



# PSA R&D STRATEGY

Sonia Whiteman

Team Leader – Protect Supply





# PROTECT SUPPLY

# TE AKA HAUMARU

## OUR MISSION

PROTECT SUPPLY TO OUR CUSTOMERS AND OPTIMISE RETURNS TO GROWERS AND SHAREHOLDERS

TIAKINA TE AKA, MAI NGĀ MĀRA HUAKIWI KI TE AO, HEI ORANGA MŌ TĀTOU KATOA

### HOW

Globally delivering pest and disease control and fruit which is safe to eat.

### THROUGH

- Biosecurity** - Delivering knowledge for a biosecurity resilient industry.
- Crop Protection** - Managing established pests and diseases with minimised residues.
- Market Access** - Ensuring market access by improving detection and disinfestation practices.
- Food Safety** - Mitigating food safety risks.

### PRINCIPLES

- Guardianship**  
We are the industry's insurance policy, sustainably protecting supply.
- Results driven**  
We deliver world class science outcomes relevant for industry.
- Personal connections**  
We promote inclusivity for a wide network of global relationships.



# WHAT HAVE WE BEEN DOING?



## Highlights

### REPORTS RECEIVED

### SUPPORTING OUTCOMES

### KEY OUTCOMES

### ACHIEVEMENTS

Microbiome

Baseline established.  
Future dataset created.

» Resource for the future

Copper resistance

Best practice confirmed.  
Insight to complexity of resistance.

» Extended to growers.  
Review monitoring.

Metrics  
No obvious measure

Frost component for Psa risk model

Frost proven to not be an impact on PSA

» No need for mitigation.  
Extended at industry R&D day & KFJ.



# EXTENSION



# CURRENT PROJECTS



Disease Impact & Prediction	Control Options	Integrated Orchard Practices	Translation to support adoption
√	√	√	√
√	√	√	
	√	√	
	√	√	
	√	√	
	√		
	√		

√ Underway  
 √ Planned



# STEERING GROUP



Key Influencers – take the opportunity to influence them..

Stu Hutching (Chair), KVH CEO  
David Tanner, KVH Chair  
Beth Kyd, Zespri  
Glen Bradbury, Zespri  
Lindsay Bulman, Scientist  
Dylan Wadsworth, Grower  
Mark Bullians, PFR Business Manager

Juliet Ansell (Vice-Chair), Zespri  
Linda Peacock, KVH staff  
Miguel Peterle, Grower  
Mel Walker, Zespri  
Rob Beresford, Scientist  
Megan Fox, Grower



# QUESTIONS?

# FEEDBACK?

