

Our Strategy to 2040



OUR VISION

Cultivating a Bold Tomorrow, Together

OUR WHAKATAUKĪ

He mauri tō te wai, he mauri tō te whenua, he mauri tō te tangata
We acknowledge the life force and essence of the water, the land and the people.

OUR PURPOSE

To lead the delivery of commercial and sustainable agriculture solutions for future genera-

OUR STRATEGIC CHOICES

DELIVER
OPERATIONAL
EXCELLENCE

GROW
PEOPLE IN A
SAFE
ENVIRONMENT

CHANGE
LAND USE WITH
INTEGRATED
FARMING SYSTEMS

PARTNER
TO MEET MARKET
OPPORTUNITIES

ENRICH
THE NATURAL
WORLD

OUR VALUES



Shoulder-to-shoulder



Bold



Genuine



Grounded

OUR OUTCOMES

Culture of excellence

Sustainable commercial performance

Trusted partner

Thriving natural world