

Our Strategy 2023 to 2026



Vision

Our aspiration for New Zealand agriculture

Healthy animals and healthy crops safeguard our sustainability

Purpose

What we do

Deliver benefits to our members by providing innovative solutions

Priorities

Our strategic focus

Demonstrating value to members

Ensuring the delivery of supportive regulation

Educating and engaging

What will success look like in 2026

Key goals that will guide our activities

- 1 Our members value the benefits we provide and have pride in being part of the 'One Voice' for industry
- 2 Our positive relationship with government improves the registration process for new and existing products
- 3 We drive stewardship activities and apply sustainability principles to everything we do
- 4 Through our communications and storytelling, farmers, growers and consumers are more supportive of our activities
- 5 Through collaboration with key partners, our ability to influence and educate is increased

Core Values

What we see as core behaviour

Ambitious

Respected

Trusted

Energetic

Priorities in detail 2023 to 2026

Demonstrate value to our members

Through our communications and actions, we deliver tangible results and valued support to our members

- We promote industry leaders from within our membership
- Through meeting our strategic priorities, holding networking events and supporting the business needs of members, we continue to build a strong and inclusive organisation that members are proud to belong to
- We create value and play a key role in meeting the Government's target of contributing an extra \$44 billion, to the current \$55 billion, in export earnings by 2030

Ensuring the delivery of supportive regulation

Build relationships with key regulators to develop legislation that enables members to innovate, remain competitive and grow, thereby future-proofing New Zealand agriculture

- Government seeks our contribution on the development of workable and supportive regulation that considers science, risk, costs and benefits
- Government acts to increase investment in R&D to support the delivery of innovative solutions to growers and farmers within NZ and offshore
- We communicate how developments in genetic technology can enhance our primary sector and meet the 'Fit for a Better World' goals
- Our proactive engagement with Iwi results in Māori understanding and supporting our members and industry

Educating and engaging

Through our messaging and storytelling, we actively educate consumers on the essential role of the crop protection and animal health industries to New Zealand

- Our story about our core purpose and priorities is clear - we are a trusted and reliable voice for our members
- Our communities are supportive of our lead role in environmental management and protecting our unique biodiversity
- Farmers and growers know who we are and can clearly communicate the value and benefits we offer to their businesses
- Our social license to operate is future-proofed