

Online grower/packer/exporter questionnaire

All the information that I capture from this questionnaire is treated as confidential, and will only be used in aggregated form, unless you specifically request that you are quoted on a particular issue, or unless you give me written permission to use.

This review process is designed to look forward rather than back – while history is important, I am much more interested in your views of what the future is likely to hold, and what you believe that means for you, for your business, for the Summerfruit sector, and for Summerfruit NZ.

Name: _____ Organisation: _____

Email: _____ Telephone: _____

1. In your view, as a grower/packer/exporter, what will a successful sector look like:
 - a. In 5 years' time?
 - b. In 10 years' time?
2. What are the biggest threats facing the sector now?
3. What are the biggest opportunities in the sector?
4. Do you see some of what are perceived to be threats, as potential opportunities? How could you turn a threat into an opportunity?
5. What role should Summerfruit NZ be playing in order to support progress towards your vision of the sector?
6. What role do you see for Summerfruit NZ in order to help deal with the threats that you have identified?

Please return the questionnaire to Alasdair MacLeod by Friday, 6 March either by:

- email to alasdair@growthsolutionz.co.nz or
- post to Growth Solutionz, 57 Oak Road, Poraiti, Napier 4112

7. Thinking about Summerfruit NZ, what are your views on their:
 - a. Structure?
 - b. Capability?
 - c. Capacity?

8. Thinking about Summerfruit NZ, what are your views on their governance?
 - a. Structure?
 - b. Capability?
 - c. Number of people on the Board?
 - d. Mix of growers vs exporters?

8. Is there any existing product group that does a particularly good job in your view?
 - a. If so, which one(s)?
 - b. What makes them good in your view?

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