

Members' viewpoints sought on Business Case to consider new Vegetable Industry Good Structure

You are receiving this communication as you are a member of at least one of the five current 'industry good' vegetable product groups. That is, Onions NZ, Potatoes NZ, Process Vegetables NZ, Tomatoes NZ and/or Vegetables NZ.

The current five industry good vegetable product groups are considering coming together as one, new industry good organisation.

Attached is the Business Case that has been prepared outlining:

- the issues the new single structure would seek to address and what the benefits would be
- how the business case has been developed
- a proposed process for transitioning to the one structure, *if members decide this is the best course of action*
- a proposed implementation timetable, *if members decide this is the best course of action.*

The five current product group Boards have all endorsed the Business Case being sent to members for consideration. This does not mean they have made a decision on whether to support a single industry good structure; rather, they are wanting members' feedback before making that decision.

Each Board wants to hear from its members, so its Directors can be confident they understand their members' viewpoints, before the proposal is taken any further.

If the proposal is to progress, members will be asked to vote on the proposal, via a formal referendum. Once again, this is to provide confidence that all members have had the opportunity to express their views.

How to provide feedback

1. In-person and online meetings are being held across the country. To view when and where, go to your respective product group website.
2. If you wish to provide written feedback, [click here](#) to fill out a short form.
3. You can also provide feedback directly to your product group.

Product group	Representative	Email	Mobile
Onions NZ	Kevin Wilcox	kevin@aswilcox.co.nz	021 931 429
Potatoes NZ	Jon Davison	jondavison@xtra.co.nz	027 493 6194
Process Vegetables NZ	David Hadfield	crops@xtra.co.nz	027 226 2856
Tomatoes NZ	Simon Watson	swatson@nzhothouse.co.nz	021 745 978
Vegetables NZ	Warwick Simpson	wjsimpson@gmail.com	022 637 2010

Could you please provide your feedback by 20 September 2025.

Timeline for project

1. **Members consultation on phase one:** We are currently seeking members' views, which closes off on 20 September 2025
2. **Product groups form a position:** In late September 2025, the vegetable product groups will meet to review feedback from members. Based on feedback from members, the product group Boards will determine if there is appetite to proceed to a vote and what the position of each of the product groups is on the matter.
3. **Members vote on phase one:** If the Boards determine there is appetite from members to have a vote, a formal referendum will be held to move to phase one, which is the establishment of a new entity and staff amalgamation. This vote is likely to happen by the end of 2025, but this is not guaranteed. Our focus is on ensuring everyone understands the proposal first and foremost, rather than pushing for a vote.
4. **Transitional Board and entity established:** If members vote in favour of amalgamation, then a Transitional Board will be formed, a CEO appointed, new legal entity established, and staff amalgamate in one entity. This will happen within three to six months of the vote, if members are in favour of amalgamation.
5. **Phase One delivery:** Staff will transition into the new entity and structure once it's established. By the end of 2026, the new entity will be well established.
6. **Phase Two vote:** With confidence that VegeCo can deliver greater effectiveness for members, there will be a second vote for members to proceed with the final structure, including disestablishing current legal entities.

Questions

If you have questions about the Business Case or want to understand it further, please contact Vegetable Collaboration Project, Project Manager, James Kuperus on 027 555 0072, or email: james.kuperus@hesl.co.nz.

Alternatively, you can direct questions to me or your product group Board representative, as listed above.

Regards, Owen Symmans

Vegetable Collaboration Project Governance Group member