

Growing the industry.



OUR VISION

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

OUR PURPOSE

Creating an enduring environment where growers thrive

“The annual grower survey on HortNZ’s performance has been completed. Highlights include that 80% of respondents agree or strongly agree that HortNZ delivers on **value**.



OUR GOALS PRIORITY AREA MEASURE



Prosperity
New Zealand horticulture is successful, thriving, and made up of a community that cares



Horticulture is valued
Because it is sustainable, responsible, credible and ethical



Collaboration
The horticulture sector works together as an inclusive, diverse and united industry



Agility
The horticulture sector has the dexterity and capability to succeed now and in the future



Valued Partnerships
With growers, product groups, district associations, the public and government
Building our relationship with Māori and other ethnic groups



Enabling horticulture
Seeking the best operating conditions for horticulture
Aligning and optimising compliance
Assisting growers to rapidly adapt to the changing growing environment



Advocacy
Generating strong support for growing
Evidence-based engagement on policy and regulation
Telling the New Zealand horticulture story



People
Creating stronger career pathways and attracting talent
Supporting industry labour capability and skills needs
Celebrating success and diversity



Fit for the future
Expanding the strategic vision for horticulture
Assessing and signalling challenges and opportunities
Preparing the sector to face the challenges of emerging risks

Number of active partnerships between HortNZ and the Government: **More than 30**
Percentage of growers who
i) respond to the annual survey: **9.3%**
ii) rate HortNZ high or very high on the delivering value question: **80%**
Number of product groups that have work allocation agreements with HortNZ: **13**

Growth in the horticulture sector by
i) value: **\$0.14bn**
ii) hectareage: **(To be updated after the 2022 Agricultural Production Census (Dec 2022))**

Pick up of HortNZ communications e.g. media releases: **243**
Number of invitations for HortNZ to participate in discussions at the early stages of policy/regulation development: **34**
Number of product groups represented by HortNZ in biosecurity meetings: **4**

Number of people applying for HortNZ scholarships and the HortNZ leadership course: **127**
Number of people placed into training or employment through Career Progression Manager programmes: **2600+**

Number of submissions made to central and regional government enabling growing in the future: **24**

HOW WE WORK

- Strongly connected to growers
- Proactive engagement with Government
- Support product groups and district associations
- Pan-sector view
- Evidence based
- Future focused
- Solutions oriented
- Active public dialogue
- Driving for efficiencies and collaboration
- Caring for our people