



# State of Play: New Zealand's Biosecurity System

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*Growing and Protecting New Zealand*



# Our Strategy 2030

**OUR GOAL**  
We will double the value of primary industry exports by 2025



# MPI's priorities

- **Smart Regulation:**

This is fundamental to the trust that underpins our trading system and our relationship with consumers.

- **Operational Excellence:**

Performing our operational functions across the food safety, biosecurity, and primary production systems well and telling a compelling story.

- **International Access:**

This is about being proactive and forward looking to maintain and enhance market access for New Zealand's primary products.

- **Provenance and Traceability:**

Increasingly, traceability and transparency has become a key criteria for entering premium markets and major retail chains.

# MPI's priorities

- **Precision Production and Investment:**  
MPI will back and support emerging technologies that brings precision to how we farm, fish and do forestry.
- **Enduring Relationships:**  
MPI will invest in how we communicate, educate, and build trust, and also how we support the social licence the public extends to the primary sectors.
- **Integrated Information, Insight and Knowledge:**  
We will provide knowledge that the sectors and decision-makers can rely on, and the public can trust. We will use information to target our activities and interventions.

# Multiple layers of New Zealand's biosecurity system

Biosecurity pressures on the border



Passengers



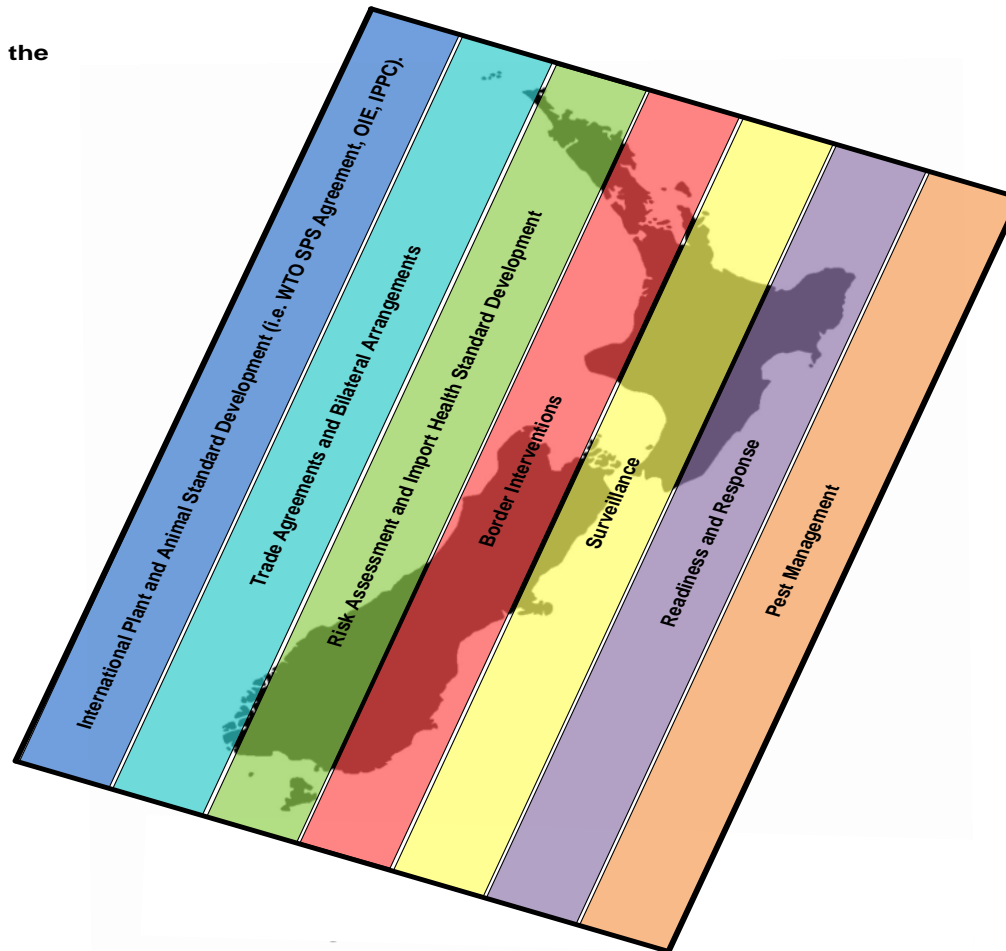
Cargo & Mail



Craft



Wind, tidal currents, rain



'Assured' New Zealand Exports

## Any questions?