

## **Vegetables New Zealand product group work activities...**

### **Research & Development**

Over the last five years Vegetables New Zealand has invested over \$434,000 in a number of fresh vegetable research and development projects which has resulted in leveraging over \$3 million in external funding – towards valuable industry projects such as the:

- *Brassica IPM Manual*
- *Lettuce IPM Manual*
- *A Guide to Smart Farming*
- carrot violet root rot control
- sustainable vegetable production management
- sustainable weed control management
- psyllid management in capsicums
- financially supporting the VRI Board to coordinate research projects across primary industry sectors
- assisting MPI with industry responses to incursions
- research work to assist export market access
- funding for the inclusion of the ETS industrial allocations for capsicum and cucumber growers in conjunction with Tomatoes NZ

### **EPA Agrichemical Reassessment**

The EPA (Environmental Protection Agency) has been reassessing all chemical products and usage in New Zealand including horticultural products.

Vegetables New Zealand has managed a complex process of collecting data and information on behalf of all fresh vegetable growers to support a submission to the EPA. Without this work a number of very important agrichemicals would no longer be available for use by fresh vegetable growers.

### **NZ GAP**

The development of the NZ GAP programme was a pro-active move by New Zealand fruit and vegetable industry bodies to address consumer concerns relating to food safety, the environment and quality assurance issues.

NZ GAP was initiated by Vegetables New Zealand and is the only programme of its kind in the world that is owned by local growers.

Since the NZ GAP Programme was launched in 1999, it has saved growers millions of dollars in compliance costs by reducing duplicated systems for different customers and by taking a practical grower-friendly approach to managing assurance issues.

NZ GAP has become one of New Zealand's largest quality assurance programmes covering 80 per cent of all New Zealand domestically grown and marketed fresh produce. NZ GAP is aligned with other global and retailer standards.

### **VNZ Vegetable Promotions**

Vegetables New Zealand continues its long-standing contribution of over \$250,000 per year for fresh vegetables promotional activities supported by the vegetables website [www.vegetables.co.nz](http://www.vegetables.co.nz) or through education programmes such as:

- fresh vegetable education programmes
- advising chefs, cooking schools and polytechnics on vegetable seasonality and preparation
- developing and managing retailer promotional programmes
- promoting fresh vegetable usage to the hospitality and food service sectors
- publishing fresh vegetable cookbooks
- promoting fresh vegetables consumption to NZ health professionals
- continuing to promote the United Fresh: 5+ A DAY campaign

### **Vegetables New Zealand Product Group**

The 10c of levy identified for Vegetables New Zealand is used to fund:

- Vegetables New Zealand meetings and management
- coordination of the six regional Crop Committees to provide greater focus for Vegetables New Zealand
- visiting growers in their regions to discuss issues and opportunities
- supporting growers attending conference
- funding and supporting District Grower Associations
- consulting with government agencies on key issues such as the GIA
- collaborating with other industry partners
- supporting the multi-layered education and leadership programme to enhance the skills of our grower base

