

THE OPPORTUNITY AHEAD

DOUBLE THE VALUE OF GREENLIFE BY 2025

Greenlife Double is intended to be a clear, compelling and bold goal. It's an acknowledged stretch, serving as a unifying focal point of industry effort, and act as a clear catalyst for collaboration with a highly beneficial outcome.

It is an opportunity to be proactive about our future, and to build demand for greenlife. It would greatly benefit nurseries and all those businesses both upstream and downstream of nursery production – the suppliers to nurseries and the landscapers and retailers who are nursery customers.

Greenlife Double speaks also to the contribution our industry makes to greening New Zealand. We are in the valued position of being able to help provide solutions to critical environmental issues, climate change, water and air quality, biodiversity and sustainability.

Greenlife Double will entail significant advocacy activity and focus on the opportunities to increase the utilisation of greenlife through representation to local, regional and national regulators. It will include conduits through, and to, urban planners and landscapers, property developers and home gardeners, schools and kids.

The plan will require industry capacity development – investment in production capacity and efficiencies, human resources, biosecurity and sustainability, research, data, science and technology ...

We will partner with others where there are shared goals, interests, impacts and operational spaces. This will ensure we can leverage effort and resources to strengthen outcomes to the benefit all parties.

Greenlife Double will, above all, require a team effort. Industry members will help shape the plan, NGINZ can then develop a platform for members to work to secure benefit. It's both a big plan and a big opportunity.

This sets the strategic direction for our industry and future steps are to develop detailed strategy components and action plans to make it happen.

THE GOAL

Double the value of Greenlife by 2025

OBJECTIVES

Urban and amenity spaces

30% more green space in urban areas by 2025.

Rural, natural environment and infrastructure spaces

70% more greenlife in rural, natural environment and infrastructure spaces by 2025.

Home gardens and landscaping

Double the value of greenlife sold through retail and landscape by 2025.

Exports

Double the value of greenlife exports.

Support growth in forestry and horticulture industries

Partnership with sector groups to facilitate their industry objectives and our role in them.

Public Awareness and Engagement

Public awareness, and thus perceived value, of greenlife doubled by 2025.

WIIFM - BENEFITS FOR ALL GROWERS

It won't be business as usual but what exactly would be different?

Greenlife Double is about a step change. With the necessary resource it will position the nursery and garden industry as a proactive, ambitious and professional sector working hard to enhance the well-being of its members and making a major and increasing contribution to New Zealand society, its environment and economy.

GIA

GIA is often seen as an imposition, but it's both a reality and an opportunity. It changes the face of government, and industry interaction. Participating industries will be able to influence government and MPI more than ever. They will work to collectively prepare for incursions and to mitigate adverse effects which may arise for others (that is, us) as they seek to manage their own exposure to new pests. It's essential that we're part of GIA.

Advocacy

Advocacy effort and scope will intensify and broaden and we will boost capacity to achieve this. Our influence will expand and we will be better placed to bring the nursery and garden industry to the top table. Capacity will be developed in resource management and RMA matters. We will be more proactive in representation and policy development, enabling better informed and positioned discussion on opportunities and issues that impact members.

Industry promotion

We will be resourced to get serious about industry promotion. We will promote the contribution the nursery and garden industry makes to New Zealand, increase awareness and appreciation of the benefits of plants (thereby selling more), and simply get more people gardening by actively helping reposition it as the #1 leisure activity. We'll be able to put some serious thought and real teeth into initiatives such as

Greenlife Matters, our own 2020Vision (you'll find this on google), Go Gardening, greenlife on TV.

Industry-wide engagement and partnership

The nursery industry is the genesis of all things green – our production flows through to urban, amenity and rural spaces, environmental restoration, infrastructure developments, food and forestry, export, landscape and home gardens. We will work to turn “good relationships” into “active partnerships” that directly contribute to Greenlife Double objectives. We will work to improve responsiveness to the needs of commercial horticulture – vegetable, fruit tree and forest producers. An expanded and unified approach with horticulture, landscape and others will work for the betterment of all.

A step change in industry professionalism

Doing business is not going to get easier anytime soon. Increasing regulatory and environmental pressures, and expanding customer and supply chain expectations, are all making it tougher. We will better define specifications and improve standards. We will lead certification and accreditation for our industry to achieve a single efficient approach which is recognised, supported and delivers significant benefit to growers. Without this effort, growers face multiple schemes. We will provide support for members who wish to improve performance, including the appointment of an industry development officer. We'd resource R&D which facilitates better decisions, innovation, production techniques and efficiencies, market and product development.

A transformation in the Association relevance and responsiveness

There will be big changes for the Association too – Towards 2025 encompasses changes in the way we need to operate. Through the Commodity Levy and GIA mechanisms we will represent all growers and changes in governance, management and decision making will ensure we are responsive to and reflective of the needs of growers ... and through their supply chains, the needs of all industry participants.

WIIFM - TRANSFORMATIONAL PROJECTS

It's early days, but here are some high-impact programmes that may make our top shelf.

With appropriate resourcing, we have an opportunity to expand our vision, sphere of influence and impact. This page lists an early cut of the projects we would focus on. Each is of a scale that we've not previously been able to envisage. More importantly, we need your feedback on these and any other suggestions you may have for ideas that could make your "top shelf".

2020Vision

This is an intense and focused programme to increase urban green spaces. Modelled upon the Australian campaign (www.2020vision.com.au), we would work with third party advocates and partners to initiate, develop and promote projects that see more green spaces in the urban environment. Third party partnership and collaboration will multiply our resource and reach.

Greenlife Matters

We would welcome the opportunity to intensify our existing Greenlife Matters programme (currently running on a shoestring), to target increased awareness and appreciation of the benefits of greenlife (and hence increased use) in homes, communities, society, the economy and the environment.

Kids' Greenlife and Gardening

A partnership with others in the field to ensure children are exposed to a wide range of greenlife messages – greening New Zealand, benefits of plants, environmental awareness, nursery and garden industry careers, gardening. We would like to see every school establish a "greenlife awareness programme", creating the next generation of "green".

GIA

Engagement in GIA intensifies work with MPI and other horticultural sectors. Significant investment is required to build industry awareness of exotic pest threats, preparedness for their potential arrival and response. The same investment is required to work with other horticulture sectors, where our interests either support

or impact upon each other. Developments required include an industry biosecurity plan, nursery biosecurity manuals and crop protection plans.

Improving Nursery Professionalism

The Nursery Production Farm Management programme is little more than 12 months old in New Zealand. As nursery and media manufacturer participation grows, so does the opportunity to work with regulators (MPI, DOC, regional and district councils), other horticulture sectors, landscape and the retail supply chain to have the programme recognised as a quality assurance and risk management tool. This would reduce the risk of plant health, safety and environment issues, so customers could buy with confidence.

Developing Our People

Our industry will grow and become more complex and we will require a bigger and better workforce. People, leadership, skill and knowledge development programmes will be derived. Industry career paths will be developed and industry career options demonstrated. We will then work to attract new and younger people into the industry.

Export Push

We would investigate ways to grow nursery and garden industry exports - whether plants, intellectual property in plants and design, plant breeding programmes, consultancy, turnkey design, or installation and maintenance. We would work with MFAT, New Zealand Trade and Enterprise, MPI.

NZ Nursery High Health Scheme

Kiwifruit's Psa experience and subsequent work by Kiwifruit Vine Health have transformed horticulture sector biosecurity. Kiwifruit plant movement is regulated, nurseries inspected and KVH is introducing plant certification programmes. The rest of horticulture will not be far behind. A nursery high health scheme will give horticulture confidence that plant material supplied to orchards and market gardens is free of known pests and diseases.

Partnerships

We will work with others to increase our reach of influence and impact, and to multiply our efforts and resource to increase use of greenlife. Partners could include regulators (MPI, DOC, councils), NGOs, Horticulture New Zealand, other horticulture sectors, Federated Farmers, QEII National Trust, Fonterra and Project Crimson.

Plants Biosecurity Index & HSNO Act

The PBI has become the bane of many a horticulturalist and nursery person. It applies rigorous controls around the importation of new germplasm, requiring extensive research and adding much cost to the importation of new species. It is widely felt that this list, in its current state, is largely incomplete. It limits our ability to innovate and to use new germplasm to create export opportunities, and frustrates the development of new crops or biodiversity extension. We would actively seek and resource a review of the PBI, advocating for a common sense approach to the HSNO Act, the EPA and the Plant Biosecurity Index.

Research, Development and Extension

An R&D strategy would encourage industry initiatives, and influence government funded research, to facilitate better decisions, innovation, production techniques and efficiencies, intellectual property, market and product development. This push would support the Greenlife Double programmes and progress monitoring, industry data, crop protection, and initiatives such as the industry development officer.

Industry transformation and opportunity

Above all, these value-adds and transformational projects better the team (the industry, your Association, our members, horticulture and New Zealand) and the opportunities.

If we doubled the value of greenlife going through to 2025, what would it do for your business?