






NEW ZEALAND STRAWBERRY STRATEGY REFRESH 2020

GROWING BETTER STRAWBERRIES TOGETHER

 <p>CORES STRATEGIES</p> <p>Encompassing the essential work of Strawberry Growers New Zealand representing and coordinating New Zealand strawberry growers as their peak industry body</p>	<p>PLANT PROTECTION</p> <p>identify risks to plant health and provide suitable management options for strawberry growing into the future.</p>	<p>BIOSECURITY</p> <p>prepare and protect the strawberry industry from biosecurity threats, and manage the exposure and financial impact for growers through engagement with government.</p>	<p>FOOD SAFETY</p> <p>protect the strawberry industry from threats to industry reputation through good management practices such as traceability.</p>	<p>PLANT EVALUATION</p> <p>consistent evaluation of plant varieties to meet New Zealand grower and consumer needs.</p>	<p>LABOUR POLICY</p> <p>advocate for labour policies that enable the sector, including migrant workers.</p>
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 <p>GROWTH STRATEGIES</p> <p>Recognising the value of industry growth, with a broader accountability between growers and the industry body to drive this proactively</p>	<p>QUALITY</p> <p>provide market intelligence and insights to improve the quality of strawberries at point of sale.</p>	<p>PROMOTION AND EXPORT</p> <p>improve the perception of New Zealand strawberries in markets, validate label claims, and secure export market access for New Zealand strawberries.</p>
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 <p>ENABLEMENT STRATEGIES</p> <p>Improve Strawberry Growers New Zealand accountabilities and resources to align the industry for the future and enable better engagement with stakeholders</p>	<p>GOVERNANCE</p> <p>professionally meet the high standards of accountability and reporting required as a levy-funded body, manage the restructure and access external expertise.</p>
	<p>CAPABILITY & RESOURCES</p> <p>to provide for continuity and succession in industry capability.</p>