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5 YEAR PLAN/STRATEGY

AFB PEST MANAGEMENT PLAN

WHY IS A PLAN NECESSARY?

Growth trends indicate a high risk potential for a serious AFB event or events:

- × Projected 1 million hives by December 2017
- × 1800 new beekeeper registrations since 2016
- × Skill shortage
 - + 50% of industry “new entrants”

INDUSTRY OUTCOME OBJECTIVES

The industry seeks an eradication outcome, which will only come with a change of thinking.

- ✘ Eradication of AFB in managed colonies is both possible and practical
- ✘ Changing technology means resource review to better efficiently support plan objectives
- ✘ The AFB PMP is a major factor in market access and bee products value

INDUSTRY TRENDS

2009

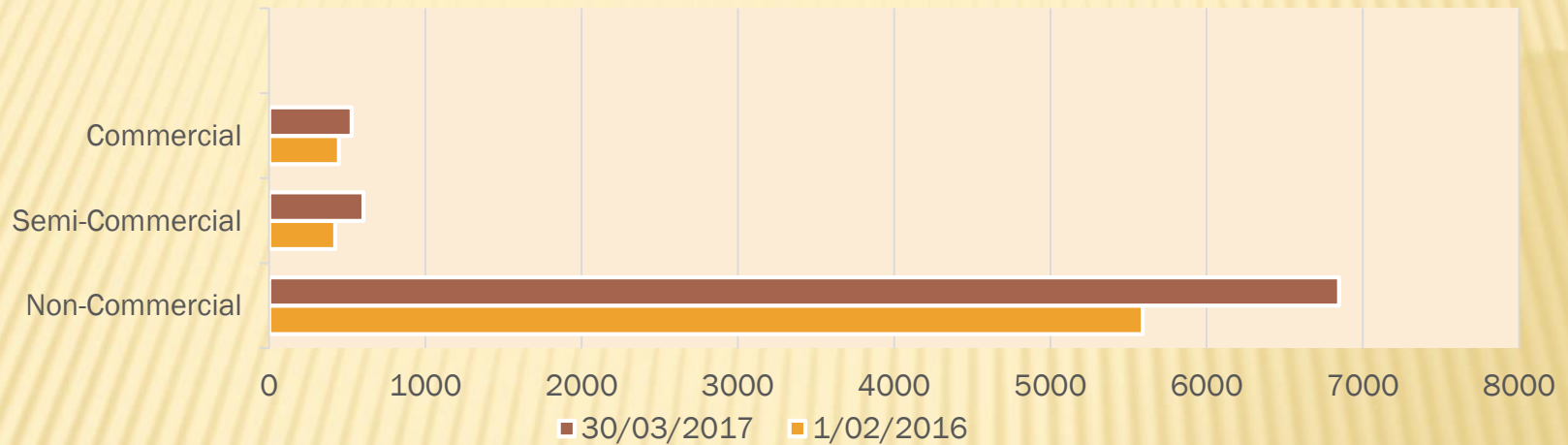
- × 2680 beekeepers
- × 357,789 hives
- × 33% commercial
- × Hobby sector 1800 beekeepers
- × Largest beekeeping operation approximately 19,000 hives

2017

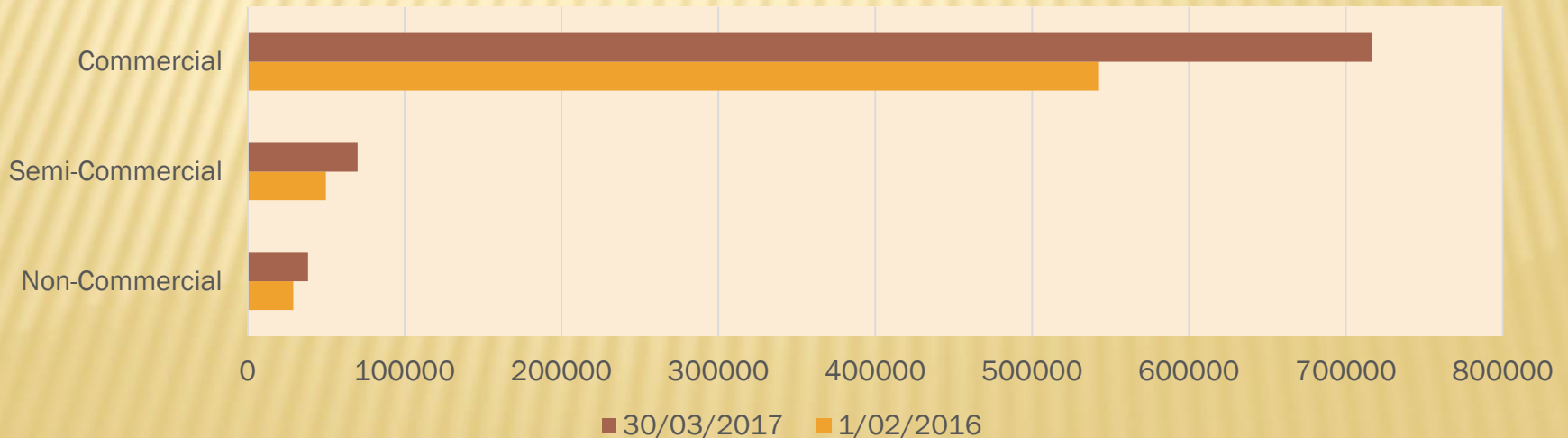
- × 7975 beekeepers
- × 825,630 hives
- × 14% semi or commercial
- × Hobby sector 6800 beekeepers
- × Largest beekeeping operation approximately 67,000 hives

INDUSTRY OVERVIEW FEB 2016 TO MARCH 2017

Registered Beekeepers



Registered Hives



ACTION PLAN

American Foulbrood Action Plan 2017 to 2022

Outcome:

American Foulbrood eradicated from New Zealand by 2030.

Our strategy to achieve the outcome:

Make the American Foulbrood management system effective in detecting and eliminating all cases of Foulbrood. Create a culture that supports compliance and a system of enforcement effective in dealing with non-compliance. Equip all participants to play their role.

Intermediate 5-year Outcome:

Reduce the measured incidence of clinical American Foulbrood to below 0.1% (from 0.32%) by 31 December 2022.

Our strategy to achieve the intermediate outcome:

Establish industry standards that:

- A. Recognise, reward and build on exemplary American Foulbrood management practice.
- B. Recognise and affirm fully compliant American Foulbrood management practice.
- C. Support non-compliant beekeepers to become compliant.
- D. Make ongoing non-compliance untenable.

THE FOCUS

- × Legal reform
- × Resources
- × Measurement & Monitoring
- × Communications & Engagement
- × Compliance
- × Training

LEGAL REFORM

- × **Revise and update**
 - + Levy order fitness for purpose
- × **Legal strength**
 - + Delivery of compliance outcomes
- × **Engage with MPI**
 - + Upgrade Authorised Person enforcement powers

RESOURCES

- × Financial targets
 - + Fair and equitable
 - + Deliver required outcomes

- × Cost sharing arrangements
 - + Other beneficiaries

MEASUREMENT & MONITORING

- × Review Apiweb reporting processes
 - + Fix or implement new
 - + Establish checking procedures
- × Extend surveillance activities
 - + New technology
 - + Scientific tools
- × Rapid reporting
 - + Awareness and response

COMMUNICATIONS AND ENGAGEMENT

- × Facilitation of change
 - + Empower
 - + Engage
 - + Listen
 - + Culture change
 - + System and resource improvements

- × Best fit communications
 - + Stakeholders needs

COMPLIANCE

- × Culture change
 - + Encourage and reward compliance
- × Support and educate for continuous improvement
- × Enforcement systems and tools
 - + Extend the powers of Authorised Persons

TRAINING

- × Training delivery
 - + Target new entrants
 - + Facilitate best practice
 - × In-house training
 - × Training for all levels

Review, Refresh, Build, and Share

ENGAGEMENT

- × Plan first draft
 - + Consultation submissions received and considered
- × MPI engagement
 - + Partner key elements of the revised plan moving forward
 - + Potential enforcement options
- × Apiweb review
- × Operations Plan review and redevelopment
- × Communications increase

ENGAGEMENT

- × **Electronic engagement**
 - + Electronic invoicing
 - + ADR circulation
 - + Text notification of AFB finds
- × **Investigations**
 - + Technology for real time reporting
 - + Surveillance detector dog trials
 - + PCR spore tests for live bee samples and honey
- × **AP2 officer numbers are being expanded**
- × **Increased training programmes**

WHAT WILL IT COST

- × Ultimate decision with industry
- × Historically:
 - + \$1.00 per hive per year
 - + Maintained the status quo
 - + Compare to the lost value of a hive to AFB
 - × Time, hive-ware, bees, wax, honey and future profits

What are you prepared to invest in your Pest Management Plan?

WHAT ARE THE OPTIONS

THE \$10 MILLION DOLLAR QUESTION?

- × 1. Maintain the status quo
 - + Levy is at maximum
 - + Improved compliance tools

- × 2. Double current levy
 - + Increase AP2 surveillance activity
 - + Strong compliance tools

- × 3. Increase levy fourfold or more
 - + Industry support and commitment to AFB eradication

CONSULTATION

- × 5 Year plan/Strategy
 - + Consultation
 - + Refinement
- × MPI assistance
 - + Enforcement
 - + Legislative changes

WEBSITE – WWW.AFB.ORG.NZ

Use the tool provided:

It includes

- Symptoms AFB
- Disease Inspection
- Disease Diagnosis
- Dealing with Hives and Equipment
- Legal Requirements
- Take the 5 Minute Quiz
- Training Courses
- Sale and Purchase Agreement (Downloadable)
- Dedicated Hobbyist Corner
- On - Line Training
- AFB APP

The screenshot shows the homepage of the 'ELIMINATION OF AMERICAN FOULBROOD (AFB) DISEASE' website. The header features the title 'ELIMINATION OF AMERICAN FOULBROOD (AFB) DISEASE' and the logo for 'THE MANAGEMENT AGENCY NATIONAL AMERICAN FOULBROOD PEST MANAGEMENT PLAN'. A search bar is located in the top right corner. A navigation menu on the left lists various topics such as Home, Management Agency, Do's & Don'ts, Significance Of AFB To NZ, Management Plan, AFB In New Zealand, Symptoms Of AFB, Progression Of AFB, Spread Of AFB, Disease Inspection & Diagnosis, Dealing With Hives & Equipment, Eliminating AFB In Beekeeping Outfits, Beekeeping And The Law, Beekeeping In NZ, Education, Training, Resources & Policy Statements (Including Official Information Act 1982), Forms, News, and Glossary. The main content area is titled 'Elimination of AFB' and features an 'IMPORTANT MESSAGE' about training videos. Below this is a video player showing a woman in a field, with the title 'Michelle intro'. To the right of the video are three hexagonal icons: 'Symptoms' (showing a close-up of a hive), 'Inspection & Diagnosis' (showing a person in a protective suit inspecting a hive), and 'The Law' (showing a gavel). The text below the video explains the goal of the American Foulbrood National Pest Management Plan (AFNPMP) to eliminate AFB in managed colonies in New Zealand.