

New Zealand AgriFood Week

in association with AgResearch

Sitting at the intersection of agriculture, science, food, and technology, New Zealand AgriFood Week provides a platform for nationally significant events to come together at the epicentre of agrifood innovation in New Zealand, Manawatū.

The Week plays a crucial part in the strategic positioning of the region as a global agrifood hub and provides a platform for agriculture, industry, research, policy makers and consumers to challenge, cross pollinate, foster ideas and develop clear pathways to actionable outcomes that seek to solve some of the world's biggest food challenges.

Three-year strategy for New Zealand AgriFood Week

CEDA is responsible for ensuring that Manawatū is a high-performing, progressive economy that is also recognised as a great place to invest, do business and live.

Our vision for the region is to be New Zealand's most progressive region by 2025, and one of the four big goals that will show we are on our way to achieving this is to be recognised as one of the world's top three agrifood hubs. Developing our capability and reputation as a world class hub – recognised globally for expertise in agriculture and food production, research, science, and technology – is a key mechanism for achieving economic prosperity in our region.

In 2019, we asked ourselves how we could better position and evolve the Week – the flagship event for our large and diverse agrifood industry – so, with our partners and stakeholders input we built a three-year strategy and roadmap.

Our Strategic Pillars



ESTABLISH
FOUNDATIONS



TELL THE STORY



ENGAGE THE
CHANGE-MAKERS



CREATE THE
CASCADE

Join us for NZAFW

3–9 May 2021

nzagrifoodweek.co.nz



NEW ZEALAND
AGRIFOOD WEEK

IN ASSOCIATION WITH

agresearch
āra mātauranga, mātauranga mātauranga

Branding and repositioning

We have already begun the repositioning of the brand through marketing the Week as a national event; located at the epicentre of agrifood innovation here in Manawātū; that is future focused at the intersection of agriculture, science, food, and technology; and that attracts global and national speakers and participants.

Three audience-focused strategic themes

The Weeks content will be curated under three audience-focused strategic themes:



Conaction: Conversation for action. Connect and facilitate future-focused conversations and debates between New Zealand's leading agrifood change-makers that result in action.



Showcase: Showcase New Zealand's excellence in agrifood innovation.



Excite: To excite the next generation of farmers, scientists, innovators, consumers, and leaders.

This targeted approach makes it easy for different audience groups to identify and relate to the content that has been designed and scheduled for their interests and aims.

Content layers – headline and open-source events

We are looking to deliver a two-layer structure where, for each of the three themes above, CEDA arranges headline events (e.g. a presentation by a high-profile speaker) while content depth is provided by an array of open-sourced events arranged by you - our partners and stakeholders. This approach leverages having all our audiences in one place, enabling your company or organisation to generate larger audiences.

If you want to get involved in the future of the Week, please get in touch with the team at info@nzagrifoodweek.co.nz.

Event management – directing, marketing and planning

To attract the calibre of decision makers who can enable the agrifood industry to fulfil its tremendous potential, we need to develop and grow relationships with these leaders. We'll deliver a focused marketing strategy that systematically grows the profile, reach, and attractiveness of the Week, that our partners can buy into and leverage.

Event promotion – audience speakers and media

We will engage audience groups, media, and speakers to match the three themes. National and international experts and speakers attract greater media coverage and involvement, making the good news stories along with supporting deep-dive material.

Event timing – May 2021

The Week plays a crucial part in the strategic positioning of the region as a global agrifood hub. To be successful the Week must carve a clear and unique position within a very cluttered corporate events calendar.

- May resonates with the agriculture and food sectors
- Strong alignment with national events of similar timing, providing the opportunity to attract, partner and leverage
- There are less competing regional events taking place in May enabling the Week to stand on its own merits
- There will be stronger engagement from organisations and partners as it is further away from a very busy event season and start of the year

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