

# NZPPI STRATEGY 2017-2020



## vision

A vibrant plant production industry widely respected for its professionalism, innovation and major contribution to New Zealand

## mission

To support our members by working to create a positive industry profile and business environment

## goals

### ENGAGEMENT

Growing connection through personal contact and meaningful engagement with, and between, our members.

- Conference
- Newsletters
- Recruitment
- Sectors
- Workshops

### INFLUENCE

Achieving advocacy outcomes that improve our business environment, building broader, stronger connections & influence.

- Imports/Exports
- Workforce training and education
- Awareness and profile among Ministers and senior officials
- Biosecurity and GIA

### TOOLBOX

Delivering results and services that add tangible value to our members.

- EMA
- Cyber security guidance
- Workplace Health and Safety guidance
- Farm Management System
- Insurance package

### INNOVATION

Lifting innovation, creating a step change in access to timely and relevant science, research, development and technical advice.

- Science and Innovation Summit
- Grower Technical Seminar
- Science Plan – research platform
- Industry Development Officer – tech transfer

### IMAGE

Building recognition of plant producers as an industry of professionals.

- Telling the story
- Professional development (& career path)
- Respect
- NZIER survey
- Scholarships and awards

## values

PROFESSIONAL

UNIFIED

DYNAMIC

RESILIENT

VIBRANT

RESPECT