production by 2035, in a way that improves prosperity for our people and protects our environment.

Q. What defines tier 1, 2, and 3 crops? Which ones are they?

A. **Tier 1:** generate close to or over \$1 B annual FOB value (large, sophisticated, world-leading, with strong integrated pest management and proprietary cultivars, etc.). Examples include kiwifruit and apples.

Tier 2: generate more than \$100 M annual FOB value (have some of the above attributes, but not all). Examples include avocados, onions, fresh tomatoes, potatoes, buttercup squash.

Tier 3: generate less than \$100 M annual FOB value (emerging and small-scale crops). Examples include passionfruit, strawberries, persimmons, nuts.

Q. How can I get involved with the AHAP?

A. There are many ways to contribute to the AHAP. These include:

- Reaching out to the AHAP Programme Manager to let the team know you want to be involved (Email info@hortnz.co.nz to be put in touch with the AHAP programme manager).
- Proactively telling the programme manager of any new projects that will deliver against an AHAP action.
- Being an AHAP advocate and raising awareness of the plan amongst your networks.
- Aligning your work programmes with the AHAP actions wherever possible.
- Providing your input, views and expertise when needed.

¹ <https://unitedfresh.co.nz/assets/site/Fresh-Facts-2024-%E2%80%93-Online-Version.pdf>

Q. What type of projects will contribute to the AHAP?

A. We expect there to be three key types of projects that come under the AHAP umbrella.

Quick win projects: Discrete and impactful projects that are aligned with an AHAP action that can be completed with existing resource. They are often relatively small projects.

Aligned partner projects: AHAP-relevant project work that is underway or planned across industry, government, Māori and the science community that delivers against the AHAP outcomes. These self-sufficient pieces of work will sit alongside the AHAP and their important contribution to AHAP outcomes will be noted.

Transformational projects: A suite of projects scoped and initiated by the AHAP programme to fill identified gaps – areas of the AHAP where there is little or no significant work underway and where the most need/potential for impact has been identified.

Q. Will there be funding supplied for projects?

A. There is no AHAP-specific funding available. Projects that deliver on the AHAP will rely on contestable funding and co-funding from interested parties.

Q. Can I refer to the AHAP in funding applications or proposals?

A. Yes! If your project or initiative aligns with any aspect of the AHAP you are welcome to point out the strategic alignment in your application or proposal. This will demonstrate to Government and other funders that the united efforts of those involved in the New Zealand horticulture industry will deliver on the common actions/outcomes/goals outlined in the plan.

Q. Is the scope limited to the horticultural production stage of the supply chain?

A. No. A number of outcomes and actions in the plan relate to the supply chain before or after the horticulture production stage. Examples include plant breeding, stand-out marketable attributes, waste value streams, and supply chain infrastructure. During development of the plan, it was acknowledged that production does not take place in isolation, and wider aspects of the horticulture system needed to be included in order to achieve the AHAP goal.

Q. How will we know whether the plan is making a difference?

A. A set of indicators have been developed to help us measure progress towards AHAP's goal of doubling the farm gate value from horticultural production by 2035. These indicators identify changes across the value chain – on-orchard through to markets and exports. The indicators will also identify changes we're hoping to bring about across all five pillars of the Plan. These include positive changes for people working in the industry, the environment, regional economies, and changes to the value and volume of horticultural product generated by the sector. These indicators will be used to provide evidence that the AHAP is making a difference.