

New Zealand ASPARAGUS COUNCIL



Vision

New Zealand asparagus is profitable, sustainable and valued by consumers.



Mission

To enhance the value of asparagus for consumers.

So, what are we doing or planning to do?



EFFECTIVE MARKET PROMOTION

- Promote the taste, convenience and nutritional benefits of asparagus to kiwis
- tell our asparagus growing story
- work with supermarkets to grow sales



RESEARCH & DEVELOPMENT

- Variety trials (trial new asparagus varieties with a long-term robust and independent-monitored programme);
- Pest & Disease Management – review and seek trials for label claim extension on effective herbicides for weed control; update quality charts, provide information to growers.
- Environmental sustainability – case study farm environment plans for asparagus growers
- Leverage opportunities to make our funding go further



LABOUR

- help get people in jobs to meet asparagus' seasonal labour requirements
- tell positive stories about the regional work opportunities, and the effectiveness of recognised seasonal labour and pastoral care they receive
- support the development of automated asparagus harvesting technology



COMMUNICATION

- engage with growers across the country with grower and regional visits
- provide information in regular newsletters and email updates
- have conversations together



EXPORT SUPPORT

- develop and coordinate a programme to overseas markets during the peak supply period
- build relationships with key government agencies.



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