



**PLANT  
PASS<sup>®</sup>**

SAFER PLANTS FOR NEW ZEALAND

**ANNUAL  
REPORT**

---

**2023**



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# Chair's Report

Kia ora

## Welcome to the first Annual Report for Plant Pass.

Plant Pass is a voluntary certification scheme for New Zealand plant producers that recognises good biosecurity practice and provides assurance for plant buyers. Plant producers play a crucial role in New Zealand's biosecurity system and in protecting Aotearoa from pests and diseases that can damage our plants, environment, economy and culture.

Plant Pass is all about good plant biosecurity. It provides a comprehensive, science-based framework to help producers avoid, identify, and manage biosecurity risk in nurseries and production processes.

Plant Pass is a partnership between government and industry. It was formed as an Operational Agreement (OA) under the Government Industry Agreement (GIA), for Biosecurity Readiness and Response framework.

Work to develop Plant Pass began in late 2017 with support and contributions from numerous stakeholders including New Zealand Plant Producers Inc, Ministry for Primary Industries, Department of Conservation, regional councils and industry bodies. These stakeholders worked with some key plant producers to design, pilot and refine the Plant Pass standards, guidance and systems. The scheme recognises the diversity among plant producers – from nationwide commercial enterprises through to iwi and community native nurseries.



*Plant Pass is all about good plant biosecurity. It provides a comprehensive, science-based framework to help producers avoid, identify, and manage biosecurity risk in nurseries and production processes.*

Alongside the Plant Pass scheme, we developed the Plant Buyers' Accord to create a mechanism for buyers to support and incentivise participation in Plant Pass and best practice biosecurity across the supply chain.

Momentum slowed significantly due to Covid 19 but work started up again in earnest in late 2021. Plant Pass was officially launched in May 2022 with videos, website, webinars, social media and a digital marketing campaign. The launch was followed by a series of introductory workshops for producers. More workshops were held in spring 2022 and autumn 2023 along with continued promotion and engagement.

I am delighted to report that by 30 June 2023, we had 74 nurseries registered with Plant Pass, including 18 certified, and six major organisations had signed the Accord.

The next financial year will focus on increasing awareness of the scheme, piloting a group scheme (see the Manager's report on page 3 for more details), encouraging more major procurers to become Accord signatories, and utilising this to get more producers registered.

I have greatly enjoyed my time as Chair of the Plant Pass Governance Group and thank all members of the group of their support and work. I would also like to acknowledge the extensive amount of work that scheme management agency, New Zealand Plant Producers Inc, has undertaken to develop and implement Plant Pass.

A warm welcome to Matt Dyck of Kiwifruit Vine Health who has taken over the role of Chair.

Ngā mihi nui



**Brendan Gould**  
*Plant Pass Governance  
Group Chair  
June 2023*

# Manager's Report

Kia ora

**As we reflect on the past year and a half, it's evident that Plant Pass has grown exponentially, not just in numbers but in its impact and reach within the plant production industry. The journey from its inception to today's robust framework has been both challenging and rewarding.**

I would like to acknowledge the many industry members and stakeholders who assisted in the development of the scheme, the guidance of project steering and working groups, and the hard work of the Governance Group.

As of June 2023, we proudly report 74 registered nurseries, with 18 certified. The Plant Buyers' Accord has been another highlight. With major organisations like MPI, Auckland Council, and the Department of Conservation on board since our launch, and the recent addition of entities like Waikato Regional Council, the Accord is shaping up as a significant influencer in the industry.

Like any growing initiative, we've identified areas for improvement. Feedback through our integrity survey indicates that while our scheme is robust, there are complexities that could be streamlined. We've taken this feedback on board and are actively working on making the certification process more user-friendly without compromising its integrity.

Workshops have been a cornerstone of our producer engagement strategy. Over the past year, we've held 18 introductory workshops across both islands, reaching over 250 individuals from diverse entities. The feedback has been heartening, with many attendees finding them instrumental in their Plant Pass journey. Our focus for the upcoming year includes more technical workshops, delving deeper into specific topics like crop monitoring, hygiene, and traceability.

Looking ahead, our vision for FY 2023/24 is clear. We aim to increase awareness and adoption, streamline processes, and foster stronger partnerships.



A main focus will be running pilots of Plant Pass group schemes. Group schemes will make it easier for large procurers and project managers, such as regional councils and government agencies, to support their multiple supply nurseries to journey through the Plant Pass registration and certification process. This will be an exciting and important step forward for the scheme and towards our goal to make Plant Pass synonymous with biosecurity excellence in the plant production industry.

I'd like to extend my gratitude to our dedicated team, our partners, and every individual and organisation that believes in Plant Pass. Your trust and support fuel our mission, and together, we're building a safer, more sustainable future for New Zealand's biosecurity.



**Karen Scott**  
*Programme Manager at  
New Zealand Plant Producers  
Inc, the manager of Plant Pass*

# Our Plant Pass Biosecurity Exemplars

The Plant Pass certified and registered producers and Plant Buyers' Accord signatories listed below are the early adopters of the Plant Pass scheme and we celebrate them.

These trailblazers have set a high standard in biosecurity, ensuring the health of our plants and the integrity of our ecosystems. Their commitment extends beyond compliance; it is a proactive step towards preserving Aotearoa's natural heritage and inspiring a wider adoption of robust biosecurity practices.

Join us in applauding these guardians of our green spaces, who lead by example in the vital mission of plant health and environmental protection.



## Plant Pass Certified Nurseries

Akura Plant Nursery  
Ardmore Nurseries  
Auckland Botanic Gardens Nursery  
Easy Big Trees  
Growing Spectrum  
Hitiri Plant Nursery  
LE Cooke Nurseryman  
Lynwood Avocado Nursery  
Nga Rakau Nurseries  
Native Garden Nursery  
Riversun Nursery  
Rural Design  
Scott Base Nurseries  
Southern Woods Nursery  
Stanmore Farm  
TKG Nursery Services Ltd  
Treeline Native Nursery  
Zealandia Horticulture

## Plant Buyers' Accord Signatories

Ministry for Primary Industries  
New Zealand Avocado  
Kiwifruit Vine Health  
Department of Conservation  
Auckland Council  
Waikato Regional Council  
The Nature Conservancy (TNC New Zealand Trust)  
New Zealand Biosecurity Services Ltd  
Takana Native Trees Ltd  
SPS Biota

## Plant Pass Registered Producers

Ambrosia Nurseries  
Appletons Tree Nursery  
Arowhenua Native Nursery  
Awapuni Nurseries Ltd  
Awhitu Peninsula Landcare  
Black Bridge Big Tree Nurseries  
Coastlands Plant Nursery Ltd  
Colorworx Nursery  
Container Nurseries  
Farrell Nurseries  
Fiordland Nurseries and Mowers  
Full Bloom Nursery  
Gellert's Ltd  
Genesis Nurseries Ltd  
Groundtruth Limited  
Heritage House Nursery  
He Tipu Limited  
Hodderville Farms Plant Nursery  
Hoon Hay Valley Nursery  
Kaipatiki Project  
Kauri Park Nurseries  
Koroneiki Developments  
Magnolia Grove  
Minginui Nursery  
Naturally Native  
Natures Creation  
Ngati Haa Mahi Trust  
NGSC Forest Road Native Plant Nursery  
Norfolk Road Nursery  
Ok Grow Native Plant Nursery  
Opihi Nurseries Ltd  
Ormond Nurseries  
Plant Hawke's Bay



Plantlife Propagators  
Pourewa Nursery  
Pukerau Nursery  
Rainbow Park Nurseries  
Restore Native  
Riverside Horticulture  
Scrub Growers  
Seed Source Limited  
Signature Plants Ltd  
Takana Native Trees  
Te Arai Native Nursery Ltd  
Te Horo Ornamentals  
Te Rito Gardens  
Te Toa Whenua  
Te Wai Mauri Nursery  
The Palm Garden  
The Wild Nursery  
Thirkettle Nurseries  
Titoki Nursery  
Trents Nursery  
Van Lier Nurseries  
WaiNot Native Nursery

### Workstream 2

**Scheme Integrity and Relevance:** primary goal is to uphold and enhance the quality of the Core Standard and related documents, ensuring their continued relevance and integrity.

### Workstream 3

**Certification:** dedicated to establishing and maintaining strong relationships with certification bodies while ensuring the highest quality in certification processes.

### Workstream 1

**Producer Engagement:** focusses on recruiting, engaging, and providing support to producers throughout their journey towards certification.

## Workstream Overview

Plant Pass operates through several interrelated workstreams, each with a specific focus and purpose. These workstreams collectively drive Plant Pass's mission and objectives.

### Workstream 4

**Communications:** about stakeholder engagement to foster collaboration and understanding among stakeholder and registration among producers.

### Workstream 6

**Business Management and Administration:** the various aspects of business management, including planning and implementation, oversight, budgeting, reporting, and the efficient functioning of systems and operations. It also provides support to the Plant Pass Governance Group.

### Workstream 5

**Plant Buyers Accord:** supports recruiting, engaging, and reporting on matters related to the Plant Buyers Accord, which likely involves agreements and partnerships with plant buyers.



# Producer Engagement

Workshops have been the main mechanism to engage producers in Plant Pass, supported by personal visits to nurseries by NZPPI staff, and communications and marketing activities (see page xx)

The introductory Plant Pass workshops covered the why, how, and what of the scheme and how to create a robust biosecurity risk management system.

From June 2022 to June 2023, we held 18 Plant Pass introductory workshops in 10 centres across both islands. The workshops were attended by 251 people across 125 entities. Plant producers made up most of the attendees and came from the entire spectrum of the industry – from small community and iwi nurseries through to major commercial enterprises. Other attendees included council biosecurity managers, researchers, and central government representatives.

End-of-workshop surveys show that the majority of attendees have regarded them as helpful in assisting producers into the scheme and making them feel prepared about introducing Plant Pass to their nursery.

During the industry's busy times of the year, focus moved to providing more individual support. This support assisted with converting workshop attendees through to registration and supporting registered producers to be audit ready for certification.

New technical workshops are scheduled for spring 2023. The technical workshops have a specific focus on key topics and primarily support registered producers to become certified. The three key topics for the technical workshops will include detailed support regarding crop monitoring, hygiene and traceability.

**By the end of the reporting period, 30 June 2023, we had 74 nurseries registered with Plant Pass, including 18 certified.**

**From June 2022 to June 2023, we held 18 Plant Pass introductory workshops in 10 centres across both islands. The workshops were attended by 251 people across 125 entities.**



# Scheme Integrity and Relevance

## DEVELOPMENT OF PLANT PASS AND THE CORE STANDARD

Plant Pass and its standards are based on work undertaken early in 2018 following experience of the myrtle rust response that underscored the crucial role that plant producers play in early detection of pests, their containment and slowing their spread following a pest incursion. Subsequent discussions identified the opportunity to develop a systematic approach to plant production industry biosecurity risk management. The Core standard was last updated in June 2021.

Plant Pass acknowledges and is appreciative of the support of many industry members and stakeholders who assisted in the development of the Plant Pass:

- funding from the MPI, DOC, Auckland Council, NZ Avocado, Citrus NZ, Forest Owners Association, Kiwifruit Vine Health and New Zealand Winegrowers.
- guidance of project steering and working groups
- feedback and advice from industry members and stakeholders
- Kiwifruit Vine Health's generosity allowed the Scheme to extract from and draw heavily upon their work and the Kiwifruit Plant Certification Scheme.

### Myrtle Rust Specific Module

The Myrtle Rust Specific Module was put into effect in February 2020. It was updated in August 2022 to reflect the updated NZPPI myrtle rust protocols and the online weather and disease tool developed to assist producers to identify high-risk periods for management in the nursery.



### Kauri Schedule

The Kauri Schedule was updated 7 October 2022 reflecting the *Phytophthora agathidicida* National Pest Management Plan (PaNPMP) that came into effect on 2 August. We worked with the TUR Kauri Protection team on Rule 3, which mandates actions of nurseries. It was developed with knowledge of the Plant Pass Kauri dieback schedule and is well aligned with the schedule. The Kauri Protection Programme recognises Plant Pass certification as meeting the requirements of the Rule.

### Phytophthora Specific Module

The Phytophthora Specific Module was put into effect in February 2020. describes specific measures to manage the risk of a nursery becoming infested by or spreading Phytophthora.

It was updated with very minor changes in June 2021.

### Solanaceae Module

We worked with glasshouse growers looking to establish specific biosecurity standards within Plant Pass for producing seedlings of Solanaceae crops, like tomatoes, capsicums and eggplants. However during the period, glasshouse growers decided they weren't in a current position to develop their own plant health standards. This work is now on hold but may be picked up again at some stage. In the meantime, the Plant Pass core standard can be used instead.

Other modules may also be considered in the future.

## INTEGRITY AUDIT REVIEW

It is good practice for an integrity review to be undertaken annually in the first two years of a scheme therefore the Plant Pass managers, NZPPI, began an integrity audit in April 2023. The audit review is based on the Plant Pass Integrity Assessment checklist, which covers the following key features of the scheme:

- 1) The assurance system provides an accurate assessment of compliance.
- 2) The effectiveness and efficiency of the scheme are improving over time.
- 3) The assurance system is accessible to plant producers, plant buyers and stakeholders.

Evidence was collected through surveys, interviews, visits and meetings. The surveys covered topics like how accessible / fit for purpose the scheme is, the value it created for the business and the extent to which the scheme was recognised and supported in the market.

A picture emerged that the scheme is robust but is unnecessarily technical and complex in places. Certified businesses feel that the value of Plant Pass is mostly in terms of having a systems approach to managing biosecurity. The data reflected a concern from producers about a lack of awareness or support for certified businesses from plant buyers. They don't currently sense that there is recognition of plant pass from buyers.

### Key takeaways from the Integrity Audit Survey

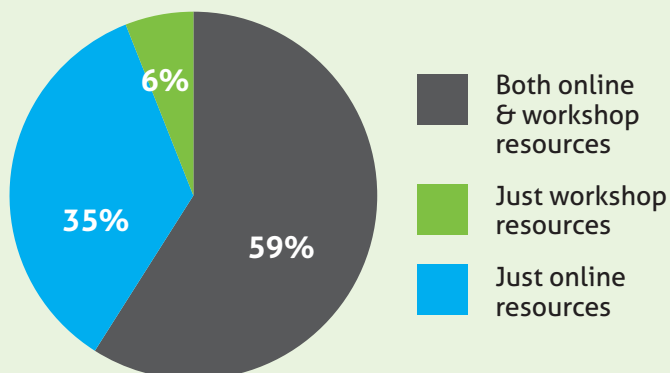
- Overall, the plant producers have highly rated their audit experience with AsureQuality.
- The in-person workshops are valuable resources for producers and should continue to be supported. Consider a virtual option as well.
- Certified nurseries want to be recognised as preferred plant producers.
- Consider funding options for smaller nurseries, reflective in Group Schemes.
- Review auditing schedule for certified nurseries, consider annual self-assessments and two- or three-year audit cycles.

### Steps for FY2023/24:

- Assessing the Plant Pass Core Standard to identify efficiencies and streamlining options to ensure it remains fit for purpose.
- Assessing the guidance documents to remove any duplications and outdated information.
- Understanding the viewpoints of buyers and influencers to identify the challenges and barriers to agencies signing the Accord.

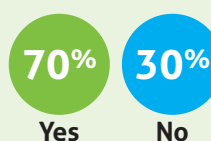
### Example survey questions and responses:

Which Plant Pass resource format has been the most useful?

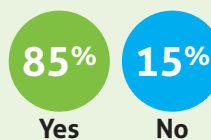


### PLANT PASS VALUE

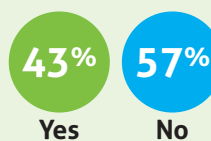
Do you think the Plant Pass scheme will reduce your business risk and improve biosecurity?



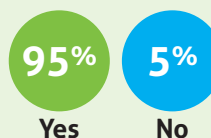
Do you think the Plant Pass scheme will add value for you as a producer?



Do you think Plant Pass will improve your nurseries productivity?

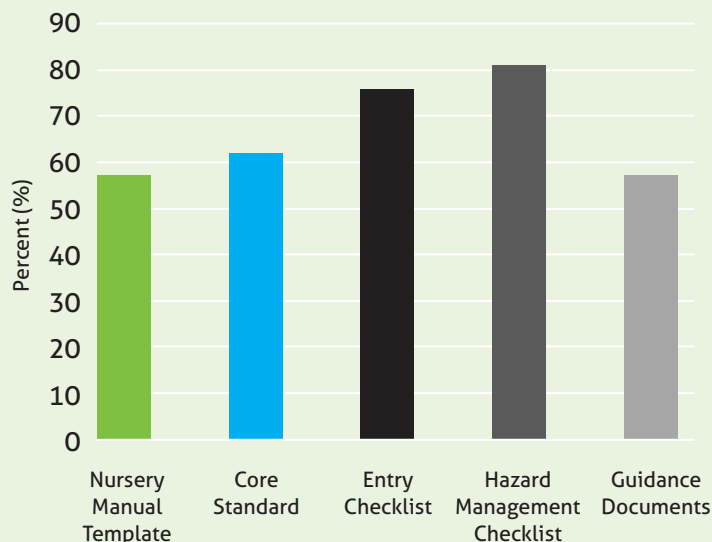


Do you feel that you received the support needed to implement the Plant Pass schemes requirements?



### PREFERRED RESOURCE DOCUMENTS

Which Plant Pass Resources have you used?



Note 1: This graph contains data from the Registered nursery survey only.

# Plant Pass Certification

We are delighted to report that as of June 2023 we had 18 certified nurseries, with several others nearly ready for certification.

The path to certification has been straight forward for some nurseries and can take just a few months while for others it is a much longer process.

It has been noted that the size of the nursery doesn't always determine the speed of certification. The timeline is usually about the processes already in place, the motivation of the relevant staff and the resources able to be given to addressing any non-compliance issues.

The steps to certification are:

STEP  
01

Registering with the programme

STEP  
02

Doing a self-assessment

STEP  
03

Attend a workshop/ webinar(s) where you'll learn how to implement the scheme

STEP  
04

Building and improving the areas identified as needing work

STEP  
05

Being audited by an independent certification body

STEP  
06

Working to close out audit non-conformances

STEP  
07

Certification



## ASUREQUALITY

NZPPI met with AsureQuality in late March to look at the interface with Certification bodies. This meeting highlighted that Plant Pass was a new scheme for AsureQuality and improvements in procedures and consistency were happening as the number of producer audits increased.

As part of the integrity audit survey (see page 7), we asked registered nurseries about their experience of AsureQuality.



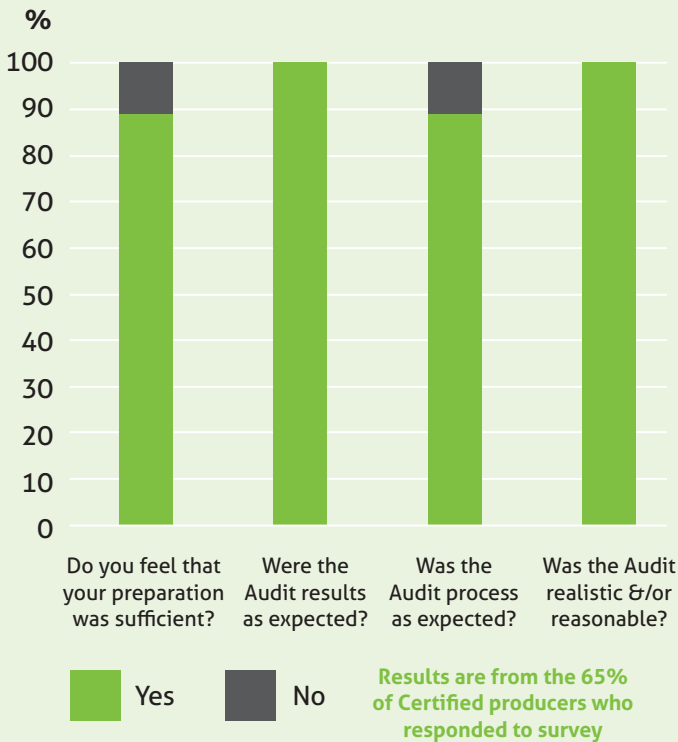
### A selection of responses:

*"My involvement with AsureQuality has been positive when it comes to external audits."*

*"[Audit was] Very positive as I think they were suitably impressed at the way we conduct ourselves and also the nursery at the quality of the layout."*

*"Audit would be much slower if we didn't have most of our material digitised, this should be recommended to people thinking about this."*

### Audit experience for Certified Producers



### Audit experience ratings out of 5-stars



**Average rating of interaction with auditor**



**Average overall audit experience**

The survey found that barriers to certification included:

- The scheme is unnecessarily technical and complex in places
- Staff and funding shortages – lack of resources
- Adverse weather events mean many producers are in crisis mode
- Can't see how it will add value to business i.e. a lack of awareness, recognition or support for certified businesses from plant buyers/procurers

### Steps for FY 23/24:

- Streamline the certification process
- Complete the integrity audit to include surveying Accord signatories
- Encourage more signatories to the Accord
- Encourage current signatories to add Plant Pass into procurement contracts, as Auckland Council has done.

# Growing Spectrum – case study of a certified nursery

**Growing Spectrum is a Waikato-based wholesale plant nursery that supplies plants to garden centres throughout New Zealand. It has been at the forefront of ensuring plant health and biosecurity and took part in the pilot of Plant Pass (then called the Plant Production Biosecurity Scheme) several years ago.**

Under the leadership of nursery manager Rob Wickham and with support from business support administrator, Courtney Dew, the nursery is now Plant Pass certified with the core standard and myrtle rust module.

## Commitment to Biosecurity

Growing Spectrum understands the importance of its role in protecting the plant production industry – and the country – from a crippling incursion.

“Our commitment to biosecurity isn’t just about business; it’s a matter of social responsibility. As we distribute plants nationwide, we’re fully aware of the potential risks and the devastating impact certain pests or diseases could have on our industry,” Rob said.

The nursery learned the need for constant vigilance through an incursion of myrtle rust on Callistemons (bottle brush), which resulted in significant stock loss.

“The myrtle rust incursion was a wake-up call for us. It underscored the importance of the Plant Pass processes and served as a catalyst for our team to rally behind the scheme and become certified,” Rob said.

Staff buy-in was a crucial part of implementing Plant Pass. The success of any biosecurity measure lies in its consistent implementation. Courtney played a pivotal role in introducing the mandatory systems and processes that help ensure the nursery remains pest-free, prevents disease spread and dispatches healthy plants.

Every plant at Growing Spectrum undergoes a thorough physical check before entering the system. The nursery only sources inputs, such as tissue cultures, from trusted suppliers, some of whom have been partners for over 40 years.



Rob Wickham and Courtney Dew of Growing Spectrum.

Growing Spectrum believes in the importance of spreading the biosecurity message to buyers and encouraging more nurseries to register with Plant Pass.

“Our customers know that we’re vigilant about the spread of pest and diseases. I would like to see a move towards making Plant Pass compulsory but in the meantime, we’re making sure that we are ahead in that regard,” says Rob.

For those plant producers considering registration, Rob and Courtney offer some insights:

- The financial investment required to implement Plant Pass is not huge. The primary costs involve signage and having a dedicated staff member to oversee its implementation.
- While the Plant Pass guidance information and checklists might seem overwhelming initially, starting with small tasks - like introducing biosecurity signage and a visitors’ register - can make the process manageable. Tackling medium tasks next, followed by the more challenging ones, can make the journey smoother.
- Courtney’s role was instrumental for Growing Spectrum. It’s crucial that one person takes ownership of the scheme to drive it forward and creates comprehensive handover notes in case of staff movement.
- Starting with the entry checklist is a recommended approach for newcomers.
- Continuous staff engagement and reminders about the processes are essential. It’s vital to ensure that no steps are skipped, even when staff are time-constrained, to prevent future incursions.

# Native Garden Nursery – case study of a certified nursery

Native Garden Nursery is in Makaraka, just outside Gisborne City. Its native plants are supplied to a wide range of customers including home gardeners, landscapers and landscape designers, councils, Department of Conservation and revegetation projects.

Dylan Carrejo, who helped lead the nursery's journey to become Plant Pass certified, said the main driver was to grow healthier plants in an environment with minimal pests, and to be a trustworthy source of native plants for current and future clients.

"Our plants are supplied to a wide range of customers and sites across Tairāwhiti. So, it is crucial to us that we are supplying plants of the highest possible standard and quality to our region"

Native Garden Nursery implemented several new processes:

## Staff Training and Biosecurity Procedures

- Comprehensive staff training on new biosecurity procedures.
- Routine completion of hygiene goal assessment forms.
- New staff biosecurity induction

## Identification and Management of Biosecurity Hazards

- Addressing drainage issues by elevating plants to reduce phytophthora risk.
- Attending workshops to gain knowledge on myrtle rust and improve crop monitoring.
- Implementing a myrtle rust monitoring programme

## Eco-sourcing and Traceability

- Recording precise locations of seed or cutting collection for eco-sourcing.

## Hygiene Protocols

- Creation and enhancement of documentation for various nursery operations.
- Introduction of hygiene/ biosecurity stations, including quarantine zones and sanitising stations, footbath and visitors' registration

## Staff Engagement

- Quarterly biosecurity meetings and annual reviews.
- Encouraging staff feedback and participation in setting up protocols.

Dylan said it was a team-building exercise to get the nursery up to scratch and they all learned a lot.

"In general, going through the Plant Pass certification process has encouraged our team to be more observant, vigilant, and think a bit more critically."

The process made the nursery take a closer look at its plant growing methods and helped identify gaps, fine tune our practices, and come up with solutions to previous plant health issues

"I think the amount we spray and the number of plants affected by pests and disease will both be reduced."



Darnelle Timbs and Dylan Carrejo at the entrance to Native Garden Nursery.

*Moving forward, I believe Plant Pass will create more business opportunities for our nursery.*

In terms of any competitive advantage in the marketplace, Dylan said if it came down to a client choosing between a nursery that was Plant Pass certified and one that wasn't, it made more sense to go with the one that has certified hygiene and biosecurity standards.

"We have had District and Regional Councils inquire about the possibility of our nursery working towards Plant Pass Certification, so I think it is highly likely that clients with government funding will soon exclusively do business with nurseries in the scheme."

Dylan said he would recommend the scheme to other nurseries because it:

- helps to create and ensure a systemised approach to biosecurity
- helps identify and address any operational areas needing improvements/ adjustments
- helps enhance plant health and reputation for plant health.

# Communication

It was recognised early in the development of Plant Pass that the communications function was going to be a key element to raise awareness of the scheme.

## Website

We developed a comprehensive website that covers everything Plant Pass – why what how who along with a list of and contact details for all participating producers, details on the Plant Buyers Accord, news, resources (which are considerable) and workshop details and registration.

## Launch

Due to Covid restrictions it was decided to have a digital launch of Plant Pass rather than an in-person event. Plant Pass was officially launched in May 2022 with a video and digital marketing campaign supported by social media, online seminars, emails, phone calls, newsletters and brochures. The launch was a huge success with the video being watched 60,000 times.

Considerable effort has been put into the Plant Pass launch with a strong focus on digital, social and database marketing. Most of the producer interest and workshop registration arose from these activities.

### Campaign statistics during the digital campaign May to mid-July 2022 include:



#### Launch video views

watched **60,330** times with **8,875** viewers watching ad to completion.



#### Promotional video ads

watched **39,100** times with **5,490** viewers watching ad to completion.



#### Clicks to website

Overall, there were **1265** clicks out of which, we received **359** clicks to the Plant Pass LinkedIn. We also received **708** unique link clicks through Facebook.

Communication has been consistent around promoting producers who have registered with Plant Pass and those who have become certified. Social media platforms (LinkedIn, Instagram, Facebook) are now being used to promote awareness of the scheme. These channels along with e-newsletters and the Plant Pass website promote the introductory and technical workshops.

### Communications since launch have included:

- Quarterly Plant Pass newsletters to more than 1200 plant producers, biosecurity staff, industry suppliers and researchers
- Promotion of Plant Pass at the NZPPI annual conference, including content and hand-outs in the Biosecurity New Zealand breakout incursion workshop
- Regular promotion of the workshops through social media platforms (LinkedIn, Instagram, Facebook) and through NZPPI networks
- Shout outs to nurseries once they have become certified through the NZPPI newsletters, Plant Pass newsletters, and social media platforms
- Regular updates through the NZPPI newsletter
- Supporting events, including the Accord incursion event, with collateral.



# Plant Buyers' Accord

The Plant Buyers' Accord was established to allow plant buyers and procurers to influence, encourage or require their plant producers to participate in Plant Pass.

Accord signatories develop action plans that detail how their organisation will support Plant Pass and influence their producer suppliers. The plans can include targets for procurement, granting, engagement or support.

Five major organisations had already signed the Accord by the time of the May 2022 launch of Plant Pass: MPI, Auckland Council, the Department of Conservation, New Zealand Avocado and Kiwifruit Vine Health.

We are delighted to also have Waikato Regional Council, The Nature Conservancy, Takana Native Trees, New Zealand Biosecurity Services Limited (NZBSL) and SBS Biota on board.

Biosecurity New Zealand is now working with NZPPI to bring other regional councils, agencies, buyers and funders into the Accord.

The Accord enables plant buyers and specifiers to have a vital role in protecting New Zealand's taonga, biodiversity, economy and way of life.

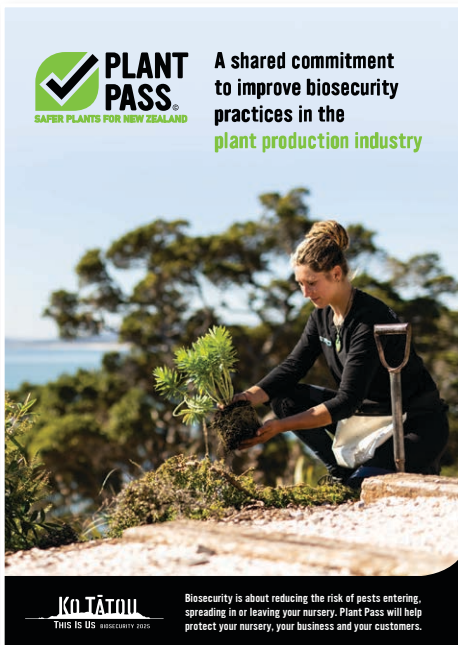
## Buyer engagement

Biosecurity New Zealand held a highly successful experiential biosecurity response workshop as a breakout session at the NZPPI conference in May 2023. The session highlighted the critical risks to producers, buyers and supply chains if a pest or pathogen were to become established in the plant production pathway.

Biosecurity New Zealand also attended the Kaurilands Summit in May to promote the Accord.

It has been identified that it would be beneficial to unite Plant Pass and the Plant Buyers' Accord brands to best reflect our shared vision and avoid any confusion.

Work considering a refreshed approach will be a focus for FY23/24.



*We want to encourage biosecurity awareness and better biosecurity practices from the industry.*

*Adam Field, Biosecurity Manager at NZ Biosecurity Services, a Plant Buyers' Accord signatory.*



Shelley Ashton of Biosecurity NZ at the Kaurilands Summit.

# Plant Buyers' Accord signatory case study: New Zealand Biosecurity Services Ltd

New Zealand Biosecurity Services Limited (NZBSL) provides its clients with a range of biosecurity related services. It specialises in the delivery of biosecurity programmes comprising pre-border, border, surveillance, response, restoration and consulting activities. As part of its work with major land holders, NZBSL plants over 100,000 plants each winter, some of which it directly buys from nurseries.

It signed the Plant Buyers' Accord to demonstrate its commitment to participating, promoting and procuring plants, with biosecurity as a priority.



NZBSL has developed an Action Plan with the following commitments:

- **Monitoring and Reporting:** NZ Biosecurity Services Ltd (NZBSL) will monitor plant purchases throughout the year and report to the Plant Pass Secretariat of NZPPI.
- **Participation in Meetings:** NZBSL will send delegates to the annual Plant Buyers' Accord signatories meeting and attend the twice-yearly Plant Buyer's Accord meetings to discuss progress and improvements.

- **Promotion and Advocacy:** NZBSL will advocate for the Plant Buyers' Accord by educating the other Omah Group members and encouraging nurseries to join the Plant Pass programme.
- **Procurement Guidelines:** Plant sourcing guidelines will include Plant Pass requirements, prioritising plants from certified nurseries that meet client criteria, and referencing Plant Pass in planting tenders.

## Insights for Future Signatories:

- **Raising Awareness:** Utilise Plant Pass to boost biosecurity awareness within your organisation and the wider industry.
- **Simplicity in Sign-Up:** The process is uncomplicated, with the main consideration being the justification of time investment.
- **Competitive Edge:** Leverage Plant Pass to differentiate your services and showcase a commitment to superior biosecurity practices.

# Business Management and Administration

**Plant Pass is a partnership between government and industry. It was formed as an Operational Agreement (OA) under the Government Industry Agreement (GIA), for Biosecurity Readiness and Response framework.**

The Operational Agreement partners are:

- Ministry for Primary Industries
- New Zealand Plant Producers
- New Zealand Avocado
- Kiwifruit Vine Health
- New Zealand Winegrowers
- Forest Owners Association
- Citrus New Zealand

NZPPI is the scheme manager and is delivering the scheme on behalf of these OA partners.

Much of this work has been undertaken by NZPPI CE Matt Dolan and technical advisor John Liddle. NZPPI biosecurity and technical manager Kathryn Hurr works with John on developing the Plant Pass modules. NZPPI communications manager Kirsty Fyfe, who was recruited in October 2021, provides communications support to the scheme and NZPPI extension officer Jacinta Harrop, who was recruited in May 2022, works with John on producer engagement. The workplan's systems and processes have been greatly strengthened by the employment by NZPPI of programme manager Karen Scott in July 2022, who also provides secretariat support to the Governance Group.

We all work closely with Shelley Ashton, Relationship Manager in the Readiness & Response Services at Biosecurity New Zealand and greatly value her mahi on the Plant Buyers' Accord.

The NZPPI team looks forward to growing the scheme further in FY23/24 and bring about greater awareness, adoption and support.

## NZPPI's role is to:

- Recruit, engage and support producers into and through to certification.
- Maintain and build quality, relevance and integrity of the scheme, the core standard and other documents.
- Appoint, build, and maintain certification body liaison and quality.
- Provide continuous and meaningful stakeholder engagement.
- Support Biosecurity NZ is its work on Plant Buyers' Accord recruitment, engagement, and reporting.
- Provide business planning and implementation.
- Provide management and oversight, budgets and reporting, systems, and operations
- Provide secretariat support to the Governance Group.



# Governance Group and Scheme Management

## Plant Pass Governance Group

Biosecurity  
NZ

NZPPI

NZ Avocado

Kiwifruit  
Vine Health

NZ  
Winegrowers

Forest Owners  
Assoc.

Citrus NZ

Tomatoes NZ

## Scheme Manager & Governance Group Secretariat

### Plant Pass team

Matt Dolan, Scheme Manager  
John Liddle, Technical Advisor  
Karen Scott, Secretariat  
Jacinta Harrop, Extension Coordinator  
Kirsty Fyfe, Communications Manager

### Registered Office

c/- NZPPI  
23 Waring Taylor St  
PO Box 3443  
Wellington 6011

# Budget to June 2023

## Plant Pass Budget: 01 July 2022 – 30 June 2023

### Account

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#### Revenue

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Plant Pass MPI and Industry Income	252,000
Plant Pass Producer Fees	20,000
<b>Total Revenue</b>	<b>272,000</b>

#### Expenses

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Producer engagement	80,000
Business admin & accounting	62,000
Certification body	12,000
Communications	30,000
Plant Buyers Accord	10,000
Scheme integrity & development	78,000
<b>Total Expenses</b>	<b>272,000</b>







## PLANT PASS ANNUAL REPORT 2023

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23 Waring Taylor St  
PO Box 3443 | Wellington 6011

