

MISSION

To connect, inform and deliver industry solutions to enhance members' prosperity.

VALUES

Character, Community, Courage, Diversity and Sustainability.

Technology and Innovation

Description A hub for new technology and innovation which identifies profitable and disruptive technology advancements.

Goals Provide resources relating to food safety, produce and floral science, supply chain management and technology.

1. Content and Information: Work with the taskforce to search out and repackage relevant information for delivery to members (website and newsletters).

2. Technology focused Events and Resources: Plan and develop a range of technology and innovation focused content to educate and encourage members to adapt to technology advancements.

3. Food Safety Focus: Provide access to information on food safety and support members by engaging in programs like the Fresh Produce Safety Centre A-NZ and HARPS.



Industry Talent

Description A pathway for the fresh produce and floral sector to become an attractive employer that has tools to assist in developing and retaining staff.

Goals Provide a range of opportunities to industry talent and to members in talent-focused roles.

1. Attract: Manage the Career Pathways Scholarship Program (Hort Connections & Asia Fruit Logistica) and establish a free membership category for students.

2. Develop: Coordinate the Business Skills for Produce program, Produce Executive Program, Emerging Leaders Program (US), develop a program for new industry entrants, and the Mark Blue Award.

3. Retain: Salary benchmarking.



Marketing Exchange

Description A community for members to access and share fresh produce and floral marketing resources, insights and opportunities.

Goals Provide leadership, insights and initiatives that can be used by members to increase demand for their products and services.

1. Marketing Exchange: Build a platform for industry marketers to collaborate.

2. Marketing Focused Events: Coordinate four annual Marketing Exchange events.

3. Research: Invest in research to deliver actionable marketing insights.



Networking and Connections

Description An inclusive community that enables access to programs and events in Australasia and beyond.

Goals Deliver programs and events that bring PMA A-NZ members together with PMA global communities, industry leaders and experts.

1. Calendar of Events: Develop a calendar of events across all pillars and values that will connect PMA A-NZ and PMA members as well the wider industry.

2. Networking Events and Opportunities: Develop opportunities that will facilitate greater engagement, connections and networking both locally and globally.

3. Information and Resources: Invest in global and local information, resources and content relevant to members.

This will be available on the PMA A-NZ website.

