

MPI is the gateway to government for people and businesses involved in agriculture, horticulture, forestry, animal welfare, aquaculture, biosecurity, fisheries and food safety.

We act as a negotiator, a certifier, a facilitator, a regulator, an adviser and a partner to support and enhance New Zealand's global reputation for primary products.

The guiding strategy for MPI is a vision of growing and protecting New Zealand by enabling and partnering with industries to:

- maximise export opportunities
- improve sector productivity
- increase sustainable resource use
- protect New Zealand from biological risk.

Export Double

To help us deliver on *Our Strategy 2030* and New Zealand's Business Growth Agenda, MPI is committed to doubling the value of New Zealand's primary industry exports by 2025.

MPI/CORP MAY 2013

Talk to us – find out more

New Zealand Government

www.mpi.govt.nz | 0800 00 83 33

GROWING AND PROTECTING NEW ZEALAND



Ministry for Primary Industries
Manatū Ahu Matua



WHAT WE DO TO HELP GROW AND PROTECT NEW ZEALAND

Primary sector productivity

We co-invest alongside key industry partners in the innovation that will drive improved productivity and technological advancement in the primary sectors.

Fisheries management

We ensure the sustainable use of fisheries resources within environmental limits, by using science, information, education and enforcement.

Aquaculture

We work with industry, councils, communities, iwi and government agencies to grow aquaculture as a sustainable export industry.

Partnership with Māori

We partner with Māori to enable the sustainable growth of the \$10.6 billion of Māori primary sector assets. We have staff dedicated to this.

“WE HAVE MORE THAN 2000 STAFF IN 73 OFFICES ACROSS THE COUNTRY.”

“WE APPROVE MORE THAN 10,000 EXPORT CERTIFICATES EVERY MONTH TO ENSURE ACCESS FOR OUR PRODUCTS TO OVER 100 DIFFERENT COUNTRIES.”

Border biosecurity

We work to prevent harmful pests and diseases from entering New Zealand. We monitor and help eradicate and manage pests if they do get in.

Food safety

We set minimum regulatory requirements and work to ensure food imported into New Zealand or produced here and exported overseas is safe.

Trade pathways

We work around the world with industry and other government agencies to negotiate free trade agreements, grow market access for our products and provide assurances that keep our trade pathways open.

Climate change

We manage the Emissions Trading Scheme and work with primary sectors to find innovative solutions to ensure a sustainable future.

Forestry

We manage the Crown's forestry assets, regulate the sector and work with industry to increase productivity and profitability.

Horticulture

We oversee regulatory regimes that enable the horticulture industry to collectively fund activities designed to boost productivity.

Access to water

We are reforming the fresh water management system and accelerating development of rural water infrastructure to drive productivity and growth.

Animal welfare

We set regulations and standards for animal welfare and enforce them.

“WE MANAGE BIOSECURITY RISKS ACROSS 668,000 SEA CONTAINERS, 91,600 VEHICLES AND MACHINERY AND 35.6 MILLION ITEMS OF MAIL ARRIVING IN NZ EACH YEAR.”