Appendix One

Strategic priorities for Year Five, excerpt from Annual Plan 2026/27

OIA26-0833

2.2. Strategic Priorities for Year 5

In Year 5 of the programme, Puro will focus on the following key objectives:

Workstream 1: Breeding and Genetics

- Breed, characterise, and validate additional high-quality cultivars both indoors and outdoors
- Optimise commercial seed production for in-house use and NZ partners

Workstream 2: Organic Production Handbook

- Complete print version of Handbook and develop web portal
- Implement Contract Growers Plan with regional iwi partners

Workstream 3: Indoor Cultivation Systems

- Implement Protected Cropping Enclosure (PCE) with living organic soil at Waihopai site
- Explore sterilisation pathways for organic live-dried flower

Workstream 4: Post-harvest Processing Systems

- Develop manufacturing processes for alternative product formats
- Improve capacity and throughput of live-dry processes for organic flower

Workstream 4B: Market Access

- Increase conference attendance and international visits for clinicians and industry partners
- Implement market research study for a NZ medicinal cannabis branding campaign
- Build NZ brand awareness and become globally recognised for quality, trust and differentiation

Workstream 6: Employment, Skills and Training

- Continue cadetship programme in partnership with regional iwi and expand to additional qualified candidates

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