

CONTENTS

Party politics	2
Message from the President	2
Antimicrobial resistance	3-4
Bees	5
Message from EPA Chief Scientist	6
Regulator field trip	7-8
NZ to manage Argentinian pests	9
Data protection increases	9
Message from MPI's Allan Kinsella	10
Peter Fisher	11
Summer conference	12-17
Annual conference	17
Myrtle rust incursion	18
RMA	19
VICH	20
PGP	21
Agrecovery	22
New members and board members	23

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THE AGCARM NEWSLETTER

IT WILL ALL COME DOWN TO POLLING DAY

Leading up to the New Zealand election in September Agcarm Chief Executive Mark Ross speculates that the current centre/right coalition government will sneak in by a very slim margin.

Listening to experts and watching polling data, there's no clear indication of who New Zealand's future leader might be. "I think New Zealanders will decide on polling day," predicts Ross. "They will be voting for a leader, rather than a political party."

As seen in the USA, "it's not always about the most popular candidate winning the most votes".

"It can actually work the other way around," he says.

Current polling shows National as the front runner, with Labour unable to break through the 30 percent mark, and the Greens reaching their cap of 10 percent. The blogging pollster, David Farrar rates the chance of a Labour/Green coalition government as low. Farrar asserts that, since Helen Clark, no Labour leader has broken through the 20 percent level of popularity. The current leader of the opposition is no exception.

That leaves Winston Peters of NZ First, the Maori Party and other minor parties as potential game changers. Peters has a cunning edge, which he will capitalise on. But without him the

party runs the risk of being a little shallow which could counter his charisma when it comes to collecting votes.

"It's going to be close. With MMP, it all comes down to percentages," says Ross.

Many factors will play out in the minds of New Zealanders on the day - leadership, self-interest, looks, personality, policies and the weather - to name a few. Being a democracy and the freedom to vote is great. Being informed ensures that vote is not wasted.

"I will be voting on polices and performance, not charisma or media hype," says Ross.

Whoever emerges as the next leader of New Zealand, Agcarm will work with them to ensure that sensible governing of agriculture remains a priority. "We look forward to working with the new government and the regulators who understand our industry," says Ross.

"Safe food, stewardship and innovation are our objectives and

the key to prosperity for New Zealand agriculture," he adds. "Whoever the winner is, I hope they are deserving of leading New Zealand into the future."



MARK ROSS WILL ENSURE THAT AGCARM'S VOICE IS HEARD BY THE NEW GOVERNMENT

Party politics

How do they fare?

National has a strong history of encouraging the agriculture sector, and the majority of its policies support a prosperous rural economy. Historically Labour hasn't provided the same level of support. Leading up to the election, agriculture advocacy and knowledge are not high in the party's ranks - indicating it is unlikely there will be a change in Labour's policies or stance.

NZ First is somewhere in the middle. They were strong supporters of increased data protection for registering new agricultural products, but remain against the use of 1080 for pest control.

As for the Greens, there is not much hope for enhancing our agricultural sector as noted in their rural policy. The Green Party would not support new breeding techniques.

FINGERS IN LOTS OF PIES

Speaking at the Agcarm Summer Conference in February, President Mark Christie gave an overview of the lobbying, relationship-building and stewardship work that Agcarm has been focussing on. He commented on the political environment and complemented efforts to pass changes in legislation to increase data protection in New Zealand.

Christie says one of Agcarm's major milestones was the passing of the Agricultural Compounds and Veterinary Medicines Amendment Bill in November and it being



AGCARM PRESIDENT, MARK CHRISTIE

put into legislation. He thanked members that significantly helped in the submission, as well as the numerous industry associations, the Primary Industries Select Committee, Parliament and the regulatory bodies for their speedy action.

Christie iterated the growing trends of nationalism, the potential impact on global agricultural trade agreements and the marginalisation of science-based decision making. So, in some ways, he says "it wasn't a complete surprise when Mr Trump was elected and that he quickly scrapped TPP discussions".

No doubt the New Zealand election later this year will see further political changes and, being a proactive industry association, "we will ensure that our voice continues to be heard".

He told attendees that Agcarm's priorities remain centred on "assimilating facts developed from credible, unbiased, research-based science, applied innovation, responsible stewardship and an effective regulatory engagement. "Our fingers are in a lot of pies," he said of the work Agcarm is doing. He spoke of the three areas that the association is concentrating on. One is building relationships with

regulators - the Environmental Protection Authority, Ministry for Primary Industries and WorkSafe - as evidenced in the regulators field trip which allows them to learn a lot about horticulture and agriculture.

"It's a real eye-opener for the regulators attending." [See page 7.](#)

There is also active engagement with industry associations such as Apiculture New Zealand on bee health, Federated Farmers, Horticulture NZ and many others.

Stewardship is another big component of Agcarm's activities, including bee health, plastic container recycling and the responsible use of our products. Agcarm Chief Executive Mark Ross is a trustee of the Agrecovery programme, as is Aaron Gordon, who is on our board. They work very hard to ensure that those who contribute funds - many are members - are getting value.

Christie also spoke of Agrecovery's "significant changes" [See page 22.](#)

The third priority is member benefits - summer conference, annual conference, committee meetings and many more.

There is a lot of other work going on internationally. Counterfeit products and biosecurity are also areas Agcarm is addressing.

New Zealand takes stand on antimicrobial resistance



With the increasing focus on antimicrobial resistance (AMR) globally, the New Zealand Government and invited industry groups have developed a national action plan for New Zealand.

The Antimicrobial Resistance Action Planning Group began working together in February 2016 to develop a national AMR action plan, looking at the use and issues around antimicrobial agents - medicines used to treat infections, particularly those caused by bacteria.

These are essential to both human and animal health, but in recent years some bacteria have demonstrated full and partial

resistance to certain agents. This raises concerns for the health of people and animals.

The group includes human and animal health experts - Agcarm being one of several animal health representatives on the group alongside the Ministry for Primary Industries (MPI) and the New Zealand Veterinary Association.

It has developed and agreed an adaptive and responsive cross-agency national action plan to minimise the incidence of antimicrobial resistance across New Zealand.

‘Antimicrobial Resistance: New Zealand’s current situation and identified areas for action’ was released late last month. The action plan was tabled at the World Health Organization’s world assembly on May 22.

Under the directive of the WHO, the action plan focusses on five strategic objectives:

1. Improving awareness and understanding of AMR through effective communication, education and training.
2. Strengthening the knowledge and evidence base about AMR through research and surveillance.

3. Improving infection prevention and control measures across human health and animal care settings to help prevent infections, the spread of resistance and transmission of microorganisms.
4. Optimising the use of antimicrobial medicines in human and animal health, including ensuring that regulation of animal and plant antimicrobials is maintained and enhanced.
5. Establishing and supporting clear governance, collaboration and investment arrangements to ensure a sustainable approach to countering AMR.

The report highlights that the prevalence of AMR in New Zealand animals and plants is relatively low. New Zealand is one of three countries with the lowest use of antibiotics to treat animals. One reason for this is likely due to New Zealand’s strong regulatory controls on the use of antimicrobial agents, which limit prescribing and dispensing to the veterinary profession.

Other probable reasons are that animal husbandry systems are relatively low in intensity, and that

the Government and industry continue to invest in initiatives to limit AMR.

MPI has appointed a primary sector-based AMR coordination group to focus on animal and plant health. It allows government agencies, companies and representative groups with a stake in AMR, to share information and coordinate activities. New Zealand now needs to invest and commit to managing AMR to implement the plan.

“It is important that the Government, manufacturers, veterinarians and primary industries continue to be proactive to minimise the development of antimicrobial resistance in animals and plants,” says Mark Ross, Agcarm’s representative on the Action Plan Group. Managing antibiotics that are important to human health is a focus for the AMR coordination group and associated stakeholders.

Managing resistance is an important strategic objective for Agcarm members, increasingly so with the worldwide activity in the AMR space for both humans and animals. ■

Agcarm gets resistance experts together

Agcarm hosted an antimicrobial resistance (AMR) forum in Wellington on May 2. Global trends, trade pressures, risk assessment, prudent use and the release of New Zealand's AMR Action Plan were discussed.



MPI's Warren Hughes (left) with Dr Shabbir Simjee at the forum.

The keynote address was by Elanco Animal Health's Principal Research Scientist and world expert on AMR in animals, Dr Shabbir Simjee. He told attendees the scientific evidence suggests AMR issues are "primarily the result of antibiotic use in people, rather than the use of antibiotics in animals."

"Everyone needs better understanding of AMR - from veterinarians to farmers and millers. We also need better resistance and use monitoring," Simjee says.

One common misconception is that AMR is a greater problem in Asia. But there is more in Australia, New Zealand and Europe, he says.

There were also presentations by the Ministry of Health (MoH) on human health, the Ministry of Primary Industries (MPI), Dairy NZ and the New Zealand Veterinary Association (NZVA).

Chair of the AMR Action Planning Group, Dr Stewart Jessamine says that New Zealand's attitude towards antibiotics has to change.

"It's time to start educating the community far more aggressively." NZVA chief executive Mark Ward agreed, adding that "Dr Google has a lot to answer for". MPI's Warren Hughes argued for increasing surveillance of AMR in New Zealand.

Responsible use does not simply equate to using fewer antimicrobials. It is using the right drug in the right amount by the right route for the right period of time. ■



MoH's Stewart Jessamine with Medicines NZ Chief Executive, Graham Jarvis

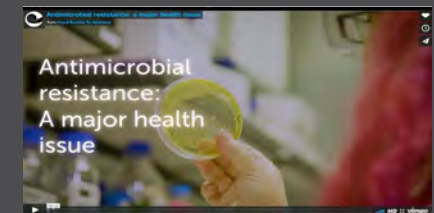


Agcarm Chief Executive Mark Ross with Stewart Jessamine

Video raises awareness of AMR

The Royal Society has produced a short video on antimicrobial resistance and its implications for New Zealanders.

See video



LOW BEE LOSSES AND HIVE NUMBERS RISING

NEW ZEALAND'S HONEY BEE POPULATION IS GROWING - BUT STARVATION, QUEEN PROBLEMS AND WASPS REMAIN AT THE HEART OF BEE HEALTH ISSUES, ACCORDING TO A SECOND ANNUAL SURVEY.

The Ministry for Primary Industries (MPI) recently released findings of the 2016 New Zealand Colony Loss Survey Report which show New Zealand honey bee loss is low on an international scale.

Colony deaths from starvation, queen problems and wasps accounted for 87.3 percent of losses in the 2016 winter season. Losses averaged 9.78 percent - down from 2015 and more than two per cent lower than the northern hemisphere average. The challenges for beekeepers include competition for apiary sites, lost pollen and nectar sources.

Other losses were caused by hive thefts, changes in land access, nectar, pollination sources and overcrowding of bee keeping sites.

Agcarm Chief Executive Mark Ross says the survey shows that there is still some work to do "to make sure our bees are well-fed and protected from wasps". "But, overall, our bee population is thriving - which is good news."

As a champion of bees, Agcarm will continue to work with the industry to help ensure a healthy bee population.

The NZ Colony Loss Survey seeks to quantify colony losses over winter and provides data for monitoring bee health over time. New Zealand beekeepers are invited to contribute to the survey. The questionnaire is based on the international COLOSS survey to enable international comparisons with additional locally relevant questions.

The first survey was carried out in 2015. It canvassed 366 beekeepers with about 225,660 hives, representing almost 40 percent of the total number of hives. Hives losses during winter 2015 were estimated at 10.7 percent.

Last year 2,179 beekeepers responded to the survey and the information collected covered 275,356 hives.



THE NUMBERS

Hive numbers increased more than 20 percent between March 2015 and June 2016, reaching 686,046.

According to the MPI 2016 Apiculture Monitoring Programme, the 2015/16 season produced a record honey crop of nearly 20,000 tonnes. This was only slightly higher than the year before, despite an additional 108,174 hives. The average hive yield of 29 kilos was lower than recent years, likely due to efforts by beekeepers to maximise economic returns. Other reasons include weather effects, irregular flowering of certain crops and hive stocking issues.

The number of beekeeping enterprises rose by 21 percent - the highest increase in more than fifteen years.

Although export prices for New Zealand honey rose, world honey prices fell.

THE NEW GOLD RUSH

A honey crime spree has sprung up during the New Zealand industry boom. Export revenue jumped 35 percent to \$315 million in the year to June, according to MPI. Export volumes to Australia increased by 35 percent, although volumes were down slightly overall.

Official figures show that native Manuka honey has tripled in value since 2012. Manuka honey fetches as much as \$148 per kilo with a hive worth as much as \$2,000. ■

Agcarm is running a bee responsible campaign, which will be enhanced in spring to include aerial agrichemical application.

Role to change public perception

EPA Chief Scientist role tackles the evolving nature of science advice

By Jacqueline Rowarth

The 2016 Public Perception of the Environment Survey, released by Lincoln University in February, reported that the largest 'don't know' category was in the use and disposal of hazardous chemicals. Our role, working together, should be to change this perception – to ensure that people in New Zealand know that 'hazardous substances' are managed appropriately and safely.

This education and reassurance is part of my role at the Environmental Protection Authority (EPA). The new position of Chief Scientist has been created to enable improved understanding, not only of the management of hazardous substances, but also of scientific issues in general - for society and for the development of policy. More specifically, the Chief Scientist provides strategic leadership, operational advice and guidance on science and science policy issues for the Chief Executive.

He, in turn, can advise ministers.

Interactions between agriculture and the environment have rarely been so much in the face of the public and finding a path for the future is proving challenging. Should New Zealand remain GE-free, ban glyphosate and embrace organics? Or should it be at the forefront of adoption of new technologies to increase efficiencies whilst minimising impact on the environment?

My new role aligns with statements from the Prime Minister's Chief Science Advisor, Professor Sir Peter Gluckman, about the 'evolving nature of science advice'.

The general problem is that decisions have to be made on issues where there is high public interest, incomplete knowledge and great complexity. These issues are almost always associated with values, emotions and personal experience - what Sir Peter describes as 'the political power of the anecdote'. He also points out that the plural of anecdote is not data.

The difficulty is that as science and technology become increasingly complex, in parallel with the increasingly complex issues of modern global living, the potential for different interpretations increases. It is easier to understand somebody's story on how they have been or will be affected, than explain or take a position on the greater good.



This means that policy makers are facing challenges in reaching trade-offs between contrasting views and inputs. Sir Peter has opined that 'science should have reached greater importance because it provides a relatively value-free knowledge base on which the public and policy makers can make decisions, after having considered the information, and integrated their own values and priorities'. Mistrust, however, exists, often exacerbated by media reports which represent 'both sides' without giving an indication of the weight of opinion – or even whether it is fact or feeling based.

Walking the boundary, or being the bridge, between facts and feelings is the role of the science communicator. We must be able to describe what is known, and also explain what is not known and what the implications might be. Options for policies and implementations can then be developed by the appropriate parties, but it is not the role of the science communicator or advisor to develop the strategies required. Impartial and informed advice is the platform from which the future can be developed; it is not a co-management approach.

Finding the path forward will require examination of advantages and disadvantages, the costs and the profit - hearing the stories and looking at the impacts.

The fundamental challenge in the link between facts and feelings is both the increasing lack of understanding and the increasing mistrust in the work of science, globally, not just in New Zealand. Hence the increasing global recognition that evidence should play a greater role in the policy process than it has, and Sir Peter's work in science advice – trying to encourage all parties to achieve a common understanding of evidence (rather than emotion) and how it should be assessed.

(Continues next page)

Role to change public perception (cntd)

Part of my new EPA role is to promote scientific understanding of, and engagement with, science. The objective is to increase the public understanding of the role of science, and how the EPA is assisting in the development of New Zealand. This requires explaining the application of science, the methods and limitation involved, and the opportunities ahead for the country. The EPA has linked this new role to being a science ambassador, driving communications and public awareness of science and, indeed, the work of the EPA.

Society uses science in many ways for its benefit. Sir Peter has stated that “the proper use of science and technology is essential to our economic, social, and environmental health”. Although there have been some rogue elements in science which have allowed distrust to emerge, the EPA’s role is to uphold and explain standards that can be defended rigorously, while explaining the reason for decisions that have been made in a manner that is appropriate for and understandable by the audience – those affected.

For me it means working with industry and business, as well as with science and society. It means talking about the challenges and assessing the issues. It means explaining the potential and discussing the pitfalls.

Success will mean recognition that the EPA, working with industry, has played an important part in protecting the environment while enabling environmentally-sound development in the New Zealand economy. And more people will understand the role of chemicals in New Zealand and how they are managed for the benefit of all. ■

Regulators get stuck in



Agcarm took staff from the Ministry of Primary Industries, Environmental Protection Authority and WorkSafe around Napier and Hawke’s Bay. They were hosted by a number of our members and gained an understanding of how our compounds and products are used in the marketplace.

The two-day trip on November 2-3 2016 built knowledge within government about crop protection and animal health products used in the field. Regulators visited seven sites, including a veterinary practice, cropping and vegetable farms, a spray contractor, distributor store

and honey processing plant. They also saw a demonstration on setting up product trials, the different nozzles used for sprays and how deer velvet is harvested.

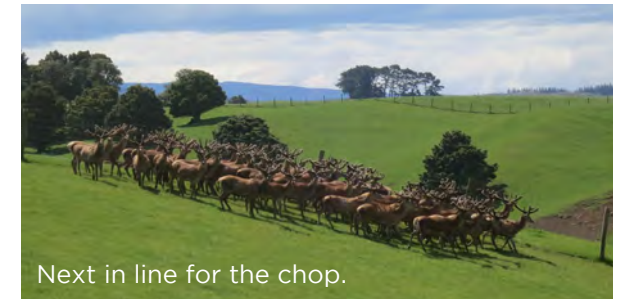
The regulators appreciated the opportunity to talk to the users of the products they approve. It allowed them a greater understanding of how substances are used in the field and what is considered when selecting and applying a product. The days provided a relaxed atmosphere to discuss general issues or delve into topics more broadly.

Tokino deer farm

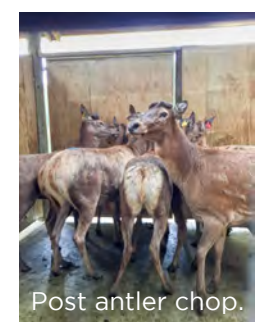
At the Tokino deer farm, regulators were shown how velvet was harvested. They were told about how the antlers keep growing and that the stump gets sold as a dog treat.



Regulators and the Agcarm Secretariat at Tokino Deer farm



Next in line for the chop.



Post antler chop.

Regulators get stuck in (cntd)



The scale of operation at T & G Packhouse in Whakatu was bigger than expected – one of the biggest in New Zealand, mainly packing apples.



Fruitfed Supplies provides products to local orchards and vineyards.

Regulators see first-hand how products are stored and segregated.



Drumpeel Cropping farm in Otane supply an array of fresh and processed vegetables. Regulators got an education on rotation and managing pests on the farm.

“ We came away with some new ideas on how to approach things. ”

“ Well organised and a very helpful experience for our staff. ”

“ There was a good range of sites that covered a range of industries. ”

Peracto

The Peracto orchard is used for experiments, running trials and testing.



Paul Munro explains how trials are run.



Demonstration of how product trails are set up for treating apples.



“ It allowed us to network and learn about the other regulators' perspectives. ”

Arataki honey

Regulators visited the Arataki Honey processing plant in Havelock North.



Tour of the Arataki factory involves kitting up for hygiene purposes.

New Zealand to help manage Argentinian pests

An agricultural cooperation arrangement between Argentina and New Zealand, signed in March, creates opportunities for protecting Argentina's 32 million hectares of crops.

Argentina's new government is focusing on reducing pressures to the farming sector, building up agricultural production and reopening the country to trade.

The arrangement evolved from this. The Argentinian Secretary for Agriculture, Livestock and Fisheries, Ricardo Negri and our Minister for Agriculture, Nathan Guy, entered into the arrangement – with the goal of encouraging opportunities for agriculture between the two countries.

At an industry roundtable meeting, in Wellington in March, Negri told Agcarm of the need for biosecurity tools as well as research and development to tackle pests, such as Chilean needle grass in Argentina.

Agcarm members have close relationships with Argentina, with a number already providing animal health and crop protection products. The arrangement will help form closer global alliances and improve collaboration with the manufacture of products to manage pests and disease. ■

Protection increases for registering products

Increased protection periods for confidential information given when applying to register innovative products, new uses and reassessments came into force in November.

It can cost millions of dollars to obtain the information required by the Environmental Protection Authority and the Ministry for Primary Industries before they approve the sale of an agricultural compound. The protection period prevents other companies from copying this information for the specified timeframe. This is referred to as data protection.

The ACVM (Data Protection) Amendment Bill, which included increases to data protection periods, was passed into law on 8 November 2016.

See the [amended Agricultural Compounds and Veterinary Medicines Act 1997](#).

New registrations of innovative products now receive 10 years protection – an additional five years. Non-innovative products, new uses, reformulations and reassessments receive five years protection where previously there was none.

The recent data protection increase strikes that balance between the rights of innovator companies to receive an acceptable return from their investment in innovative products, while working in a competitive market in which generic copies of their products keep prices down.

Information for applicants, including how confidential information is handled and received under the Act, is available from MPI:

- [Protection of Confidential Information about ACVM Trade Name Products](#).

Guidance and practical examples regarding confidential information provisions under the ACVM Act. ■

Message from the regulator

Allan Kinsella is the Ministry for Primary Industries (MPI) Director of Systems Audit, Assurance and Monitoring.

As MPI's Director of Systems Audit, Assurance and Monitoring, I have the good fortune to have Agricultural Chemicals and Veterinary Medicines (ACVM) as part of my remit. Other teams in the Directorate include Food Assurance (export and import food safety focus), Chemical and Microbiological Assurance (residue and pathogen testing) and Systems Audit (auditing of various systems including ACVM). Given this remit, there is rarely a dull day in the office - which is great.

ACVM was a totally new field for me when I started in the role about two and a half years ago. Aside from a bewildering array of acronyms and technical terminology, the thing that immediately struck me was just how heavily New Zealand's primary industries rely on quality ACVM products for success.

I was also struck by the constructive working relationship between MPI's ACVM team and industry - and how important that working relationship is. That does not always mean agreeing and things don't always go to plan. For me it means being able to have a conversation and work together where possible to understand and address issues as they arise, or even better; get ahead of issues.

I would like to thank Agcarm, in particular Mark Ross. They have worked hard engaging with me and my staff over the past while on a range of issues and I think the relationship is in a great place.

My direction to my team and the rest of the directorate is simple; delivering our core services is our number one priority. For ACVM that means the likes of maximum residue level setting, registrations, good manufacturing practice audits and compliance activities.

But we also need to keep improving core service delivery and this means change.

How MPI can do some of our core ACVM activities better has been the focus of the registration review project, which I hope many of you have heard of by now. We are looking at different ways of doing things which will improve quality and timeliness of service delivery to you, our customers. We are nearing the end of the design phase and heading into implementation. There will be more communication on this and we want your views.

Aside from working to improve how we deliver, antimicrobial resistance (AMR) has and will continue to be a focus for the foreseeable future.

AMR is a growing worldwide concern. It has the potential to have a severe negative impact on health outcomes for humans, animals and plants. Many countries are taking action to minimise and/or reduce AMR.

While MPI has been proactive in managing AMR in animals and plants in the past, we recognise further work is required. Many Agcarm members would have seen our AMR Direction Statement and be aware of MPI's work with the Ministry of Health (MoH) to ensure there is a joint approach to management.

Agcarm is involved on a cross agency group - made up of MPI, MoH, Pharmac, VCNZ, NVA, and a range of other human health professionals - focused on AMR. Additionally, MPI has

convened a primary industries focused AMR coordination group to help ensure cooperation and information sharing on AMR.

Finally, I don't know many registrants particularly well personally as Glen and the team often handle that level of engagement. But if you come across me at a conference or Agcarm event please feel free to say hello - I do like to hear what matters to industry and very much enjoyed the recent Agcarm Summer Conference. ■



Memoirs from the sector: Interesting and endlessly fascinating.

Peter Fisher reminisces about his 46 year career in agriculture with Bayer CropScience.

Reflecting on agricultural sector changes over four decades, Peter Fisher tells Agcarm of a greater stewardship focus and the use of more benign and more targeted crop protection products. Hurdles for the sector include stricter rules for export and increased regulation.

With increased stewardship, as demonstrated in programmes like Agrecovery, which recovers farm waste, there is increased corporate responsibility. Fisher says this is a good thing. "It helps ensure your licence to operate and is absolutely critical."

More specific and more benign products - to people and the environment - are available. Products are now much safer to use and have less impact on the environment.

The 70s saw the demise of the old persistent organochlorine insecticides and more recently the gradual decline of organophosphate and carbamate insecticides, he says. They have been replaced by more benign and specific insecticides such as diamides and neonicotinoids.

Fisher has also seen the widespread adoption of integrated pest management (IPM) - a method of using all tools available, including the intimate knowledge of the lifecycle of insects and diseases, to help manage pests and diseases in the gentlest way.

IPM was enabled by local research and the optimised use of newer more specific chemistry.

New Zealand leads the world in the use of crop protection products. It's absolutely critical to comply with the various internationally recognised farm standards dedicated to Good Agricultural Practices (GAP) as well as the New Zealand GAP.

The secondary, or (private) standards for crop protection product residues imposed by some overseas customers have risen to the point where exporters require GAP's that will result in residues below the limit of detection. Failure to comply with these secondary standards could be costly given the importance of exports for most horticultural crops.

The increasing "genericisation" of the New Zealand market via local and international generic suppliers increased the availability of generic products, but at a cost to innovation.

With increasing development costs, higher registration hurdles and more bureaucracy, fewer new molecules with all desirable characteristics that are unique are becoming available, he says.

The recent law change to increase data protection periods for new products, including new uses and registrations, will help. "It will make a big difference as it will encourage new uses," says Fisher.

But it will come through gradually - taking a few years to see the full benefits of the changes.

"People were holding back on releasing new molecules until legislation was confirmed. But we will see the development of new products which will bring more choice to people. There will be an increase in new work for regulators who approve these products as well."

Other changes Fisher mentions includes the demise of the free advisory services, such as those provided by the Department of Agriculture in the 80s. The advent of 'fee for service' advisors followed. As this came at a cost to farmers, they demanded more and ended up with a better advice.

A lot more women are now involved in the industry at all levels - especially in technical roles, he says.

There are also fewer multinationals due to mergers and acquisitions, such as those pending between

Dow AgroSciences and DuPont, as well as the acquisitions of Syngenta by ChemChina and Monsanto by Bayer.

For Peter, life after Bayer will involve, amongst other things, fishing, keeping fit, reading, listening to music, spending time with family and gardening. He was also approached by Rimfire Resources to help with their salary survey.

Peter and his wife Pam will head overseas in July, with plans to visit Europe and then the United States - to catch up with family.

He misses the people he worked with and says that the industry itself is "interesting and endlessly fascinating." ■



At the Agcarm summer conference, President Mark Christie (left) recognised the significant contribution Peter Fisher made to the agricultural sector and awarded him life membership.

He especially acknowledged Fisher's active involvement in bee health and his high level of professionalism. On a more personal note Christie added that "you always knew where Peter was, because that was where the laughter was".



Stuart Nash (right), pictured with Mark Christie, doesn't support adopting GE.



Matthew Salter and John Read from Etec with Mark Ross



MPI's Glen Bradbury with Daile Holz from Zoetis

Agcarm summer conference February 2017



Regulatory manager for Lonza, Ilze Baiza (left); with DuPont's Greg Mitchell



Chief Executive Mark Ross with Sir Ray Avery



Rebecca Fisher from Market Access Solutionz with meteorologist Lisa Murray



Stuart Nash with the Bayer team

Agcarm Summer Conference

New Zealand's farming exports; regulatory environment; biosecurity; and innovation as well as motivational messages from Sir Ray Avery were some of the topics covered at the Agcarm Summer Conference in Auckland.



Ray Avery

Pharmaceutical scientist, inventor, philanthropist and businessman, Sir Ray Avery, captures his audience with tales of his journey from abusive orphanages and living under a London bridge, to making millions and being knighted.

Speaking at the Agcarm summer conference Avery's tale weaved through a childhood struggling without family as well as difficulties with hearing, seeing and learning difficulties, to socialising with Britain's gentry and his personal and economic successes.

It started with the education he didn't have, he said - stuck at the back of the classroom, unable to

see the blackboard, "because I needed glasses". Unable to hear properly "they thought I was retarded." But it was this lack of education he attributes in part to his success. "I went through the whole education system and learnt nothing, but one thing - observing things."

"Everything you have that is innovative comes from one single observation. I trained that way, because that's what I had. I also learnt to read a different way because I was dyslexic."

He ran away from the orphanage he was living in, because "orphanages were horrible places. There was a lot of violence and abuse".

"I ran away at 14 and lived under a railway bridge in London and that's when my real education started."

Avery began reading the Encyclopaedia Britannica. "That was like Google of the day. It taught me how to research things very quickly."

His first revelation, under the bridge, was that you could believe in yourself. The second was to

make a plan. By having objectives and testing yourself against those objectives, you become better than your contemporaries, because they haven't got a plan.

"Your exit strategy is going to be the same as mine. You're going to bloody die. If you want to be sailing around the South Pacific at 59, you have to plan for it.

"You don't have to get it right; it doesn't have to be perfect. But the very act of having a plan means you start doing stuff. And this could be relevant to how you're going to make your business more successful."

Under the railway bridge, Avery started to think about these things and made a plan.

If nothing else he advised the audience to "go home and do the maths.

"What days you think you've got left and what you've spent already. It doesn't have to be depressing.

Avery says that making a plan was the most important thing he learnt - the other was belief.

"If you have belief in something, you can do anything," he says. "Those guys who flew their planes into the twin towers, they had so much belief that they were prepared to commit suicide to do something. People who have ferocious belief in something are successful.

"That belief got stronger and stronger, to the point where now I believe that I can change the world.

"So you go from very small objectives to quite complicated ones."

Another push to his success was in hospital after he cut his leg. There he was offered an internship at an agricultural research college, which is "a bit like a borstal with grass".

That changed his life because there were academics, lords of the land, some with castles.

“ Do the maths; Look after your family; Dare to dream. ”

"They educated me. They sent me to dance classes, I was playing tennis. The year before I was under a railway bridge, heating baked beans with a blowtorch. Now I was having breeding like Brideshead Revisited."

In 1973 he arrived in New Zealand and immediately felt at home. A year later he was asked to set up the Department of Clinical Pharmacology at the University of Auckland's School of Medicine. He went on to lead Douglas pharmaceuticals.

(continues next page)

Sir Ray Avery (contd).

“The people who worked for me were my family and that was the start of how to build teams. When someone joined Douglas Pharmaceuticals, I would say, ‘I am the CE of Douglas Pharmaceuticals and I’m dad. Your job is to look after me and my job is to look after all of you’.

He emphasises the importance of harnessing the intelligence of the team. If you do that, he says, “you can do extraordinary things, but you have to build that family team.”

Because people generally spend more time with the people they work with than any other group of people, Avery says “you need to work on that relationship and make sure you look after each other and love each other”.

“This team will follow you even when things go below the bottom line, because they believe in the team.

“You don’t want to lose anybody, so you come up with tools.”

People need to understand who their customers are. The most important customer in your life is the person you go to sleep with - if that’s not right, nothing else is going to work, he says.

The same tools for your partner can be used on your next customers -

the people you work with. The next group of people are the external customers.

“If you can harness the power of us, you can actually start to do things on a much bigger scale with more intensity and more confidence and that way you can keep people in that family relationship.”

Avery explained one of his management techniques: Turn to the person that you report to or the person that’s below you and give them three adjectives describing their performance as a human being for that day.

“When someone leaves my office they’ll shout out over their shoulder ‘intelligent, clever, thoughtful’- and that’s great. But if they say ‘intelligent, clever and complex’, I want to have them in the next day and find out what complex means, because we don’t want to lose people just because they don’t think they’re being looked after.”

It is about talking to people and bringing them into your family, he says.

“Just like a family, sometimes you think that somebody hasn’t given you the right thanks because you’ve worked late and that guy didn’t know.”

Have a plan for yourself and start a plan for your customers.

“Don’t think about selling a product, think about the long-term relationship with that customer. You’ve got to be extremely customer-centric and not product-centric.”

If you keep focussing on the immediacy of the products and current technologies, at some point you will be overwhelmed with technology, Avery says. Also, keep in mind that technology evolves.

First, he advises preparing a customer statement of need. Get them involved. Say, ‘I want to be a better service industry to you’. Ask them to write down 20 things they think are important and say ‘we’ll put them all together in our machinery and see what we can spit out in terms of improving outcomes for you’.

He says that you need to understand everything about that customer statement right down to the smallest

detail, to get it “absolutely right”. You need to give customers what they need constantly.

Do a risk analysis of “what shit could happen”. Think about what parallel technologies can be deployed for customers because that’s the future. “You’ve got to think about what’s going to happen. And actually solve the problem.”

Dare to dream. No one will stop you having a revolution in your particular industry, he says.

When Avery first came to New Zealand he ended up with many unplanned things. “Every time I changed my plan and made a new plan, I approached it with the ‘Churchillian’ factor,” he says.

“Churchill said ‘you must approach every failure with as much enthusiasm as the failure before. Failure is not a bad thing as long as you learn from it’. If you aren’t failing then you aren’t pushing the boundaries of what’s possible.”



Agcarm Summer Conference

Chairman and Farmer Director of Beef and Lamb, James Parsons explains the significance of the world stage for New Zealand's sheep and beef sector which brings \$8 billion in export revenue.



James Parsons

Parsons informs attendees of Beef and Lamb's efforts in dealing with the fallout of Brexit for farmers. He also discusses how New Zealand's unique deregulation in farming brought innovation to the sector and suggests that the pendulum is starting to swing in the other direction. It's also important to tell our farming story, he adds.

Parsons explained that Beef and Lamb is heavily focussed on Brexit.

The sheep meat quota deal was done many years ago as compensation to New Zealand for the United Kingdom joining the European Union. Under the World Trade Organisation (WTO), there is an obligation to honour that agreement.

New Zealand's sheep meat quota is 228 tonnes. The EU takes 50 percent of our sheep meat exports, of which the UK takes about half.

"So if the UK leaves the EU completely, there needs to be some compensation for New Zealand. If the EU and the UK don't come up with something that's satisfactory to New Zealand's interests, then we will take it to the WTO and ask for compensation."

"There are many ways this could play out. There's risk around this. There's also opportunity. We're very much about how to preserve our current interests," Parsons added.

"It's worth over a billion dollars to New Zealand's economy." A poor outcome could mean "a lot less money flowing around rural communities".

New Zealand supplies lamb to Europe in the off-season, "so they would struggle to keep lamb on the shelf for 12 months of the year".

"The sheep farming sector over there understand the way everything is interlinked and are quite conscious of how this could be destabilised significantly," he added.

Not so skinny sheep

New Zealand's sheep flock has dropped from 60 million in 1990 to 28 million sheep. Despite this, we are producing the same amount of lamb.

"We are doing that through improved genetics, feeding them better and much smarter management," Parsons says.

He says the subsidy scheme in the 1980s used to be called the "skinny sheep policy days.

"We were subsidised to run more animals and weren't feeding them properly."

On top of that, he said, land clearance and development loans incentivised farming on some more marginal country.

Innovation

For the farming sector innovation came about, in part, out of deregulation.

"There are some real lessons in there with the way we deregulated in the 80s."

But, he warns, "I wonder if the pendulum is swinging, almost too far in the other direction now", with more regulations - and quite prescriptive ones - coming

in to solve complex issues such as health and safety and water quality.

He argues that if farmers know they need to meet targets, but can be creative in how they achieve them, "then you get a whole lot of innovation happening."

Some agricultural products "are fantastic," says Parsons, but proposes working together to create new solutions for farmers.

The farmer juggles many balls.

"Sometimes the book says you need to spray that paddock out on such-and-such a date, you need to do your weed control at the point where plants are at a certain height." But "it gets harder to do because you're competing with all these other priorities."

The artificial threat

Parsons says that artificial meat will come to market, "we just don't know what end of the market they'll try and substitute." So telling our story is important. With artificial meat "you can't talk about farmers, their values, what they invest in themselves, their families and their values", he adds.



Chris Claridge

Potatoes New Zealand Chief Executive Chris Claridge spoke of the challenges the tools and technologies deployed on farms raises. Another pressure is coping with a regulatory framework that isn't particularly helpful for the introduction of new sprays and new technologies.

Farmers can access increasing agricultural precision techniques - providing data about plants and how they grow, increasing efficiencies in the use of sprays and fertilisers. The challenge for industry, he says, is "how do we become better infomediaries in order to better communicate data?"

Claridge advises using the right technologies to help farmers and growers increase yields and reduce costs - so they can "make money in short, medium and long term". He warns against becoming "magpies of adopting shiny new technology

which doesn't actually add value".

His advice is to move forward 10, 20 or 30 years.

"What will the agricultural sector look like then? How will you, as leaders of the industry, cope with the changes that will be coming through?"

Locking ourselves out of genetic engineering is "just dumb"

Claridge says that New Zealand locking itself out of genetic engineering technology is "just dumb".

"As an agricultural nation, we must apply all knowledge and skills available to us worldwide in order to solve our own problems. That means we can't lock ourselves out of the world by being GE free. That's just dumb."

"Yes, trans-genetic engineering has problems but with emergence of CRISPR technology, you've got enormous power at your fingertips. It's not dangerous power because it's arguably just natural breeding that you would do anyway."

The unintended consequence of this is that it stops researchers and students from staying in New Zealand and working in the industry.



Bruce Berry

Customs NZ Manager of Cargo Operations Bruce Berry spoke of plans to beef up biosecurity and asks for more information and collaboration from industry to manage risk.

Berry told conference-goers that Customs is getting better at finding drugs such as mimics due to advances in technology. New Zealand has invested heavily in substance identification and asks, "how can this help you?"

If Customs could test and verify products as genuine, it might speed up importation. "We've got to start thinking in that wider space. It's not just about handbags and watches and honey."

Internet commerce is changing how products are bought, but "you don't know if what you're buying is from an authorised source".

In 2015, Europol did an operation and seized 190 tonnes of illegal pesticides in Europe. "How do we know someone's not ordering that stuff and bringing it through?"

"When that herbicide arrives into New Zealand, it will be declared as a herbicide under the customs tariff. How do I target it?"

By the time it's in the country, the chance of relabelling it and selling it is already there.

He told conference goes to look at what is happening internationally and decide what the risks are to industry. Have that conversation now because we may have to change legislation to do it.



Nick McGirr

Worksafe's programme manager of hazardous substances, operations and support Nick McGirr spoke of simplifying workplace health and safety in the new legislative framework.

New regulations will come into effect next year focussing on managing risk - applying to all phases of the agrichemical lifecycle.

There are specific duties under the Health and Safety at Work Act for anyone designing, manufacturing, importing, or supplying a product before it gets to workplace. Products must be without risk to the health and safety of people who use, handle or store the substance at the workplace or in the vicinity of a workplace. Relevant information must also be supplied.

Transitional timeframes and provisions will be put in place to adjust to the legislative changes.



Susan Kilsby

NZX Dairy Analyst Susan Kilsby presents a positive outlook for dairy and beef, but was not as favourable for sheep and lamb.

The outlook for dairy is reasonably positive. "What we've seen in the last couple of years is more to do with a reaction to regulations and the European market."

As long as it's market force driven, New Zealand dairy should average about \$6-7, well above the cost of production, at about \$5. Over the past couple of years farmers were losing money, resulting in deferred farm maintenance as they have put off spending. Next season we might see the brakes coming off the chequebook.

A lot of consumers in developed countries are moving away from processed products. "That's pushed up the demand for milk fat."

The United States is also trending towards butter more than margarine.

The sheep market is the least favourable. Kilsby says New Zealand needs to look for new markets. "It's quite a small industry globally. There is quite a lot of pressure - particularly in the UK market - to support its own domestic product, which will come at the expense of our product."

Beef prices are still quite high, driven by shortage of stock around the country. International beef markets are strong and this is expected to continue.

The United States takes more than half of New Zealand beef exports. It doesn't take the best cuts of meat - it gets used for hamburgers. More beef is being sent to markets such as Asia. ■

Celebrating 70 annual conferences [17]

Help us celebrate our 70th conference this year.

Agcarm is holding its 70th annual conference on July 27. Our special event will be held at Te Papa in Wellington.

Attendees will have the opportunity to meet government ministers and officials, and listen to quality speakers from New Zealand and overseas.

We will hear from the Minister for Food, the Hon David Bennett, as well as the Asia and Pacific Centre of Food Security Chief Executive Dr Helen Darling; Horticulture NZ Chief Executive Mike Chapman; political blogger David Farrar; and Maori leader Sir Mark Solomon. Our Australian counterparts from Animal Medicines Australia and CropLife Australia, Ben Stapley and Matthew Cossey, will update us on their activities.

To stir things up before cocktails, Dr Rosie Bosworth, a strategic innovation consultant and communications professional with a penchant for driving competitive business growth through disruptive innovation and game changing technology platforms will address the conference.

After cocktails, members and invited guests will join us for dinner, where former Olympic runner Dick Tayler will share some of his experiences.

Further details of the day, including accommodation options and costs are available on our [conference page](#) or by contacting the conference organiser, [Lee Sheppard](#).

[Register here.](#)

Please note that non-member attendance is subject to Agcarm approval. ■



Myrtle rust a threat to native trees

New Zealand's native tree species are under threat due to the recent arrival of myrtle rust in New Zealand. Containing its spread is vital.

The incursion is not a total surprise. Like the arrival of poplar leaf rust from Australia in 1973, wind-blown fungi are impossible to stop and myrtle rust has been on the Ministry for Primary Industries (MPI) 'possible incursion' radar for years.

In the case of poplar rust the fungus spores hitched a ride on the flight path of the prevailing Trans-Tasman westerly flows. There is a good chance that myrtle rust has arrived via a similar flight path from Australia, with Kerikeri close to Kaikohe where poplar rust was first detected back in 1973.

No matter how it arrived, the race is now on to map the dispersal locations of myrtle rust, control it and assess management options. As it has now spread to the central North Island, the main goal is to slow its spread to other parts of the country - to protect the tree species the disease attacks.

MPI is committed to preventing its spread. But is realistic, saying

that the disease spreads by microscopic spores that can be carried by wind and on people, vehicles and equipment, so containing it may not be possible.

The best chance of containment is having the right tools available. A variety of containment techniques could be used, such as fire, but realistically the best immediate option is treatment with proven agrichemicals. Agcarm is engaging with MPI on possible products for controlling myrtle rust as well as other targeted biosecurity risks not established in New Zealand.

As a supporter of innovation and research, Agcarm members will work with government to ensure new products are available for use should a harmful pest or disease be detected.

Biosecurity is an important issue for New Zealand. So it is vital that myrtle rust be managed so we can preserve our iconic tree species for future generations.



Myrtle rust on the leaves of an affected plant.

If you think you've seen signs of myrtle rust – do not touch it. Take a photo and phone MPI on 0800 80 99 66 immediately.

More information is available on the [MPI website](#). ■



Environmental decision-making is for central government

Agcarm supports amending legislation to iron-out inconsistencies in how New Zealand's environment is managed by councils.

Environmental stewardship is one of Agcarm's strategic goals - as shown through our lead and support on programmes such as Agrecovery, Growsafe, pollinator health and safe food.

Decision-making on the effective management of our environment for future generations must be applied using the most thorough and well-researched tools available.

Making rules and policy is time consuming and duplication should be avoided. Too often councils make important decisions on environmental matters that are not based on well-researched and articulated advice. This has led to widespread variation on the environmental stewardship rules and processes used by different councils.

Processes are often repeated due to the way that the Resource Management Act (RMA) legislation is worded. Agcarm Chief Executive Mark Ross says this means "too much time, too many people and too much money is being spent on process, rather than actually managing the environment".

A report back on the Resource Legislation Amendment Bill in March highlighted the drive by central government to provide, in certain cases, legal national direction to local government on policy matters of importance to New Zealand. Agcarm submitted in support of the proposed new powers to the Local Government and Environment Select Committee.

Amending the RMA to remove the explicit function for councils to control hazardous substances and new organisms is a step in the right direction.

It will also enable the Minister for the Environment to make regulations prohibiting or removing plan rules whenever these duplicate the same subject matter in other legislation.

Central government agencies carry out assessments on how to measure risk and are well-positioned to provide robust and consistent direction to councils, based on strong technical and science expertise.

Making central government the sole decision maker on hazardous substances and new organisms will better protect our nation. This will also cut costs and ensure that decisions are made using sound risk assessment frameworks. ■



What's the difference?

Councils' misunderstanding of the difference between 'hazard' and 'risk' is adding unnecessary local environmental legislation.

A number of councils are considering new weed management plans which will increase the cost to ratepayers by millions of dollars per year. This is based on media reports that some management options may be harmful to human health. In this instance, councils are making decisions on poor information and because they are confusing hazard with risk, which is flawed.

Products used for weed control are safe, when used to label and safety data sheet requirements. As an easy explanation, a hazard can be prevented based on the risk principals put in place by our national regulators.

Agcarm is now part of an international steering committee looking at the registration of veterinary products - adding to our global presence.

Agcarm already has strong relationships with global industry groups, Crop Life International and Health for Animals. Connecting with international counterparts allows Agcarm to engage in the global arena - allowing our voice to be heard on matters like antimicrobial resistance management, product registrations and stewardship.

It is now also an observer to the VICH Steering Committee - a global regulatory and industry committee tasked with harmonising processes for registering veterinary medicines. The committee also discusses animal health issues such as antimicrobial resistance.

The full name for VICH is a bit of a mouthful - the International Cooperation on Harmonisation of Technical Requirements for Registration of Veterinary Medicinal Products.

The committee oversees policy direction and ensures agreement between countries before endorsing guidelines. Most technical guidelines are developed

by expert working groups. Europe, USA and Japan are the core participants, with New Zealand, Australia, Canada and South Africa appointed as observers.

Launched in April 1996, VICH recently expanded to include countries with less developed regulations as part of its Outreach Forum. The Steering Committee meets with the World Organisation for Animal Health and the Outreach Forum on animal health issues.

The 34th VICH meeting was held in March in Argentina - an Outreach Forum member. New Zealand, Australian and Canada presented on the cross-country agreement on data requirements for the registration of Metacam for sheep at the meeting.

Agcarm Chief Executive Mark Ross says that being part of the forum "provides a foundation for collaborative projects between regulatory agencies, along with discussion on global issues such as antimicrobial resistance, stewardship and counterfeit products".

Outreach members gave feedback from their countries on:

- how studies conducted according to VICH guidelines were accepted;
- implementing pharmacovigilance systems; and
- the use of guidelines in developing strategies for registering veterinary antimicrobials.

Strategies to implement guidelines for vaccine registration requirements and to address antimicrobial resistance were also discussed at the forum.

The committee also reviewed and acknowledged the work of the expert working groups on pharmacovigilance - electronic standards implementation, safety, quality, biologicals quality monitoring and anthelmintics.

It will meet again later this year and a public conference is planned for February 2019 in South Africa. This conference will focus on global outreach activities, as well as work achieved by the expert working groups.

Guidelines are available on the [VICH website](#). ■



Pan-industry pest management project

The first pan-industry collaboration to develop a new generation of pest and disease control is underway. The proposed Primary Growth Partnership programme - Leading future food production - will address global consumer expectations, the requirements of specialty crop sectors, resistance management and further use of bio-controls.

The horticulture and arable sector and the science community are trying to get the programme over the line with the independent Investment Advisory Panel (IAP).

After initially applying last year, Horticulture New Zealand and Market Access Solutionz submitted a new version of the application to the Ministry for Primary Industries on May 15. The new submission follows the IAP's request that it provide a consumer-led focus and an improved explanation of the need for government investment.

If the programme gets funding approval, a detailed business case will be required. A report by the New Zealand Institute of Economic Research suggests it would generate between \$125.3 million to \$398.6 million towards the country's economy through export growth and new markets within seven years.

Agcarm has been involved in developing the project and will remain an interested party when it comes to development of a business case.

Key success factors of the programme include:

- Export growth and new markets being developed where New Zealand food meets buyer demands.
- Access by New Zealand growers to new age chemical and biological compounds with application procedures being progressively streamlined.
- Lower potential for pest resistance to existing chemicals.
- Novel pest management compounds available to more of New Zealand's commercial growers.
- Producers meeting consumer demands by using production methods that are the safest possible to human health and the environment.
- Productivity gains.
- High quality feed for New Zealand livestock. ■



Scheme shake-up to clear 50 percent more farm waste

New Zealand's rural recycling scheme is increasing its recycling and recovery efforts.

The Agrecovery Foundation, a Wellington based not-for-profit charitable trust, has a goal of increasing recovery of agrichemical containers and unwanted chemicals from 35 percent to 60 percent within three years.

From July, Agrecovery will manage the scheme. This includes supporting collection centres, coordinating collection events and liaising with farmers, growers and agrichemical companies. These functions are contracted to a third-party provider until then.

Simon Andrew, Agrecovery General Manager, says that bringing management in-house will mean that "the Foundation is better equipped to make decisions that benefit all stakeholders". He also wants to recover other types of

farm waste such as silage wrap and used veterinary medicine needles and syringes.

"We want to preserve our farms for future generations," says Andrew. "By tackling additional waste streams, we will be helping farmers and growers to recycle and clear more waste."

Andrew is visiting all 74 collection sites in New Zealand to investigate how to better meet farmers and growers' recycling needs.

"Our sites are our shop window, so it is critical we engage with those managing these sites to understand how we can better support them," he says.

"Supporting site managers is critical to lifting recovery rates and, ultimately, the success of the scheme."



■ Isabella Shonakin (left) with Simon Andrew on a recent site visit.

Another way of increasing awareness and participation in the scheme is to work with industry to set up industry compliance schemes. "Industry has a vital role to play in promoting and incentivising our rural communities to reduce and recycle," says Andrew. "Participation should be a no-brainer."

It is free for farmers and growers and "has real tangible benefits for the environment, individual businesses and industry".

The scheme shake up will also provide transparency for those funding the scheme - the brand owners.

In addition to bringing management in-house, Agrecovery procured Envirowaste as the contractor to collect containers and drums from sites, events and on-farm from July onwards.

Agrecovery has recently recruited Isabella Shonakin to support site holders and scheme participants. She aims to improve the service to sites and is the main contact for users of the scheme.

What's the difference for farmers and growers?

Aside from spotting a different truck collecting your unwanted plastics and chemicals, farmers and growers will start to see increased efforts by Agrecovery to help recover more plastics.

"There will be no disruption in service," says Andrew. Farmers and growers can still drop containers off at collections sites and events and arrange collection from the farm where necessary.

The 0800 AGRECOVERY number and website will remain the same. ■



Agcarm welcomes new members

KIWICARE

Manufacturer member

Kiwicare has joined Agcarm as a manufacturer member.

Kiwicare offers pest, turf and plant protection products to keep homes, commercial premises and open-spaces pest-free – something Kiwicare has been doing for more than 30 years.

The company designs, tests and manufactures its products in New Zealand, so knows how they will work in local conditions.

Kiwicare joined Agcarm to “play a part in the discussion on industry issues” and to “network with likeminded people,” says Peter Robinson, Kiwicare’s General Manager of Research and Development.

For contact details, advice and to access an interactive problem solver, see the [Kiwicare website](#). ■

Lidija Petreska

Individual associate member

Lidija recently formed the new regulatory affairs consultancy, On Regulatory Ltd. She joined Agcarm to keep informed of developments in the regulation and innovation of animal health issues. Agcarm’s advocacy work means “I will get the relevant news right on time”, she says. ■



Lidija Petreska

New board member

Martyn Phillips

Zoetis General Manager
Martyn Phillips is the latest Agcarm manufacturer board member.

Martyn’s career in agriculture began in the stock and station industry, giving him broad exposure to all facets including livestock, wool, merchandise and finance, before moving into animal health.

He joined the then Pitman Moore in a sales capacity and eventually worked up to become General Manager. He then accepted a global marketing role based in the United States.

Martyn joined Zoetis in December 2016 following his return to New Zealand.

He is a previous Agcarm board member and vice President. ■



Martyn Phillips



What is Agcarm?

Agcarm is the industry association which represents crop protection, animal health, and rural supplier businesses. Agcarm members distribute and sell the majority of veterinary medicines and crop protection products in New Zealand. Agcarm members promote responsible use of products right through the product life cycle, from research to disposal. Agcarm is also a positive voice for its members and lobbies for progressive and sensible policy.

For information on joining Agcarm, go to www.agcarm.co.nz



Our mission is to protect and enhance the health of crops and animals through innovation, development and responsible use of products.

We work with governments and stakeholders from around the globe to shape policy and meet the shared goals of health and safety to protect the environment and the food chain.

Our ability to source information from experts around the world gives legislators access to the best advice.

Agcarm's priorities:

Safe Food / Provision of Innovative Compounds /
Resistance Management / Healthy Animals and Crops /
Product Stewardship / Bee Health / Sustainability.



**The voice of crop protection
and animal health.**

