

Our Strategy

2020-2025



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

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

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 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

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 signalling challenges and opportunities

Preparing the sector to face the challenges of emerging risks