



## Expressions of Interest – Regional Advisory Groups

Citrus New Zealand is establishing Regional Advisory Groups (RAG's) to strengthen industry collaboration and ensure grower perspectives are well represented in decision-making. These groups will provide strategic and operational advice to the CNZ board on matters affecting the citrus industry, helping to address regional challenges and opportunities.

### What is a RAG?

Each RAG will serve as a platform for growers, packers, and industry stakeholders to contribute insights, share concerns, and influence industry strategies. Three groups will operate across Kerikeri, Bay of Plenty, and Gisborne, ensuring a regional focus on citrus industry priorities.

### Key Objectives:

- Provide input on regional challenges and opportunities
- Act as a liaison between CNZ and local stakeholders
- Support industry-wide initiatives and collaboration
- Ensure regional perspectives inform sector decision-making

### Who Can Be Involved?

Each RAG will have up to four members, including:

- Regional citrus growers
- Packers and marketers
- Representatives from related industry sectors

A CNZ board grower representative. These board member representatives will be:

**Kerikeri:** Joe Lenaghan [joe.lenaghan@tandgfresh.co.nz](mailto:joe.lenaghan@tandgfresh.co.nz)

**Bay of Plenty:** Matt Carter, [research@citrus.co.nz](mailto:research@citrus.co.nz)

**Gisborne:** Tam Jex-Blake, [vicechair@citrus.co.nz](mailto:vicechair@citrus.co.nz)

### How Will RAGs Operate?

- **Meetings:** Twice a year, either in person or online with meetings in May and August
- **Leadership:** Chaired by a CNZ board grower representative
- **Agenda & Outcomes:** Meetings will be structured with agendas shared in advance, and key insights will help shape discussions at regional SHEDTalk meetings



## Selection Process

All EOI's will be reviewed by the CNZ board grower representative for each region, in consultation with the CNZ board. Selection will be based on:

- Industry experience and involvement in the citrus sector
- Ability to contribute valuable insights on regional challenges and opportunities
- Ensuring a balanced mix of perspectives within each RAG.

Applicants will be notified of the outcome once all EOI's have been reviewed.

## Submission Details

To express your interest in becoming a RAG representative, please submit the following details:

- **Full name**
- **Contact information** (phone & email)
- **Region** (Kerikeri, Bay of Plenty or Gisborne)
- **Industry role** (grower, packer, marketer, or other)
- **Brief background & experience in the citrus industry**

## How To Apply

Email your EOI by the 11 April to your local CNZ board representative:

- **Kerikeri:** [joe.lenaghan@tandgfresh.co.nz](mailto:joe.lenaghan@tandgfresh.co.nz)
- **Bay of Plenty:** [research@citrus.co.nz](mailto:research@citrus.co.nz)
- **Gisborne:** [vicechair@citrus.co.nz](mailto:vicechair@citrus.co.nz)

For any questions, feel free to contact [info@citrus.co.nz](mailto:info@citrus.co.nz)