

New Zealand Grain and Seed Trade Association

STATEMENT OF PURPOSE – March 2022

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. *Phytosanitary 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 Phytosanitary, 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) *Lead initiatives with agencies and other organisations with a dedicated biosecurity resource*
- f) *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*
- *Ensure skilled resources are in place to support a vigilant and effective response to any phytosanitary or biosecurity issue/threat to 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) Develop a strong profile for NZGSTA and external communication that promotes
 - the NZ seed industry internationally to increase export value
 - the industry as an attractive place to work, particularly to attract young people
 - the consumption of NZ-grown grains and seeds and responds to issues-of-the-day as they arise
- b) 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

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 eg industry trade publications, general press 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 in regard to government policy and regulation;
 - b. Raising the profile of the industry.
- b) Engage with members to be the key point of contact for members to go to on grain and seed trade issues in the domestic and international markets

Key actions

- Widen the engagement with MPI to be recognised as a peak industry body with interests beyond biosecurity and phytosanitary issues
- Build and maintain professional and effective relationships with relevant outside organisations and use these relationships on relevant issues to advocate on behalf of members
- Engage directly with members through a range of regular e-newsletters, events, forums, social media, website and other communications
- Maintain website and social media platforms with material that is current and relevant

Desired outcomes

- *NZGSTA's engagement enables it to add value to its members through its advocacy and biosecurity roles and its promotion of the industry*
- *NZGSTA is recognised by staff in member companies as the key point of contact on grain and seed trade issues in the domestic and international markets*

5 Providing a high standard of service to Members

- Provide timely responses and representation on issues affecting members*
- Maintain financial viability, prudent management of investments, and identify new income streams to enable and extend the work of the Association*
- Maintain strong corporate sponsor relationships*
- Promote high industry conduct and adherence to standards or best practices through trade, professional ethics, grades, standards and or Codes of practice*
- Resolve, facilitate or adjudicate industry issues, if required*
- Facilitate industry training and promote long career options in the industry*
- Conduct an Annual Conference and other events to bring members together to discuss trade and other relevant matters*

Key actions

- *Ensure the design and content of the Annual Conference and other events delivers value to members*
- *Facilitate meetings of Business Groups at least twice a year*
- *Provide targeted training and education for members*
- *Grow membership*
- *The NZGSTA Secretariat has, or can contract, the resources required to deliver this Action Plan.*

Desired Outcomes

- *NZGSTA membership remains strong in numbers and is financially sound*
- *NZGSTA membership recognise the Association as a respected and valuable industry good body*