



**VISION**  
A biosecurity resilient  
kiwifruit industry

**MISSION**  
Supporting the New Zealand kiwifruit  
industry to protect itself from  
biosecurity threats

# KVH STRATEGY 2020–2025

## A kiwifruit industry committed to biosecurity excellence

We work together as one,  
taking ownership of our  
biosecurity

## Incursion readiness & response

We are well prepared for  
the next biosecurity event

## Pathway risk management

We focus on pathways  
to reduce pest and  
disease transmission

## Innovation in biosecurity management

We strive for new, efficient  
ways to strengthen  
our biosecurity systems

## OUR APPROACH



Leadership as  
an organisation  
& industry



Educate &  
influence



Demonstration  
of outcomes



# OUR PRIORITIES

## **A kiwifruit industry committed to biosecurity excellence**

### **We work together as one, taking ownership of our biosecurity**

This means we will:

- Create personally relevant and usable industry biosecurity stories
- Encourage all of industry into a culture of biosecurity accountability
- Use a sustainable approach to biosecurity
- Inspire through leadership
- Educate and influence our stakeholders to prioritise biosecurity systems in New Zealand

## **Incursion readiness and response**

### **We are well prepared for the next biosecurity event**

This means we will:

- Grow awareness of risks, supported by global scanning
- Use GIA as a framework for readiness and response
- Create and deliver robust crisis management and readiness plans
- Leverage our capability, knowledge and expertise
- Encourage surveillance for early detection
- Ensure a fit for purpose GIA funding model is maintained

## **Innovation in biosecurity management**

### **We strive for new, efficient ways to strengthen our biosecurity systems**

This means we will:

- Create smart tools
- Deliver and promote practical implementation of R&D
- Take an innovative ecosystem approach
- Develop case studies and exemplars to drive change
- Drive efficiency and system benefits from industry investment
- Leverage primary industry R&D in biosecurity

## **Pathway risk management**

### **We focus on pathways to reduce pest and disease transmission**

This means we will:

- Manage biosecurity risk across industry pathways
- Support development of traceability systems
- Create awareness of risk pathways
- Manage movement risk
- Develop and implement Standards and Best Practice guidelines
- Create high health plant systems
- Support practices for long-term management of pests and diseases

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