

# Our Strategy



## Our Vision

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

## Our Purpose

Creating an enduring environment where growers thrive

## Our Goals



### 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

## Our Priorities



### 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 optimizing 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

Supporting horticulture to care for our people

Creating stronger career pathways and attracting talent

Meeting industry labour capability and skills needs

Celebrating success and diversity



### Fit for the Future

Expanding the strategic vision for horticulture

Assessing and signaling challenges and opportunities

Preparing the sector to face the challenges of emerging risks

## 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