

GROWING AND PROTECTING NEW ZEALAND



OUR AMBITION

New Zealand is the most trusted source of high value natural products in the world

OUR OUTCOMES



Sustainability

New Zealand's natural resources are sustainable, in the primary sector.



Protection

New Zealand is protected from biological risk and our products are safe for all consumers.



Growth

New Zealand's food and primary sector grows the value of its exports.



Participation

New Zealanders participate in the success of the primary industries.

FOCUS AREAS

SUSTAINABLE PERFORMANCE

Promoting an adaptive and environmentally responsible primary sector

INCREASING TRANSPARENCY

Building trust and confidence in decision making

BUILDING RESILIENCE

Preparing for new trends and disruptions

EASE OF BUSINESS

People and business focussed regulations and services

CAPTURING VALUE

Growing prosperity through insight and innovation

SUPPORTING LEADERSHIP

Enabling action in the primary and government sectors

ENGAGING COMMUNITIES

Encourage active, informed and involved communities

OUR VALUES

RESPECT

Value people, value our work

CONNECT

Work together, build partnerships

TRUST

Give responsibility, take responsibility

DELIVER

Act with purpose, achieve results

