

OUR STRATEGY 2023-2027

OUR ASPIRATION

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

OUR VISION

To create an enduring environment where growers thrive

OUR PURPOSE

Leadership, advocacy and influence for grower success

OUR VALUES



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.



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.