

MPI/ PMAC Delivery Charter 2018- 2022

1. Introduction

This PMAC Charter supports the PMAC strategy (2017-2022). It describes five PMAC strategic goals and business strategies necessary to achieve the goals. As these goals and business strategies are pursued, MPI and MFAT work programmes will support the export aspirations of the horticulture and seed sectors.

Some Design Principles are also provided to guide PMAC decision-making, and Enablers are identified that have proven helpful for successful achievement of the goals.

Finally, Expected Benefits are described to keep us focused on the tangible difference we want to make. These benefits are in four categories: Improved Access, Economic Gains, Efficiency, and Risk Management.

2. Strategic Goals

Goal 1: Maximise sustainable and profitable market access opportunities

Goal 2: Influence international standards

Goal 3: Manage risks and issues

Goal 4: Optimise export assurance system

Goal 5: Minimise non-justified requirements

Goal 6: Communication between Industry and Government

These are to be undertaken in accordance with available resources and agreed priorities.

3. Business Strategies

The activities we need to undertake to achieve our goals

Goal 1: Maximise sustainable and profitable market access opportunities
Business Strategies <ul style="list-style-type: none">• Establish the principles and prioritisation criteria to be applied to generic and commodity specific market access work• Concentrate resources on those issues, products and markets likely to generate the highest relative return on investment• Focus efforts on the establishment and maintenance of good relationships with officials and interested parties in priority markets through regular engagements and agreed work programmes• Support initiatives to improve market access requirements through network development and coordinated activity in target markets• Ensure the importance of sanitary and phytosanitary issues are appropriately reflected in the negotiation and implementation of FTAs• Ensure New Zealand's trade policy agenda is appropriately informed of the need for agreements and tariff reductions in priority markets for plant exporters• Ensure appropriate coordination of international cooperation activities and prioritisation of import into New Zealand requests to maximise export success
Goal 2: Influence international standards
Business Strategies <ul style="list-style-type: none">• New Zealand positions are appropriately informed and agreed between industry and agencies• Utilise international coalitions to maximise influence• Encourage the positioning of key New Zealand officials or likeminded individuals in positions of potential influence• Monitor to ensure alignment with WTO/SPS principles• Ensure New Zealand's international credibility is maintained and enhanced through taking principled and pragmatic positions based on science and risk• Utilise relationships formed and opportunities afforded by meetings to progress New Zealand's bilateral market access agenda
Goal 3: Manage risks and issues
Business Strategies <ul style="list-style-type: none">• Maintain and enhance industry and agency market intelligence and communication networks to better facilitate pre-emptive management of issues (including those arising from imports)• Pre-agree domestic and trade response strategies to maintain market access in the event of the incursion of a high profile pest, or change in market access requirements• Maintain and enhance appropriate audit and monitoring programs to reduce risk of non-compliant activity within New Zealand impacting on the credibility of New Zealand assurances• Support the further development of technical skills, sector understanding and negotiation capability within government agencies• Appropriate product traceability systems are maintained and enhanced to ensure the integrity of assurances, limit the potential impact of adverse findings, and to help counter the potential for international fraud or counterfeiting

Goal 4: Optimise export assurance system

Business Strategies

- Monitor international trends and ensure export assurance systems continue to reflect best international practice
- Investigate the further integration of different regulatory and or commercial assurance systems
- Identify and eliminate where possible duplication of verification processes
- Engage domestically and internationally to harmonise and future proof e-systems
- Establish priorities for the review and revision of export requirements to ensure clarity, continued relevance, appropriate flexibility to allow for innovation and fitness for purpose
- Maintain and manage Pest lists and known international residue standards(MRLs)
- Review importing country requirement¹ information to ensure it is reliable, up to date and accessible
- Maintain an appropriate audit and monitoring programme to ensure the continued integrity and credibility of New Zealand's assurance system

Goal 5: Minimise non-justified requirements

Business Strategies

- Review and comment on bilateral communications and WTO notifications as relevant to the sector
- Negotiate differential treatment through bilateral agreements and or specific arrangements with other governments in accordance with agreed priorities, resource availability and New Zealand's wider trade policy agendas
- Promote international acceptance of New Zealand's generic controls and assurance systems
- Work with likeminded countries and other parties to maximise influence
- Develop technical submissions and advance negotiations in accordance with agreed priorities

Goal 6: Communication between Industry and Government

Business Strategies

- Government technical market access negotiation positions are consistent with this strategy and are appropriately consulted with the sector
- Ensure as far as practical proposed changes to importing country requirements and export assurance system requirements are actively communicated and consulted on with New Zealand sectors
- Maintain and enhance PMAC web site with up to date, easy to access, information on recent changes to access conditions, newsletters and information documents
- Maintain and enhance the MPI web site to improve the ease of access to export assurance standards, importing country requirements, residue standard data bases and issues of relevance to the sector on which MPI is consulting
- Establish a mechanism which allows for industry sub-groups to communicate market access concerns directly with agencies and have such issues prioritised in accordance with agreed criteria
- PMAC industry members establish good two way communication channels with the sectors they represent

¹ All relevant official assurance requirements

4. Design Principles

To guide future activities and decisions

- Government and industry cooperate on issue resolution and coordinate joint action where appropriate and possible
- Effective two way communication and consultation
- Resources are used to generate the greatest relative return on investment
- Policies and positions take into account commercial realities
- Considerations reflect that trade is a two-way street
- Work programmes focus on delivering cost effective, flexible and sustainable solutions
- Submissions and standards emphasize science and risk-based approaches
- Government and industry assurance systems are integrated where practical
- All activities are consistent with WTO, IPPC, and trade agreement commitments
- The government's reputation for credibility and integrity is not compromised
- Plant market access activity takes into account and where practical is integrated with New Zealand's wider market access interests and approaches

5. Enablers

The things that will help

- Strong secretariat to facilitate PMAC activity and delivery of outcomes
- Clear prioritization and resource allocation criteria
- Agreed work programmes and an appropriate level of reporting
- Adequate resourcing of work in agencies
- Maintenance of industry understanding, technical capability, relationship and negotiation skills within agencies
- Succession / capability plans for key individuals within agencies
- Internationally accepted assurance and certification system(s) that provide for secure validation of exports and appropriate data to inform future decisions
- Active industry representation that captures the views of all sectors and provides both strong strategic and technical/operational input
- Strong engagement with market access issues by senior representatives in industry and agency organisations
- Active communication by Industry members to their sectors about PMAC issues facilitates responsible exporting practices

6. Benefits

The benefits we expect see when we are succeeding

<p>Improved Access</p> <ul style="list-style-type: none"> • Barriers to trade are minimised and the movement of plant products into international markets maintained or improved • New Zealand product has favourable access conditions in more markets • Improved ability to influence future market access conditions and resolve problems where they arise through relationships and agreements 	<p>Efficiency</p> <ul style="list-style-type: none"> • Improved cross utilisation of private standards and government assurance systems with consequent reduced costs and increased opportunities • Exporters have improved access to clearly articulated export requirements • More product is eligible for entry to a wider range of high value markets • Resources are better prioritised and utilised to address issues with higher returns on investment
<p>Economic Gains</p> <ul style="list-style-type: none"> • The value of plant product exports from New Zealand increases in line with the goal to grow total exports for NZ from 30 to 40% of GDP • New Zealand exporters and growers increase their end of year profits • New Zealand plant products can be profitably supplied to priority markets • Costs associated with regulatory and commercial assurances are minimised • Increased commercial confidence encourages further investment and innovation 	<p>Risk Management</p> <ul style="list-style-type: none"> • Better informed and coordinated trade responses through improved integration of government and industry intelligence and communication networks • More timely and improved risk management decreases the need for changes to exporting processes and systems • Improved compliance results in less pests intercepted at trading partners borders • Integrity of official assurance systems maintained • Wider government better informed on the value/ issues faced by plant product exporters • MPI and Industry maximise impact by clearly understanding their complementary roles • Contingency arrangements minimise impacts of risk realisation