

Industry Discussion Document

Funding the Plant Production Industry

7 July 2026

Our Industry

For the past ten years, NZ Plant Producers Inc. (NZPPI) has been the national voice for our industry. Operating from Wellington, NZPPI is widely considered to have been a competent, trusted and effective advocate, having built strong relationships across our industry, with government and the primary industries.

A defining example: during the COVID-19 pandemic, NZPPI's advocacy enabled plant producers to continue to operate during the crisis. Businesses and livelihoods were saved. That outcome was only possible because the industry had a united, professional voice in Wellington. NZPPI has been the respected industry voice on many issues since.

The Challenge Ahead

The environment our industry operates in has changed fundamentally. Governments, on the left and right, are transferring responsibility and cost for key regulations to industry. This includes areas like biosecurity, health and safety, training and education, adverse events, energy and the environment. Our industry is expected to contribute and invest more into industry programmes and schemes in these and other areas.

This is happening at a time when there are more biosecurity risks, skills shortages are intensifying, there are more frequent and intense adverse events. There are expectations that our industry will deal with plastic pots and transition to clean energy. These challenges require our industry to be part of a coordinated, well-resourced response working with the primary industries, and to fund our share of the cost.

NZPPI's 5-year financial forecast shows that our revenue is expected to decline over the period ahead. This is due to industry trading conditions, and because some of our external funding ends. Without change, this will constrain NZPPI's ability to support the industry. Some of our work may have to stop.

At the same time, NZPPI's current voluntary funding model means only a portion of plant producers contribute to work that benefits the entire industry. Advocacy, biosecurity readiness and regulatory engagement deliver value to every producer, member or not. The Board and many of our members believe this is neither sustainable nor fair on those who do contribute.

This is not NZPPI's problem to solve alone. It is a challenge the whole industry needs to address together.

We are Exploring a Levy Model

Based on feedback from the industry, the NZPPI Board is exploring whether a levy model could provide a stable, equitable and sustainable funding base for the industry's work. This may be based on:

- A Commodity Levy, under the Commodity Levies Act 1993, or
- A Biosecurity Levy under the Biosecurity Act 2015
- Or both.

Levies are the model used by the primary industry bodies that we work with. It creates a stable and fair funding mechanism that enables industries to work together on an even playing field.

We want to be clear about what this is at this stage:

- This is an idea we are testing. No levy is being proposed at this stage.
- Any levy would be developed with the industry through a full analysis and consultation
- A commodity levy can only be decided by the industry as it requires a majority vote of producers by number and by value of production before it can be established.

- If the NZPPI Board proceeds with a formal consultation process, it will include a detailed proposal, and an industry-wide vote.

What we have heard so far

In May 2026, NZPPI held a workshop in Wellington with our producer members, followed by a session at the NZ Plant Producers Conference in Auckland on 20 May. At both events, the idea of a levy was discussed openly and received broad support in principle.

These conversations have been encouraging, but two NZPPI meetings are not an industry-wide view. We now want to hear from all plant producers, NZPPI members and non-members, across every region and sector.

We have been reminded that this is not the first time a commodity levy has been explored for our industry. A number of attempts have been made in the past and none have succeeded. The Board is clear-eyed about that history. But we believe the conditions today are fundamentally different.

Previous levy proposals asked the industry to fund a promise of work the industry body intended to do in the future. This time NZPPI is asking the industry to consider the work that is already happening. We believe we are a point where our industry should consider taking the next step from a voluntary model to an all-of-industry model.

What Happens Next

- **Now to 31 July 2026:** The Board is asking for your views. They want to know if there is general support for the idea, or if there are other ideas.
- **October 2026:** If the Board believes there is general support, a detailed proposal will be prepared and distributed for industry consultation, setting out options and the specific activities that would be funded from a levy
- **Late 2026:** A formal consultation process of 6 to 12 months, including a programme of regional meetings and one-on-one discussions
- **Subject to industry support:** An industry-wide vote under the Commodity Levies Act 1993 may occur during 2027.

No decisions will be made until the industry has been fully heard. This process includes the entire plant production industry.

We want to hear your views

- i. “Do you support *exploring* a commodity levy as a funding model for the plant production industry”?
- ii. “Do you have other ideas about how to fund our industry obligations and industry good activities”?

For more information about this question, or the issues covered in this document visit our website www.nzppi.co.nz. We also welcome any other comments or concerns. **Please respond by 31 July 2026.**

To share your views or ask questions, please contact your industry and sector representatives:

- Nick Hoskin, Horticulture & Viticulture / Board Chair nick@vinemanagers.co.nz | 0272487724
- 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
- For other questions or enquiries contact office@nzppi.co.nz