

What would success look like in 2025?

Biosecurity is part of the **New Zealand story.** 





New Zealanders automatically and intuitively think about and participate in biosecurity – just like putting on a seatbelt.

Businesses from across the primary sector leverage **more growth** from our premium biosecurity status.



All our key trading partners have effective systems in place to stop harmful pests being exported to New Zealand.



Working in partnership, we know of all incursions when they occur, and have the **tools and technology** to eradicate quickly and efficiently.

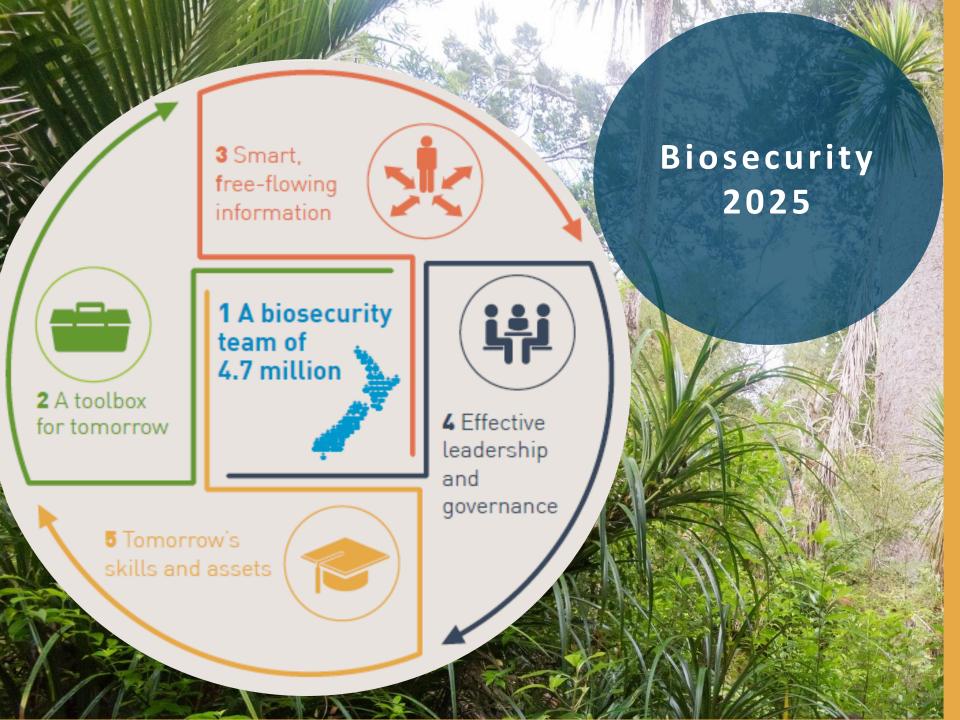




Māori/iwi participate as partners and kaitiaki across the entire biosecurity system.

Everyone in New Zealand and coming into New Zealand fully **understands the risks** posed by people and goods entering our country, and most people and goods arrive via specially authorised trusted trader and traveller arrangements.









Growing and Protecting Forestry





Innovation Opens Doors

