

VISION

A thriving New Zealand potato sector creating end-to-end value across multiple supply chains



PURPOSE

Championing the success of New Zealand potatoes through advocacy, innovation and collaboration

STRATEGY

STRATEGIC PRIORITIES



Leadership in the field

Growers and industry see Potatoes New Zealand stepping-up on the relevant issues, confidently leading the sector through change

This means Potatoes New Zealand will:

1. Lift on-farm growing practices that strengthen profitability and viability
2. Drive future-focussed science, innovation and technology adoption
3. Strengthen seed certification, quality, biosecurity and crop protection
4. Grow and protect export opportunity



United industry voice

As a sector we speak with a clear, consistent voice, with Potatoes New Zealand the convener that brings that voice together

This means Potatoes New Zealand will:

1. Strengthen advocacy and regulatory engagement
2. Lift sector communications and grower engagement
3. Deliver high-impact sector events
4. Position the potato sector for growth through a coordinated story
5. Strengthen market intelligence and sector data systems



Growing great people

Clear pathways draw people into the potato sector and support succession. Our talent is thriving, accessing extension and leadership opportunities linked to the wider horticulture system.

This means Potatoes New Zealand will:

1. Build strong pathways for young growers
2. Facilitate growers in their succession planning
3. Enable training and professional development for the industry
4. Build sector resilience through extension and knowledge transfer



Working together

Growers, Processors and Potatoes New Zealand plan and act together, working in collaboration with the wider horticulture sector to turn shared priorities into practical actions.

This means Potatoes New Zealand will:

1. Build trusted partnerships across the vegetable and horticulture sectors
2. Broaden stakeholder engagement to reflect the full breadth of the sector.
3. Strengthen whole-of-system partnerships.

OUR VALUES

Sustainability with practical grower outcomes

Collaboration that strengthens our grower community

Levy value, delivered transparently

Innovation that earns trust

Integrity and assurance from seed to table