



JOIN OUR  
ECOSYSTEM  
MEMBERSHIP  
(2025)



We Connect.  
We Promote.  
We Advance.

AgriTechNZ exists to connect, promote, and advance the people and businesses shaping the future of food and fibre.

By becoming a Member, you're not only unlocking insights, networks, and opportunities for your organisation, you're also joining a trusted community committed to shared action.

Together, we're working to enable smarter, more sustainable outcomes for every business across New Zealand's agritech ecosystem.

## PURPOSE

We are a Member-funded, non-government organisation representing a diverse ecosystem of over 160 organisations.

160+

Member  
organisations

7

Global  
partnerships

1

Sector  
voice

# VISION & MISSION

In an era where food production faces increasing pressure from climate change, market volatility, and growing global demand - innovation has never been more critical.

## Our Vision

For Aotearoa New Zealand to be a global leader in agritech solutions that respect people, place, and planet.

## Our Mission

A strong industry voice, advocating for collaborative practices, global growth & creating new value with our unique technology exports.





AN  
ECOSYSTEM  
OF EXPERTISE  
IN ONE  
ASSOCIATION

*(Sample of our Membership)*





# AN ECOSYSTEM OF EXPERTISE IN ONE ASSOCIATION

(Sample of our Membership)

**INNOVATORS**

**FARMER / GROWER GROUPS**

**ENABLERS**

**RESEARCHERS**

**INVESTORS**





*"From day one, Bovonic has aimed to develop products that deliver value not only to Kiwi farmers but to farmers worldwide."*

*"As we prepare to enter our first overseas markets, the connections and insights facilitated by AgriTechNZ have been invaluable in laying the groundwork for our expansion."*

*Liam Kampshof, CEO & Founder,  
Bovonic*

# MEMBER BENEFITS

# A HOME FOR LIKE-MINDED INNOVATORS

We're passionate innovators, scientists, entrepreneurs, and producers who are tackling some of the world's biggest challenges.

AgriTechNZ is a place where we can come together with a shared sense of purpose and community - a meeting point for people who believe that technology can unlock better outcomes for our land, our food, and our economy.

[CLICK HERE](#) to see our ecosystem of Members





# STAY AHEAD OF INNOVATION

The agritech landscape evolves fast.

AgriTechNZ Members get early insights into emerging technologies, funding opportunities, and policy changes through exclusive webinars, emails, newsletters, and events - helping you stay competitive and prepared for what's next.



[CLICK HERE](#) for previous webinars



# Organisation-Level Benefits

How does Membership help grow, position, or support the business?

- ✓ Access to sector intelligence, briefings, and insights.
- ✓ Visibility through events, media, and thought leadership.
- ✓ Involvement in shaping industry direction (e.g. policy [submissions](#), Ministerial and Government Agency meetings, [working groups](#)).
- ✓ Access to innovation and collaboration opportunities.

[CLICK HERE](#) to the latest webinars for insights



# Team-Level Benefits

What opportunities exist for staff development and engagement?

- ✓ Invitations to working groups, advisory panels, and [events](#).
- ✓ Speaking and leadership opportunities.
- ✓ Professional development through [exposure to trends](#), technologies, and cross-sector peers.

[CLICK HERE](#) to the calendar of events

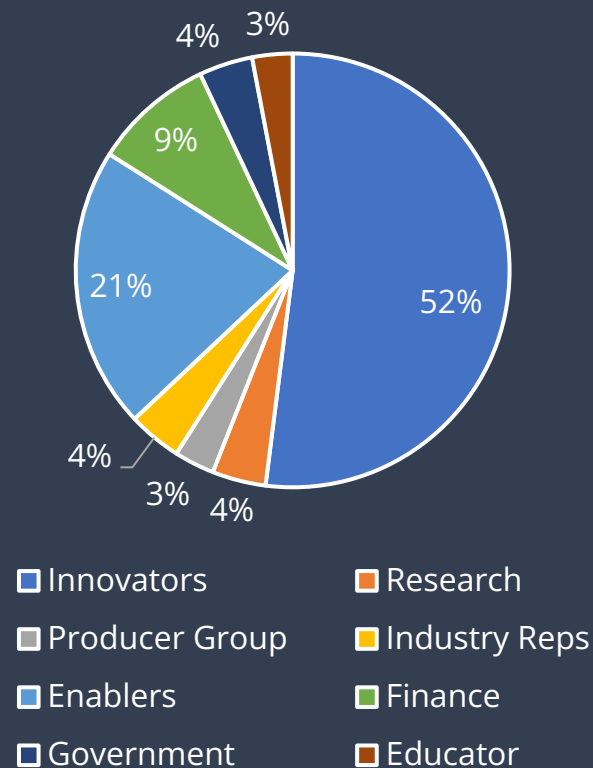


# Community & Network Value

Who else is part of this and how will I connect with them?

- ✓ Active communities of practice (e.g., product management group, data interoperability).
- ✓ Regional initiatives (e.g. Agritech Unleashed series) as connective tissue and process for developing an Agritech Manifesto heading into 2026 election year
- ✓ Global partnerships and hosting of both in-bound and outbound study tours. We're often the first-place people come when seeking connection with NZ agritech interests ... help us, help you.

% of Membership by TYPE



# Strategic Influence & National Role

What influence does AgriTechNZ have and how do Members benefit?

- ✓ AgriTechNZ is a specialised community in the NZTech alliance ([a voice in policy](#), innovation, investment).
- ✓ Recent examples of our advocacy and sector-shaping influence:
  - Agritech formally recognised as a high-growth sector (as well as being a highly valued enabler for NZ Primary Industry)
  - Agritech included in the MPI Situational Outlook for Primary Industries
  - Shared geospatial data definitions
  - GHG farm reporting enabled through open architectures (not isolated government reporting tools)
  - Sector celebrations and acknowledgement at Parliament events.
- ✓ Connection to government initiatives (e.g. GHG reporting, SOPI reports, Primary Sector Growth Fund, digital infrastructure).



*"Our collaboration with AgriTechNZ was essential for the success of the Netherlands Innovation Mission that visited New Zealand."*

*Through AgriTechNZ's knowledge, contacts and relationships, the Dutch delegates were presented with an extensive overview of innovation developments in the horticulture sector..."*

*Carolien Vis, Deputy Head of Missions. Embassy of the Kingdom of the Netherlands.*

# STRATEGIC PARTNERSHIPS

## Supporting the agritech ecosystem



# Partnering for strength and opportunities

We work with a diverse network of organisations, each contributing in unique and meaningful ways.

Our partnerships are categorised into three tiers, reflecting different levels of engagement and shared commitment to advancing agritech:

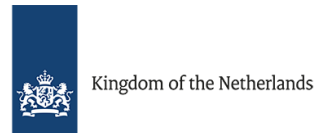
1. Network Partners
2. Collaboration Partners
3. Strategic Partners

## 1. Network Partners

– Connecting for Shared Success

Our Network Partners are organisations linked through shared interests, knowledge exchange, and light coordination.

These relationships help strengthen the agritech ecosystem by facilitating connections and insights.



Ministry for Primary Industries  
Manatū Ahu Matua



agritech

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1. Network Partners
2. Collaboration Partners
3. Strategic Partners

## 2. Collaboration Partners

– Working Together for Impact

Collaboration Partners have signed MOUs or Partnership agreements with AgriTechNZ and actively contribute to joint initiatives, co-create content or events, and work alongside us to achieve shared sector outcomes.

These partnerships drive tangible progress through teamwork and innovation.



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2. Collaboration Partners
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## 3. Strategic Partners

– Building Long-Term Success

Strategic Partners represent formal, long-term alliances with joint commitments, governance involvement, and shared investment in sector-wide impact.

These relationships are foundational to shaping the future of agritech.



FUTURE SHAPERS



*"It's been great to engage at AgriTechNZ events and encourage industry stakeholders to collaborate."*

*Collaboration is necessary for us to drive the fast action on emissions that is needed for our agricultural sector."*

*Ruth Leary, AgriZeroNZ*

# FAQs

# Frequently Asked Questions

"Is this just a networking group?"

→ No, it's an action-focused alliance shaping the future of agritech.

"Will this take a lot of time?"

→ You can engage at the level that suits you; even passive Members benefit from insights and visibility. Active Members shape our direction more completely

"What if I'm already part of NZTech?"

→ AgriTechNZ gives you targeted industry connection within that larger platform.

"We're already involved in other industry organisations. Why should I also join AgriTechNZ?"

→ AgriTechNZ adds value by connecting your existing networks to the broader agritech ecosystem - amplifying your impact rather than duplicating your efforts.





*"We joined AgriTechNZ to be part of an ecosystem of innovators – sharing the challenges of product launch strategy, market penetration, and user adoption while also learning from larger, globally connected entities and researchers that provide valuable insights into global challenges."*

*Clare Bradley, CEO, AgriSea*

# JOIN THE ECOSYSTEM

# MEMBERSHIP CATEGORIES

AgriTechNZ's Membership fees are fair and scalable, based on your NZ revenue - so startups pay less than larger corporates.

[CLICK HERE](#) to join

## Start-up

NZ-owned; less than 3 years  
AND  
less than \$1m

Annual Fee  
\$200

## Individual

Students or self-employed  
  
(not employed by a business that could be a Member);

Annual Fee  
\$250

## Small SME

Less than \$1m revenue

Annual Fee  
\$850

## Medium SME

\$1m - \$5m revenue

Annual Fee  
\$1,100



# MEMBERSHIP CATEGORIES

This flexible approach to annual fees keeps Membership accessible while ensuring AgriTechNZ can continue to champion the agritech sector.

[CLICK HERE](#) to join

## Small Corp

(Includes Govt, Education, International)

\$5m - \$20m revenue

Annual Fee  
\$3,000

## Med. Corp

(Includes Large Govt, Education)

\$20m - \$50m revenue

Annual Fee  
\$9,000

## Large Corp

\$50m - \$75m revenue

Annual Fee  
\$11,500

## Major Corp

More than \$75m revenue

Annual Fee  
\$17,500





*"Technology is increasingly integrated into our farming systems so the development and commercialisation of agritech is essential for NZ farmers and growers."*

*AgriTechNZ does a brilliant job of bringing the sector together so partnerships can form and collaboration on common challenges can take place."*

*Lucie Douma, FMG*

# MORE INFORMATION



# AGRITECH in AOTEAROA

New Zealand has the smarts, the land, and the people to lead in sustainable agritech. But to realise that potential, we need to work together.

Whether you're looking to build, connect, invest, or grow – AgriTech New Zealand is your home for agritech.

**300 – 400**

Agritech  
Companies in  
New Zealand

**NZD\$200m**

Government  
Funding (approx.)

**NZD\$2bn-\$3bn**

Revenue to NZ economy  
of which \$1.6bn from 22  
largest companies.

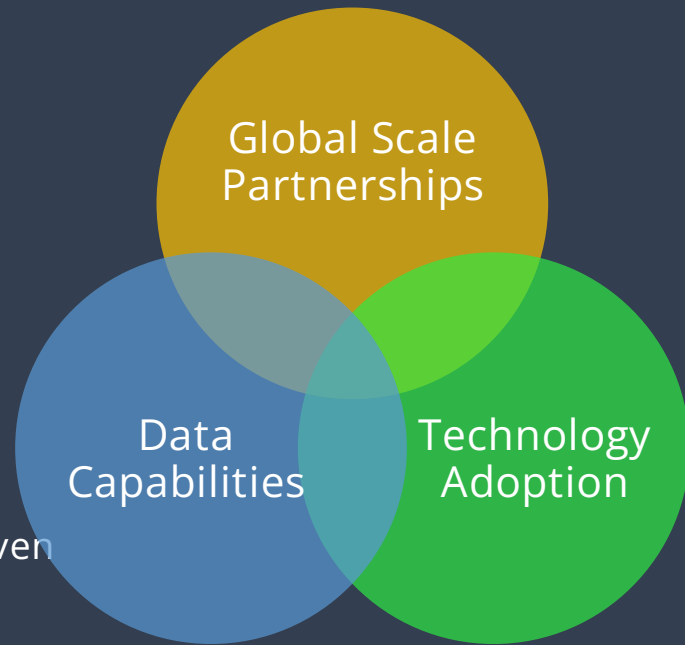




# OUR FOCUS

Through a series of regional discussions, we've identified three core areas of focus:

- Fostering global scale partnerships
- Enabling the power of data-driven decision-making
- Accelerating the uptake of innovative solutions to address global agricultural challenges.



# MANAGEMENT TEAM



Brendan O'Connell  
AgriTechNZ  
CEO



Kylie Horomia  
AgriTechNZ  
Growth & Transformation  
Manager



Andrea Molloy  
Tech Alliance  
Communications Manager



Hemangi Sharma  
Tech Alliance  
Digital Media Specialist

# EXECUTIVE COUNCIL



Blair Smith  
LIC  
Major Corporate Seat



Brenna Townshend  
TREV  
Acting Chair / SME  
Startup Seat



Chelsea Hurst  
Sprout Agritech  
SME / Startup Seat



Chris Kerr  
MPI  
Government Seat



Elle Archer  
Te Matarau  
Māori Seat



Elliot Mercer  
Agnition Ventures  
Other Corporate Seat



Graeme Muller  
NZTech  
Board Advisor



Jono Jones  
Bluelab  
Other Corporate Seat



Mike Taiktoko  
Takiwa NZ  
Māori Seat



Ruth Leary  
AgriZeroNZ  
Independent Seat



Sam Waugh  
Independent Farmer



Tammy Lemire  
Pamu  
Major Corporate Seat

# READY TO JOIN?



**[CLICK HERE](#)** to join the ecosystem

As a Member-funded organisation, AgriTechNZ relies on passionate businesses like yours to keep driving innovation and supporting farmers and growers.

Join today and be part of something truly game-changing.

Visit [www.agritechnz.co.nz/join-us](http://www.agritechnz.co.nz/join-us) to learn more and get started.

Or contact us at [info@agritechnz.org.nz](mailto:info@agritechnz.org.nz)