



Strategy on a page

The New Zealand summerfruit industry comprises approximately 240 growers who produce fruit from just over 2,000 hectares. The main growing areas are Hawkes Bay and Central Otago, with some production in Marlborough, north of Auckland, Central North Island and Canterbury.

The value of exports and sales on the New Zealand market are evenly balanced. The majority of all nectarines, peaches and plums produced in New Zealand are consumed domestically. Cherries and apricots produced in Central Otago account for the bulk of all exports, Taiwan and China are the main markets, however markets in other countries are expanding rapidly. Australia remains the primary export market for apricots. Very little summerfruit is processed.

Summerfruit NZ is the industry body that represents the interests of New Zealand's apricot, cherry, nectarine, peach and plum growers. This 'strategy on a page' guides Summerfruit NZ's activities and approach.

Vision

Our desired future for New Zealand's summerfruit industry

Quality summerfruit produced by a successful, confident New Zealand summerfruit industry

Purpose

Of Summerfruit NZ and this strategy

Delivering services, information and advocacy so New Zealand's summerfruit industry can thrive and produce quality summerfruit

Priorities

Where we will focus our efforts to achieve our purpose

- Ensuring the industry has pathways to grow
- Enabling successful summerfruit businesses
- Building relationships with, and connecting New Zealand's summerfruit growers
- An efficient and focused Summerfruit NZ

Objectives What success looks like

Ensuring the industry has pathways to grow

We will be a strong, positive voice and advocate for New Zealand's summerfruit industry, on regulation and legislation impacting the sector. We will work with others to address shared cross-sector issues. We will bring expertise and technical understanding to address the issues that risk our sector's progress and success.

Enabling successful summerfruit businesses

We will ensure our extension, tools and information meet grower needs and support the value chain to deliver quality summerfruit. We will find solutions to industry problems and create new opportunities for summerfruit growers and businesses.

Building relationships with, and connecting New Zealand's summerfruit growers

We will ensure we understand and focus on the needs of growers, building and supporting the summerfruit industry. We will communicate key information clearly and through the right channels, to support positive outcomes and change.

An efficient and focused Summerfruit NZ

We will operate efficiently and seek co-funding opportunities with like-minded organisations in horticulture and beyond, to deliver further benefits from grower levy investment.

Principles

To guide Summerfruit NZ



Focused on meeting growers' needs

Partnering effectively to extend Summerfruit NZ's reach and impact

The right tools and communications to make a difference

Thinking across the value chain