



**KVH**  
KIWIFRUIT VINE HEALTH



# Avoiding Complacency in Kiwifruit Biosecurity

Matt Dyck

July 2016



**KELLOGG**  
**Rural Leadership**  
PROGRAMME

# Incursions are not rare events

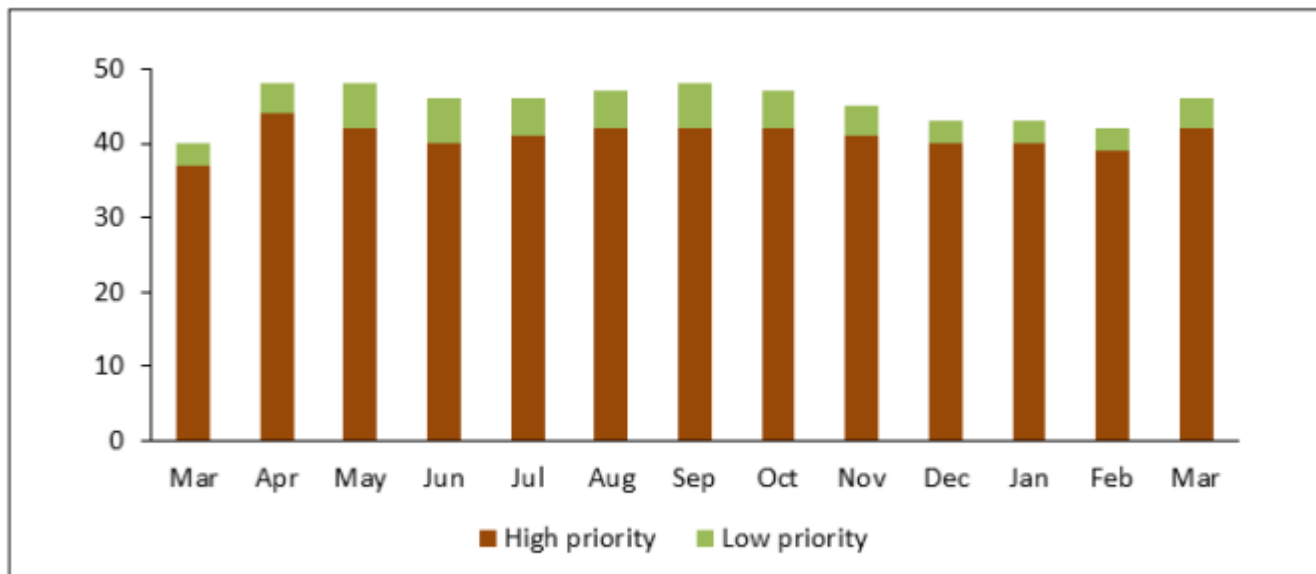


Figure 1: Active biosecurity responses from March 2015 to March 2016

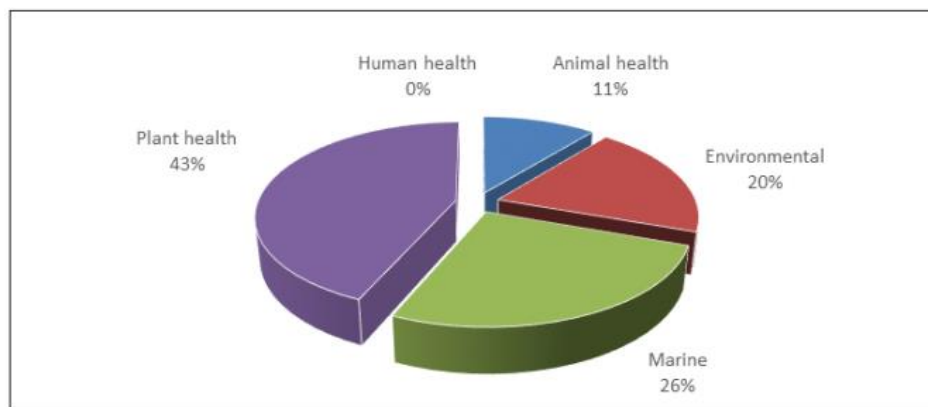


Figure 2: Sector breakdown for open responses at the end of the 1 January to 31 March 2016 reporting period.

# Pea growers work with MPI to rid Wairarapa of weevil pest

Date: 25 Jul 2016



If you see this pest, catch it  
and call us – 0800 80 99 66.

# Key lessons learned

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- Setting aside how it got into NZ, some of the costs of Psa-V could have been avoided in all likelihood
- Factors like the
  - lack of understanding of bacteria
  - lack of orchard/pack house hygiene controls,
  - lack of planning, and
  - lack of use of the right expertise across industry *and* Government

almost certainly resulted in the impacts of Psa-V being materially greater than what they could have been.

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# Purpose of project

1. Are kiwifruit growers are becoming complacent in biosecurity practice over time?
2. Identify barriers & opportunities to overcome this



## Key points

1. On-orchard practices are slipping but there is more to this than complacency alone
2. Effectiveness of on-orchard practices not widely understood
3. To create behaviour changes different approaches are required

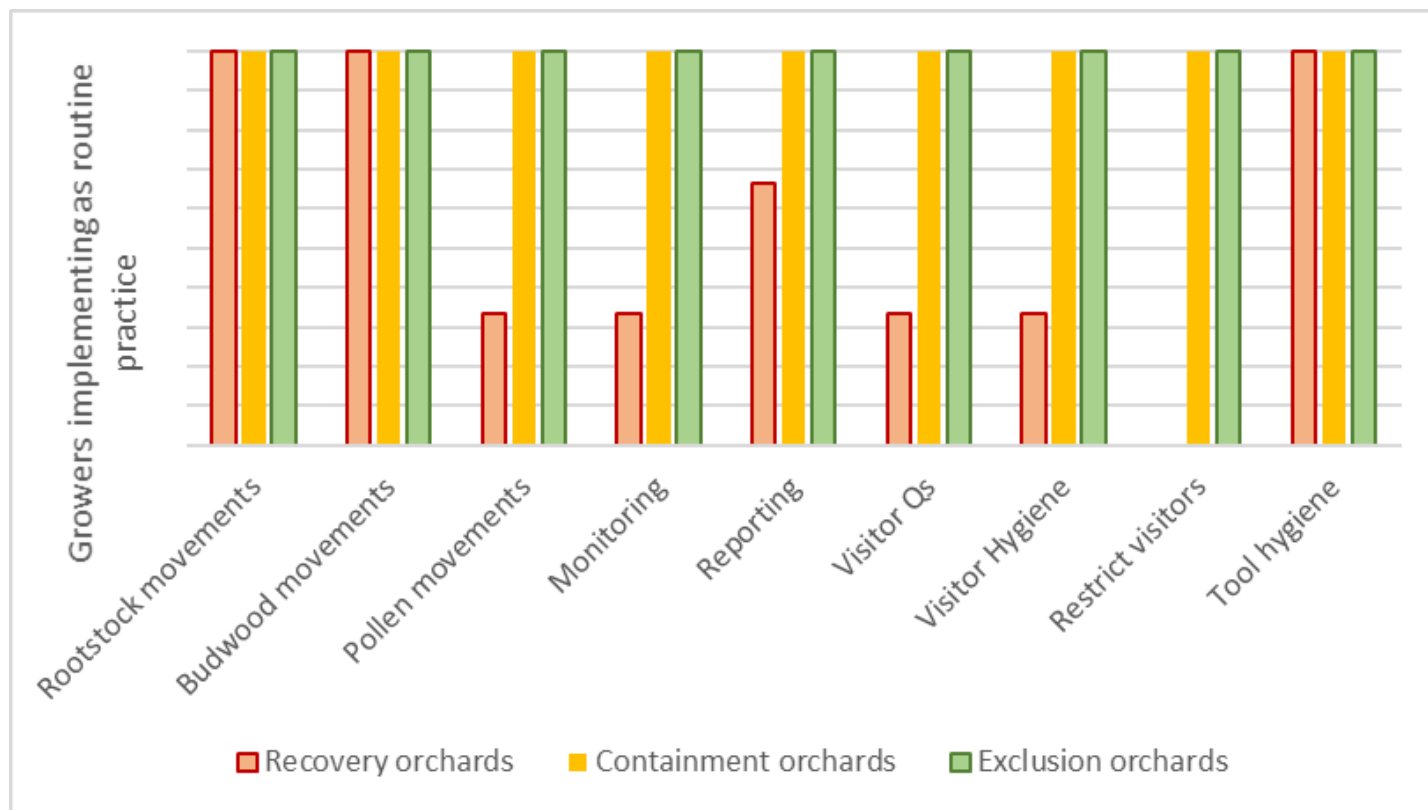


# 1. Not just a case of complacency

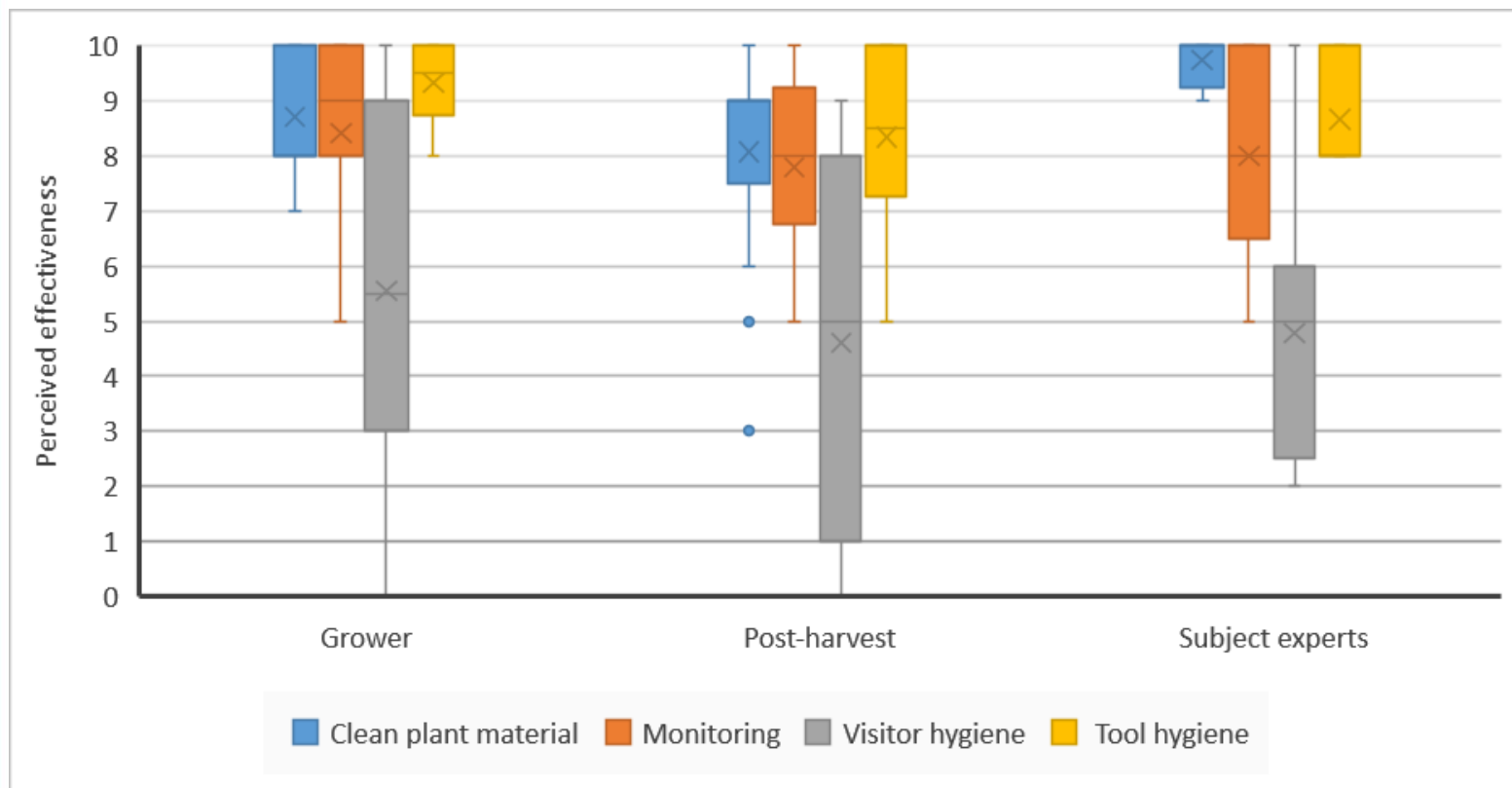
- Growers retain practices seen to make a difference (for Psa)
- Thinking about “risk” often doesn’t extend beyond Psa
- Practices fall short of what subject experts recommend as minimum practice for a future biosecurity incursion.



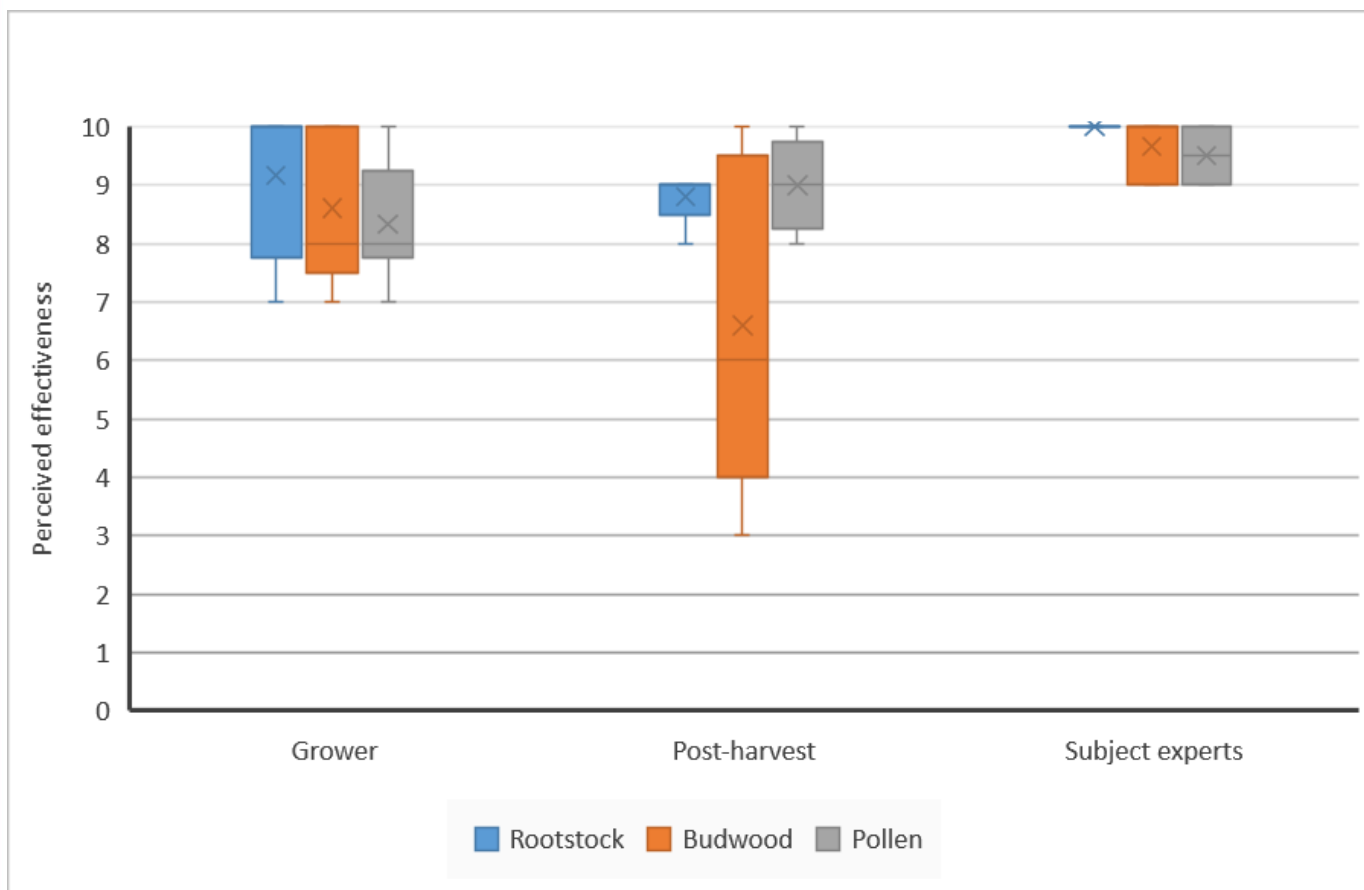
# Biosecurity practices as routine



# Perceived effectiveness of biosecurity practices



# Perceived effectiveness of sourcing clean plant material





## 2. Effectiveness of on-orchard practices not widely understood

- Kiwifruit growers are biosecurity aware (Psa, fruit fly)
- Growers consider an incursion to be a significant threat



**Awareness ≠ implementation**



### **3. To create behaviour changes different approaches are required**

- Implementation is a process not an event - support
- Working group of industry champions to develop and communicate biosecurity guidelines



## Next steps

- Psa Management Plans to become Biosecurity Management Plans
- Remove commercial disincentives
- Link practice to mitigating risk
- Involve industry in development to ensure measures are;
  - Practical
  - Easy to implement
  - Effective in reducing risk (real & value)

*“Those who cannot remember the past are  
condemned to repeat it”*

George Santayana