



# Generation

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**Plant Production  
Industry Transformation Programme**

# Generation is a transformation programme for the plant production industry

**Valued at \$3.6 million over a period of five years, Generation will be a collaboration between NZPPI, MPI, and programme partners.**

Building on NZPPI's existing foundation, Generation aims to:

- fast-track the growth and innovation of our industry
- build a more collaborative and cohesive industry
- connect our industry to research and knowledge.



# Be part of Generation

**We are seeking expressions of interest for co-investment  
in the Generation projects from:**

- Industry organisations and agencies that share our goals
- Producers and supply chain partners
- Community and environmental organisations



## A thriving plant production industry is critical to meeting New Zealand's future economic and sustainability goals:

- There are 5.5Mha of potentially re-forestable land that has the potential to sequester **up to 46MtCo2e/year**.
- Home landscaping and gardening is forecast to **increase by 17% over the next 5 years**.
- Commercial fruit and vegetable production has a target of **\$12 Billion in grower returns** by 2035.
- Green infrastructure targets in our towns and cities include achieving **30% urban tree canopy cover** and retrofitting drainage and land infrastructure with plantings.
- Planting **250,000** ha of available riparian area will enable farmers to implement their land and water plans.

# Generation Programme Goals


- Generation includes **five work projects** that will help plant producers:
  - accelerate development of their businesses
  - increase productivity and profitability.
- The projects will open access to **knowledge, business tools, extension and research.**



# Once in a Generation opportunity

**We are embarking on a transformation programme to reshape New Zealand’s plant production industry.**

- We are seeking \$280,000 from programme partners over 5 years.
- Once funding is confirmed, Generation will begin mid-2024, running until 2029.



Funding source	Amount	2024	2025	2026	2027	2028
Government (SFFF)	\$1,815	360	360	360	360	375
NZPPI	\$1,535	200	253	350	370	362
<b>Programme Partners</b>	<b>\$280</b>	<b>45</b>	<b>55</b>	<b>60</b>	<b>60</b>	<b>60</b>
<b>TOTAL (\$000)</b>	<b>\$3,630</b>	<b>605</b>	<b>668</b>	<b>770</b>	<b>790</b>	<b>797</b>

# Project 1: Partnerships and Relationships

**By engaging our network of stakeholders, we aim to align our industry's goals with those of plant buyers & supply chain partners, industry bodies, Māori, community, and central and local government agencies.**

## **Project goals:**

- To engage these groups to help realise their industry and community goals and aspirations.
- To raise awareness that Generation is critical to the success of their own strategies, such as:
  - Fit for a Better World
  - Forestry Action Plan
  - Native and urban afforestation
  - Aotearoa Horticulture Action Plan
  - Adverse events response
  - Green infrastructure and sponge cities

**Recommended partners:** Garden retailers, not for profit organisations, industry bodies and agencies that support the plant production industry.



## Project 2: Knowledge and Insights

**We will develop a dynamic online platform that offers industry statistics, technical and business planning resources, and generates insights that drive decisions.**

**The platform will include:**

- Structured and validated industry surveys and insights.
- An information hub, including access to industry statistics and benchmarking data, resources for business planning, plant health and technical topics.
- A library of readily accessible, industry relevant look-up tables, fact sheets, resources, calculators and tools.

**Recommended partners:** Education & research organisations, industry & business advisors, IT and database providers.





## Project 3: Extension-led Research

**Our producer-led research model ensures that we focus on real-world challenges. Regional business and technical extension groups will connect producers to the experts.**

**Extension programmes and projects will be agreed by participants and cover:**

- financial and business planning
- plant production
- plant health
- environmental sustainability.

This model will be supported by a **Centre of Excellence for Plant Production**, based at Lincoln University & a number of regional field laboratories.

**Recommended partners:** Agritech providers, technical & business advisors, research & education organisations and Universities.



# Project 4: Workforce and Skills

**By investing in our people, we ensure a more skilled, productive and efficient industry, benefiting everyone.**

**Project goals are to:**

- Grow a highly skilled workforce by improving skills, working conditions and safety. This includes initiatives to attract workers into our industry, such as Plants Careers.
- Establish and improve fit for purpose training programmes and qualifications (vocation and tertiary).
- Develop guidelines for employment and workplace practices, health and safety, career pathways and Lean processes.

**Recommended partners:** HR & staff providers, education organisations and training providers.



## Project 5: Uniting the Industry

**Generation aims to foster collaboration across all players. By uniting plant producers, industry partners, and buyers, we're building a stronger, more collaborative and cohesive industry.**

**Project goals are to:**

- Support greater collaboration and alignment across our industry and supply chains.
- Build consensus on industry priorities and on delivering industry good activities.
- Identify an optimal model for long-term funding of industry good that supports a long-term vision, is fair and is without free-riding.

**Recommended partners:** Plant producers and buyers (inc non members), industry bodies and supply chain partners.



## Once in a Generation

Our industry has a proud history and a reputation for innovation and productivity. Many of NZ's nurseries are among the best in the world.

But the world is changing, and we have lost many of the industry structures, qualifications and the technical capability that we once had.

It's time to look at where we are and where we want to be.

We have a chance now, a once-in-a-generation opportunity, to come together and set a course for a sustainable, productive, and innovative future.

**Let's make the most of it.**



## After 5 years of the Generation programme, we will have:

- A Centre of Excellence for Plant Production at Lincoln University, which is a safe space for sharing in collaboration and innovation.
- A network of extension groups to support business and technical advisors and collaborate to improve nursery productivity plant health and profitability.
- Producer-led research projects that will explore the issues impacting producers day-to-day and find solutions that are workable and practical.
- Increased producer awareness of new technology and innovation and the tools to help with tech implementation
- Widespread industry adoption of sustainability practices including for waste, water and energy.
- Access to simple and effective data collection and benchmarking tools available through a knowledge portal supported by the Centre of Excellence.
- A highly skilled workforce and successful initiatives to attract new workers into our industry.
- Knowledge sharing through workshops and events and an annual plant production science publication.

## Join us

By partnering with Generation, you are not just investing in a project; you are part of the next phase of our industry.

Complete our [Generation Expression of Interest form](#) and be a part of this journey.

