



Psa Update

July 2011

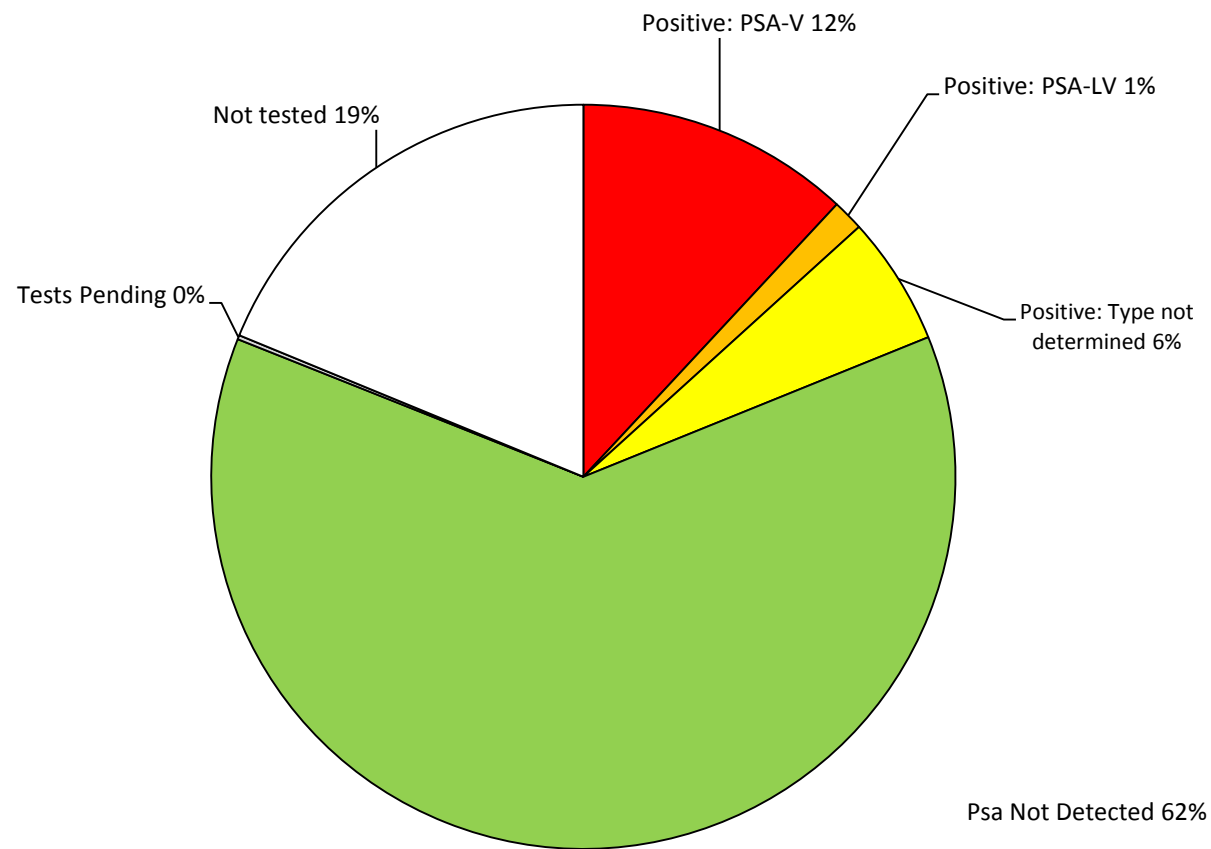




Situation Update

- Currently 252 positive Psa results
- 137 Psa-V orchards (4.1%) all located in Te Puke
- Approximately 60% of Psa-V Gold orchards and 1 Green male vine displaying secondary symptoms
- 31 Psa-LV isolates identified
- 84 Psa positive orchards unidentified including 22 outside Te Puke

Psa Status of Te Puke KPINs





KVH Management Strategy

- 1. Biosecurity controls**
- 2. Co-ordinated spraying**
- 3. Grower support**
- 4. Technology transfer**
- 5. Research & Development**



KVH Management Strategy

BIOSECURITY CONTROLS

- Surveillance, mapping and tracing
- Readiness & response
- Infection disposal
- Biosecurity zones (orchard, PZ, HRA, MRA)
- Regional management
- Border controls (signage, protocols, machinery washdown, awareness & education)
- Plant movement controls (nursery stock, budwood, machinery & equipment)
- Audit & compliance
- NPMS



KVH Management Strategy (contd)

CO-ORDINATED SPRAYING

- Spray subsidy program extended for PZ & HRA
- 85%+ grower uptake required
- Subsidy differential between Green & Gold growers being considered
- Focus required on increasing the cost effectiveness of spray protection by:
 - Better protection options
 - Competitive chemical pricing
 - Correct calibration & best application technology
 - Accurate weather forecasting NIWA
 - Apply NIWA plume technology to prioritise protection footprint
 - Fast track disease prediction modelling



KVH Management Strategy (contd)

GROWER SUPPORT

- Case management run-out
- Pastoral Care
- Bank communication - Financial advocacy
- Technical extension and advice
- Decision support tools – On orchard management decisions, financial modelling

KVH Management Strategy (contd)

ORCHARD TECHNICAL TRANSFER

Grower requirements



Technical/R&D evaluation



Innovation & trials



Best practice orchard management toolkit

R&D - Objectives

- **Short-term:** By 2013, find technical solutions to minimise the impact of Psa-V on the New Zealand Kiwifruit Industry
- **Long-term:** To develop solutions to eliminate the financial impact of Psa-V.



What lies ahead?

BAD NEWS

- We have entered a hole – don't know how deep
- Property values already impacted
- Financial viability will become very stressed

GOOD NEWS

- Everyone is locked in for the ride
- 2013 time horizon to find solutions
- Expect bounceback to property market when we turn the corner



YOUR GROWER SURVIVAL PLAN

- Focus on R&D objective timeline of 2013 plus recovery period
- Have a an orchard management plan to deal with Psa
- Measure the financial impact on your business to 2013 plus recovery phase
- Protect your orchard
- Treat your orchard as a biosecurity zone
- Look after yourselves
- Look out for your neighbours & friends

KVH
KIWIFRUIT VINE HEALTH

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