

# 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.

# Community

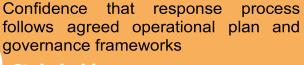
High level of community engagement and acceptance during a response provides social license to operate

#### **Trade**

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

# **OUTCOMES**

## Response process



#### **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 andmanagement 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.



# **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