

## **New Zealand Grain and Seed Trade Association**

### **STATEMENT OF PURPOSE – November 2024**

#### **Introduction**

*This paper outlines how the New Zealand Grain and Seed Trade Association (NZGSTA) works to add value to members' businesses within NZ and internationally. This document will be reviewed annually and updated as appropriate.*

#### **Who we are**

*NZGSTA is a voluntary national trade body. It is an incorporated society founded over 100 years ago.*

#### **Our members are**

*NZGSTA's members are companies and organisations involved, or interested, in the trade of grain and seeds. This includes companies in:*

- *Seed marketing in NZ and trade offshore*
- *Grain contracting and trading*
- *Processing and distribution*
- *Providing support services to enable the trade of seeds and grain (eg transport, packaging, consumables, and lab testing)*
- *Research and development of new varieties*
- *Seed production.*

#### **What we do**

*The NZGSTA operates as a central point for the NZ seed and grain trade. It works to improve the operating environment for members' grain and seed trade domestically and in export markets.*

#### **How we work**

*NZGSTA adds value to its members' grain and seed trade by:*

1. *Focused **advocacy** in policy formation and regulatory processes to mitigate and remove barriers or limitations to domestic and international trade of grain and seeds*
2. *Helping manage **phytosanitary and biosecurity** risks associated with seed for sowing*
3. *Being the **voice of the NZ grain and seed trade***
4. ***Engaging** with other entities and members*
5. *Providing a high standard of **services** to **members**.*

*The NZGSTA is directed by an Executive Council. Day-to-day administrative functions are carried out by a small secretariat located at the Seed Industry Office in Templeton, Christchurch.*

## **1. Advocacy**

- a) *Focus on issues that are priorities for members:*
  - a. *Phytopsanitary and Biosecurity*
  - b. *Training and education*
  - c. *Logistics and transport*
  - d. *Intellectual property rights protection (PVR)*
- b) *Monitor and engage in policy formation and regulatory processes to mitigate or remove barriers or limitations to domestic and international trade*
- c) *Engage and work with central NZ Government and territorially elected representatives, officials, agencies and regulators on key grain and seed trade issues*
- d) *Partner and work collaboratively on key issues, as required, with associated domestic trade bodies, advocacy bodies or research organisations*
- e) *Work cooperatively with international organisations and counterparts such as ISF, APSA and other national seed associations to share information and facilitate NZ seed production and trade in relevant markets*

### **Key actions**

- *Build and maintain effective working relationships with key politicians, officials, regulators and other organisations in relation to the Government's Phytopsanitary, Biosecurity, Export Trade, Safety, IPR, Customs portfolios*
- *Actively monitor for developing or emerging issues and respond appropriately*

### **Desired Outcomes**

- *NZGSTA influences a favourable public policy agenda or regulatory environment for the smooth conduct of domestic and international grain and seed trade business*
- *NZGSTA is recognised as a key stakeholder in discussions relating to regulatory changes that could impact grain and seed trade*

## **2. Phytosanitary and Biosecurity**

- a) *Collaborate with official agencies including NPPOs, trade, customs/border, environment, GIA, SGRR and other stakeholders or industry bodies to manage biosecurity risk pre and post border*
- b) *Advise and coordinate industry responses to agency discussions or regulatory regimes to mitigate biosecurity or phytosanitary requirements that may limit domestic or international trade*
- c) *Promote science and evidence-based responses*
- d) *Partner and work collaboratively with associated domestic trade bodies, advocacy bodies or research organisations and others in responding to policy and regulatory changes*
- e) *Ensure official import and export regulatory processes are efficient, predictable, and clearly communicated*

### **Key actions**

- *Maintain a high profile and excellent working relationship with MPI and Biosecurity NZ and other relevant agencies*
- *Ensure skilled resources are in place to support a proactive and effective response to any phytosanitary or biosecurity issue/threat to the grain and seed trade*
- *Respond, collaboratively with relevant parties as required, to any crisis or emergency situation*

### **Desired Outcomes**

- *NZGSTA influences a balanced operational environment that is evidence-based and that supports fair commercial business and trade*
- *NZGSTA is recognised as a key stakeholder in phytosanitary and biosecurity discussions affecting the grain and seed trade of NZ*

### **3. Voice for NZ grain and seed trade**

- a) *Maintain a strong profile with key government departments, particularly MPI, ensuring NZGSTA can effectively advocate, on behalf of its members, for policies and regulation that ensure a healthy trade environment for NZ grain and seeds, domestically and internationally;*
- b) *Develop a strong profile for NZGSTA and external communication that enables:*
- *the NZ seed industry to increase value;*
  - *the consumption of NZ-grown grains and seeds;*
  - *the industry as an attractive place to work;*
  - *responds to issues-of-the-day as they arise*

#### **Key actions**

- *Investigate a banner, such as “NZ Grain and Seeds” or “Seeds NZ”, for external communication to ensure a strong and united voice for the NZ grain and seed trade*
- *Proactively engage with relevant media outlets and make use of social media opportunities*

#### **Desired outcomes**

- *NZGSTA is recognised by stakeholders as the “go to” source for the grain and seed trade of NZ*
- *NZGSTA is recognised as a reliable and credible source of information on the industry and is sought out by government, media, other organisations for information and insight into the industry*

#### **4. Engagement – externally and with Members**

- a) *Engage externally, in a targeted manner, to ensure NZGSTA adds value for its members by:*
- a. *Being an effective advocate for the industry.*
  - b. *Raising the profile of the industry.*
- b) *Be the key point of contact for members on industry matters.*

#### **Key actions**

- *Widen the engagement with government agencies including MPI to be recognised as a peak industry body with interests beyond biosecurity, phytosanitary and market access issues.*
- *Build and maintain professional and effective relationships with outside organisations to advocate on behalf of members.*
- *Engage directly with members through a combination of visits, regular meetings, events, and other communications.*
- *Maintain platforms and tools for communication with material that is current and relevant.*

#### **Desired outcomes**

- *NZGSTA's engagement enables it to add value to its members through its advocacy and promotion of the industry.*
- *NZGSTA is recognised by members as the key point of contact on industry matters and trade issues in the domestic and international markets.*

## **5. Providing a high standard of service to Members**

- a) *Provide timely responses and representation on issues affecting members*
- b) *Maintain financial viability*
- c) *Maintain strong corporate sponsor relationships*
- d) *Promote professional and ethical conduct*
- e) *Facilitate or adjudicate industry issues, if required, seeking resolution*
- f) *Facilitate industry training and promote long career options in the industry*
- g) *Conduct an annual conference and other events for the purpose of knowledge sharing and networking*

### **Key actions**

- *Maintain appropriate levels of skilled staff to conduct the activities of the association*
- *Facilitate meetings of Business Groups as required*
- *Informed and timely financial management for the Association by the Chief Executive Officer and Executive Council including management of investments*
- *Build strong relationships with members and associated businesses*
- *Adhere to the constitution, code of ethics, code of practice and other relevant industry standards, accreditation and certification*
- *Appoint and support an arbitration committee*
- *Ensure the design and content of events delivers value to members and are financially viable*
- *Facilitate meetings of Business Groups at least twice a year*
- *Provide targeted training and education for members*
- *Create awareness of career opportunities at all levels within the seed and grain industry*
- *Grow membership*

### **Desired Outcomes**

- *Support for the NZGSTA remains strong as recognised by membership*
- *NZGSTA is financially sound to grow the value it provides to its members*
- *NZGSTA recognised by stakeholders as a respected and valuable industry good body*