



# OUR STRATEGY 2017-2020



## OUR VISION

A BIOSECURITY RESILIENT  
KIWIFRUIT INDUSTRY

## MISSION

PROTECT NEW ZEALAND'S  
KIWIFRUIT INDUSTRY FROM  
BIOSECURITY THREATS

## DIRECTIONS

### Prevention:

- Global scanning to identify new risks
- Influencing to prevent arrival of new threats

### Readiness and Response:

- Fully prepared for the next biosecurity event – understanding our risks with readiness, response and contingency arrangements in place

### Industry responsibility:

- Kiwifruit industry hold themselves accountable for overall industry biosecurity and actively manage risk of new and established threats

### Leadership and Engagement:

- Performing a key leadership role in the biosecurity system and Government Industry Agreement partnership
- Making a significant contribution to achieve Biosecurity 2025 directions

### Innovation:

- Actively pursuing continuous improvement – smart investment in research and innovation



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## HOW WE'LL OPERATE TO ACHIEVE RESULTS

### Influence:

- Thought leadership
- Partnership and collaboration
- Engaging, supporting, and challenging if needed

### Operational excellence:

- Delivering results
- Smart leveraging to achieve maximum value for industry
- Accountable for our actions

### Education and Communication:

- Growing biosecurity awareness and social licence to operate
- Proactive communication with key industry and external influencers

## THE MEASURE OF SUCCESS

Direction	Desired Outcome	Performance Indicator
Prevention	Biosecurity risks to industry are rapidly identified offshore, and pre-border and border settings are focused on preventing entry	Nothing arrives we didn't know about
Readiness and Response	We are fully prepared for major biosecurity incursion, and able to respond immediately to eradicate	There are no incursions we're not well prepared for
Industry Responsibility	Biosecurity risks are proactively managed across the kiwifruit industry	Impact of new biosecurity threats is minimised
Leadership and Engagement	KVH is highly influential and respected by industry and the Ministry for Primary Industries for its leadership as a Government Industry Agreement partner, delivering results for the kiwifruit industry	<ul style="list-style-type: none"> <li>• Improved protection as a direct result of KVH influence</li> <li>• Novel approaches to biosecurity are generated by KVH</li> <li>• There is a perceived value of KVH to growers</li> </ul>
Innovation	KVH investment and thought leadership results in smarter approaches to biosecurity	Successful uptake of research results that make a difference