

OUR STRATEGY 2021 – 2026

Industry Vision

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

Our Purpose

We achieve this by enabling our members to operate sustainable, productive businesses

ACHIEVING EXCELLENCE



OUR PEOPLE

Attracting and developing people

Creating opportunities for training & education

Supporting safer workplaces

Developing our future leaders



ENVIRONMENTAL SUSTAINABILITY

Access to water & land

Dealing with waste & plastics

Playing our role in NZ's climate change adaptation



PLANT PRODUCTION

Productivity & innovation initiatives

Plant health & biosecurity

Digital future exploration

Supply chain initiatives

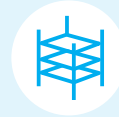


RELATIONSHIPS & INFLUENCE

Effective influence & advocacy

Building relationships with Māori

Working with Government & Primary industry organisations



MEMBER SERVICES

Events and Conferences

Providing a plant trolley scheme

Making industry data and stats available to our members

Business NZ/EMA membership

How We Will Work



Strong connection to our members



Work to unify our industry with a single voice



Build a strong membership and financial base



Work across the primary industries



Support our sectors & special interest groups

Our Values

Collaboration, Agility, Resourcefulness, Resilience, Integrity