

# 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 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 innovation to add value to your value chain and continuously seeks improvement for our industry.