




UPDATE TWO:

August 2025

The Aotearoa Horticulture Action Plan – from aspiration to implementation

**GROWING
TOGETHER
2035**

Aotearoa Horticulture Action
Plan



With the help of many across Industry, government, science, and Māori, the Aotearoa Horticulture Action Plan (AHAP) has now moved from the planning phase to the delivery phase. Together we're making progress.

What's happened since the last progress update?

Over the last year we have:

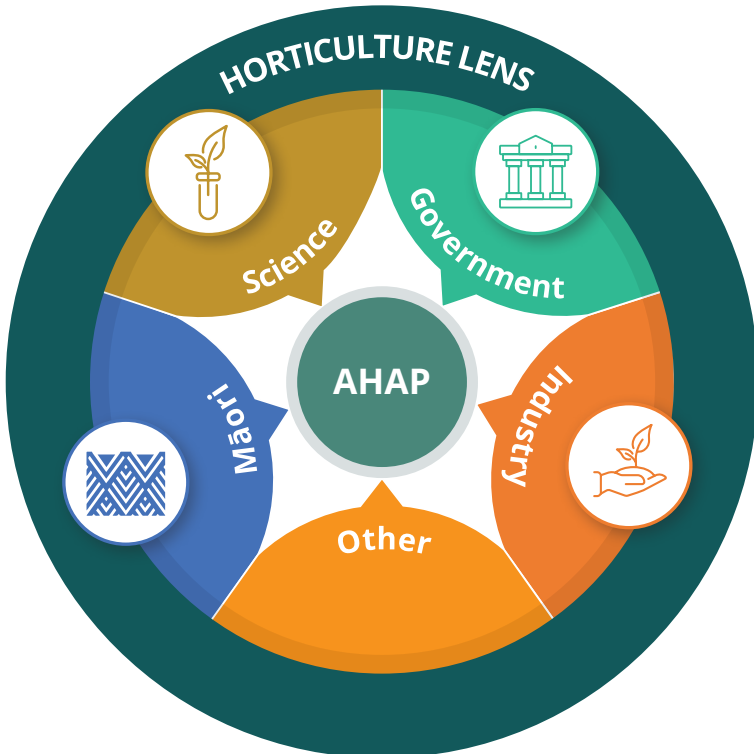
- 1. Established Governance** – A governance group and structure has been set up to provide strategic oversight for the AHAP and its delivery. The six-person governance group is well connected with stakeholders across science, Māori, government and industry. Over the next year they will champion the AHAP, guide delivery of the Phase One implementation roadmap and help to remove any roadblocks that may hinder AHAP progress.
- 2. Developed the phase one implementation roadmap** – The roadmap sets out priorities for 2025 to 2027 and identifies lead entities for specific actions. The phase one actions were informed by the 2024 stocktake, a gap analysis and significant stakeholder consultation. The roadmap marks the shift to scaled-up delivery and serves as a challenge and guide to all quad partners – this is what you and your organisation can contribute to help horticulture achieve sustainable sector growth.



“New Zealand growers continue to deliver high-quality fruit and vegetables to the world. The Aotearoa Horticulture Action Plan aims to tap into growing global demand and ensure our produce stands out. With the launch of an Implementation Roadmap, the sector is moving from planning to delivery of the action plan, which will help enable a bright future for our growers. It will also contribute towards achieving the Government’s goal of doubling the value of exports by 2034 to deliver prosperity for all New Zealanders. I look forward to supporting the sector to realise this ambitious goal.”

Hon Nicola Grigg, Associate Minister of Agriculture

- 3. Delivered discrete AHAP projects** – The programme team, with the support of many collaborators, delivered nine AHAP projects during the implementation planning phase. More details about this suite of AHAP projects can be found in Appendix 1.
- 4. Sourced baseline data** – Baseline data was collected and published as indicators to track sector progress over the lifespan of the AHAP. We're already using the framework to understand where the sector is at and identifying opportunities.
- 5. Built a network** – We've talked, presented to and engaged with over 500 people across the quad partnership since the last update. These connections are helping us progress towards the AHAP goals, for example we have introduced researchers working on the same problem to one another, flagged well aligned funding sources to industry teams wanting to stand up a project and secured a commitment from government agencies to progress horticulture-relevant activities within their remit. All of this means better supported projects that are more strategic in terms of realising the AHAP goals.





6. Continued to capture aligned partner projects – There are plenty of independent projects that are underway across industry, government, Māori and the science community that deliver against the AHAP outcomes. The program team endeavours to keep up to date with these aligned partner projects. Since the 2024 stocktake, we have become aware of over 60 additional pieces of work that contribute to AHAP outcomes. Some are a direct result of the AHAP.

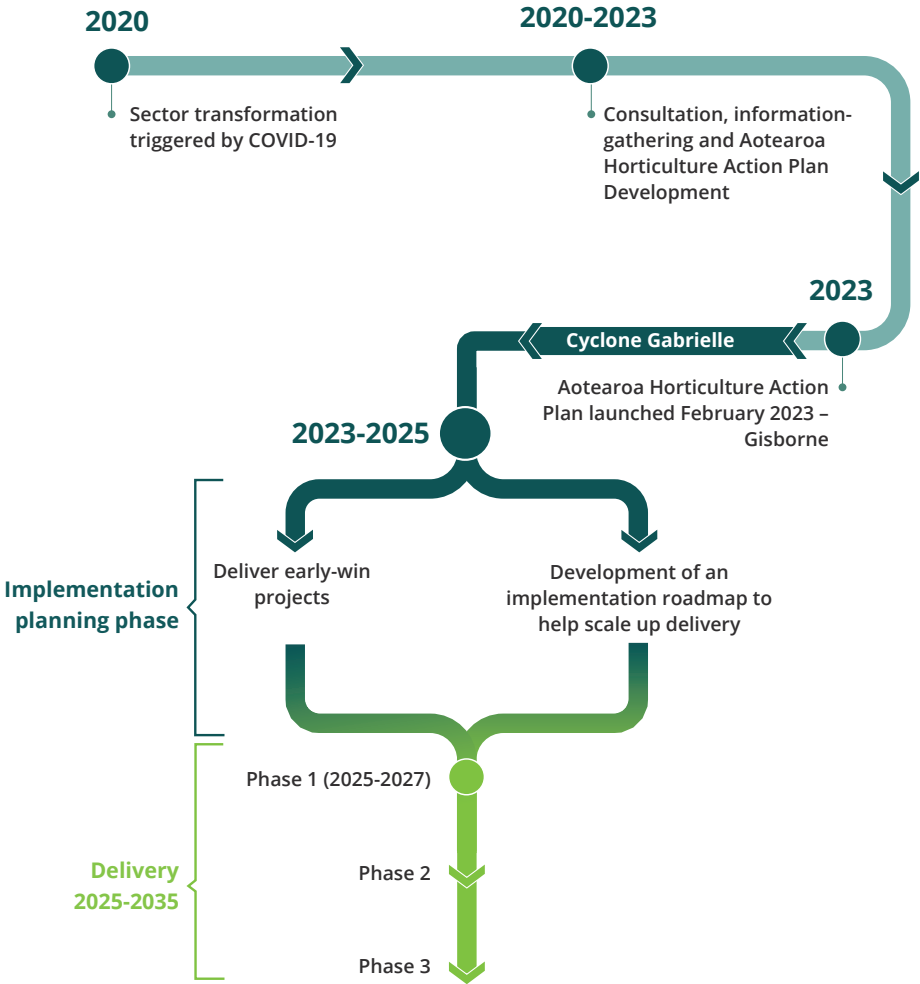
7. Established an AHAP Regional Representative pilot – In 2024 the HortNZ board allocated levy funds to a two-year pilot project, employing four regional representatives. These representatives cover:

- Northland/Pukekohe/Waikato
- Tairāwhiti Gisborne
- Upper South Island Nelson-Tasman and Lower North Island (Wairarapa/Tararua/Horowhenua)
- Central Otago/Canterbury.

Aligned with the AHAP, these roles bring a regional lens to serving growers, ensuring access to essential industry information, updates, and initiatives. They also serve as key contact points for growers to provide feedback, fostering stronger collaboration across the horticulture sector. Over 1,000 growers have engaged across the pilot regions, with representatives addressing local priorities and opportunities through a grower-centric, regional approach.

What's next?

The next step is to progress the actions ear-marked for the first phase of delivery. Many of the actions will require new projects to get underway, others will need an amendment to existing programmes of work. We are thrilled at the level of buy in the phase one actions have generated from entities across the quad partnership. Achieving the bold goals in AHAP will be the result of our collective effort.



Current operating environment - A note from the Chair

We launched the AHAP the week before Cyclone Gabrielle in Gisborne. The turnout on the day was overwhelming, with attendees showing great enthusiasm and a genuine interest in addressing challenges and seizing opportunities within the AHAP.

I am pleased to report that the enthusiasm for the AHAP has remained steadfast, despite adversities such as weather events, sluggish economic growth, and a challenging trade environment. Our dedicated program team, has not only supported and encouraged others but has also successfully initiated several projects with limited financial resources. Additionally, we have established a Program Governance team to guide us through the upcoming phases of implementation.

Our current focus has been on exploring smaller opportunities and enhancing our understanding of the best strategies to pursue next. This foundational work is crucial in ensuring that our limited resources are directed towards the most impactful areas. However, securing contestable funding has been a challenge, as most funding sources, both industry and government, prefer tangible implementation projects (ready now). This poses a hurdle for many of our early-stage proposals, which require investment before they meet the criteria of contestable funding sources.

Despite these challenges, we are optimistic about the alignment between the AHAP's objective of enhancing the financial outcomes for our growers and the government's agenda of doubling exports and prioritising economic development in rural regions, which are the backbone of our economy.

As we move into a phase of more complex tasks, greater collaboration and coordination across sectors will be essential to achieve the desired outcomes. We are committed to exploring avenues to engage effectively with the government to garner support for our planned investment activities.

Finally, I encourage you to engage with the resources on our website, familiarise yourself with the project and governance teams, and feel free to reach out with any queries or ideas to advance the plan.

Thank you for your continued dedication and support towards the success of the AHAP.



Andrew Gibbs
AHAP Chair



Your role in the AHAP

The AHAP belongs to all entities and individuals who are involved in the horticulture sector. Here are three key ways everyone can contribute:

1. Champion the AHAP

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

2. Get involved in initiatives that deliver on the plan

- Use the AHAP as a tool to identify collaboration opportunities.
- Align your work programme with the AHAP where possible
- Reference the AHAP in your project proposals
- Contribute your time and expertise to relevant AHAP projects
- Encourage your entity to fund or co-fund projects that deliver on the AHAP
- Test policy proposals against the AHAP
- Volunteer to lead or contribute to an initiative that delivers against the AHAP.

3. Share your AHAP-relevant work

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

For example, if you are a....



....Grower

Volunteer to lead or contribute to an initiative that delivers for your business and the wider region/sector (for example supporting a local water storage proposal). Provide your views and expertise on AHAP projects, we need grower input and ground truthing, Talk to your team about the plan. Ensure your local grower group and economic development agency are familiar with the plan. When commissioning work, join up with other growers/product groups so many can benefit.



...Researcher

Reference the AHAP in funding proposals, talk to those commissioning crop-specific work about sharing the outcomes so others in the sector can learn from it (where appropriate) and look at cross sector research with impact across a tier.



...Government official

Test your policy decisions and advice against the AHAP. Will it help to advance the goals and outcomes? Seek to fund projects that deliver on the AHAP. Raise the plan with senior leaders and Ministers. Ensure your entity's regional offices and advisors are familiar with the plan. Prioritise AHAP actions in your work programme. Proactively share AHAP work within your organisation and with other government agencies so many can benefit.



...Industry body

Talk to your board and members about the AHAP. Raise the plan with Ministers. Share your crop-specific work across the sector so others can learn from it. Put your hand up to lead a piece of project work that delivers for your members and the wider sector, when commissioning work, join up with other product groups so many can benefit. Keep the AHAP front of mind during strategic refresh processes, reference the AHAP in your submissions and policy positions.

A two-way street – how the AHAP can help you








You can use the Aotearoa Horticulture Action Plan to your benefit by:




- Leveraging the AHAP network and structure to connect with potential collaborators across the quad partnership and build skilled and diverse project teams.
- Considering it a tool to better understand industry – it provides a handy summary of many industry priorities and aspirations.
- Drawing a line of sight between project ideas and AHAP priorities to provide a compelling strategic ‘hook’ in funding applications.
- Making use of the resources, knowledge and case studies that are already being shared from AHAP instigated or influenced projects.
- Seeking programme team support to stand up a piece of work that delivers against the AHAP.
- Asking the programme team to search the stocktake and let you know if a piece of work has been done before, avoiding duplication of effort.

APPENDIX 1

Completed projects and their impact





Those involved with the horticulture sector have worked together to complete nine projects since the launch of the AHAP. These projects are described below. The symbols identify the quad partners who collaborated on each project.



 Science	 Māori	 Industry	 Government
PROJECT		IMPACT	
Pre August 2024			
<h3>Zespri's Health Claims Journey</h3> <p>Zespri have been very successful in qualifying stand out marketable attributes for kiwifruit, particularly in terms of the nutritional value of fruit. Zespri and Plant and Food Research prepared a case study that charts the process Zespri has been through in order to make nutrition and health claims.</p> <p>The aim of the project was to provide a starting point for others thinking of exploring use of health claims for their fruit or vegetable product.</p> <p>Project type: Early win</p> <p>Collaborators</p> <div> +  + </div>		<p>The Zespri health claims journey case study may encourage other crops to pursue nutritional claims (where beneficial). It is available for all to access, discusses scientific, consumer and regulatory considerations, and includes a suite of useful resources related to nutritional claims.</p> <p>The project contributes to two AHAP actions:</p> <ul style="list-style-type: none">• Map the process for qualifying relevant stand-out marketable attributes (e.g. nutritional, sustainability claims), including examples of requirements, typical costs and regulatory pathways (key priority 4.4).• Increase education on the use of health and nutrition claims in horticulture (key priority 2.2)	

PROJECT	IMPACT
<p data-bbox="87 277 406 308">Cross-pollination Day Pilot</p> <p data-bbox="87 317 512 638">Over 70 central and local government officials took part in cross-pollination day visits to Horowhenua-based horticulture businesses. Officials came from the Ministry for Primary Industries, Ministry for the Environment, Ministry for Business, Innovation and Employment, Environmental Protection Authority, and Horizons Regional Council.</p> <p data-bbox="87 647 530 805">The cross-pollination days were held to allow officials who work on topics related to horticulture to see commercial production in action and to hear directly from growers.</p> <p data-bbox="87 821 357 852">Project type: Early win</p> <p data-bbox="87 868 241 898">Collaborators</p> <div data-bbox="92 924 381 1005"> +  + </div>	<p data-bbox="563 277 1001 533">Growers shared their experiences, views and ideas and answered questions. The cross-pollination day resulted in a useful and informative conversation for all parties - it can be difficult for officials to travel to the regions to meet with those whom their policies and regulations affect.</p> <p data-bbox="563 542 1004 604">Given the success of the pilot, a second cross-pollination day was run in 2025.</p> <p data-bbox="563 620 756 651">Participants said:</p> <p data-bbox="563 660 1006 818">“This was my first time attending one of the cross-pollination events and it was a cool opportunity for industry and government agencies to connect face-to-face and share our perspectives.”</p> <p data-bbox="563 834 1008 1029">“The opportunity to see how our primary producers operate helps build a practical understanding of where policy fits, and challenges industry face. I would highly recommend this trip to anyone in horticulture policy.”</p> <p data-bbox="563 1045 1008 1107">The cross-pollination days contribute to the action:</p> <ul data-bbox="563 1123 992 1281" style="list-style-type: none">• Set up a programme to increase knowledge of the horticulture sector and policy between government officials and the sector (key priority 1.4)

PROJECT	IMPACT
<p>Pick NZ website review</p> <p>PickNZ is a free job board for employers to list seasonal roles such as harvest, packhouse or thinning work. It has been updated to enhance the user interface.</p> <p>Project type: Early win</p> <p>Collaborators</p> 	<p>This project improved the PickNZ website by implementing pre-requisite criteria. The modification has enhanced the job board for both employers advertising vacancies and people looking for work in the horticulture sector.</p> <p>This project contributes to two outcomes:</p> <ul style="list-style-type: none"> • Employment options are enabled for seasonal peak management and counter seasonal work (key priority 5.2). • Horticulture is an attractive and ethical industry with fair pay conditions, accessible opportunities and an excellent culture in which individuals thrive (key priority 5.3).
<p>National Labour governance group</p> <p>The National Labour Governance Group was re-established to strengthen collaboration amongst key Recognised Seasonal Employer (RSE) stakeholders on critical matters. Government and employer representatives are on the group.</p> <p>Project type: Early win</p> <p>Collaborators</p>  	<p>Over the past year, the National Labour Governance Group has represented employers' interests in the Recognised Seasonal Employer (RSE) scheme policy review. It has submitted collective policy priorities on behalf of RSE employers, including on the accommodation working group.</p> <p>The National Labour Governance Group alongside the product group Chief Executives are currently working closely with MBIE on progressing the RSE policy review to ensure it is fit for purpose and beneficial for all involved.</p> <p>This project contributes to the outcome:</p> <ul style="list-style-type: none"> • The Recognised Seasonal Employer scheme is fit for purpose and beneficial for all involved (key priority 5.2).

PROJECT	IMPACT
<p>Māori cultivated crops</p> <p>The Tahuri Whenua collective compiled a reference list of cultivated Māori crops, including their nomenclature, uses and distinguishing features.</p> <p>The purpose of the project was to ensure the government has access to a comprehensive list of cultivated Māori crops to refer to when making policy decisions.</p> <p>Project type: Early win</p> <p>Collaborators</p> 	<p>The reference list is expected to aid discussions with Government departments who make assessments e.g. assessing biosecurity risk when setting Import Health Standards, assessing potential unintended consequences of biological control agent applications, assessing potential impacts of new biosecurity incursions when making response decisions, modelling the agricultural sector etc.</p> <p>This project contributes to the action:</p> <ul style="list-style-type: none"> • Support initiatives to ensure Māori food sovereignty (key priority 2.2).
August 2024 - August 2025	
<p>Building Transformation through Education: Tangata Whenua Capability Build in the Food and Fibres Sector</p> <p>This project, led by the Te Taiao Steering Group Company Ltd, was established to address the gap in representation and participation of tāngata whenua in horticulture. An innovative pilot education programme on farm, in catchment and in-market, is being designed by and for tāngata whenua that is founded in the principles and practices of Taiao Ora Tangata Ora.</p> <p>Project type: Early win</p> <p>Collaborators</p> 	<p>This project designed a pilot programme based on stakeholder engagement and an analysis of existing training offerings. Options for the establishment of a Taiao Ora Tangata Ora (TOTO) academy were developed, along with a business case and investment proposal, all critical steps to see the initiative through to delivery.</p> <p>This project contributes to a number of AHAP actions:</p> <ul style="list-style-type: none"> • Connect to the ‘Taiao Ora Tangata Ora’ work from ‘Fit for a Better World’ to develop pathways that enable the regeneration and wellbeing of Te Taiao (the natural world) in horticulture (key priority 3.2). • Streamline the provision of regional advisory services offered by MPI and other providers so Māori can access advice on a range of land uses and issues from a source that best fits their needs (key priority 3.2).

PROJECT	IMPACT
<p>Horticulture Transformers</p> <p>A think piece by Nick Pickering (University of Waikato) that explores the barriers to widespread adoption of agritech in the New Zealand horticulture industry and poses a new way to approach this challenge.</p> <p>Project type: Impactful discrete</p> <p>Collaborators</p>  + 	<p>The think piece has already resulted in connections being made between:</p> <ul style="list-style-type: none"> a) academia and industry, and b) previously siloed University research groups working on automation in horticulture. <p>This think piece contributes to the AHAP action:</p> <ul style="list-style-type: none"> • Work with local and international technology organisations to build a strong agritech sector (key priority 4.2).
<p>Māori in horticulture research</p> <p>HortNZ commissioned Business and Economic Research Limited (BERL) to estimate the size, share, and growth of Māori participation in the horticulture industry.</p> <p>Project type: Early win</p> <p>Collaborators</p>  + 	<p>The launch of the Māori in Horticulture report was well received. The research generated interest from 10 + rural, industry and Māori media outlets with coverage appearing in print, online and on social channels.</p> <p>The interest received is a sign that the leadership and contribution of Māori in our sector is being recognised and celebrated more broadly.</p> <p>The research is linked to the AHAP action:</p> <ul style="list-style-type: none"> • Communicate Māori-led success stories around indigenous horticulture production that are linked to intergenerational sustainability (key priority 3.4).

PROJECT	IMPACT
<p>Accelerating the New Zealand Passionfruit industry</p> <p>Tier 3 crops, such as passionfruit, will need support if they are to expand and transition into being a bigger part of the horticulture sector and the New Zealand economy.</p> <p>An ‘acceleration plan’ was prepared for the New Zealand passionfruit industry. The purpose was to identify:</p> <ul style="list-style-type: none"> a) critical challenges that the passionfruit industry may need to address; and b) opportunities available to the passionfruit industry and individual growers. <p>Project type: Early win</p> <p>Collaborators</p> <div data-bbox="90 935 275 1015">  +  </div>	<p>“As passionfruit growers, we recognized that our industry was struggling, but it was difficult to know what to do to make a significant difference. Being invited to partner with AHAP gave our industry an opportunity for growers to discuss their aspirations and concerns confidentially with a third party. As a result of AHAP’s connections, we also had the opportunity to meet with personnel from Plant and Food Research, which would not have otherwise been possible. The report highlighted areas of concern to the industry and gave possible solutions, while also identifying our strengths, helping to guide our decisions going forward. We still have a lot of work to do but we appreciate the assistance received.”</p> <p>This project contributes to the action:</p> <ul style="list-style-type: none"> • Design, fund and establish programmes to accelerate opportunities and address challenges for Tier 3 crops (key priority 4.5).





Aligned Partner Project Case study: A Lighter Touch

Despite having started three years before the AHAP came into being, the A Lighter Touch (ALT) programme is a significant contributor to AHAP outcomes.

In terms of growing sustainably, A Lighter Touch is supporting growers with tools and resources to introduce biodiversity into their farms and orchards and to move to an integrated pest management (IPM) approach to crop protection. For example, to date, ALT has added 34 new crop protection tools to the grower's toolbox, delivered five projects demonstrating more sustainable growing practices, and developed more than 30 grower resources helping to extend the knowledge of more sustainable growing practices.

The AHAP recognizes the need for New Zealand regulatory systems to enable growers to have efficient access to new crop protection tools and practices. ALT's work in this area has included a review of the barriers to bringing new biological products to market in New Zealand and input into the Ministry of Regulation review of the regulatory process. In addition, ALT has a project underway with Vegetables New Zealand and Key Industries taking a new-to-New Zealand bioinsecticide through the regulatory process as a case study, with the aim of providing guidance to industry on how to navigate the

complexity of the regulatory pathway in a faster and more cost-effective manner. If approved, the biopesticide would also provide a new crop protection tool for diamondback moth, a priority pest in brassica crops.

Optimising value is another AHAP pillar which ALT contributes to, through ensuring growers have the tools to meet market access requirements. ALT's work has included funding and overseeing the updating of resistance management strategies to help prolong the life of existing chemistry, identifying new strategies to be developed, and funding minor use trials which provide growers with new crop protection tools that meet market access requirements.

The AHAP refers to using science and technology to support horticulture. A Lighter Touch has backed projects investigating use of smart-trapping technology and new technologies such as the use of UV-C light for disease management.



A LIGHTER TOUCH

The many areas of A Lighter Touch work that contribute to the action plan's activities reflect the critical importance of the programme's goal of supporting growers to move from agrichemical reliance to more sustainable crop protection practices. It demonstrates that making the shift to integrated pest management on farm and orchards is also a vital part of achieving the goal of doubling the farmgate value of horticulture production by 2035.



Flagship project case study: Whānau Moana Nui Pilot

Whānau Moana Nui, a flagship project under the Aotearoa Horticulture Action Plan, is centered around nurturing people, specifically those involved with the Recognised Seasonal Employer scheme. The Whānau Moana Nui pilot programme delivers against two AHAP priority areas. It is helping to build a responsible and attractive industry (key priority 5.3) and ensuring the Recognised Seasonal Employer scheme is fit for purpose and beneficial for all involved, an outcome under key priority 5.2.



Whānau Moana Nui seeks to provide a world-class standard of industry-led, government-enabled Pacific labour mobility practices for grower employers that meet increasingly stringent market requirements around socially sustainable and ethical production practices.

The purpose of the Whānau Moana Nui pilot is to enhance and deliver the following:

- Connectivity - foster an 'inter-generational' network that supports Whānau Moana Nui employers to form meaningful partnerships with workers, their families, communities and sending countries
- Opportunities – highlighting the deep and genuine care employers have of their team and high standards they set and maintain; adding value to employers' local and international reputation by being part of a programme that promotes ethical practices and a monitoring system that incorporates an Excellence Performance Model under a compliance framework. Opportunities include building and enhancing skills and knowledge-built whilst in New Zealand, and reciprocal initiatives.
- Practicality - enhance cultural identity through promoting Pacific and mana whenua models of cross-cultural awareness and support for pastoral carers / employers with understanding, education and tohu (knowledge).
- Accountability - equipping employers with tools aligned to best employment and ethical practices on pastoral care (Manaaki), cultural awareness (tikanga), and facilitating closer ties with Pacific partners (Whānau Moana Nui).
- Branding - protect and elevate the reputation of the RSE scheme, ensuring employers' social license through accountable participation in Whānau Moana Nui that promotes sustainable and ethical practices.

Since its launch in 2024, work has advanced in the engagement with the four Pacific nations and seven employers taking part in the pilot. This includes identifying the Pacific Island countries and employer priority areas, defining best practices, and hearing perspectives on what outcomes they would like to see out of this pilot. The worker voice remains a vital component in the pilot as they are key recipients of Whānau Moana Nui. To date, the focus has been on working closely with the pilot groups to co-design and co-create performance standards focused on pre/post departure training, reciprocity, pastoral care, cultural connectivity and accommodation, with pilot audits to take place in quarter three 2025.

The aim is that Whānau Moana Nui is endorsed by industry participants and Pacific and New Zealand governments as the future of protecting the Pacific seasonal labour mobility scheme and strengthening arrangements around our treaty of friendship.



Aligned Partner Project Case study: Tūranga Horticulture and Water

Around 90 percent of horticulture in Aotearoa is produced under irrigation. Investment in water capture, water storage, and improving efficiency is key to achieving higher value from production. Horticulture is the fastest-growing industry in the Tairāwhiti region, which has resulted in significant investment in associated infrastructure including processing, cool store capacity, freight logistics to and from Tairāwhiti and manufacturing in-region.

The potential for further development is constrained by water supply challenges. This is particularly the case for Māori-owned landblocks that don't have "A block" water take consents, and in some cases is coupled with limited access to capital to develop orchards.

Government's Going for Growth with Māori approach has identified three

focus areas with immediate opportunity to boost Māori economic growth activity:

- targeted improvements to the regulatory and legislative framework applying to Māori-owned land, simplifying planning processes and facilitating capital in-flows.
- infrastructure investment that drives employment and supports sustainable growth in New Zealand
- boosting export receipts of Māori businesses.

The development of high-value horticulture, enabled by reliable access to water, will significantly increase the long-term economic performance of Māori-owned land blocks. Te Aitanga a Māhaki Trust, in partnership with government and local industry leaders, is leading a comprehensive programme of

work to increase the productive capacity of these blocks, and unlock economic development opportunities for its membership of over 6,000 people.

The programme consists of water storage and orchard development financed through Kānoa – Regional Economic Development & Investment Unit, and builds on significant landowner engagement and land use feasibility investigations funded by Te Puni Kōkiri and the Ministry for Primary Industries.

The Ministry for Primary Industries backed the development through its Māori Agribusiness programme, providing funding to complete critical legal and financial due diligence, establish a legal entity for the land trusts and partners, and the development of a 15-year investment strategy. Tūranga Waimāori, 100% owned by Te Aitanga a Māhaki Trust, is building water storage and reticulation that will ensure a reliable water supply for around 100 hectares of new horticultural land.

Tūranga (Matarangi) Horticulture is developing pip fruit horticulture, and will utilise the water made available through Tūranga Waimāori. This project is a 50:50 partnership between AgFirst and the landowners.

Ground preparation and planting was completed at the end of 2024, with 22 hectares established, demonstrating strong tree growth. Some track work and orchard infill planting is also in process. The on-orchard water

reticulation pipeline and dedicated water extraction intake installation is also complete.

Tamaruinga Brown, Director of Matarangi Horticulture Ltd, spoke of the impact of partnership-based investment: “Our partnership with AgFirst shows the value of aligning with industry leaders who are with us for the long-term. With backing from investors, and the Government who supported our vision from early on, we have laid the foundation for real progress, unlocking access to water through the Tūranga Waimāori irrigation scheme and enabling commercial-scale horticulture development.

This has built confidence among landowners, commercial partners, and investors, establishing a proven model that can now be scaled across Tūranga whenua.”

Pehimana Brown, Chair of Te Aitanga a Māhaki, emphasised the impact for whānau: “The developments are unlocking real opportunities — not just for land productivity, but for our people. The ability to plan for and invest in commercial-scale horticulture is already generating new employment, training pathways, and long-term careers. With a reliable water supply secured through Tūranga Waimāori and further whenua development underway, we are creating genuine reasons for whānau to return home — to live, work, and build futures on their whenua.”

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For more information about the AHAP visit:

www.hortnz.co.nz/about-us/aotearoa-horticulture-action-plan