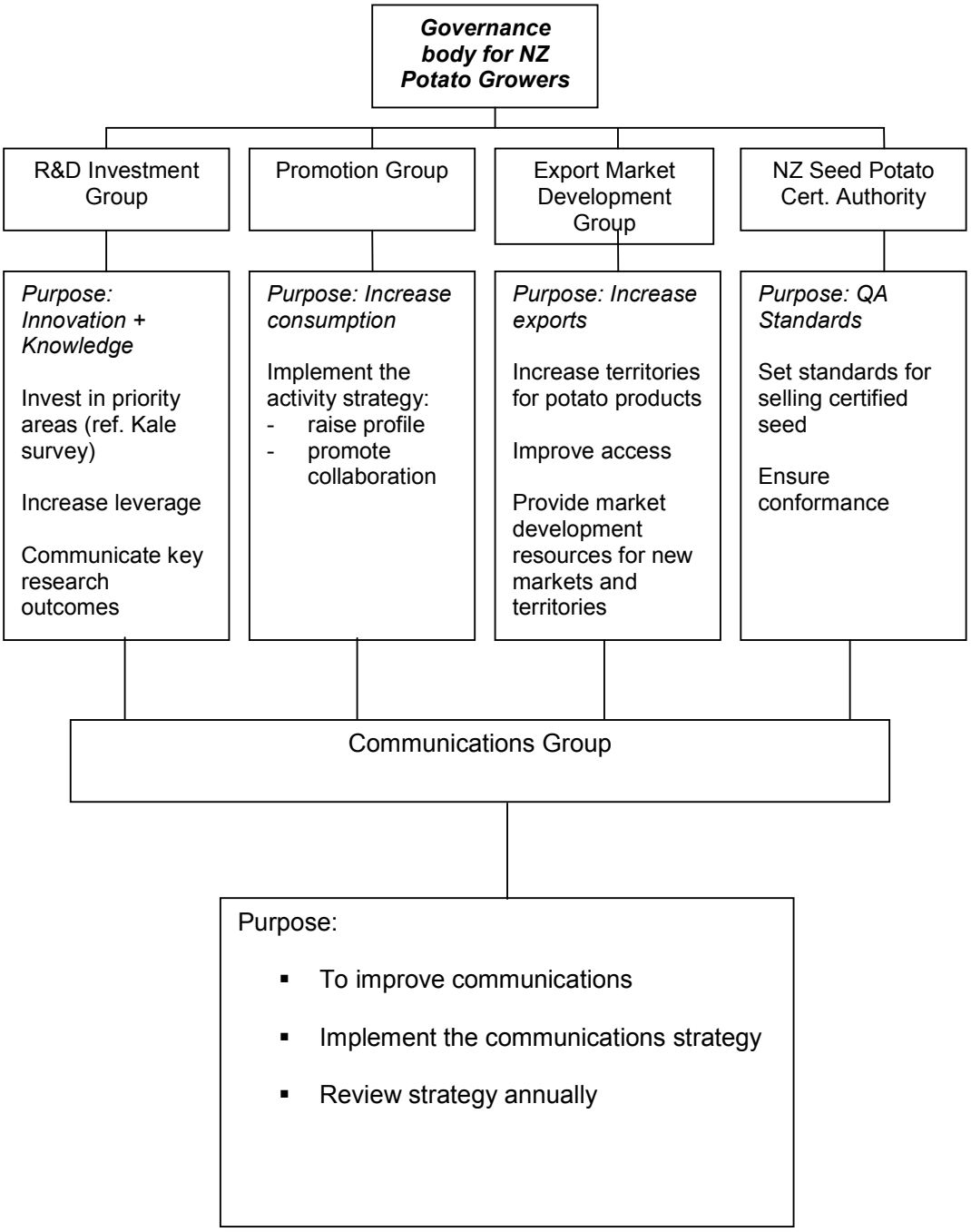
Governance body for NZ Potato Growers
R&D Investment Group
Promotion Group
Export Market Development Group
NZ Seed Potato Cert. Authority
Purpose: Innovation + Knowledge
Invest in priority areas (ref. Kale survey)
Increase leverage
Communicate key research outcomes
Purpose: Increase consumption
Implement the activity strategy:
- raise profile
- promote collaboration
Purpose: Increase exports
Increase territories for potato products
Improve access
Provide market development resources for new markets and territories
Purpose: QA Standards
Set standards for selling certified seed
Ensure conformance
Communications Group
Purpose:
To improve communications
Implement the communications strategy
Review strategy annually