

Potato Industry 2012

Industry Vision: In 2012 the industry will operate to world's best practice and have standards that are equal to or better than benchmark standards.

Potatoes New Zealand Vision

To be the best potato industry organisation in the world and operate within an industry regarded as the best in the world

Potato New Zealand's Purpose

The purpose of Potatoes New Zealand is to provide leadership in three key areas.

1 Collaboration

- Enhancement of collaboration between growers via benchmarking
- Education and international collaborations
- Understanding of international supply chains

2 Profile

- Development of more robust industry statistics.
- Enabling knowledge transfer.
- Development of an industry communications plan.
- Champion the role of potatoes in the human diet
- Investigate the incorporation of potato distributors and licence IP holders into Potatoes New Zealand

3 Sustainability

- Building a closer relationship with the HortNZ RMA portfolio.
- Giving feedback to R&D Group on priorities.
- Regularly reporting to R&I Board on environmental issues of relevance.
- Enabling knowledge transfer.

Values

The values of Potatoes New Zealand are to behave in a way that is INCLUSIVE, provides INSPIRATION, and demonstrates INTEGRITY.

The form of Potatoes New Zealand, including Committees and their associated purpose and activity areas, are demonstrated below.

