

KVH Strategy 2020—2025



VISION

A biosecurity resilient kiwifruit industry

MISSION

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

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

OUR APPROACH



Leadership as an organisation and industry



Educate and influence



Demonstration of outcomes