

# OUR STRATEGY 2023-2027

## OUR VISION

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

## OUR PURPOSE

Creating an enduring environment where growers thrive

“ Horticulture is an economically and personally satisfying industry to be a part of



### We are seeking the following outcomes for horticulture.

Our sphere of influence:

#### Nourishing Aotearoa, the Pacific and the world

Aotearoa New Zealand is well equipped to feed itself and overseas consumers now and into the future.

#### Growing is rewarding

Horticulture is economically and personally satisfying.

#### All growers are responsible growers

Growers are credible, ethical, and care for their people and environment.

#### Horticulture is enduring

Regulatory, policy and research settings take a long-term view, supporting the sector to be prosperous, innovative and adaptable.

#### Strength through trust and cooperation

Horticulture has a trusted influential voice with decision-makers, the public and other food and fibre sectors through meaningful collaboration.



### We have set out the following strategic priorities.

Our sphere of control:

#### Shaping sector strategy

To ensure there is a collective long-term vision for horticulture and the support to implement strategic initiatives.

#### Proactively influencing policy

To seek the best operating conditions for horticulture in the areas of environment, biosecurity, food safety, crop protection and labour.

#### Telling the horticulture story

To celebrate our successes and elevate support for our growers.

#### Translating sector wide change

To ensure growers and rural professionals are aware of newly implemented policy, regulations, requirements, and best practice.

#### Facilitating grower connections

To enable sector wide information sharing, networking and attracting and developing talent.

## OUR VALUES



### Courageous by Nature

- Our default is to ask why and dig deeper.
- We don't shy away from the hard.
- We're inquisitive, challenging.
- We act boldly and are passionate about what we do.

We are here to represent our growers and our people.



### Collaborative for Impact

- We're proud to represent a diverse group.
- We respect and value differences.
- We're open and unified.
- Common goals drive us.

We share our knowledge so everyone grows.



### Credible through Action

- We want to be judged by what we do and how we perform.
- We're committed to earning trust and offering inspirational direction and leadership.

We're a respected voice for our industry.

