

Mission Statement

*The collective voice of the natural
health products industry of New
Zealand*

Vision Statement

*Natural Products New Zealand
represents an innovative and
collaborative industry that is trusted
worldwide as a leading provider of
natural health products.*

Strategic Plan Imperatives

- *Be regarded as the authoritative & public voice of the industry in NZ*
- *Build trust in the industry*
- *Provide Value to Members*
- *Support Members through Regulation & Legislation*
- *Support Industry growth*
- *Facilitate collaboration here and internationally*

Strategic Plan

Find it at

[www.naturalproducts.nz/npnz-
strategic-plan-2017/](http://www.naturalproducts.nz/npnz-strategic-plan-2017/)