

NEW ZEALAND FRUIT FLY COUNCIL STRATEGY 2025/2030

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 efforts.

OUTCOMES



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

Trade:
Trade implications of response are minimised 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 maximise early detection and appropriate response process.



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



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



Capability:
Fostering the development of fruit fly-specific capability, including within industry, to ensure ongoing delivery of plans and activities.



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



Awareness:
Engaging all stakeholders to raise awareness and minimise risks from fruit flies.

STAKEHOLDERS



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

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.
- Aligns with the GIA Strategic Framework.

MEASURES



- Efficiency of response processes with agreed outcomes.
- Committed engagement of stakeholders to the strategy and work programme.
- Trading partners continue to trust the New Zealand programme.
- High level of awareness from public and stakeholders.
- Surveillance programme results in quality information to support readiness and response to incursions.

