



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

OUR APPROACH



Leadership as an organisation & industry



Educate & influence



Demonstration of outcomes