

Our Strategy 2028

Vision End to end value creation for potatoes in New Zealand.

Purpose Listen, enable and promote better outcomes for the New Zealand potato industry.

Priorities



Leadership in the field

- Growing practices
- Future focused science, innovation and technologies
- Biosecurity and crop protection



Growing great people

- Pathways to support our young growers
- Training opportunities for industry
- Building sector capability



United industry voice

- Strengthened advocacy
- Strategic communications and industry engagement
- Promotions of the wider New Zealand potato story
- Market Intelligence



Working together

- Industry engagement to reflect our diversity
- Trusted partnerships and collaborations
- Potatoes as part of the growing system

Context The potato industry has a complex value chain; we recognise the diverse needs of all parts of the sector.

Potatoes New Zealand works as a trusted partner and leader, promoting initiatives and innovates to add value to your value chain and continuously seeks improvement for our industry.