

Industry Member Report 2026

Benefiting from collaboration
and advocacy





170

members, sponsors and industry
representatives gathered for
NZPPI's 2026 conference

12%

growth in
Go Gardening
magazine

2.0

delivered Plant
Pass Version 2.0,
reducing complexity
and audit costs



1st

Inaugural annual National
Gardening Month launched



100

participating producers
registered or certified
with Plant Pass



99%

Plant Trolleys
fleet utilisation



3

new NZPPI
Board members

75

producer
members

140

industry
members

To all our members,

Your industry has never mattered more. In 2026, the importance of plants is as much about their functional value as their aesthetics. Today, the plants you provide are recognised for their benefit to quality of life, health and wellbeing, and people's connection with nature.

Throughout its first 10 years, NZPPI has achieved real progress building relationships across the industry. Our collective events, programmes and resources are becoming part of industry infrastructure.

NZPPI's collaborative, not-for-profit structure brings people together and provides valuable services that might not otherwise be possible. Initiatives like National Gardening Month, Plant Trolleys scheme and *Go Gardening* are made possible by the support of our members.

From our office in Wellington, NZPPI ensures that the voice of the greenlife industries is heard in forums with government and the wider horticulture industry.

As a member of NZPPI you benefit from our collaborative work and our advocacy. On behalf of all members, we appreciate your support and your financial contribution.



Matthew Dolan

NZPPI Chief Executive

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Contact:

NZ Plant Producers Inc.

04 918 3511

office@nzppi.co.nz

www.nzppi.co.nz

Ground Floor – Suite 3,
PSA House
11 Aurora Tce, Wellington

Postal address:

PO Box 3443

Wellington 6011

Your membership explained

Thanks to our 140 Industry Members

Your membership supports our work to create a thriving industry respected for its professionalism, innovation and major contribution to New Zealand.

Not yet an Industry Member?

Joining is easy. Visit nzppi.co.nz or email us for a membership application form: office@nzppi.co.nz

Who are Industry Members?

NZPPI membership is also available for businesses that do not grow plants but are part of the wider industry with an interest in NZPPI's objectives – for example plant retailers, landscapers, industry suppliers and plant buyers and procurers such as councils and government agencies. See page 9 for a full list of current Industry Members.

Benefits for Industry Members

- **Connection and collaboration:**
You and your team can engage with like-minded people from across the industry. Share ideas, tackle common challenges and build lasting relationships through our SHED meetings, conferences and industry workshops.

- **EMA Membership:** 
NZPPI members automatically become members of the Employers and Manufacturers Association (EMA), providing access to AdviceLine for your employment and workplace safety questions and other benefits. There is no additional cost for EMA membership.
- **Be aware and prepared:**
Stay informed with industry updates, newsletters, resources and insights to help you work smarter and stay ahead of change.

Annual fee structure

Membership fees are based upon turnover of products and services supplied to the plant production industry and are paid directly to NZ Plant Producers.

- Under \$1 million turnover
\$385
- Over \$1 million turnover
\$770

All fees exclude GST.

If you have any questions about NZPPI membership, please don't hesitate to contact us:

- **NZPPI Chief Executive**
Matthew Dolan
Phone **027 622 9255**
Email matthew@nzppi.co.nz

Programmes for your business



PLANT TROLLEYS

99%



Plant trolley fleet utilisation

NZPPI's Plant Trolleys scheme is unique to the world. Our national hire fleet for transporting plants met all lease commitments through a high-demand spring season, running at 99% utilisation despite a constrained pool (4,355 total pool).



12%



Growth in Go Gardening magazine

Our consumer gardening brand builds demand for plants at retail, with quarterly magazine, a refreshed website platform, a monthly newsletter and social media.

- Print magazine circulation grew from 155,000 to 173,000 copies.
- Newsletters subscribers topped 20,000 with 46% opening rate
- Facebook group topped 10,000 members



National Gardening Month

Preparations for the first National Gardening Month in October are well underway.

This ambitious project establishes a month-long nationwide celebration of gardening in retail stores and in the media.

New!

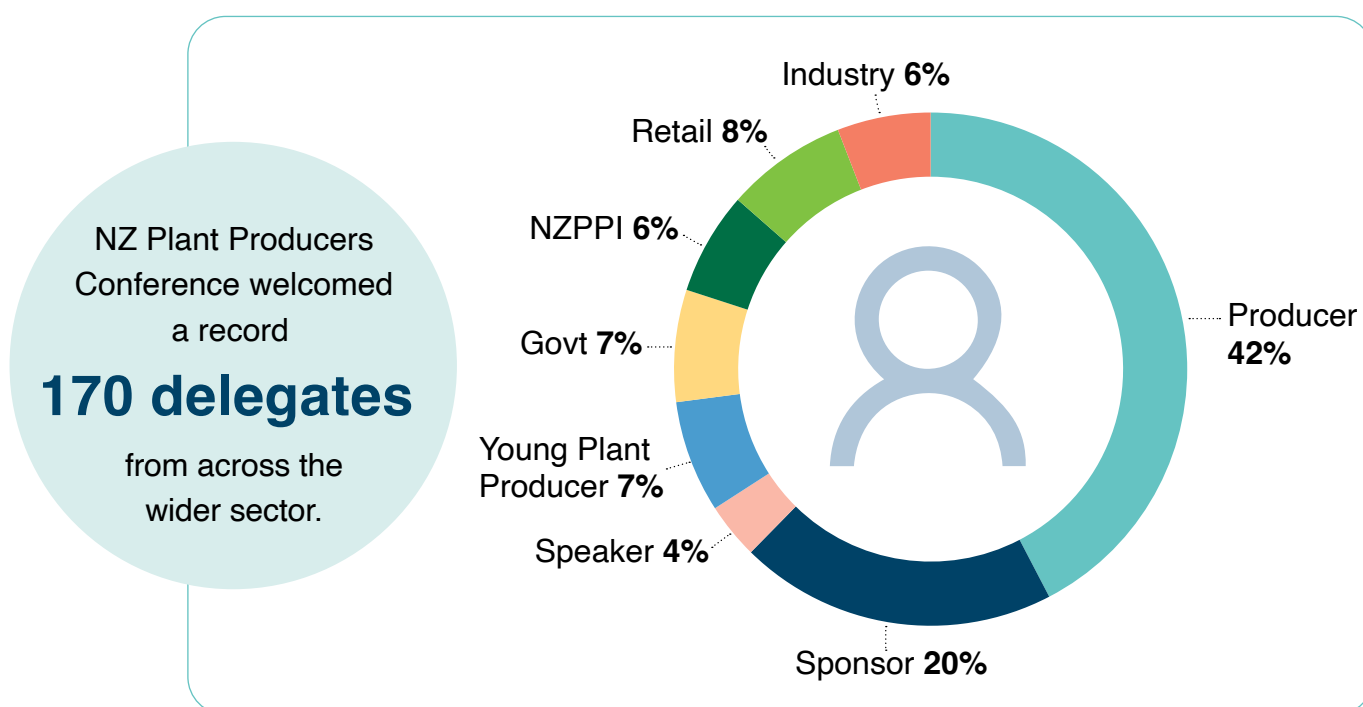


NZPPI takes the lead by bringing people together

The NZ Plant Producers Conference & Awards Dinner took place in May 2026, delivering what delegates described as “the best industry conference in decades.” It was much more than a producer conference. Whether retailers, councils, young people or suppliers, NZPPI takes the lead in bringing people together.



In 2026 we are celebrating NZPPI’s first 10 years. At our Conference & Awards Dinner, we marked 10 years of NZPPI and more than a century of our industry. It was an opportunity to reflect on where we have come from and on the next generation carrying it forward. There was a positive energy throughout the event and genuine excitement about what comes next.



We are doing the complex work



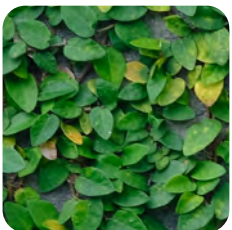
Plastic Pot Recycling

Plastic pots and trays are an unavoidable part of our industry and one of our most important environmental problems to solve. New regulations

mean that our industry now has a timeline to implement a solution.

Over the past 5 years NZPPI has been working with the Agrecovery Foundation to set up a plastics collection programme. This is real progress on a problem that would not have been solved without collective action and industry leadership.

But there is more to do, and no single business can deal with this alone. Nurseries, retailers and suppliers all have a role to play. Continued progress requires us to act collectively as a sector.



Banned Plants

Councils across New Zealand are currently pushing to ban hundreds of plant species deemed to be weeds.

We support responsible weed management. But the reality is that many of the species being targeted are valuable nursery, landscape and garden plants and have very low environmental risks. Too often, councils are making these decisions without the right information.

The risk to the greenlife, nursery, landscape, and garden retail sectors is real, significant, and growing as councils across the country are making decisions that impact our industry.

NZPPI is strongly advocating for a science-based approach, that properly weighs environmental risk against the genuine economic and community value these plants provide. Banning first and asking questions later is not good policy.



Your access to the world's best plants

Your ability to offer customers the world's best plants depends

entirely on New Zealand having a functioning plant imports system. Over the past two decades, that system has progressively closed down, and with it, our industry's access to plants from the world's leading breeders and suppliers.

NZPPI has been working hard in Wellington to reverse this. This is a complex, technical area, requiring skilful advocacy, and progress has been slow. But we believe we are finally heading in the right direction.

It is time to lean in and finish the job.



Education Reform

The vocational education system is at a crossroads. After more than a decade of reform the new structure of workplace

education is finally in place. Industry now has choices about the future of our training systems.

NZPPI is collaborating with other aligned plants and greenlife sectors, encouraging simplification of the standards and increasing the scale and quality of training across the sectors.

Continued progress requires us to act collectively as a sector.

Extension

NZPPI has close ties with the country's leading research organisations and best technical experts.

Plant Production Science

Our 2026 weed management edition – developed with AgResearch, MPI and DOC specialists – gives members science-based guidance on a persistent production challenge.



Producer Extension Network

The Producer Extension Network has entered its second year, offering practical regional workshops for nurseries to learn, connect and share challenges with advice and guidance from subject matter experts. Supported by Te Uru Rākau – New Zealand Forest Service, the programme has expanded from native plant nurseries to all nurseries following strong interest.



Producer Extension Network NZ



SHED meetings

This year we continued to host our popular SHED meetings. Regional events bring together plant producers to share insights in New Plymouth, Wellington and Auckland, drawing 63 attendees.



Plant Pass

The Plant Pass government-industry plant health and biosecurity scheme managed by NZPPI, now in its fifth year, grew to 100 producers. This year saw 20 new registrations and seven new certifications. The revised Plant Pass Checklist makes the standard clearer, while strengthening requirements including staff training, weed management and traceability. Alongside these improvements, the new sector auditor model improves audit relevance. The Plant Pass Partner network strengthened with 10 new Partners, including Bunnings NZ Ltd as the first major retailer. Interested in becoming a Plant Pass Partner? Visit www.plantpass.org.nz.



On the ground with plant producers

170

Delegates at NZ Plant Producers Conference (against a target of 135)

63

Attendees at SHED Meetings (against a target of 60)

146

Extension programme participants

Northland

- Adverse events response alongside Civil Defence, councils, MPI & Rural Support Trust

Auckland

- Conference & Awards Dinner
- NZ Young Plant Producer of the Year
- SHED Meeting
- Producer Extension Network

Hamilton

- Fieldays
- North Island Industry Trade Day stand
- Producer Extension Network
- Waikato Plant Pass workshop

East Coast

- Adverse events response alongside Civil Defence, councils, MPI & Rural Support Trust

New Plymouth

- SHED Meeting

Palmerston

- Massey University

Wellington

- SHED Meeting

Christchurch

- South Island Industry Trade Day stand
- NZPPI Symposium at Lincoln University
- Producer Extension Network

Governance

3

New industry board members

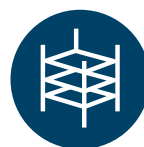
NZPPI held board elections in early 2026, leading to new appointments and a refreshed and refocussed board. We thank our board members for their commitment to the industry!

- **Nick Hoskins** – Horticulture & Viticulture / Board Chair
nick@vinemanagers.co.nz | 027 248 7724
- **Greg Kitson** – Greenlife Retail / Vice Chair
greg@ambrosia.net.nz
- **Jane Straka** – Afforestation & Revegetation
jane@scrub.co.nz
- **Jim Hadlow** – Producer Member (at large)
jim@acersunlimited.com
- **Andrew Boylan** – Appointed Board Member
andrew.boylan@edibles.co.nz

Member committees

Thank you to members for participating in committees and Governance Groups.

- Trolleys
- National Gardening Month
- Plant Pass (Governance Group)
- Plastics (Agrecovery)



NZPPI members

Producer members

- Acers Unlimited NZ Limited
- Ambrosia Nurseries Ltd
- Amoré Roses
- Annton Nursery Ltd
- Arcadia Plants
- Ardmore Nurseries Ltd
- Awhitu Landcare
- Baker Boys Wholesale Nursery
- Beaumont's Nurseries Ltd
- Black Bridge Nurseries
- Butler Nursery
- Clevedon Nurseries
- Coastlands Plant Nursery Ltd
- Container Nurseries Ltd
- Fern Factor Ltd
- Ford-Hetaraka Nurseries
- Fruitcraft New Zealand Ltd
- Full Bloom Nursery Ltd
- Genesis Nurseries Ltd
- Goodfeed Limited
- Growing Spectrum New Zealand Ltd
- Hahei Plants Ltd
- Harrisons Country
- Gardenworld Waikanae
- Horohoro Native Tree Nursery
- Icon Trees
- Kaipatiki Project
- Kauri Park
- Kerikeri Plant Production 2021 Ltd
- Kings Plant Barn – Nurseries
- Korimako Habitats
- Kumeu Garden Hub
- L.E. Cooke Nurseryman Ltd
- Landscape Essentials
- Lifetech Laboratories Ltd
- Liner Plants NZ Ltd
- Lynwood Avocado Nursery Ltd
- Magnolia Grove
- Mangawhai Natives
- Millfield Nursery
- Minginui Nursery
- Morgans Road Nursery
- Native Awa Ltd
- Native Garden Nursery
- Naturally Native New Zealand Plants
- Natures Creation
- New Zealand Delphiniums
- Nga Rakau Nurseries
- Norfolk Road Nursery
- Nova Trust
- NZ Native Plant Nursery
- Opihi Nurseries Ltd
- Ormond Nurseries Ltd
- Paan Banaraswala
- Palm Garden Limited
- Plant Hawke's Bay
- Pukerau Nursery
- Rainbow Park Nurseries Ltd
- Riversun Nursery Ltd
- Robinson's Nursery Ltd
- Rural Design
- Scott Base Nurseries
- Scrub Ecology Ltd
- Southern Woods Nursery Ltd
- Tharfield Nursery Ltd
- The Gorge Nursery
- Totara Glen Nurseries Ltd
- Treeline Native Nursery
- Trents Nursery Ltd
- Twining Valley Nurseries
- Van Lier Nurseries Ltd
- Vibrant Earth Ltd
- Vine Nursery New Zealand Ltd
- Waimea Nurseries Ltd
- Zealandia Horticulture

Industry members

NZPPI membership is available for businesses that do not grow plants but are part of the wider industry with an interest in NZPPI's objectives – for example plant retailers, landscapers, industry suppliers and plant buyers and procurers such as councils and government agencies.

- Acacia Bay Garden Centre
- Advanced Hort Ltd
- Aeroview Garden Centre
- Alfie's Plant Barn & Green Door
- Ambius
- Aorangi Bulb Nurseries Ltd
- Auckland Council (and Botanic Gardens)
- Berhampore Nursery & Otari WCC
- Big Jim's Garden Centre
- Blueskin Nurseries Ltd
- Cazna (NZ) Limited
- Church Street Garden Central
- Clareville Nursery and Garden Centre
- Daltons Ltd
- Data Harvest
- Decor Gardenworld
- Eastwoodhill Arboretum
- Egmont Seed Company Ltd
- Franklin Agritech
- GoodToGrow NZ Ltd
- Green Harvest Pacific Ltd
- Greymouth Nurseries
- Grow Landscape & Lifestyle
- Growell Ornamental Plants
- H2Ortigator Ltd

- HEDGE Garden Design & Nursery
- Hire Plants Ltd
- ICL
- Intelligro
- Just Plants Limited
- Kaimai Garden Centre
- KingGrapes Ltd
- KiwiFlora Ltd
- Lushingtons Garden Gift & Café
- Masons Garden Centre & Nursery
- Matau Garden Centre
- Matawhero Nursery Ltd
- Mitre 10 (NZ) Ltd
- Mitre 10 Alexandra
- Mitre 10 Crofton Downs
- Mitre 10 Cromwell
- Mitre 10 Dannevirke
- Mitre 10 Feilding
- Mitre 10 Gisborne
- Mitre 10 Gore
- Mitre 10 Helensville
- Mitre 10 Hokitika
- Mitre 10 Kaitaia
- Mitre 10 Martinborough
- Mitre 10 Marton
- Mitre 10 Matamata
- Mitre 10 Mega Ashburton
- Mitre 10 Mega Botany
- Mitre 10 Mega Brougham
- Mitre 10 Mega Cambridge
- Mitre 10 Mega Dunedin
- Mitre 10 Mega Ferrymead
- Mitre 10 Mega Glenfield
- Mitre 10 Mega Greymouth
- Mitre 10 Mega Hastings
- Mitre 10 Mega Kapiti
- Mitre 10 Mega Manukau
- Mitre 10 Mega Marlborough
- Mitre 10 Mega Masterton
- Mitre 10 Mega Mt Wellington
- Mitre 10 Mega Napier
- Mitre 10 Mega Nelson
- Mitre 10 Mega New Plymouth
- Mitre 10 Mega Oamaru
- Mitre 10 Mega Palmerston North
- Mitre 10 Mega Papanui
- Mitre 10 Mega Petone – Nees Hardware & Building Supplies Ltd
- Mitre 10 Mega Porirua – Nees Hardware & Building Supplies Ltd
- Mitre 10 Mega Queenstown
- Mitre 10 Mega Rangiora
- Mitre 10 Mega Rotorua – Juted Holdings Ltd
- Mitre 10 Mega Ruakura – Hamilton Hardware Limited
- Mitre 10 Mega Takanini
- Mitre 10 Mega Taupo
- Mitre 10 Mega Tauranga - Juted Holdings Ltd
- Mitre 10 Mega Te Awamutu
- Mitre 10 Mega Te Rapa – Hamilton Hardware Retail Limited
- Mitre 10 Mega Upper Hutt – Nees Hardware & Building Supplies Ltd
- Mitre 10 Mega Wanaka
- Mitre 10 Mega Wanganui
- Mitre 10 Mega Whangarei
- Mitre 10 New Plymouth
- Mitre 10 Otorohanga
- Mitre 10 Papamoa
- Mitre 10 Taumaranui
- Mitre 10 Te Anau
- Mitre 10 Te Puke
- Mitre 10 Waihi – Juted Holdings Ltd
- Mitre 10 Wainuiomata – Nees Hardware & Building Supplies Ltd
- Mitre 10 Waiuku
- Mitre 10 Whakatane
- Mitre 10 Whangaparaoa
- Mitre 10 Winton
- Norwood Ind Pty Ltd
- Outer Space Landscape Company
- Outside In
- Pacifica Home and Garden
- Palmers Frankton
- Palmers Head Office
- Palmers Miramar
- Palmers Plimmerton
- Palmers Remuera
- Palmers St James
- Payless Plants
- Plants on the Move Ltd
- Portstone Garden Centre
- Primary ITO
- Proseed
- Proven Winners
- Redwoods Garden Centre
- Roselands Pets & Plants
- Selmes Garden Centre
- Sublime Nursery Limited
- T&G Global (Venturefruit)
- Tūaropaki Native Plant Nursery (Ngaire George Sustainability Centre)
- Takana Native Trees
- Te Ngahere Ltd
- The Olive Press
- The Reference Publishing Co Ltd
- The Tree Company Limited
- TNZ Growing Products Ltd
- Transflora
- Tranzplants Ltd
- Tui Downs Nursery / Plant
- Zone Direct
- Wal's Plant Land
- Wanganui Garden Centre
- Warren Engineering Ltd
- Woodend Nurseries
- Wool Life NZ
- Yates New Zealand