THE NEW ZEALAND
POPLAR & WILLOW RESEARCH TRUST

Strategy 2026–2036

Building Resilient Landscapes for Future Generations

The NZ Poplar and Willow Research Trust is committed to ensuring poplar and willow continue to play an essential role in protecting and enhancing New Zealand's landscapes and communities.

This Strategy provides a clear direction for the Trust over the next 10 years. It outlines how we will strengthen research, breeding, knowledge sharing, and practical application. This is to ensure poplar and willow remain trusted, effective, and future-focused tools within New Zealand's landscapes.

Over the next decade, we will be bold, innovative, and agile in our approach. We will focus on the areas where poplar and willow can deliver the greatest impact for soil conservation, climate resilience, biodiversity, river management, sustainable farming systems, and community protection.

Our Vision

To ensure New Zealand landscapes and communities are protected, enhanced, and resilient to the threats of climate change, erosion, and pest and disease incursions.

To achieve this vision:

We prioritise. We partner. We adapt.

Our Strategic Focus

Breeding
Develop resilient, fit-for-purpose poplar and willow cultivars that meet future land-use, climate, and biosecurity needs.

Germplasm
Protect and strengthen New Zealand's poplar and willow genetic resources to support future breeding, resilience, and innovation.

Research
Build a strong evidence base that supports the role of poplar and willow in erosion control, river management, biodiversity, climate adaptation, and resilient farm systems.

Extension
Translate research and knowledge into practical guidance, tools, case studies, and resources that support landowners, councils, practitioners, and communities.

Working Together

Collaboration and partnership will be central to achieving our vision. We will work alongside landowners, farmers, regional councils, catchment groups, researchers, nurseries, advisors, iwi, and industry partners to strengthen understanding and adoption of poplar and willow solutions across Aotearoa New Zealand.

We recognise that enduring success relies on collective leadership, shared investment, and long-term commitment.

Strong partnerships and sustainable funding will enable the Trust to continue delivering research, innovation, advocacy, and practical outcomes for future generations.

What Success Looks Like

By 2036, we aim to achieve:

Resilient Landscapes

Poplar and willow are widely recognised as essential tools for erosion control, river management, climate adaptation, and infrastructure resilience.

Greater Adoption and Confidence

Landowners, councils, and practitioners have increased confidence in the use of poplar and willow through accessible information, practical tools, and demonstrated outcomes.

Stronger Evidence and Innovation

Research and breeding programmes provide robust, practical, evidence-based solutions that respond to emerging environmental and land-use challenges.

Protected Genetic Resources

New Zealand maintains a strong and diverse germplasm resource that supports future breeding and long-term resilience.

Respected Knowledge Resource

NZPWRT is recognised as a trusted national source of information, guidance, and leadership on poplar and willow.

Sustainable Partnerships and Investment

The Trust has strong partnerships, diversified funding, and long-term capability to continue delivering value to New Zealand landscapes and communities.

Our Commitment

NZPWRT will continue to focus on practical, evidence-based outcomes that deliver measurable environmental, economic, and community benefits.

Through collaboration, innovation, and long-term stewardship, we can ensure poplar and willow remain a cornerstone of resilient landscapes across Aotearoa New Zealand.