

HortSource Initiatives

HortSource

The Authoritative Directory for the New Zealand Horticultural Industry

www.hortsource.co.nz

HortSource - The first comprehensive directory for the New Zealand Horticultural & Produce Industries

- Hard copy version distributed to New Zealand's grower base
- Hard copy version sent to international importers of New Zealand fresh produce
- Hard copy version distributed via New Zealand Trade & Enterprise internationally
- Edited by Dr Hans Maurer
- Online version with continuous access: www.hortsource.co.nz

With it's guaranteed domestic and international distribution, HortSource is the ideal forum to reach your target market. To view examples now, go to our online listings page: www.hortsource.co.nz

HortSource. A single source solution bringing together the information growers, supply industries and retailers need to run successful fresh produce based businesses.

HortSource is a comprehensive publication focused specifically on the horticultural industry; an essential guide book to suppliers of equipment and services to this huge and vital sector.

HortSource has a circulation of at least 7500 - with distribution to growers, packhouses, coolstores and key industry participants including international exporters and off-shore importers of New Zealand produce.

HortSource is published by The AgriChain Centre, a private sector agribusiness consultancy, research, communication and education hub whose clients include primary producers, domestic marketing and exporting companies, government departments, industry organisations and corporate food retailers, in New Zealand as well as internationally.

HortSource will be distributed through The AgriChain Centre's very extensive contacts network in New Zealand and overseas as well as through the global office structure of New Zealand Trade & Enterprise.

To capture the true essence of the New Zealand horticultural market requires a global perspective. In recognition of this HortSource includes an equally comprehensive website presence making advertiser listings available worldwide. The dynamic nature of the Internet allows further opportunities for value adding features and benefits. The long term goal for HortSource online is to become a hub of critical information, reference material and data, offering full interaction with its users.

The first such opportunity was launched in August 2006 with the introduction of "HortSource Express" - The complete information solution for the entire fresh produce supply chain. Since then, we have also launched "The Produce Department" and "HortSource Workspace". All of these information platforms can be accessed via www.hortsource.co.nz

All web-based initiatives share two common goals. These are to create further exposure for HortSource advertisers and to advance the cause of the New Zealand horticultural and produce industries.

The HortSource team looks forward to being of service to your organisation and assisting you to grow your business.

TESTIMONIALS

"HortSource is a substantive indicator of the depth and diversity of New Zealand's Horticulture Industry. Keeping up to date in a growth sector has just become that bit easier. Well done AgriChain Centre." Ron Becroft, President, United Fresh New Zealand Inc.

"Such an initiative was long overdue in New Zealand and we appreciate the invitation to support it."
Sharon-May McCrostie, New Zealand Trade & Enterprise.

"I am pleased to see such a professional looking publication linked to the web. A long time coming and very needed."
Fenton Hazelwood, Seminis Vegetable Seeds NZ.

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