

Horticultural Post-Covid Recovery Strategy

Industry led

Government enabled



Horticultural Sector



Government

ALIGNMENT · GREATER GOOD MINDSET · COMMITMENT · ACCOUNTABILITY · RESPECT · OPENNESS · ASPIRATIONAL

Horticulture leading New Zealand's Economic Recovery

Confidence
Certainty
Investment
Growth

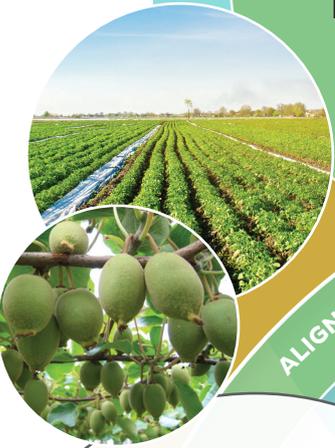
Why Horticulture is the right choice

- Strong growth sector
- Export value \$6.4b
- Diverse range of products, services and locations
- Wide range of markets
- Ability to capitalise on reputation
- Supports "Trade for all"
- Can channel revenue and jobs into regions
- Can grow sustainably and effectively

What Horticulture will achieve for NZ

- Job creation
- Increased domestic and export earnings
- Investment into regions
- Positive health benefits for NZ
- Investment in innovation
- Production of healthy food for consumers
- Sustainable growth

CHANNEL TO RECOVERY



Horticulture industry and government post-Covid recovery strategy

This industry-led, government-enabled strategy is a **true collaboration** between the horticulture industry – New Zealand’s fruit and vegetable growers – and key government departments*¹.

The New Zealand horticulture industry wants to **cut the talk** and get on with developing practical solutions to **growing and exporting more fruit and vegetables with higher returns**, while reducing environmental impact.

Key challenges are shortages of workers with diverse skill sets, ever increasing and costly red tape from central and local government, export market access, and climate change, as shown by all the droughts that New Zealand experienced last summer.

The horticulture industry believes that **investment in areas that lead to growth** (labour, land and environmental management, and new fruit and vegetable varieties) **coupled with the removal of regulatory and policy barriers** (overly restrictive export protocols, labour policies, the Resource Management Act, and regional government plan changes) will result in the production of **more fresh fruit and vegetables that will attract higher returns by volume and value**, thanks to greater customer approval and demand.

The idea of this industry-led, government-enabled strategy is that horticulture and government work together on the same team to come up with practical, win-win solutions that can be implemented by the growers and regulators.

The horticulture industry is worth approximately **\$6.39 billion, employs 60,000 people and is New Zealand’s third largest export industry**. The industry is also the life blood of many areas of rural New Zealand. There is no reason why it can’t become a \$20b industry with the right support, investment and levers for growth

Growers are quiet achievers who run businesses who invest in the land, environment, technology, people and local economies and communities. Without their investment, New Zealand’s horticulture industry would not be as healthy as it is today. Our export kiwifruit, apple and pear, avocado, summerfruit, potatoes, onions and squash industries – to name but a few – bring in **more than \$4.2 billion a year in export returns**.

More about development of the strategy

During New Zealand’s COVID-19 lockdown, the entire horticulture industry worked closely with government to ensure that the industry could keep growing and harvesting so that New Zealanders and overseas customers could continue to buy fresh vegetables and fruit.

The success of this cooperation led to the conclusion that continuing to work together to develop a strategy combining industry and government expertise would ensure that horticulture would be best placed to lead New Zealand’s post-Covid recovery, consistent with the Government’s recently released strategy for the food and fibre sector, *Fit for a Better World*.

The horticulture recovery strategy and workstreams cover trade and market access; labour, capability and skills; climate change and natural resources; improved and sustainable production systems; telling the horticulture story; partnership with Māori; technology and innovation; developing new plant varieties; diversity; big data and removing barriers to growth and success.

¹ Chiefly the Ministry for Primary Industries; New Zealand Trade and Enterprise; and Ministry for Foreign Affairs and Trade.