



NEW ZEALAND FRUIT FLY COUNCIL STRATEGY 2020/2025

THE NEW ZEALAND FRUIT FLY VISION: A New Zealand free from established economically-significant fruit fly



MISSION



To ensure the collective effort of government and industry prepares for and mitigates the risk of economically-significant fruit fly incursion events to preserve New Zealand's economic, social and environmental interests.

OUTCOMES

Community

High level of community engagement and acceptance during a response provides social license to operate

Trade

Trade implications of response are minimized through consistent communications and following accepted protocols



Response process

Confidence that response process follows agreed operational plan and governance frameworks

Stakeholders

All stakeholders involved in response implementation are well supported

PRIORITY WORK AREAS



Prevention, Readiness and Surveillance:

Planning and delivery to ensure processes, technologies and resources to maximise early detection and appropriate response process.



Response:

Collaborative and shared approach to Response governance and operations resulting in cost-effective outcomes following incursion.



Research:

Coordinated and effective research in collaboration with international agencies resulting in improved tools and decision making for surveillance and response.



Standards:

Setting, promoting and advocating for science-informed standards and management relevant to fruit fly control.



Capability:

Fostering the development of fruit fly-specific capability, including within industry, to ensure the delivery of plans and activities can occur now and into the future.



Awareness:

Promoting awareness, education and communication to engage all stakeholders in minimising the risks from fruit flies.



Ministry for Primary Industries
Manatū Ahu Matua



STAKEHOLDERS

- FFC and the primary sectors they represent and other primary industry sectors and organisations.
- Government departments, regional councils and other bodies engaged in biosecurity work.
- Organisations and individuals involved in risk pathways (e.g, tourism, transport, logistics, etc) and local communities, retailers and iwi.



PRINCIPLES

- Science-based
- Collaborative
- Cost-effective and delivering value
- Innovative and responsive to review
- Open, transparent and accountable
- Avoiding duplication
- Able to rapidly adjust to change in risk.



MEASURES

- Efficiency of response processes with agreed outcomes
- Commitment/engagement of stakeholders to our strategy and our programme.
- Trading partners continue to trust NZ programme
- High level of awareness from public and stakeholders
- Surveillance programme results in quality information to support readiness and response to incursions