

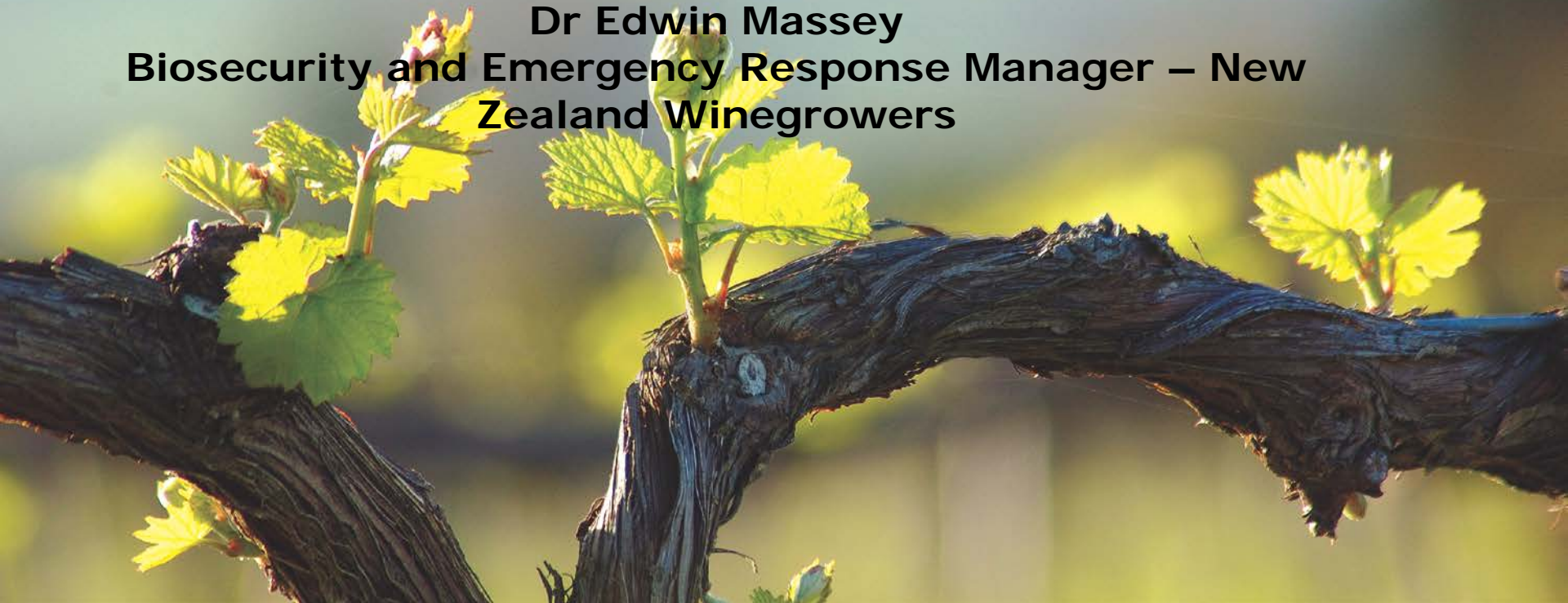


NEW ZEALAND WINE
PURE DISCOVERY

New Zealand's Biosecurity System: Mitigating risks to the long term sustainability of the wine industry

Dr Edwin Massey

Biosecurity and Emergency Response Manager – New Zealand Winegrowers



Importance of biosecurity to the wine industry



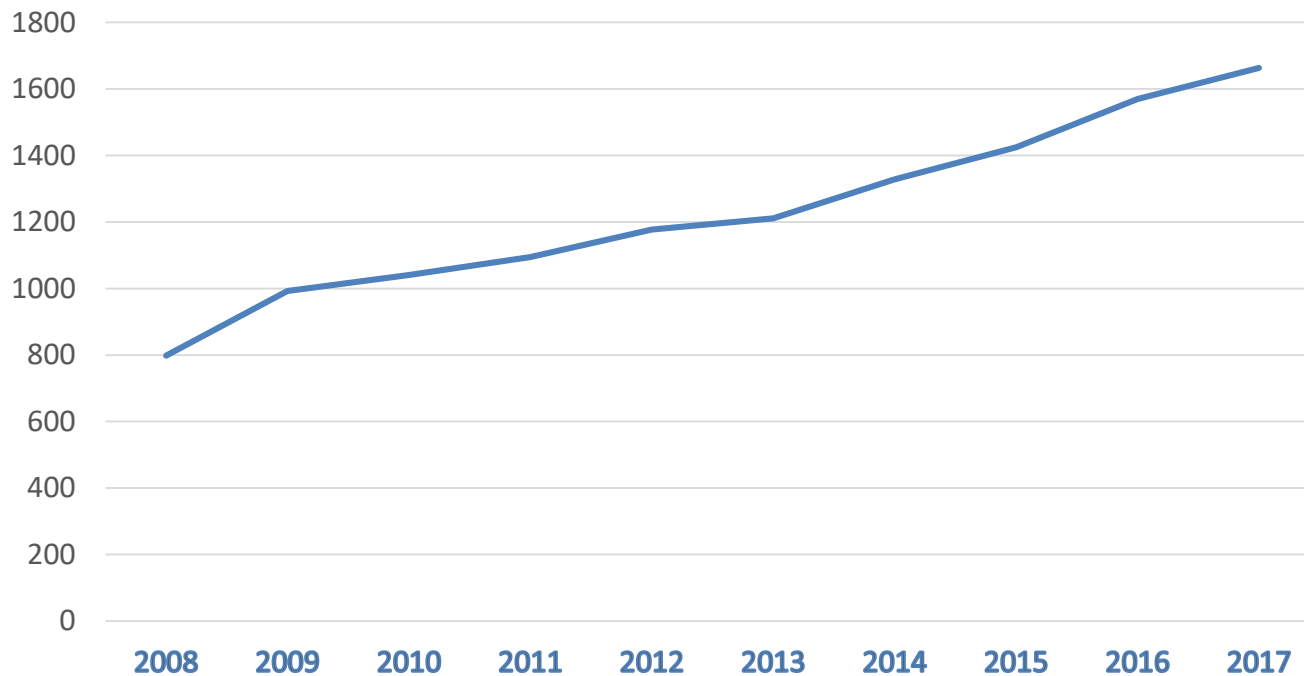
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- Biosecurity is crucial for the ongoing sustainability of the wine industry
- Industry has developed with relatively little impact from unwanted pests and diseases
- “Quality” is the industry’s key calling card



Continued Export Success

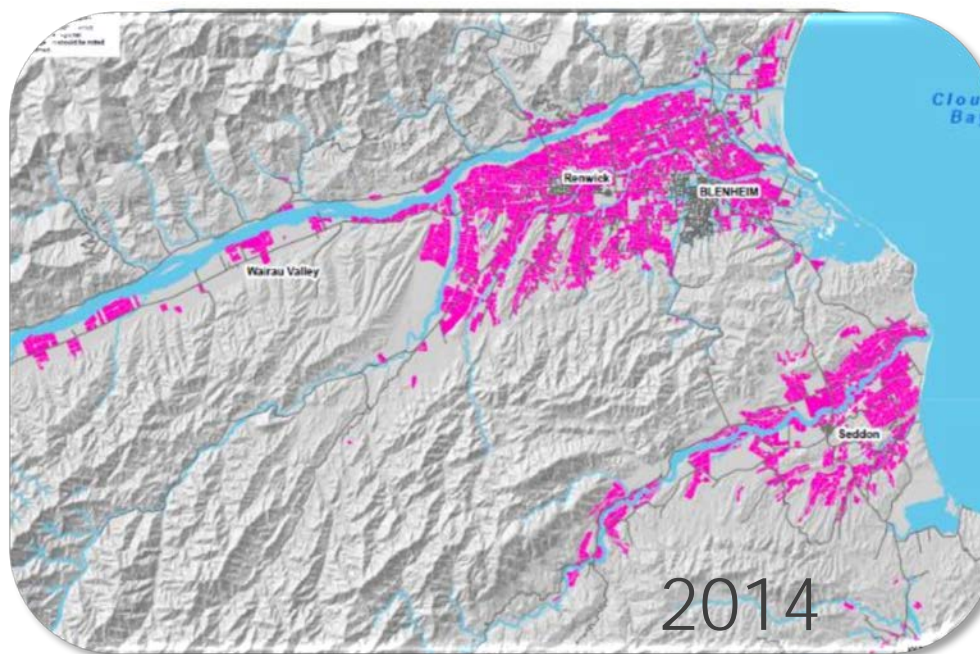
New Zealand total wine exports since the GFC
(\$millions)



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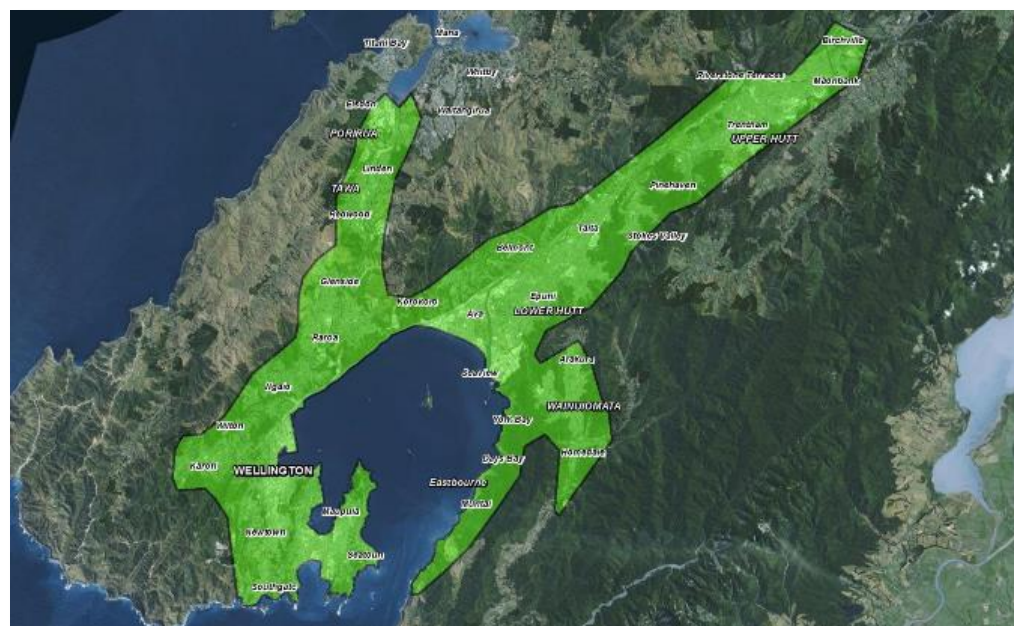


Vineyard growth





... Marlborough over Wellington Region





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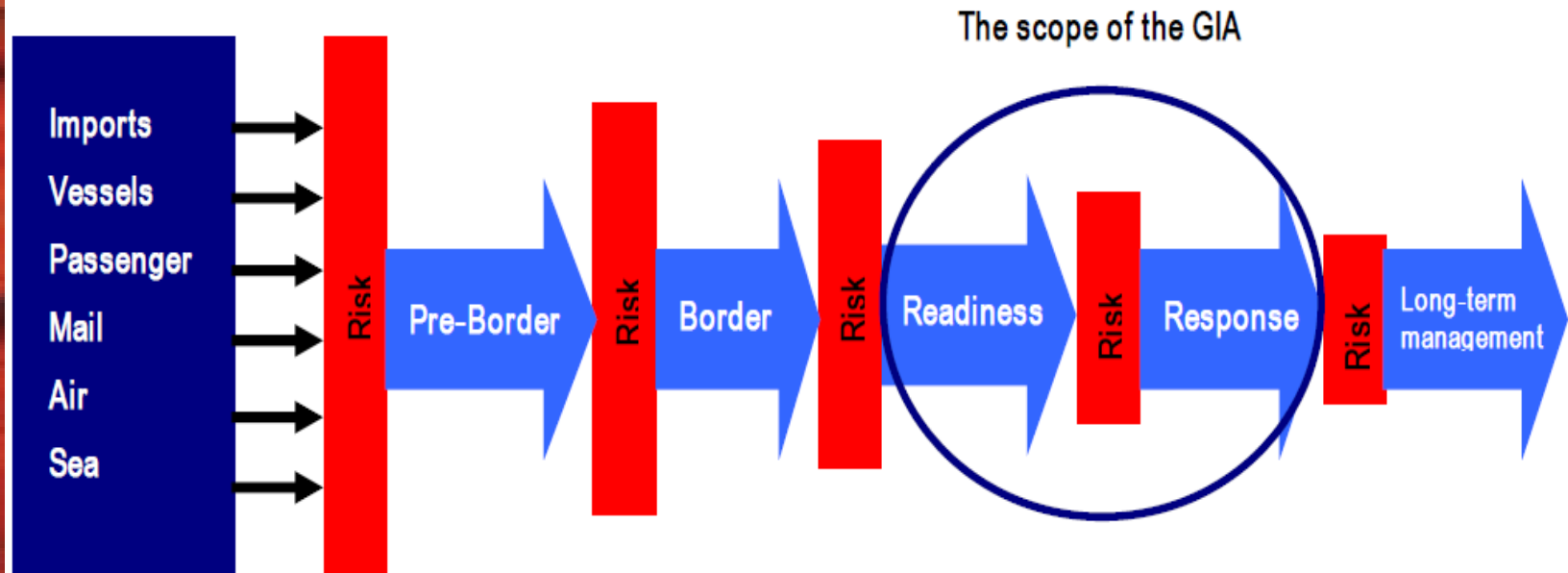
New Zealand is becoming increasingly connected
in a global world



The Biosecurity System



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Biosecurity

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Readi
Respo



ON



Improving wine industry readiness



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- July 2017 – Signed the BMSB Operational Agreement
- September 2017 – launch of coordinated public awareness campaign
- October 2017 - testing response surveillance in Chile





NEW ZEALAND WINE
PURE DISCOVERY

ONE STINK BUG
COULD RUIN IT
FOR ALL OF US



The Brown Marmorated Stink Bug would damage a piece of fruit, but the damage to our horticulture industries would be much bigger. An incursion could ruin fruit, wine and vegetable production and have a major impact on everyone involved in the industry. Keep an eye out, and if you see one, don't kill it. Catch it, take a photo, and call 0800 80 99 66. For more information: mpl.govt.nz/stinkbug



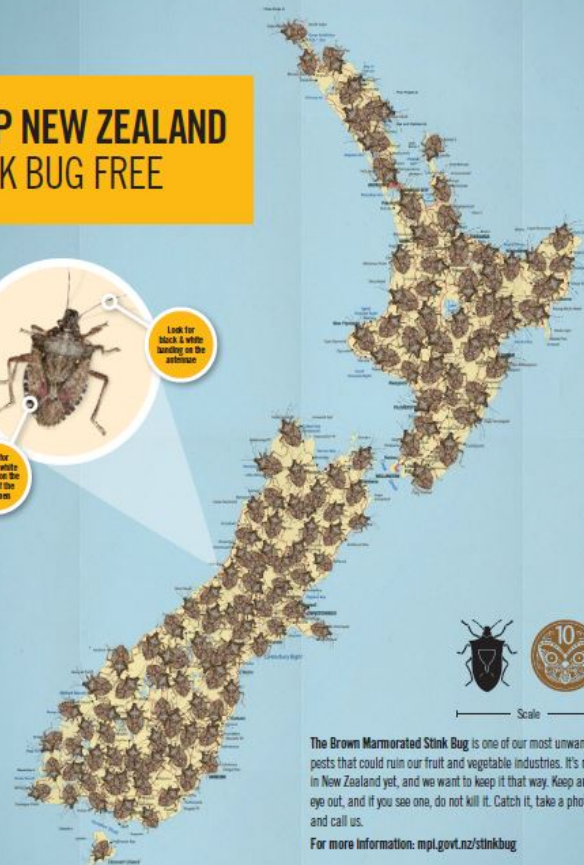
Scale

KEEP NEW ZEALAND
STINK BUG FREE



Look for black & white banding on the antennae

Look for black & white banding on the sides of the abdomen



Scale

The Brown Marmorated Stink Bug is one of our most unwanted pests that could ruin our fruit and vegetable industries. It's not in New Zealand yet, and we want to keep it that way. Keep an eye out, and if you see one, do not kill it. Catch it, take a photo, and call us.

For more information: mpl.govt.nz/stinkbug



EXOTIC PEST & DISEASE HOTLINE 0800 80 99 66



EXOTIC PEST & DISEASE HOTLINE 0800 80 99 66





Ensuring vineyard **biosecurity**

Guidelines for best practice

- Biosecurity is **crucial** for the ongoing sustainability of the wine industry
- **Decisions you make** at the vineyard gate are crucial to protect your vineyard's biosecurity
- **Every person** who visits or works on the vineyard has a role in mitigating biosecurity risk
- **ITS YOUR ASSET - PROTECT IT!** Adopting these guidelines makes you a biosecurity champion!
- Adopting these guidelines below on your site will help to mitigate the risk of a biosecurity incursion
- Please Contact Dr Ed Massey, New Zealand Winegrowers Biosecurity and Emergency Response Manager with any questions or requests for assistance in briefing staff or contractors
021 1924 924, edwin.massey@nzwine.com



If you do see something unusual!



NEW ZEALAND WINE
PURE DISCOVERY

- Catch it
- Snap it
- Report it
- Ring MPI biosecurity hotline 0800 80 99 66
- Download New Zealand Winegrowers – Most Unwanted Poster

IF YOU SEE ANYTHING UNUSUAL



CATCH IT. SNAP IT. REPORT IT.

Call MPI biosecurity hotline 0800 80 99 66



NEW ZEALAND WINE
PURE DISCOVERY

Ministry for Primary Industries
Mānauahi Mātauranga



Conclusion

- Biosecurity is critical to the long term sustainability of the New Zealand wine industry
- Improving the participation of the New Zealand wine industry in NZ biosecurity is crucial for success
- Keep the MPI biosecurity hotline in your phone in case you see anything unusual (0800-809966)
- Call me if you have any questions – Ed Massey 021 1924924