# VISION:

## Deep Roots, New Shoots

### CULTIVATING TOMORROW, TODAY

Recognised and rewarded as the basis to the entire greenlife [plant based] industry, be it food,

fodder, fibre or foliage; and as such vital to creating *healthy people*, *liveable communities* and

*thriving environments*

# PURPOSE:

## Influence

**Build Connect**

Position and promote

our industry to create opportunities for our members to prosper

# VALUES:

## The way we do things at NGIQ

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **LEAD WITH**  **INFLUENCE** | **MAKE WELL INFORMED DECISIONS** | **UNIFY AND**  **COLLABORATE** | **BUILD AND GROW TOGETHER** | **DEMONSTRATE ETHICAL BEHAVIOUR** | **DELIVER EXCEPTIONAL SERVICE & ADVICE** |
| ...by earning respect, sitting at the right tables, and voicing our vision | ...by considering the data and understanding perspectives | ...by taking time to listen, challenge  and care | ...by striving to be our best as individuals,  businesses, and as an industry | ...by valuing integrity, fairness and good faith | ...by practicing excellence |

**Strategic Priorities**

1 2 3 4

Deliver an effective

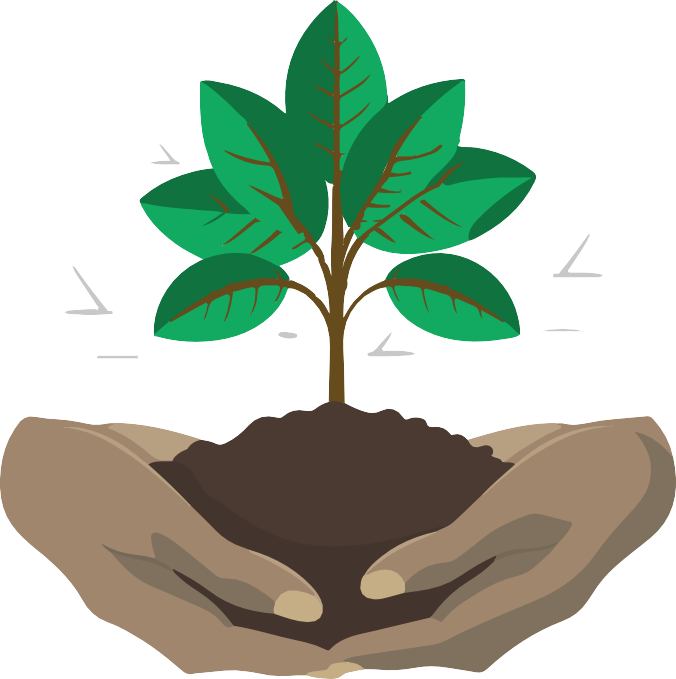
**ADVOCACY** function

Build

### MEMBER PROFITABILITY AND WELLBEING

Develop **ROBUST INDUSTRY AND MARKET COLLABORATIONS**

Strengthen organisational **GOVERNANCE AND EFFICIENT OPERATIONS**



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