

Introduction

Congratulations on your appointment as Minister for Economic Development. We wish you success in your new post and look forward to working with you to create even better economic, environmental and social outcomes for New Zealand.

This document aims to offer you an overview of the role of agritech as it relates to economic development. It provides a foundation for our initial discussions about your policy priorities. It sets out:

- upcoming opportunities in the next three months
- information on AgriTechNZ and its recent work and priorities
- strategic opportunities and challenges for the next 3-6 years

We look forward to discussing your priorities for the portfolio, the priorities of the government, and how the agritech industry can collectively assist.

Upcoming opportunities in the next three months

With an economic growth agenda in mind, several initiatives in the agritech sector can help build the economy:

Harness industry growth ambition

AgriTech is an innovative industry that will continue growing independently without Government support. However, taking a sector-wide view of economic development with coordination across agency portfolios provides a deep understanding of what levers both industry and Government can take to accelerate growth. We advocate for a review of the Agritech Industry Transformation Plan to extract the most impactful initiatives that can be industry-led and government-supported. We are ready to represent an informed industry perspective in this review.

International partnership momentum

Of all the dynamics that foster growth, international partnerships are most impactful for New Zealand due to geographic isolation. They catalyse growth by leveraging global opportunities and synergies. We advocate for continued commitment to all activity and potential in this area.

Horticultural Technology Catalyst

This initiative could connect our strength in horticultural innovation to significant global opportunities. We advocate for strong industry leadership in its operational focus.

AgriTechNZ ecosystem (members, representation and network)



170 member organisations



Who employ 6k people



Accounting for most of the \$2b in sector rev.



7 international partnerships



Independent through member funding



A representative voice for the sector



Member of NZTech's Tech Alliance

An elected Executive Council governs us on 2-year terms. Our current representatives are:

Bridgit Hawkins, CropX (Chair); Brenna Townshend, Trev (Vice-Chair); Sarah Adams, Gallagher; Blair Smith, LIC; Matt Flowerday, Landkind; Katherine Sandford, UBCO; Peter Barrowclough, Lincoln Agritech. We also have several appointed positions: Graeme Muller, NZTech; Mavis Mullins (Iwi Rep); Simon Yarrow, Callaghan Innovation (Govt Rep); Sam Waugh, New Zealand Young Farmers (Farmer Rep); Ruth Leary/David McDonald, AgriZeroNZ (shared Independent seat)

AgriTechNZ's recent work and priorities

Our work is based on unleashing our members' collective impact and facilitating the sector's growth. We partner with Government agencies to promote strategies and industry engagement for their work in supporting the sector. Recent and active projects include:

- Highlighting New Zealand's successes and reputation as an innovative agritech nation
- Leading industry engagement on an extensive range of topics
- Published and ongoing research into the adoption of digital technologies in primary industries
- Building solid international partnerships and pathways for collaboration with global scale partners and exports
- Hosting inbound and online engagements from the UK, Ireland, USA, Chile, Brazil and Taiwan
- Piloting AI-powered tools to match NZ agritech components to global challenges and opportunities
- Supporting the development of the Horticultural Technology Catalyst strategy and service definitions

Strategic opportunities and challenges for the next 3-6 years

AgriTech in and from New Zealand represents a significant platform for growth. We highlight the following for your consideration:

- Agritech is the technology-horizontal that supports our most significant industry, food and fibre production. From this position of national strength and global reputation, it can grow from 2b in revenues to 8b by 2030, most of that being in exports. This will occur through:
 - Global-scale partnerships and greater levels of internal collaboration that will be inspired by accessing more extensive global opportunities.
 - An openness to productive foreign direct investment. As well as going out, we need to connect international partners into the New Zealand ecosystem. New Zealand has the potential to be a significant agritech test bed and incubator for global agritech opportunities.
 - A policy and regulatory environment that will allow innovation and growth to occur, especially in our scale-up businesses.
 - Continued support in developing entrepreneurial skills, the foundational capabilities of growth-enabling activities.
- Regional development is synonymous with agritech development and links with strong Māori capabilities. Agritech nodes of capability and high-value jobs are distributed in many parts of the country and can benefit from a joined-up approach to growth and impact.

Conclusion

AgriTechNZ is proud to be a trusted and committed partner for the Government.

As the expression of innovation from our most vital sector (primary industry), and the lead for New Zealand's role in global food production challenges, the agritech sector is collectively willing and able to support many policy priorities for improved New Zealand outcomes.

We would welcome a 15-minute meeting to discuss your portfolio priorities and how we might support you. Thank you for your attention at this busy time.