

New Zealand Asparagus Council Report

This report has been prepared by HortNZ following the productive discussion of the NZAC Special General Meeting held in Hamilton on 9 August 2017.

In 2018 a review of the structure and roles of District Associations, the overall Council, and funding of the New Zealand Asparagus Council will be undertaken, noting that while NZAC goes through the levy renewal application, the way the levy is being collected will remain the same.

This review will allow the Executive to present the growers with a consolidated proposal to keep growers actively engaged and allow for the role of the Council to adapt with the changes in the industry, as the number of growers reduces and the size of growers increases.

Opportunities:

Existing funds will be used to contract a specialist to undertake a full market potential report for both the domestic and export markets. The findings of this report will show the prizes and risks for the future of the industry.

Reporting:

With the 2017 season starting, a simple weekly market report fed by collated data provided by the six largest companies will be presented to the industry to aid ingoing decision making.

Promotion:

Opportunities for joining vegetables.co.nz to perform integrated vegetable promotion will be investigated. Initial conversations with the Business Manager of vegetables.co.nz indicate that process to join is simple: NZAC formally approaches the Chair of vegetables.co.nz. The financial commitment would be proportional to market value.

A social media campaign would be developed using nutrition and food writers to promote asparagus as a premium product.

Communication:

Use of the website as a forum for members of NZAC to chat with each other will be encouraged.

It is proposed that the industry holds three annual meetings for the whole industry rotating geographically through the key asparagus growing regions. This reflects the reducing numbers of asparagus growers in each region and the decreasing role and effectiveness of District Associations. Annual, industry-wide meetings would maximise the opportunities for members of NZAC to meet, and discuss and share ideas about how to keep the Council current, dynamic and effective for its membership.

The above recommendations are provisionally costed as follows. This cost will influence the levy value in the Commodity Levy proposal.

| Activity | Provisional costing |
|--|----------------------------|
| Opportunities: Market potential report | \$45000.00 |
| Promotion: Vegetables.co.nz membership Social media campaign | \$3000.00 \$15000.00 |
| Total | \$63000.00 |

