



The Year from Hell – Psa attacks the Kiwifruit Industry

Dr David Tanner

General Manager – Psa Innovation

ZESPRI International Ltd



The face of Psa in NZ



- *Pseudomonas syringae* pv *actinidiae*
- Bacterial vine disease that is causing vine deaths in all Kiwifruit cultivars (in particular, Hort16A – ZESPRI GOLD™)
- Has affecting kiwifruit around the globe for over 25 years











A United Industry with a History of Growth and Innovation



Grower owned



Integrated Industry



Doubled in Value



Category Leader



History of Innovation



Strong Growth Plans



What worked well? What have we learnt?

- We had strong two-way industry communication and wider stakeholder engagement – we took the industry with us
- Rapid response from MAF who understood the seriousness
- Having MAF working from the same offices – including senior MAF staff right from the start, plus the Minister, fronting growers and industry leaders
- An open media strategy to help spread our messages
- Close collaboration with MAF on communications



What worked well? What have we learnt?

- Moved quickly – didn't get hung up on who pays for what
- Integrated industry – could mobilise resources and gain agreement quickly ; sophisticated and multiple grower support mechanisms
- Government agreement on financial support package
- Offers of support flooding in from around the globe
- Trained and prepared crisis management team
- Good experience of Psa in Italy – and access to world-leading experts through Plant & Food Research



What worked well? What have we learnt?

- We created KVH to deal with the incursion; to coordinate specialist staff throughout the industry (including Innovation from ZESPRI)
- That having all one's eggs in one basket may not be the best risk management strategy – there is now a lot of talk in the industry regarding growing multiple cultivars on a holding.



Challenges....

- We needed the ability to “resource up” very quickly – allowing for substituting of key staff
- Very little on-the-ground information/very little international info
- Tight management of new information
- We hadn’t pre-arranged the quality systems and MAF requirements for expanding laboratory resources
- Needed to have agreed beforehand when MAF should exit, and industry should take over
- Vital to have compulsion to make a strategy effective



Challenges....

- Too little information soon becomes information overload
- Complacency sets in for growers (particularly those that see the expense of management of Psa as a slow, painful death)
- Rumour and innuendo can derail a strategy – so you need to be weary of those with an agenda that does not focus on the industry-good!

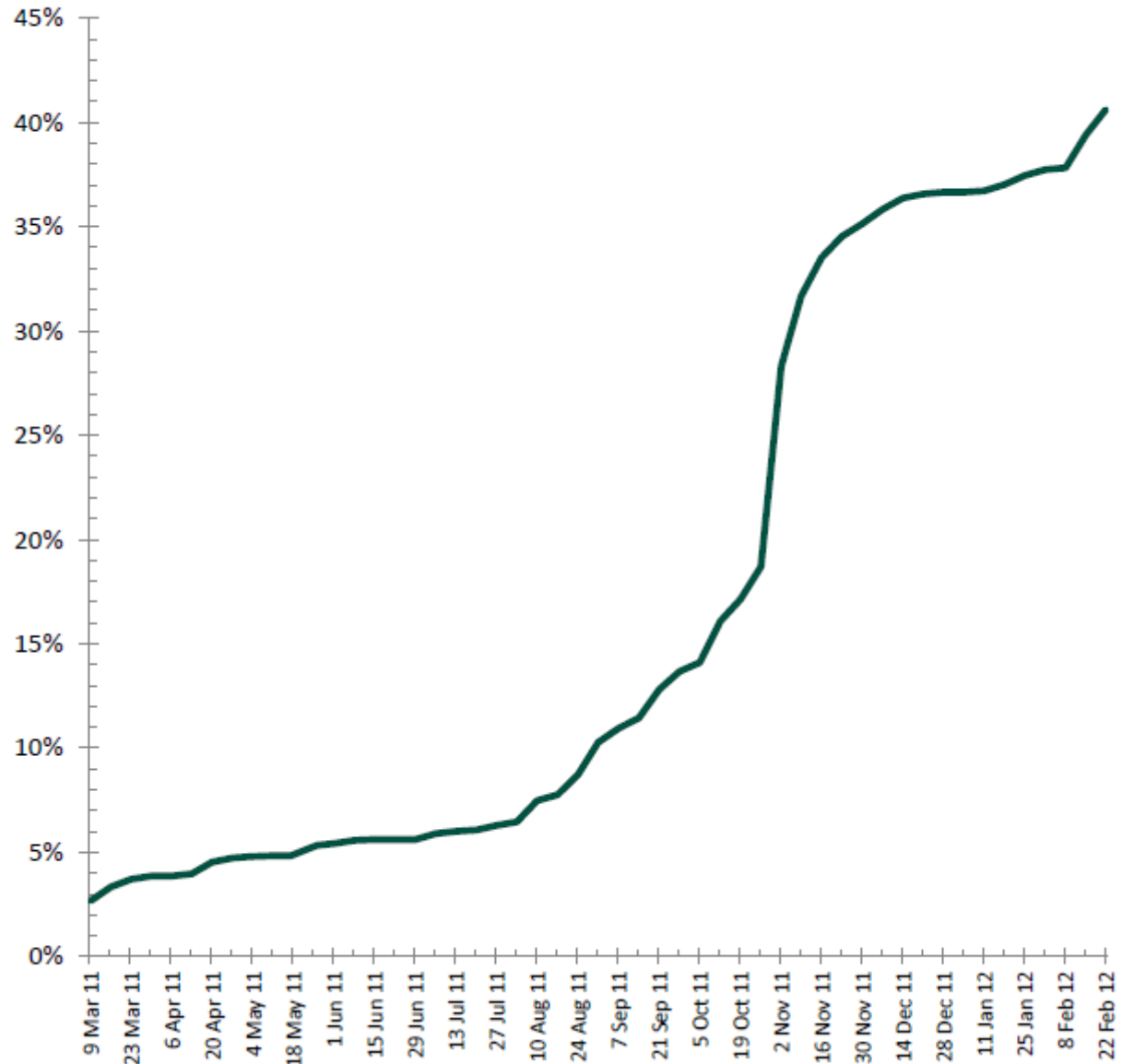
Current Situation (to 22 February)

- Currently over 1100 positive Psa results
- 1068 Psa-V orchards (32% of NZ orchards)
- 83% of NZ's kiwifruit hectares are now in a PZ
- 41% of NZ's kiwifruit hectares are on an orchard with a Psa-V positive result – 51% of NZ Gold hectares and 38% of NZ Green hectares
- Psa-V positive KPINs by region
 - 14 in Waihi
 - 13 in Katikati
 - 98 in Tauranga
 - 5 in Franklin
 - 856 in Te Puke
 - 50 in Whakatane
 - 30 in Opotiki



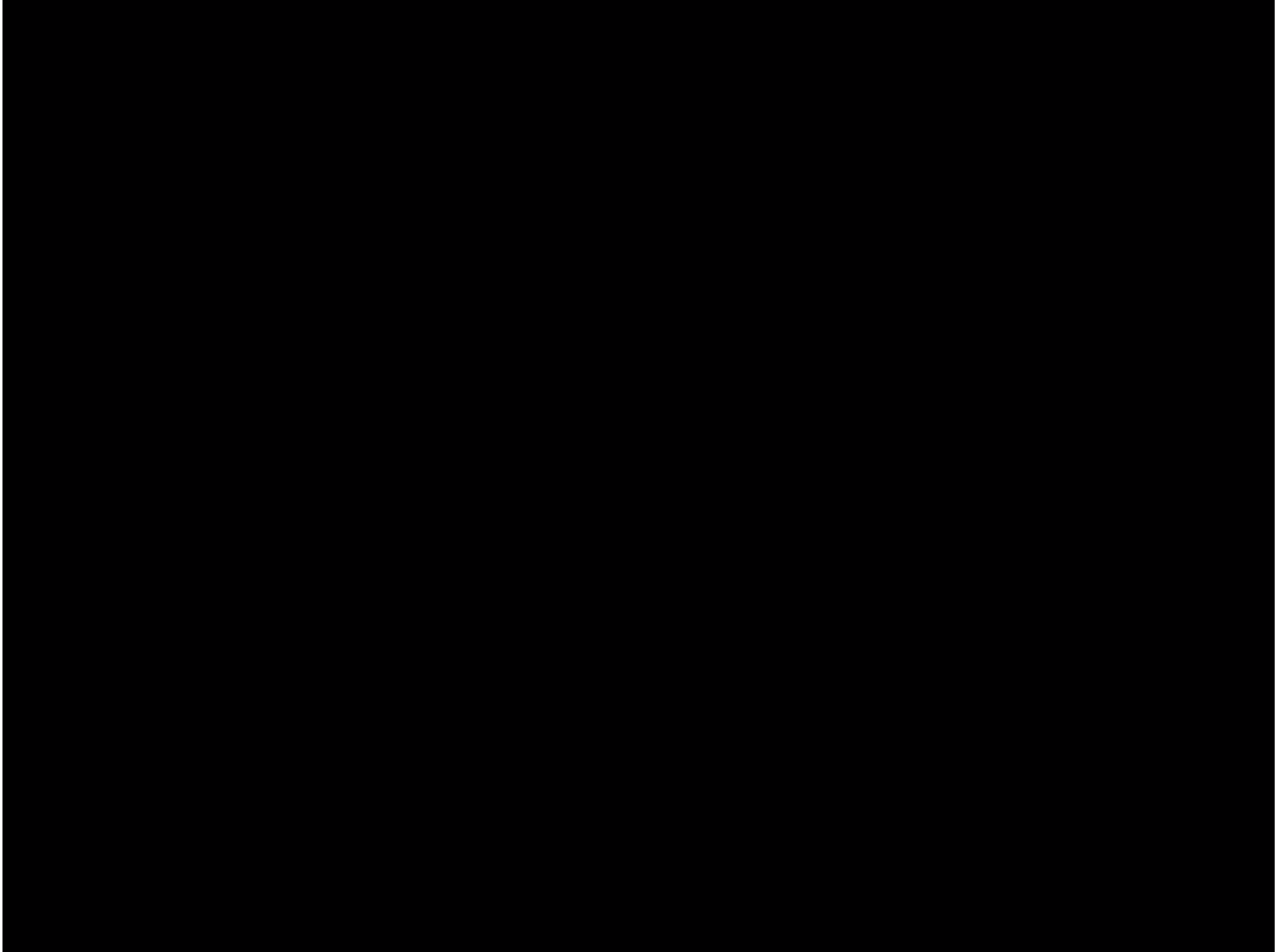
Progression

2.3 Percentage of NZ kiwifruit hectares on orchards with Psa-V identified



Progression

KVH
KIWIFRUIT VINE HEALTH





So how will we get out of this?

The impacts of Psa-V will be overcome with an R&D-led recovery, through enlisting the best scientific minds available globally

An R&D programme with a mix of short, medium and long-term projects has been created, and is being added to all of the time

Global collaboration, and sharing of new knowledge is a key to the approach being taken





Investment (from Nov. 2010 till end of current FY)

Source	Commitment
KVH (NZ Industry + MAFBNZ)	\$6.0m
ZESPRI (Innovation spend)	\$2.1m
KRIP & P&FR CORE	\$7.0m
MAFBNZ (Innovation spend)	\$0.2m
ZESPRI (Programme Management)	\$1.0m

Total \$16.3m

Note: this does not include investment in the Breeding Consortia, or expenditure from other NZ-based programmes.



R&D Role in the Recovery Pathway

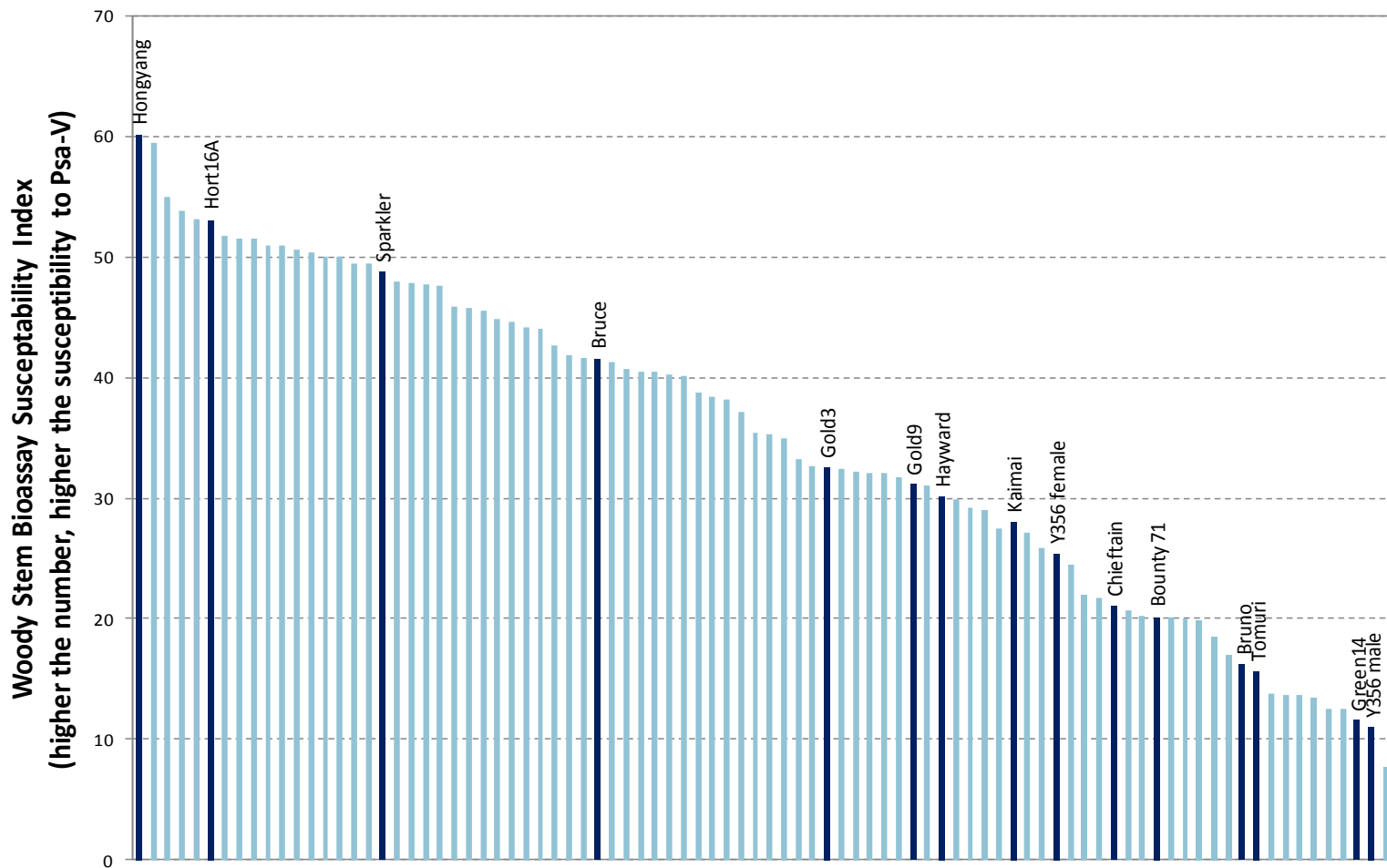
- R&D is critical to the recovery pathway
- The first role is to buy-time...
- This will/has involved finding products that stave-off vine death, and better understanding the 'enemy'
- The second role is to deliver credible options (by way of new rootstocks, males and cultivars) for growers to utilise in their orchards



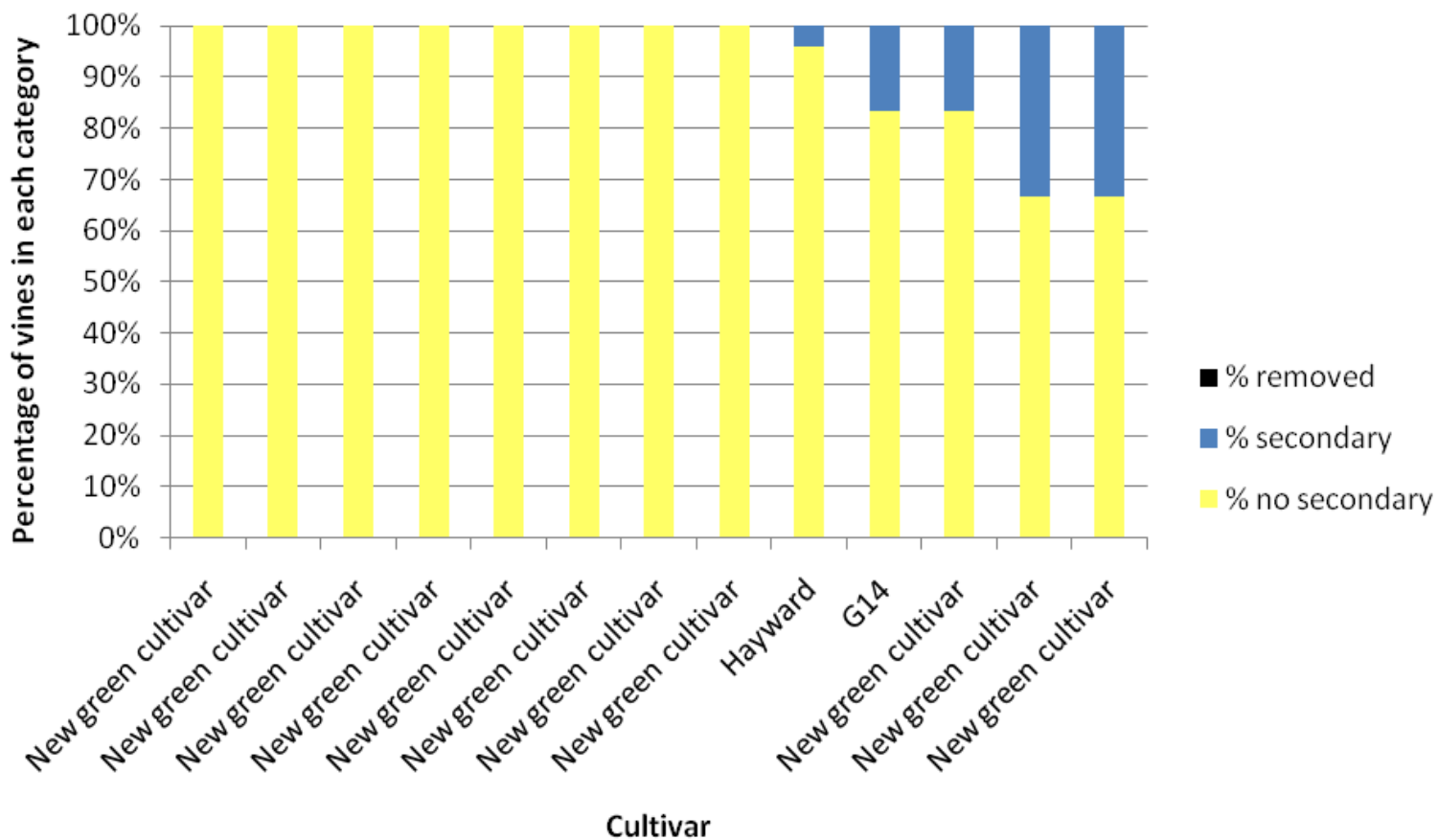
Successful growing in the presence of Psa will require good orchard management in combination with good cultivars



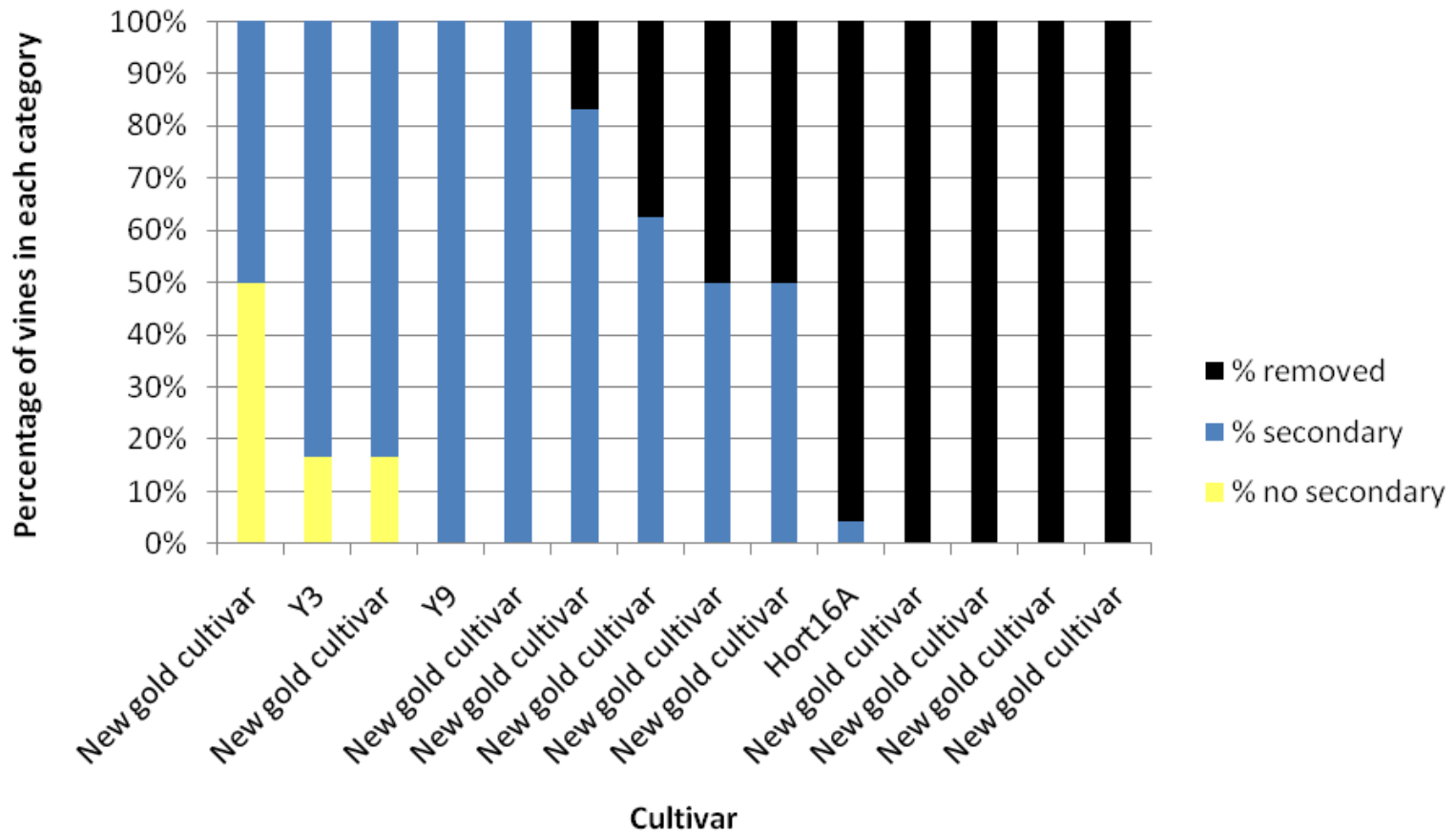
Just one piece of the puzzle...



Another piece of the puzzle...



Another piece of the puzzle...



KVH
KIWIFRUIT VINE HEALTH



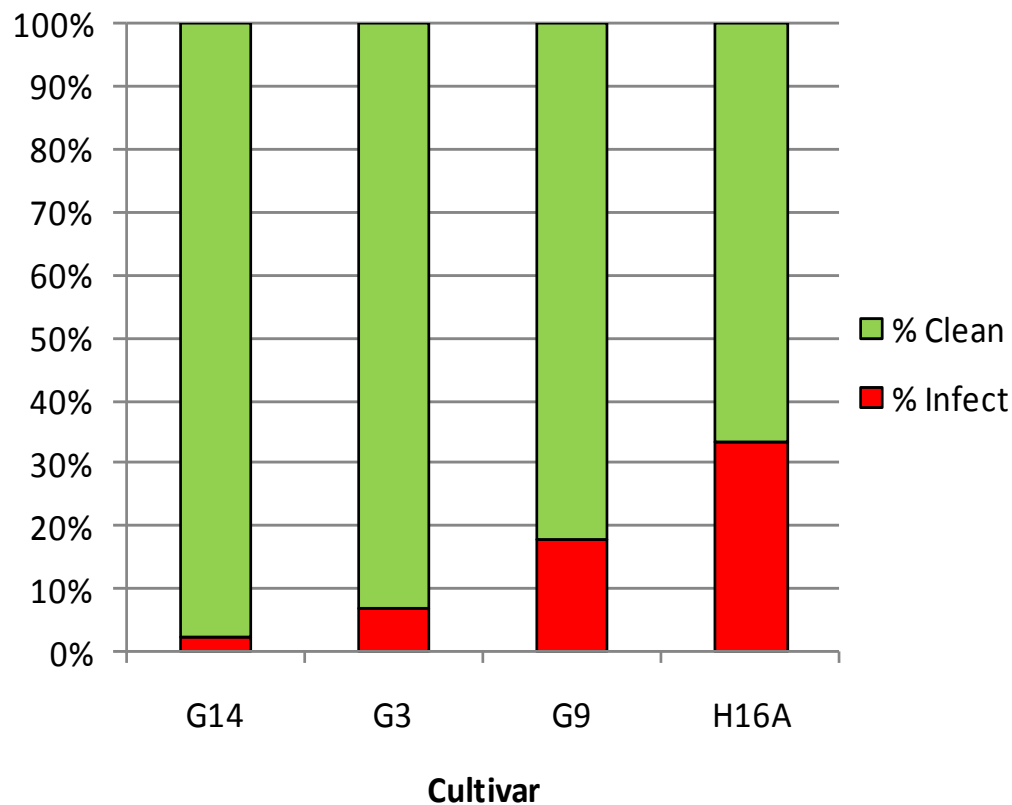
And another...





And another...


Psa Infection Trial Orchard - January 2012





Finally, programme visibility


01 Home	02 Notice Board	03 Grower & Industry Tool Box	04 Maps, Statistics & Protocols	05 Research & Development	06 Newsroom	07 About KVH, Links & Contacts
-------------------	---------------------------	---	---	-------------------------------------	-----------------------	--



[User login](#)

Information for New Zealand kiwifruit grower *Pseudomonas syringae* pv. *actinidiae* (Psa).

Our mission is to minimise the impact of Psa-V on the New Zealand kiwifruit industry and enable affected growers to re-establish their orchards.



- [Research projects & reports](#)
- [Product testing](#)
- [SmartKwi projects](#)

Latest news

03.06.11
Priority zone boundary change
.....

02.06.11
KVH weekly Psa Bulletin for growers
.....

01.06.11
Psa prevention road signs

Important information

Winter programme for Psa management (03.06.11)

The Winter programme for Psa management and an associated Winter canopy management guide to mitigate Psa risk are now available:

- [Winter programme for Psa management](#)
- [Winter canopy management to mitigate risk of Psa \(07.06.11\)](#)
- [Orchard hygiene](#)
- [Psa monitoring](#)
- [Identification of Psa symptoms](#)
- [Cutting and disposal](#)

Quick find information

- [Calendar of events](#)
- [Spray information](#)
- [Industry protocols and materials](#)
- [Find your regional coordinator](#)
- [Q & As](#)
- [Forms](#)

What is Psa?

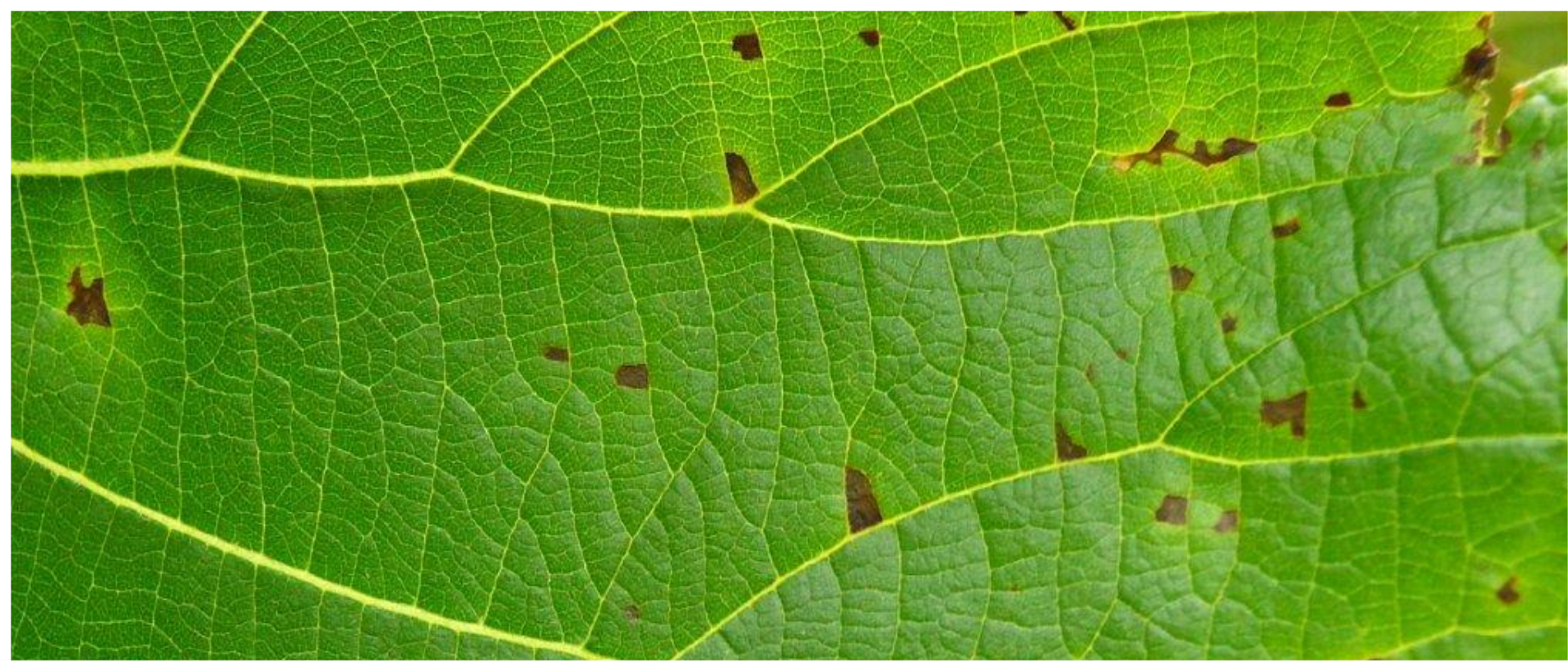
Protection
How do I protect my orchard from Psa?
Click [here](#) for information
.....

Testing
What do I do if I think I have Psa?
Click [here](#) for information
.....

Psa Positive
What happens now?
Click [here](#) for information



www.kvh.org.nz



Questions?

