

# STRATEGY 2021-2025

## OUR VISION

A thriving long-term future for New Zealand honey, bee products and services.

## OUR MISSION

Creating tangible value and opportunity for members.

## We will be successful when we have:

- Tangible and sustainable value creation
- A stable operating environment
- A mature industry culture
- Stakeholder alignment on critical issues through the value chain

### PRIORITY Sustainable beekeeping for long term success



#### ACTIONS

- **Complete a long term industry action plan that:**
  - Projects the New Zealand apiculture industry's future for the next 5 to 10 years
  - Identifies the priorities that will help industry adapt and grow over that timeframe
  - Assists members to build economic viability
- **Establish a strong bee health and biosecurity position**
  - Implement a Bee Welfare Code of Practice – supports best practice beekeeping complemented with education and robust standards.

### PRIORITY Together we are stronger



#### ACTIONS

- **Better membership benefits** – build collective purchasing power  
Practical business support through **the BeeSmart Toolkit**
- **Outcomes-driven Focus Groups** – critical source of information and expert advice shared with members
- **Agri-industry partnerships** – with related primary sector groups
- **Mutual support protocols** – supporting each other in crises (natural disasters/biosecurity incursions/Covid-19).

### PRIORITY Identify commercial opportunities



#### ACTIONS

- **Identify value opportunities** for members to follow through on, including for example:
  - Non-mānuka honey and native monoflorals with support of Government and the National Science Challenge
  - Measure the value of pollination services with support of the Government and relevant primary sector groups
- **Prioritise proactive plans around key factors** that will maintain premium export prices for NZ honey (eg traceability, food safety, bee welfare)
- **Build market understanding** across the value chain – market trend reporting
- **Ensure market access** – identify solutions to market access issues e.g. residues in honey; gain Government support to secure new markets.

## OUR VALUES

- **Independent** – we stand strong and independently on issues, representing the collective voice of our members.
- **Professionalism and best practice** – we strive to be good at what we do, treating each other and customers well.
- **Grass roots** – we represent, act on behalf of, and return value to the producing regions of New Zealand.
- **Advocacy** – we champion our membership agenda through relationship building, effective lobbying, alignment with like-minded organisations and constructive cooperation.
- **Cross-sector** – we think and act with collaboration in mind, connecting across the value chain.
- **Forward thinking** – we have our eyes on the future while addressing the immediate.