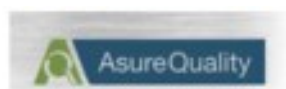




PMAC Strategy 2021-2026

Ministry for Primary Industries
Manatū Ahu Matua



PMAC strategy 2021-2026

Contents

1. PMAC's Strategy at a glance	3
2. PMAC's Vision	4
3. PMAC's role	4
4. PMAC's Structure.....	5
5. Context for the 2021 strategy	5
6. PMAC 2021 – 2026 goals	7
7. Implementation of the PMAC strategy (MPI/PMAC service delivery charter).....	8

1.PMAC's Strategy at a glance





PMAC Strategy 2021-2026

2. PMAC's Vision

PMAC's vision is to provide market access that is internationally second to none and which contributes strongly to profits for New Zealand's growers and exporters.

3. PMAC's role

PMACC the Plants Market Access Consultative Committee was established in 1992 by MAF¹ so MAF could receive advice from industry on the use of funds cost recovered from the plant product sectors to fund MAF's provision of tools and services to plant product exporters.

In 2001 industry established an incorporated society, the Plants Market Access Council Incorporated (PMAC) to formalise its relationship with MAF. PMAC retained PMACC's core function while enabling the Council's structure to evolve. Under the new arrangement PMAC became a true partnership in which the Agencies and Industry representatives could work together to consensually agree the use of cost recovered funds.

PMAC's role is principally to provide advice to MPI. PMAC does not undertake any specific activity with its own resources, instead decisions made at the PMAC table directly influence the use of the cost recovered funds by MPI. The funds are used by MPI for work to facilitate the plant product producing industries access to international markets and their ability to increase profits. This includes a range of day-to-day services which support export and some funding for investment in areas of targeted improvement (projects). Each year PMAC provides input into and endorses MPI's annual workplan and its 5-year plan for projects. The Council's decision making is shaped by member's determination to deliver their agreed vision efficiently and effectively

PMAC also plays an important role in facilitating communication between MPI, MFAT and the industry sectors. Communication is enhanced by open and frank discussions at Council meetings, through the Secretariats support for cost recovered funded activities and by the dissemination of information to exporters.

¹ MAF Ministry of Agriculture and Forestry now known as MPI

4. PMAC's Structure

PMAC meets regularly to provide this strategic leadership. In 2021 PMAC's membership included representatives from:

- The two key agencies MPI and MFAT
- Fourteen plant product export sectors from the horticultural and seed producing industries.
- Four service providers to the exporting sectors (the Independent Verification Agencies and freight forwarders).

The relationship and roles of these parties is specified in the PMAC Incorporated Society [rules](#) . All parties are listed on the front cover of this document and names of current members are listed on the [PMAC web site](#).

PMAC is supported by a Secretariat (Independent Chairman and Executive Officer) which is responsible for supporting the Council meetings and advocating for PMAC agreed activities between meetings.

The current Council membership is sufficient to progress the goals identified in 2021. Members however recognise that in today's fast changing world flexibility is essential. Accordingly, it has agreed that the PMAC structure will be allowed to evolve if the issues faced by horticultural and seed exporters require a membership or structure change. Any significant changes to PMAC's membership or mandate must be approved at a PMAC AGM.

5. Context for the 2021 strategy

The COVID 19 pandemic which swept the world in 2020 has had a significant effect on our exporters ability to export and at the same time increased our end consumers desire for safe sustainably produced food. In its 2020 response to COVID New Zealand initially choose an elimination strategy. Thanks to the efforts of both Industry and Agency organisations plant product exports in 2020 were maintained. It is widely recognised however that COVID has changed the world and changes in economic conditions and consumer sentiment will continue to evolve and affect our ability to access global markets.

In mid-2020 in the month following the first Covid 19 lockdown two key documents were released which have set the tone for Horticultures "recovery" from COVID. These were², MPI's

² <https://www.hortnz.co.nz/news-events-and-media/media-releases/horticulture-post-covid-recovery-strategy/>

road map³ produced in response to the Primary Industry Council's 2019 document "Fit for a better world"⁴ and Horticulture's Covid recovery Strategy

"Fit for a better world"⁴ identifies a new vision for New Zealand's land-based Industries that puts the health of the climate, land, water and other living system first. To deliver the vision the country must achieve 4 core outcomes. These are:

- excellence in water management,
- a transition to carbon-neutrality within the next decade,
- consumers and society which connect with our values, and,
- products and economic growth of 2-5%.

The MPI road map³ identifies what MPI must do to enable the delivery of this vision and specifically identifies how MPI will facilitate delivery of an "additional \$44 billion in exports over the next decade by helping to keep markets open and remove trade barriers and continue to explore improvements in requirements and processes to best facilitate trade while still appropriately managing risks".

The Horticulture COVID recovery strategy released in 2020 and agreed by all Horticultural Sectors, also identifies an increased opportunity to trade as fundamental to delivery of its goals (Diagram 1).

Diagram 1 Elements essential for horticultures recovery from COVID



A new horticultural strategy is being prepared for release in 2022 which will bring the concepts from these documents together and describe how horticulture will work to fulfill these ambitions. The PMAC strategy, its vision, and goals, is designed to complement the horticultural strategy and to guide MPI's use of cost recovered funds to support horticultural and seed exporters.

Access to overseas markets has been becoming increasingly difficult over the last couple of decades. The number and range of barriers to trade have noticeably increased following the

³ <https://www.mpi.govt.nz/dmsdocument/41031-Fit-for-a-Better-World-Accelerating-our-economic-potential>

⁴ https://fitforabetterworld.org.nz/assets/Uploads/PSC-Report_11June2020-WEB.pdf

GFC⁵ and is showing signs of another surge post COVID. It will take the combined efforts of both Industry and Agencies to maintain and grow access in the present climate. Ensuring cost recovered funds are wisely deployed has never been as important.

6. PMAC 2021 – 2026 goals

The following goals have been identified by PMAC to monitor the use of cost recovered funds progress towards PMAC's vision between 2021 and 2026. These Goals are:

Goal 1 MPI's annual work plan, endorsed by PMAC, for the use of cost recovered funds is delivered to agreed parameters.

Measure: The agreed PMAC work plan is achieved as demonstrated by the end of year financial report, showing funds are spent to within 15% of the agreed budget.

Goal 2: Plant product exports are supported by a world class efficient assurance⁶ system that supports the profitable export of high-quality commodities.

Measure 1: No overseas audits of the New Zealand system results in a suspension of trade for plant produce.

Measure 2 99.9% of all phytosanitary certificates issued meet the phytosanitary requirements specified by overseas competent authorities.

Goal 3: Enduring market access for New Zealand plant products is achieved and where possible market access opportunities are enhanced.

Measure: Recognising the influence that the MPI prioritisation process has on the Market Access Directorate's development of strategies for each market the measure for this goal is the timely completion of the annual market access prioritisation process within the agreed scope and timelines.

Goal 4: Communication of PMAC activity is effective.

Measure: An annual survey of PMAC members acknowledges that communication between PMAC members and to stakeholders is working well.

Goal 5: Actively and proactively mitigating risks.

Measure: Recognising that projects are primarily designed to mitigate risks the measure for this goal requires that PMAC projects meet their annual milestone delivery targets.

⁵ GFC Global financial crash – 2018.

⁶ In this document the assurances referred to are any assurance explicit or implicit that MPI provides to an overseas competent authority for sanitary, phytosanitary or disease (Covid) requirements

7. Implementation of the PMAC strategy (MPI/PMAC service delivery charter)

The PMAC Strategy guides the Council's discussions and membership.

The PMAC strategy is supported by the [MPI/PMAC service delivery charter](#) (Charter) which describes the high-level outcome areas MPI has developed to address market access and articulates how work to deliver these goals will be undertaken by MPI.

The Charter has identified five key outcome areas. These are

- i. Maximising sustainable and profitable market access opportunities
- ii. Influencing International standards
- iii. Managing risks and issues
- iv. Optimising export assurance systems
- v. Minimising non-justified requirements
- vi. Communication between Industry and Government

The Charter clearly documents the areas of activity that MPI will engage in and the business strategies and success indicators that will be employed to deliver the annual PMAC/ MPI workplan. Areas of activity covered by the Charter include:

- The policies affecting technical market access for horticulture and arable exports fresh and semi-processed plant products
- Activity within New Zealand to produce export compliant product
- Government-to-Government negotiated technical market access requirements
- International activity to facilitate optimal market access for New Zealand plant products on food safety, biosecurity matters, grade, and other critical market access requirements Regulatory/commercial interface (agencies support industry-wide market initiatives that engage with commercial parties)

Diagram 2 identifies how the PMAC strategy and advice interact with and modify MPI's activity

Diagram 2 The relationship between the PMAC strategy and the MPI/PMAC Charter

