

PRECISION AGRICULTURE ASSOCIATION OF NEW ZEALAND

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Following a growing awareness of the benefits of Precision Agriculture (PA) in NZ, on-going research by a number of organisations into PA over a number of years, and in response to feedback gained from two forums in 2011, the Precision Agriculture Association of NZ Inc. (PAANZ), has been established.

The primary goal of PAANZ will be to advance PA in New Zealand. A working committee was formed in 2012 to undertake a number of tasks to establish a Precision Agriculture Association as a formalised entity in New Zealand. Activities to date have included:

- Drafting a Constitution which meets the requirements of the Incorporated Societies Act.
- Registering the organisation.
- Developing a website.
- Developing a brand.
- Establishing a sponsorship policy and corporate engagement strategy.
- Drafting a strategic plan.
- Defining categories for membership and subscription requirements.

New technologies, like PA, that can assist the efficiency, productivity, profitability and sustainability of land-based production systems, are going to be crucial for New Zealand to achieve our growth objectives, maintain our international competitiveness and retain our global reputation for innovation and environmentally-sound production systems.

PAANZ will connect participants in the PA value chain to one common organisation – land users, researchers, commercial companies, Regional Councils, primary industry organisations, rural professionals and students.

Its focus will be on increasing the uptake of PA technologies in land-based primary production systems, accessing funding for research and the development of PA technologies, building capability within the sector and promoting adoption of PA through industry events, symposiums and field days.

Shortly we will be seeking members to join the association. Events such as a launch function, membership drive and AGM for the Association where committee members can be elected, are scheduled to occur throughout the early part of 2013 and dates will be advised as the various activities are planned.

Editor's Note: An extended manuscript for this presentation was not solicited.