



BS22143 - Community Engagement Survey Research Summary



Background:

We know that a collective effort is needed across the kiwifruit industry to manage our biosecurity risk. Awareness of biosecurity helps us detect incursions early and adoption of on-orchard biosecurity practices can limit the spread of undetected invasive organisms.

We recognise the importance of understanding how kiwifruit growing communities interact with biosecurity messaging and what barriers to adoption of on-orchard biosecurity practices exist. If we better understand this, we can work to improve awareness, motivation, and uptake of biosecurity practices which will in turn help to protect our whole industry.

Aim:

For this piece of work, we looked to gather information from different kiwifruit growing communities, focussing on how well they understand biosecurity and engage with biosecurity resources, training, and practices.

We wanted to understand what barriers currently exist when engaging with biosecurity resources and training and adopting biosecurity practices with a particular focus on the Indian, Māori, and Pākehā kiwifruit growing communities.

This information will help give insights to KVH and Zespri on potential avenues for further improving engagement with biosecurity and increase adoption of biosecurity practices within the kiwifruit industry.

Survey results:

It is important to understand that this piece of work collected information from a small number of growers and statistical analysis was not possible. So while the results are indicative, they cannot be considered representative of the entire growing community.

It was pleasing to see that all growers surveyed had some awareness of biosecurity. There were varying degrees however of understanding around what it involved or what threats exist internationally. Most growers recognise that biosecurity needs the involvement of multiple groups, acknowledging the various layers of the system - at the border and within New Zealand.

When questioned, growers described a range of on-orchard biosecurity practices they use, including monitoring and reporting, implementing good orchard hygiene practices, controlling plant movements, developing biosecurity awareness, and using certified plant material. It highlights that growers are aware of biosecurity practices, but it was noted that these weren't necessarily implemented consistently.



All surveyed growers perceived biosecurity as important, but when faced with other challenges on-orchard, it is often a lower priority than more urgent tasks considering there is no immediate threat.

KVH is seen as a key information source for biosecurity, however growers also access resources from a range of others, including Zespri, post-harvest companies, NZKGI, the Kiwifruit Journal and other horticultural industries.

Recommendations:

The good news is that many of the recommendations below are strategies that are already being consistently implemented by KVH as part of their core work.

However, the findings do highlight that there is a need to continue to focus on ensuring our engagement activities and resources are accessible by all within the kiwifruit growing community.

Key recommendations highlighted by the findings are:

- ✓ Increase focus on targeting orchard managers and contractors with biosecurity messaging and training.
- ✓ Continue to share biosecurity information with those who already have direct connections with growers, such as post-harvest companies.
- ✓ Keep building connections with growers, through meetings and direct contact, to the extent possible.
- ✓ Focus on benefits growers might receive from their biosecurity actions now rather than emphasising future risks. These benefits could be aligned with the different perspectives on success held by different growers.
- ✓ Consider translating more resources into Punjabi, to increase ease of access for Indian growers.