

Future focus for SGNZ

The SGNZ Executive has identified three key focus areas to drive the productivity and growth of New Zealand's Strawberry industry, as outlined in the NZ Strawberry Strategy Refresh.

Core strategies

At the core is our work to support growers' ability to grow and sell high quality strawberries:

Plant protection

identify risks to plant health and provide suitable management options for strawberry growing into the future.

Labour policy

advocate for labour policies that enable the sector, including migrant workers.

Plant evaluation

consistent evaluation of plant varieties to meet New Zealand grower and consumer needs.

Biosecurity

prepare and protect the strawberry industry from biosecurity threats, and manage the exposure and financial impact for growers through engagement with government.

Food Safety

protect the strawberry industry from threats to industry reputation through good management practices such as traceability.

Growth strategies

Growing volume and value to increase grower profitability:

Quality

provide market intelligence and insights to improve the quality of strawberries at point of sale.

Market development and export

improve the perception of New Zealand strawberries in markets, validate label claims, and secure export market access for New Zealand strawberries.

Enablement strategies

The focus is to improve Strawberry Growers New Zealand accountabilities and resources to align the industry for the future and enable better engagement with stakeholders:

Capability & resources

to provide for continuity and succession in industry capability.

Governance

professionally meet the high standards of accountability and reporting required as a levy-funded body, manage the restructure and access external expertise.

Have questions, or need more information?

Your opinion is important to us

If you want to discuss any aspects of the levy or the work of SGNZ, please contact the Executive Manager or any member of the Executive:

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Let's keep Growing Our Strawberry Industry Together



STRAWBERRY GROWERS NZ

Please provide feedback on the proposal.

We need your continued support through voting YES for the new Commodity Levy.

With your support we can continue the work that is essential to support the strawberry industry to grow and thrive.



STRAWBERRY GROWERS NEW ZEALAND INCORPORATED (SGNZ)

20 STRAWBERRY 26 COMMODITY LEVY

GROWING OUR STRAWBERRY INDUSTRY TOGETHER

What's proposed

Why it's important

Consultation

How to vote



OUR OBJECTIVE

Growing better strawberries together

OUR ROLE

Encouraging and promoting the interests of strawberry growers

Information for growers about the Commodity Levies (Strawberries) Order.

About the Strawberry Commodity Levy

The Strawberry Commodity Levy is a fee imposed on strawberries, based on the sale of strawberry plants to growers, or strawberry plants grown for a grower's own use. This levy is normally collected by propagators who include the levy in the price of plants.

The levy is used by SGNZ to fund activities of benefit to the strawberry industry. These activities may include biosecurity, research and development, food safety, export market access and intelligence, strawberry plant evaluation, industry representation, and management and administration of SGNZ.

What do we need to do?

The current Commodity Levy (Strawberries) Order expires on 31 March 2026.

The levy is our main source of funding to support the work that SGNZ does on behalf of all growers. Without a new levy order, this income source will end.

The SGNZ Executive is seeking support from you, as a potential levy payer, to ensure ongoing funding by supporting the application for a new Commodity Levy Order. There are no proposed changes from our current levy.

The process we are required to follow includes allowing time for consultation with growers and all potential levy payers, and levy collectors, before asking you to vote on the proposal. This is a guide to the consultation and voting process.

SGNZ will hold consultation meetings in several regions during late April and May, and will communicate via email and other formats to reach as many growers and propagators as possible. We want to outline the proposal for the levy, and hear and consider your views.

Let us know your views

Even though no changes are being proposed for the new levy, it is still important to provide these opportunities to identify and address any unforeseen issues or concerns. Through open dialogue there is an opportunity to provide valuable feedback on the levy's effectiveness, suggest necessary adjustments, and support fair and transparent decision-making. This collaborative approach fosters trust and cooperation within the industry and ensures well-aligned collective goals.

You can provide feedback to the Executive Manager and SGNZ Executive members, and you may also send your views directly to the Minister.

The SGNZ Executive looks forward to hearing your opinion throughout the consultation phase.

What are we proposing?

The SGNZ Executive is proposing that the new levy will be set at the same rates as allowed for in the current levy order. The SGNZ Executive considers that the funding received from a levy at these rates will be sufficient to continue to deliver its work programme on behalf of growers.

| | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------|--------------------------------------------------------|
| The Executive is proposing that the initial rate of the new levy stays at \$26 plus GST per 1000 plants, and the maximum rate is \$35 plus GST per 1000 plants. | The current levy is \$26 +GST per 1000 plants | Max allowable rate of \$35 +GST per 1000 plants |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------|--------------------------------------------------------|

Any proposal to change the levy rate must be voted on at the AGM.

The levy payable in the levy year is prorated in proportion to the total number of strawberry plant sales of more than 1,000 plants within each levy year.

Example

If the levy is set at \$26 plus GST per 1,000 strawberry plants sold, and if a person sold—

| | | | | | | | |
|----------------------------------|----------|---------------------|----------------------------------|----------|----------------------------------|----------|---------------------|
| 1,200 | = | \$31.20 +GST | 600 | + | 800 | = | \$36.40 +GST |
| strawberry plants in a levy year | | levy payable | strawberry plants in a levy year | | strawberry plants in a levy year | | levy payable |

How can the levy money be spent?

It is proposed that the purposes for which levy money may be spent remains the same as described in the current levy order (Section 18 of Commodity Levies (Strawberries) Order 2020), as follows:

SGNZ may spend levy money for any or all of the following purposes:

- | | |
|-------------------------------------------------|--------------------------------------------------|
| a. biosecurity | e. strawberry plant evaluation |
| b. research and development | f. industry representation |
| c. food safety | g. management and administration of SGNZ. |
| d. export market access and intelligence | |

SGNZ must not spend levy money on commercial or trading activities.

How will the levy be collected?

The levy will be collected in the same way as it is currently collected, by propagators of strawberry plants adding the levy to the sale price of strawberry plants. Propagators will then pass the levy on to SGNZ. Propagators may deduct a collection fee from the levy paid to SGNZ of not more than 4% of the amount of the levy collected.

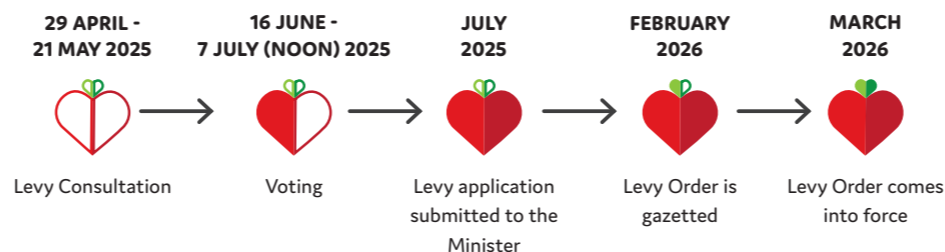
How to vote – Levy Referendum

A levy referendum will be held between 16th June and 7th July (at noon), conducted by Electionz, an independent election management services company. Details of timing will be well advertised and communicated directly to growers.

Voting will be by post or online and voting papers will be either emailed or sent by post to eligible voters.

Voting papers will be sent out in June 2025 and voting will be open for three weeks.

LEVY TIMELINE



Your levy at work

SGNZ receives approximately \$300,000 in levy income annually. The amount varies, due to the levy being based on numbers of plants sold, and has been as high as \$324,362 in 2021, with the lowest amount being \$212,199 in 2024. The SGNZ Board manages expenditure in accordance with projected income. During the current levy period the levies have been spent across a range of activities such as:

Plant Protection Research

- A major (\$30,000pa) investment in the Sustainable Food and Fibres Futures (SFFF) project "Future proofing thrips management in strawberries". Through the SFFF programme SGNZ was able to leverage the balance of funding for this \$500,000 project.
- SGNZ's membership of the A Lighter Touch programme is starting to deliver some positive results in developing sustainable pest management.
- Research into botrytis, mirids, and predators for intonsa thrips control.
- Developing a pest scouting guide and factsheets.
- Technical blogs.

Export Market Access

- Gaining market access for strawberries to Viet Nam, providing opportunities to diversify markets and encourage exports.
- Provision of agrichemical MRL information for domestic and export markets to assist compliance.

Food Safety and Quality

- Annual market monitoring of strawberry quality in supermarkets, to support improvements in quality and traceability.
- Working with 5+ A Day to promote NZ grown strawberries through their advertising and social media campaigns over the summer.

Industry Representation

- Working with the HortNZ policy team, who make submissions on behalf of product groups and SGNZ on a wide range of issues including the RSE scheme, ETS price setting and controls, freshwater issues, RMA, the Grocery Supply Code of Conduct and much more.
- Focussing on labour advocacy, continuing to work with HortNZ on around the RSE scheme and working holiday visas.
- Developing the Best practice guide to nutrient management – a handbook for growers, including development of a strawberry template for farm management plans under the National Environmental Standard for Freshwater Management.

Governance / Administration

- Governance and management of the organisation, including Executive meetings, the Executive Manager role, provision of financial accounting and annual reports, and AGM and Conference.