

GROWING TOGETHER 2035

Aotearoa Horticulture Action Plan - Strategy

February 2023

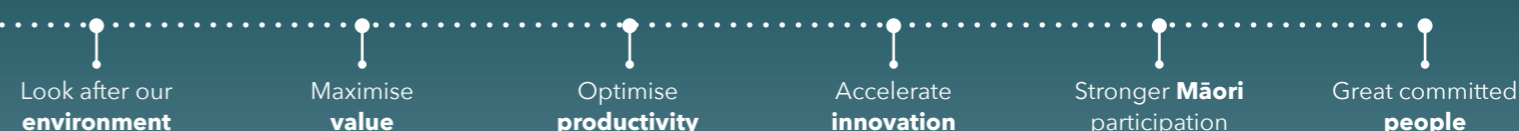
VISION

Aotearoa New Zealand is synonymous with world-leading healthy produce, which is grown with care for people and place, and is enjoyed by consumers around the world.






GOAL

Double the farmgate value of horticultural production from \$6 to \$12 B by 2035, in a way that improves prosperity for our people and protects our environment.

SUSTAINABLE GROWTH PATHWAY



The Aotearoa Action Plan has been developed by industry, Māori, research providers and government. It will be supported by an annual implementation and investment plan.

OUTCOME AREAS	 GROW SUSTAINABLY Improving sustainability and mitigating climate change	 OPTIMISE VALUE Domestic and export market and consumer needs are understood, data is well utilised, and the value chain is optimised for demand	 MĀORI ARE STRONG IN HORTICULTURE Māori participation in high-value horticulture triples by 2035.	 UNDERPINNED BY SCIENCE AND KNOWLEDGE A strong research and development programme and consideration of Mātauranga Māori enables, accelerates and supports horticulture	 NURTURE PEOPLE Horticulture attracts, retains and grows great people
KEY PRIORITIES	<ul style="list-style-type: none"> • Adopt optimised and environmentally positive growing practices • Ensure water resilience (availability & storage) • Increase crop protection, management and biosecurity tools • Support horticulture with sound policy • Transition to a low-emissions economy • Optimise land-use adaptation 	<ul style="list-style-type: none"> • Diversify market access and facilitate trade • Build the domestic market • Optimise production and value chain innovation • Utilise digital tools and data sharing 	<ul style="list-style-type: none"> • Increase Māori workforce participation, training and qualifications • Increase Māori-owned land in high-value horticulture • Access capital for investment in Māori-owned horticulture • Support greater Māori ownership and control across the whole value chain • Develop and protect unique indigenous horticulture 	<ul style="list-style-type: none"> • Catapult Tier 2 crops to a world-leading position • Optimise use of agritech across New Zealand's horticulture sector • Breed cultivars that meet future growing needs • Secure New Zealand's future global competitive position for Tier 1 crops • Support the rapid and effective establishment of Tier 3 crops 	<ul style="list-style-type: none"> • Establish a coordinated capability framework for horticulture across Aotearoa New Zealand • Enable right person, right place • Build a responsible and attractive industry • Support diversity and development

