

TomatoesNZ Strategy







VISION FOR THE INDUSTRY

Tomatoes you love from growers you can trust



PURPOSE OF TOMATOESNZ

Building a resilient, sustainable and profitable New Zealand Tomato Industry

| PRIORITIES | TELLING THE NZ FRESH TOMATO STORY, AND GROWING THE MARKET  | SUPPORTING GROWERS  | BIOSECURITY  | ADVOCATING SO GROWERS CAN GROW  | INNOVATION & TECHNOLOGY LED SOLUTIONS  |
|-------------|---|--|---|--|---|
| DESCRIPTION | Creating a NZ fresh tomato industry narrative; and increasing domestic and export volume and value. | Providing the tools and knowledge for growers to operate profitable and sustainable businesses. | Preparing for and responding to new pests and diseases. Developing sustainable pest prevention and management. | Engage with regulators to achieve fit for purpose regulation that supports sustainable commercial growing. | Developing new ideas to minimise costs and increase the value. |
| ACTIONS | <p>This means we will:</p> <ul style="list-style-type: none"> Develop and distribute consistent and factual stories of NZ Tomato production systems and the value chain for consumers and government. Tie our story creation in with the 'Lighter Touch' programme and other projects that support, demonstrate and align with our vision and purpose. Provide the NZ Tomatoes story to marketers to ensure consistent messaging in market Work with influencers. Attract new talent to careers in the industry. Understand and measure the market and consumer values. Target increased per capita consumption in NZ based on data. Support joint initiatives that align with this priority and sell the health benefits (e.g., 5+ a day and vegetables.co.nz, international networks). Maintain current export market access. | <p>This means we will:</p> <ul style="list-style-type: none"> Develop tailored practical programmes that maximise the uptake and benefit of tools and knowledge (e.g., H&S, Food Safety). Package and communicate 'best practice', such as Agchem compliance information. Understand how growers prefer to source information & knowledge. Provide opportunities for networking and learning (e.g., conference, webinars, workshops, field trips and open days). Facilitate information about, and engage with opportunities for, development of skills & training include career pathways (e.g., apprenticeship schemes, technology transfer, etc). Crisis management, media liaison and leadership. | <p>This means we will:</p> <ul style="list-style-type: none"> Ensure commercially sensible biosecurity outcomes for growers. Participate in cross sector biosecurity readiness and response (e.g., GIA governance, Deed GG, BMSB, FFC). Undertake readiness projects with MPI for tomato sector pests, and maintain an awareness of risks. Awareness of international developments. Provide relevant tools and information for growers (e.g. Improved hygiene practices). | <p>This means we will:</p> <ul style="list-style-type: none"> Engage with regulators to raise awareness of the tomato production system and story. Collaborate with others who have similar constructive stories and work with HortNZ and other industry groups to advocate on behalf of growers. Build relationships with influential individuals in key regulator bodies (e.g., MPI, Energy, MBIE, EECA, MfE, EPA, Food Safety, Worksafe). | <p>This means we will:</p> <ul style="list-style-type: none"> Pursue labour saving technologies & partner in automation projects. Explore reduction or replacement of fossil fuels for heating, and energy efficiency. Develop integrated pest management tools and techniques. Fully participate in "A Lighter Touch" programme. Develop environmental management tools for growers (e.g., for nutrient discharge). Access international expertise, knowledge & benchmarking. Facilitate and provide support for upskilling in technology. |

