



animal
& plant
health
NEW ZEALAND

The voice of crop science and animal health

Member Benefits

aphanz.co.nz

As with any voluntary association, members expect a return on their investment.

Being part of Animal and Plant Health NZ means that you have experts representing your interests - providing experienced, sector-wide feedback and rational on policies that affect your business. Because we represent the majority of New Zealand's crop protection and animal medicine industries, you get back the freedom to operate and do what you do best. We will seek and share any relevant news and proposed changes for your industry, making sure you receive critical information first, while meeting industry regulators, policy-makers and government officials on your behalf.

You will also have the opportunity to network with colleagues in a non-competitive environment.

Membership Benefits

ADVOCACY



Proactively influencing rational decision-making

- ✓ Leading industry initiatives to influence positive outcomes for members. Data protection extensions and eliminating the need to test New Zealand's native species were the results of our advocacy and continue to save our members time and money.
- ✓ Being the voice for members on regulatory initiatives and proposals.
- ✓ Submitting on consultations, representing members' interests - with the weight of 75 years' experience, and representing more than 90 percent of New Zealand's animal medicine and crop protection industries.



Security in the knowledge that a peak body is representing you with confidence, integrity and professional acumen.

- ✓ Representing member interests and advocating for sensible and workable legislation on behalf of industry.
- ✓ Relationship building with ministers, regulatory agencies and key decision-makers.
- ✓ Representing industry in the often uninformed, emotional and fickle court of public opinion.



Educating the community about the industry's contribution to a safe and sustainable food supply.

- ✓ Educating the public about the industry's contribution and creating awareness of topical issues.
- ✓ Launching public awareness campaigns on the benefits of members' products in providing safe and sustainable animal health and crop protection technology.
- ✓ Creating awareness of the safety of members' products and educating the public on best practice. Examples include health and safety information, bee health and managing resistance.
- ✓ Creating awareness of the role of animal health products to support and improve animal welfare in livestock and pets.



Decision-makers gain a practical understanding of our industry and customers to facilitate positive outcomes.

- ✓ Proactive regulatory engagement, including educating decision-makers on the practicalities of New Zealand's farms and orchards, member businesses and customers - and how regulation affects those industries.

HELPING WITH ISSUES



Proactively managing issues that threaten industry

- ✓ Proven track record for identifying issues and co-ordinating a unified industry approach - representing all members.
- ✓ Examples include glyphosate, bee awareness, antimicrobial resistance, approval timelines, response to Covid-19 pandemic, along with container recycling and chemical recovery (Agrecovery).



Pan-industry and government engagement on industry issues

- ✓ Organising workshops on issues that matter, including working with regulators and specialist groups. Examples include antimicrobial resistance (AMR), Environmental Protection Authority (EPA) applications and Iwi engagement.



Proactive Chief Executive and secretariat that listens and acts on your behalf.

- ✓ Dedication to understanding members' businesses and ensuring that we add value.



Assists and co-ordinates nationwide strategies to ensure the best use of products.

- ✓ Examples include pesticide resistance management, Wormwise for managing drench resistance, Growsafe, and antimicrobial resistance.

REPRESENTING MEMBERS



Raising viewpoints on a global scale, and established networks for receiving industry intelligence.

- ✓ Engaging with, and members of, global associations including HealthforAnimals, CropLife Asia and the committee involved with the international harmonisation of veterinary medicine regulations (VICH).



A dedicated regulatory expert for your business.

- ✓ Acts as an industry expert on government-led industry groups.
- ✓ Raising viewpoints as part of a collective voice (representing the majority of industry) to regulators.
- ✓ Includes the ACVM Advisory Council (AVMAC) which advises the Ministry for Primary Industries (MPI) about the control of agricultural compounds and veterinary medicines, the EPA Stakeholder Working Group, Chairing the NZ Standards review committee on agricultural chemicals, and the AMR Reference group.



Trusted voice in government halls.

- ✓ Ensuring a positive and combined approach with central government when issues occur.
- ✓ Tackling the regulatory environment and escalating issues when needed to improve services to members.
- ✓ Working across government departments that regulate our industry.
- ✓ Working to ensure that regulators keep bureaucracy sensible, complete actions in a timely manner - and holding them to account when they don't.



Representing your interests on industry-led groups, including Growsafe, Agrecovery, Wormwise and the Arable Food Industry Council.



PROMOTION



Promoting your credentials.

- ✓ Promoting the industry's stewardship credentials via our communications channels.
- ✓ Proof of complying by an industry Code of Conduct.



Promoting agriculture to young people; as an interesting and rewarding career, as well as raising awareness of the work that members do.

- ✓ Sponsoring two Massey University students per year in the fields of veterinary science and agriculture.

NETWORKING



Ability to share and work on common goals to better understand our industry.

- ✓ Opportunities to collaborate with industry - from start-ups to multinationals as well as external stakeholder groups, to discuss industry issues and strengthen NZ's primary industries.



Non-competitive networking environment and updates from industry experts.

- ✓ Biannual conferences offer opportunities to network and collaborate with industry peers in a non-competitive environment. They also offer the opportunity to hear from industry experts, politicians and motivational speakers - sharing news that could influence your business.
- ✓ Summer conference is free and the winter conference is subsidised for members.



Special events

- ✓ Events with industry guests and officials on specific topics of the day.

COMMUNICATION



Filtering through the plethora of information, so you get what you need to know.

- ✓ Keeping on the pulse of upcoming local or global industry developments and delivering clear and concise updates and advice as they happen.
- ✓ Highlighting, explaining and providing advice on any proposed regulatory or industry changes.
- ✓ Acting as a conduit for feeding your views to our politicians, regulators and stakeholders.
- ✓ Sharing information from engagement with regulators and other industry groups.
- ✓ Exposing other industry concerns and resolutions.



Proactive and reactive media representation as the trusted voice of crop science and animal health.

As the 'voice of reason' we showcase good stewardship on your behalf and present your interests to stakeholders, media, and the public.

- ✓ Proactive and reactive statements issued to inform the media and defend member positioning.
- ✓ Regular publication of articles in New Zealand rural media magazines and papers, as well as some offshore specialist magazines.
- ✓ Website and social media shares news on your behalf, representing your interests, showcasing stewardship and promoting the industry.
- ✓ Newsletter represents our industry's views to global industry stakeholders and officials.



Gain the advantage by receiving confidential industry news as it happens.

- ✓ Regular newsletters and CE updates informing members of industry-wide activities and predictions - for members' eyes only.
- ✓ Website includes a restricted member-only section as a tool for sharing information.



Specialised committee meetings for sharing information and guiding us on policy positioning.

- ✓ Specialist meetings for crop protection, animal health and distributor members.
- ✓ Regulators, scientists and industry groups present at these popular meetings.

TOOLS TO HELP YOU DO BUSINESS, INCLUDING INDUSTRY STATE OF PLAY



Access to confidential crop protection market information.

- ✓ Facilitates and covers the cost of an annual industry-wide sales audit - providing confidential information on the state of play of the New Zealand crop protection market.



Access to confidential animal medicines sales audit.

- ✓ Facilitates and subsidises the costs of an annual industry-wide sales audit for animal health products.



Industry reports to defend positioning.

- ✓ Commissions expertise on behalf of industry to report on pertinent facts, such as the NZIER report on the importance of crop protection products to NZ's economy and the KPMG report on the value of animal health products to NZ.



Help with meeting regulatory requirements.

- ✓ Produces Labelling guidelines to help members meet the maze of regulatory requirements for product labels.
- ✓ Assembles the names of certified handlers in distributor outlets to help companies meet health and safety regulation.
- ✓ Members entitled to use the Haznote Trademark on product safety cards.



Career advancement opportunities.

- ✓ Offers subsidised training such as iwi protocols, Māori language and leadership forums.
- ✓ Opportunity to be elected to the board and receive governance training, and participate in working groups.
- ✓ Annual travel scholarship available for up to \$5,000 per year.



Help with sharing information

- ✓ Helps distribute information and recruit new staff via our communications channels.



Meeting space in Wellington

- ✓ Head office in Wellington available for meetings or as a temporary office.



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The New Zealand industry association of companies which manufacture, distribute and sell crop protection and animal health products.