



National Animal Identification and Tracing Scheme

National Operations Plan 2023/24

Te Kaupapa Tautohu me te Whaiwhai Kararehe mō te Motu

Mahere Whakahaere ā-Motu 2023/24



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Foreword from the Chief Executive



A robust biosecurity system is vital for protecting New Zealand's environment, human and animal health, and economy. Traceability is a key component of New Zealand's biosecurity system.

NAIT Limited is responsible for managing the National Animal Identification and Tracing scheme (NAIT). A strong traceability scheme means the farming sector can get back to business sooner in the event of a biosecurity threat, food safety concern or market access issue.

Prior to the introduction of NAIT, there was no national electronic scheme focused on full lifetime traceability of animals for disease management purposes.

With the discovery of Bovine Spongiform Encephalopathy (BSE) in cattle overseas, individual level traceability for cattle in New Zealand became a growing expectation for the trade in livestock products with premium markets.

New Zealand's ongoing fight against Bovine Tuberculosis meant that cattle and deer were already identified with herd-level ear tags. Therefore the investment in electronic tags and individual-level traceability for NAIT was considered an incremental investment intended to significantly improve our traceability system.

The need for a comprehensive traceability scheme was underscored in 2004 when a report of a possible foot and mouth infection on Waiheke Island was made, and it was subsequently identified that livestock traceability data available to respond to the disease was inadequate. This led to the creation of the NAIT scheme in 2012.

The *Mycoplasma bovis* (*M. bovis*) outbreak in 2017 highlighted serious concerns with the performance of NAIT, particularly around low levels of compliance with the scheme.

This contributed to considerable costs being incurred by industry and Government due to the need to manually trace livestock.

The recent foot and mouth outbreak in Indonesia has also served as a stark reminder that the ability to execute a rapid and accurate response to a disease outbreak is critical. This relies on the information held within the NAIT information system being accurate, up to date, and reflective of what is on-farm.

We are about to begin the second year of our three-year Traceability Operational Strategy which has a goal of delivering the core capabilities of a reliable traceability system that is fit for purpose in the event of a disease outbreak.

Year one focused on design and development of the key components of this strategy, while the focus of year two will be on implementation of this work. There will be a strong focus on migrating NAIT users across to our new software solution, MyOSPRI, as NAIT functionality is released, and on prompting and verifying on-farm data accuracy.

We still have a way to go to ensure the full potential of New Zealand's livestock traceability scheme in enabling full lifetime traceability of animals. We can't do this without our vital partnerships with the Crown and with industry. This National Operations Plan is a driver of that work.

A handwritten signature in black ink, appearing to read 'Steve Stuart'.

Steve Stuart
Chief Executive

He kupu whakataki nā te Tumu Whakarae

Ko tēnei mea te pūnaha haumarū koiora tētahi wāhi nui o te tiaki i te taiao, i te hauora tangata, hauora kararehe, me te ōhanga o Aotearoa. Ko tēnei mea te whaiwhai kararehe tētahi wāhi taketake o te pūnaha haumarū koiora o Aotearoa.

Ko NAIT Limited kei te noho haepapa mō te whakahaere i te pūnaha whaiwhai kararehe pāmu o Aotearoa, e kīa nei ko te Kaupapa Tautohu me te Whaiwhai Kararehe mō te Motu (NAIT). Mā tētahi pūnaha whaiwhai kararehe pakari ka āhei ai te rāngai pāmu ki te hoki wawe ki te mahi mehemea he tuma mōrea haumarū koiora, he āwangawanga rānei mō te kai, mō te tomokanga māketē rānei.

I mua atu i te whakaurunga mai o te NAIT, kāore kau he pūnaha ā-motu i arotahi ki te āheinga whaiwhai kararehe mo te wā katoa e ora ana, mō ngā take whakahaere māuiui.

Nō te kitenga i te Mate Roro Kōpunga Kau (BSE) i ngā kau o tāwāhi, ka tupu te tūmanako kia taea te whaiwhai kararehe takitahi i roto i ngā hua kararehe mō ngā māketē kōunga tiketike.

Nā te whawhai o Aotearoa ki te Mate Kohi Kau e haere tonu nei, kua oti kē ngā kau me ngā tia te tautohu ki ngā piri-taringa i te taumata kāhui. Nā reira i whakaarotia te haumi moni ki ngā piri ā-hiko me te āheinga whaiwhai kararehe takitahi mā NAIT tētahi haumi whakatepe ka kawea hei tino whakapiki i tō tātou pūnaha whaiwhai kararehe.

I tino kitea te hiahia mō tētahi kaupapa whaiwhai whānui i te moutere o Waiheke i te tau 2004, i te putanga o tētahi pūrongo mō te putanga pea o tētahi pokenga mate waewae, waha hoki, ā, ka kitea nuitia te korenga o tētahi pūranga mōhiotanga matua mō ngā kaiahuwhenua hei urupare ki te mate. Nā konei ka waihangatia te kaupapa NAIT i te tau 2012.

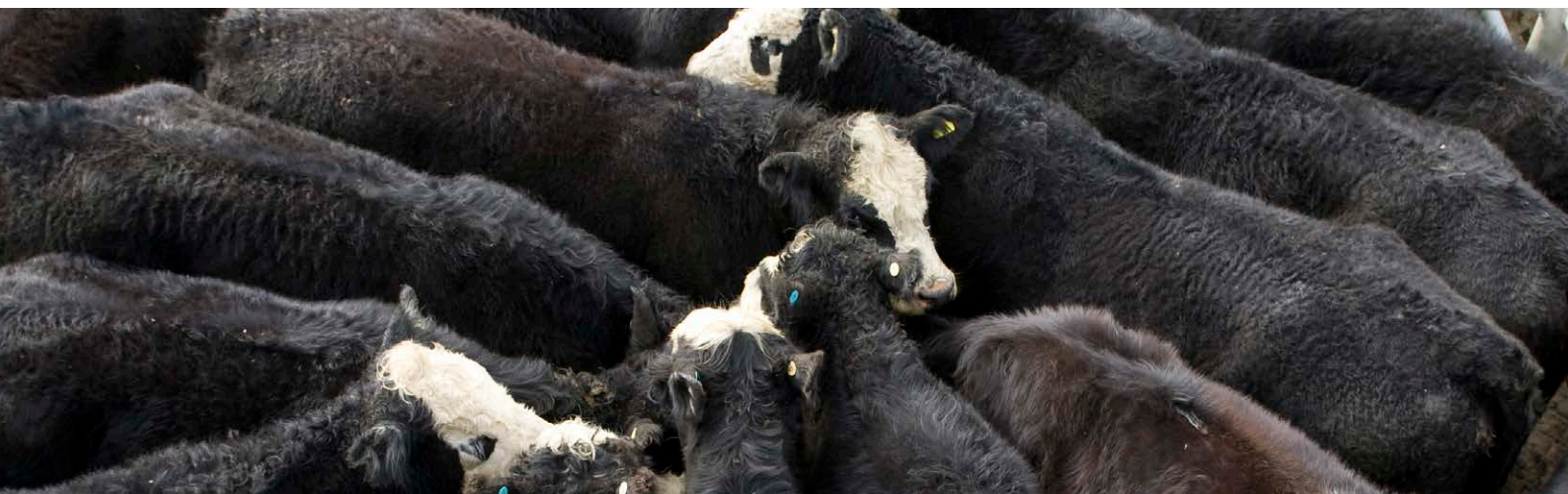
Nā te pakarutanga mai o te *Mycoplasma bovis* (*M. bovis*) i te tau 2017 i puta ētahi āwangawanga nui mō te NAIT, otirā, mō te iti o te ū o te tangata ki ngā ritenga o te kaupapa. Nā konei ka puta ake ētahi utunga nui mō te ahumahi me te kāwanatanga, nā te mea me whaiwhai ā-ringa te tangata i ngā kararehe pāmu.

Nā te pakarutanga mai o te mate waewae, waha hoki i Initonīhia i ēnei rā tata kua kitea hoki te hiahia kia taea te tahuri wawe, kia hāngai tonu hoki ki te wāhi pū o te mate, ā, hei mea taketake tēnei. E taea ai tēnei, me tika pū, me tino hou hoki, me hāngai hoki ngā mōhiotanga ki ngā āhuatanga o te pāmu ake.

Kua tata mātou ki te whakarewanga o tō mātou tau tuarua o tō mātou rautaki toru tau o te Rautaki Whakahaere Whaiwhai Kararehe, ā, ko tōna whāinga kia taea te hora i tētahi pūnaha whaiwhai kararehe tika mō ana mahi, ina pā mai he mate ki te motu.

I arotahi te tau tuatahi ki te hoahoa me te whakawhanake o ngā wae matua o tēnei rautaki, ā, ko te arotahitanga o te tau tuarua ko te whakatinanatanga o tēnei mahi. Ka tino arotahi anō ki te whakawhitinga o ngā kaiwhakamahi o NAIT ki tā mātou ara pūmanawa rorohiko hou, ki MyOSPRI, kia whakawāteatia ngā taumahinga o NAIT, me te āki, te manatoko hoki i te tika o ngā raraunga pāmu.

He roa tonu te huarahi ki mua e tutuki ai ngā tūmanako mō te pūnaha whaiwhai kararehe o Aotearoa, kia taea te whaiwhai kararehe mō ōna rā katoa e ora ana. E kore tēnei e taea, me ka kore ō mātou kōtuitanga taketake ki te Karauna me te ahumahi. Ko tēnei Mahere Mahi ā-Motu tētahi pū o tēnei mahi.



New Zealand's traceability journey

Te ara whaiwhai kararehe o Aotearoa

A fully functioning and accurate animal tracing system is important because it underpins New Zealand's ability to respond to disease outbreaks quickly and effectively; helps limit the economic impact of outbreaks when they occur; helps manage risks to human health; can better inform on-farm decision making; and supports access to some overseas markets.

NAIT was introduced as New Zealand's mandatory livestock identification scheme on 1 July 2012, and plays an important role in responding to livestock disease outbreaks. There are many benefits of a traceability system for the livestock sector, the communities, businesses and consumers that rely on it including:

- Supporting farmers by providing information on the history of animals to help them make better on-farm management decisions.
- Protecting farmers' livelihoods, ensuring they can return to full productivity more quickly and with less cost in the event of a disease outbreak.
- Supporting biosecurity and disease management to rapidly respond to and manage a disease outbreak or incursion.
- Meeting market assurance requirements, helping us to maintain access, generate new opportunities by enabling commercial assurances about the provenance of products.

The *M. bovis* outbreak showed there were significant issues with compliance with the NAIT scheme. While it has been acknowledged that New Zealand could not have attempted to eradicate *M. bovis* without NAIT, had the system been fit-for-purpose, the response would have been quicker, less costly, resulted in less farm-to-farm transmission of the disease, and caused less stress for farmers.

An independent review into the *M. bovis* response found the absence of a comprehensive farm database and effective livestock tracing system were long-standing issues and, despite recent improvements, information system interoperability continued to be below acceptable standards.

The review also found that the biosecurity system needed to be strengthened through a planned programme of improved livestock tracking, compliance, accurate recording of farm data, and the ability to share data through different information systems.

Farmer feedback also outlined that the NAIT information system was difficult to use and that there were insufficient resources to educate and support them to meet their obligations.

In 2019/20, it was identified that upgrading the current NAIT information system would not be a workable option, in part due to the high cost. The preferred solution being to replace the current system. Work has since been completed to stabilise the current NAIT information system in preparation for the new traceability and disease management software, called MyOSPRI, that will be replacing the current NAIT information system.

This document

This document contains the revised Traceability Operational Strategy (reviewed three-yearly) and the National Operations Plan. The National Operations Plan, under section 10(1)(a)(x) of the NAIT Act:

- Sets strategic and operational goals.
- Sets objectives and priorities for the NAIT organisation and the NAIT scheme.
- Identifies the expectations of those persons who have an interest in the NAIT scheme.
- Specifies the measures by which the NAIT organisation's performance of its functions and duties under this Act (including any function or duty the minister directs under section 10(2)) will be assessed, and
- Specifies how the NAIT organisation's activities will be independently audited against those measures.



Purpose of this document

Te whāinga o tēnei puka

This document contains the revised Traceability Operational Strategy (reviewed three-yearly) and the National Operations Plan.

The National Operations Plan (NOP), under section 10(1)(a)(x) NAIT Act:

- Sets strategic and operational goals.
- Sets objectives and priorities for the NAIT organisation and the NAIT scheme.
- Identifies the expectations of those persons who have an interest in the NAIT scheme.
- Specifies the measures by which the NAIT organisation's performance of its functions and duties under this Act (including any function or duty the minister directs under section 10(2)) will be assessed, and
- Specifies how the NAIT organisation's activities will be independently audited against those measures.





Funding

Te whāngai pūtea

The NAIT Scheme is funded by a Crown contribution through MPI, regulatory levies on industry (tag, slaughter, and unsafe-to-tag levies), and a deer industry contribution.

The NAIT funders agreement, finalised in the 22/23 year, sets out the key terms and ways of working between the NAIT funders and NAIT Limited with regards to providing funding for NAIT Limited to fulfil its core functions, duties, and powers as the NAIT organisation under the NAIT Act. It has a term of three years in line with the triennial levies consultation process, ending 30 June 2025.

In the final year of each three-year funding cycle, NAIT Limited and funders will collaborate to identify the NAIT programmes priorities, objectives, risks and prospective investments for the next three years and develop a business case for the next funding period.

The business case will include:

- The Operational Strategy
- Key performance indicators and key deliverables
- Better/worse/worst case funding scenarios to identify the potential impact of lower funding for communicating to stakeholders
- Expected costs and finance requirements

The financial component of the business case will be independently reviewed prior to communicating with funders.

The NAIT NOP lists our activities for the reporting year. As required by law, we will:

- **Review:** Annually review the NOP and amend it if required. Provide the Minister with the findings of the annual review.

- **Priorities and expectations:** Prepare a written report stating how the NAIT organisation addresses the Government's priorities and expectations relating to the organisation's performance of its functions and duties under the NAIT Act. Provide the Minister with the findings of this at the end of the financial year.
- **Financial statements:** Prepare financial statements that comply with sections 63 and 10A(1) of the NAIT Act. Provide these statements to the Minister. Provide the results of an audit of these financial statements to the Minister.
- **Audit:** Arrange for an annual audit against the measures specified in the NOP. Provide the Minister with the independent audit findings as soon as practicable after the audit has been completed.

Additional to this, to ensure successful delivery of the NAIT NOP we will:

- Consider the views and priorities of industry funders.
- Report on our progress quarterly through "Quarterly Business Reviews" and provide the report to management, the OSPRI board and funders.
- Report progress against our benefits and key performance indicators including NAIT compliance metrics (aggregated and disaggregated) in our quarterly reporting.
- Use commissioning sheets for projects to ensure a consistent approach to project planning and management and to demonstrate strategic alignment.
- Look to industry research and international learnings where applicable when developing projects or initiatives and apply this knowledge where possible.

The 2022–25 Traceability Operational Strategy

Te Rautaki Mahi Whaiwhai Kararehe 2022–25

The Traceability Operational Strategy has an emphasis on delivering the core capabilities of a fit-for-purpose traceability system that works in the event of a disease outbreak. It is reviewed three-yearly alongside a NAIT funding review.

NAIT Strategic Outcome

Te Putanga Rautaki o NAIT

Our **Strategic Outcome** for the NAIT scheme is that:

**“There is full traceability of animals”
within the NAIT scheme”.**

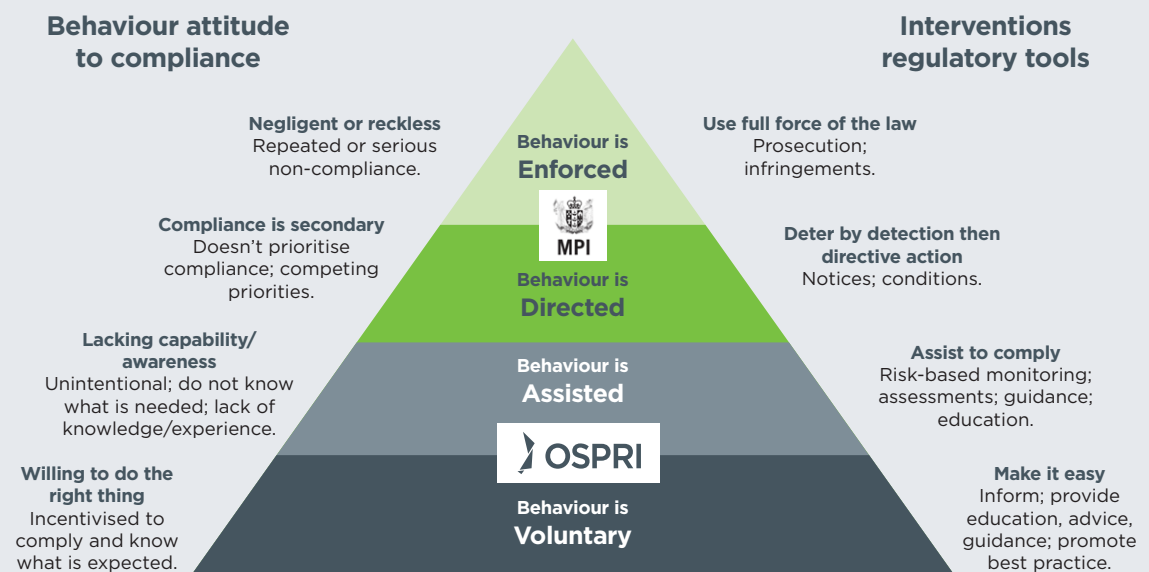
Full traceability is achieved when we know where an animal has been from birth to death.

The Traceability Operational Strategy uses regulatory deterrence as the key tool to change behaviour. It focuses on a farmer’s calculated motivation to comply. Farmers and other regulated parties have access to the guidance and support they need, and farmers believe that the benefit of averting fines and prosecutions exceeds the costs of complying.



The VADE model Te taura VADE

As a regulatory deterrent-based approach, we use the VADE model to inform what activities we intend to deliver. OSPRI will deliver the voluntary and assisted aspects of this compliance model.



Our focus areas Ō mātou rohe arotahi

- Ease of use and system integration.
- Helping farmers and industry to comply.
- Partnering with the wider biosecurity system.

Our outcomes Ā mātou putanga

The NAIT scheme is to meet the following outcomes:

- Supports biosecurity and food safety response tracing (including fast moving diseases such as foot and mouth disease).
- Supports and integrates with wider systems and processes (including MPI's compliance and enforcement functions).
- Aids ease of use for farmers (including call centre support) and enables data security, integrity and integration.
- Provides tracing and disease management support for long term biosecurity management programmes to enable them to satisfy the necessary national and international standards.

Our benefits

Ā mātou painga

	Benefit	Indicators	Measured by
Usability	<ul style="list-style-type: none"> Increased usability of the NAIT information system i.e. farmers can easily meet their NAIT obligations. Farmer ability to self-service. Compliance teams have the tools they need to easily monitor compliance. 	<ul style="list-style-type: none"> MyOSPRI releases delivered to schedule. Reduced reliance on OSPRI Support Centre. Increased farmer interaction with MyOSPRI. Positive user feedback on user surveys. 	<ul style="list-style-type: none"> 25% reduction in calls to the Support Centre, where those calls relate to the fulfilment of basic NAIT obligations within 12 months of the release of NAIT MVP functionality in MyOSPRI portal. Customer satisfaction survey on third-party integration. In-system MyOSPRI metrics (e.g., time spent on a page in MyOSPRI, click-throughs to user guides, use of information providers). The specific metrics and / or initiative to measure them is yet to be developed.
Partnerships (including stakeholders)	<ul style="list-style-type: none"> There is a clear value proposition for traceability. There is consistency in messaging across the sector. 	<ul style="list-style-type: none"> Agreed roles and responsibilities of key players. Positive trends from stakeholder feedback. 	<ul style="list-style-type: none"> MyOSPRI smart API reporting and monitoring for errors. The specific metrics and / or initiative to measure them is yet to be developed. Entities accredited for system integration, and as accredited entities and information providers report favourable experiences with integration. There is an increase in compliance for actions made on behalf of PICAs. Zero data accuracy issues relating to accredited third-party integration.
Education and engagement	<ul style="list-style-type: none"> More effective/targeted education and engagement. Increased awareness of traceability obligations. Compliance enforcement activities are targeted and effective. 	<ul style="list-style-type: none"> Increases in NAIT compliance (animal registration, movement timeliness, lifetime traceability). Positive trends from stakeholder feedback. 	<ul style="list-style-type: none"> Quantity of support farmers can access through education, training, and communications on understanding and meeting NAIT obligations. Education material has an overall satisfaction rating (by those delivering and those receiving) of 85% or higher. User feedback surveys from Support Centre quality metrics.
Assurance	<ul style="list-style-type: none"> Ability to efficiently trace in a disease response. Improved confidence in the accuracy of traceability data in disease risk areas. The system performs well in the event of a disease outbreak. Disease response teams have the tools they need to trace animals effectively. 	<ul style="list-style-type: none"> Improved accuracy of traceability on-farm records in high-risk areas. Reduction in time taken for disease tracing activities (tabletop exercise). Disease response and compliance teams express confidence that they have the tools to effectively trace animals and monitor compliance. 	<ul style="list-style-type: none"> Biannual disease tracing desktop exercise (working from a random NAIT location and expert epidemiologists, how fast does a disease outbreak take to respond to?). Using on-farm data accuracy audit through a risk-based on-farm audit programme, that can be delivered by NAIT or its partners as an annual ongoing process, using the legislative powers and tools available. This will enable us to quantify data discrepancies, and would include measuring the accuracy of traceability on-farm records in high-risk areas. Within 12 months of the release of NAIT functionality in the MyOSPRI portal, 90% of NAIT locations audited will have greater than 85% aggregated compliance across the range of NAIT obligations audited.

Stakeholders

Te hunga whai pānga

The NAIT Act requires the NOP to identify the expectations of those persons who have an interest in the NAIT scheme (sections 10(1)(a)(ix) and 10(1)(a)(x)(C) of the NAIT Act 2012). A variety of persons who have an interest in the NAIT scheme were identified.

Stakeholder	Who
OSPRI's shareholder organisations and funders	<ul style="list-style-type: none"> • Beef + Lamb New Zealand • DairyNZ • Deer Industry New Zealand • NZ Government (<i>funder, non-shareholder</i>)
Those who have obligations under the NAIT Act and regulatory framework	<ul style="list-style-type: none"> • Farmers (PICAs (Person In Charge of Animals) and PICA delegates) • Saleyards • Stock and station agents • Meat processors • Live exporters • Livestock transport operators • Tag manufacturers • Information providers and accredited entities dealing with NAIT animals
Those who rely on the information in NAIT	<ul style="list-style-type: none"> • Disease control functions, within OSPRI and elsewhere • Ministry for Primary Industries: <ul style="list-style-type: none"> – Readiness, response and incursion investigation teams / <i>M. bovis</i> programme – Food safety – NAIT Compliance Officers – Animal Welfare Officers – Biosecurity Policy – Office of the Chief Scientist – Police (wandering stock and stock theft)
Others	<ul style="list-style-type: none"> • Animal renderers • Veterinarians • Farm supply stores • Federated Farmers • Livestock genetics companies • Local government (Animal Control) • Ministry of Foreign Affairs and Trade • Other livestock industry 'peak-body' organisations • Primary Industry Training Organisations • SPCA

Expectations for this reporting year

Ngā tūmanako mō tēnei tau whakapūrongo

Funders' expectations

Ngā tūmanako o ngā kaiwhāngai pūtea

The Government and Shareholders have notified us of the following expectations for the NAIT scheme:

- Supports biosecurity and food safety response tracing (including fast moving diseases such as foot and mouth disease).
- Supports and integrates with wider systems and processes (including MPI's compliance and enforcement functions).
- Aids ease of use for farmers (including call centre support) and enables data security, integrity and integration.
- Provides tracing and disease management support for long term biosecurity management programmes to enable them to satisfy the necessary national and international standards.

These are reflected in the "Outcomes" section of the Traceability Operational Strategy above.

Stakeholders expectations and feedback

Ngā tūmanako o te hunga whai pānga me ngā urupare

Feedback from our stakeholders is detailed below.

'The deterrents provided with the VADE model are inadequate, they aren't potentially large enough to deter offenders'

'NAIT is predominantly focused on disease control, it needs to increase its focus on market assurance with meat processors having greater access to data to support market access and assurance'

'We are entering a digital future where the opportunity to capture and share data is so valuable. Consideration needs to be given to who has access to this'

'We have programmes where we need to see the whole of life ownership, which currently we have to manually follow a paper trail. If this came through MyOSPRI, we could further enrich this data with additional information captured on-farm and around that animal'

'Meat processors have the opportunity to educate and incentivise behaviour e.g., missing tags, false information, lack of traceability'

'OSPRI and stakeholders need to value market access, we are a major earner for the sector through market access'

'Consideration needs to be given to the future data opportunities around genetics, dairy cross, age, breed, sex, and treatments and what other data of value we could capture through the MyOSPRI transaction'



Focus area: Ease of use and system integration

Wāhi arotahi: Te ngāwari o te whakamahi me te whakakotahitanga pūnaha

NAIT needs systems that are easy to use, and integrate seamlessly

In practice this means that:

- Those with obligations under the NAIT scheme can meet them easily using our information systems and achieve a high level of compliance.

- There is a streamlined user experience where users can enter information once, in any accredited software, and be confident that information is accurately transferred to NAIT.

The following are our key activities for this reporting year.

Key activities

1. Information systems

Easy-to-use and fit-for-purpose information systems are a critical enabler for the success of the NAIT scheme.

This includes the NAIT information system's usability, user experience, data integrity and security, and the tools available to us. For example, tools and reports for rapid tracing for disease management purposes.

By improving the user experience, compliance will increase and we will improve data accuracy. By ensuring that those that need access to NAIT data have the right tools to meet their needs, we can increase the value of and confidence in the NAIT scheme.

We will:

- Continue to support the development and release of the first iteration of a replacement NAIT information system¹ that allows users to complete their legal requirements. The system will:
 - Be easier to use and will focus on enabling self-service, with less requirement to use the OSPRI Support Centre.
 - Provide rapid tracing tools and reporting to support disease response teams, and long-term disease management and surveillance programmes.
 - Promote increased data accuracy to ensure the system is an accurate reflection of on-farm reality.
- Develop a prioritisation matrix for future enhancements to NAIT functionality in MyOSPRI under a BAU support model (carried over from 2022/23)².
- Transition to BAU development of enhanced NAIT functionality in the NAIT replacement system (MyOSPRI).
- Deliver and implement the Third-Party Software Standard following delivery of the NAIT replacement system in order to govern the accuracy and security of software that integrates with NAIT information.

2. Integrating with wider systems and processes

Being able to integrate with wider systems and processes, including with the Ministry for Primary Industries Animal Welfare and NAIT Compliance team, is critical for the success of the NAIT scheme.

We will:

- Continue to work with MPI and stakeholders to identify potential systems and processes for possible integration to support traceability, food safety, or disease response.

¹ While OSPRI continue to progress the delivery of NAIT in MyOSPRI, we also continue to encounter headwinds in terms of complexity and quality that together are placing pressure on delivery timelines. OSPRI is working to get greater clarity and certainty around the delivery roadmap to best position ourselves to successfully deliver the remainder of the ISSP programme.

² Carried over from 2022/23 NOP due to delays experienced with the development and release of NAIT functionality in MyOPSRI.

Focus area: Helping farmers and industry to comply

Wāhi arotahi: Te āwhina i ngā kaiahuwhenua me te ahumahi kia whai wāhi mai

Those with obligations under the NAIT scheme need to understand why these obligations are important, what these obligations are, and have access to tools and resources so that they can easily meet them.

Enabling compliance reduces the need for enforcement activities to take place within the VADE model.

Helping farmers and industry to comply contributes to a higher degree of data integrity, ultimately adding value and enabling those who rely on NAIT data to gain maximum value from it, for example, to support a disease management event. In turn, we can better achieve our strategic outcome of full lifetime traceability.

The following are our key activities for this reporting year.



Key activities

3. Customer excellence

Farmers and industry stakeholders need to be at the heart of everything we do to achieve traceability outcomes. Customer excellence is achieved when we are actively supporting our farmers and stakeholders either via our national support centre or by providing support at the regional level.

OSPRI's regional operating model enhances our presence in the regions and allows us to provide more on-the-ground assistance to farmers. An increased regional footprint also allows for greater reach and increased support options for farmers and stakeholders.

We will:

- Continue to assist farmers through our Support Centre.
- Support farmers 'on the ground' including having a presence at Agricultural shows, Fielddays, and saleyards.
- Continuously improve how we deliver services to our customers, including through case management, training, and recording standard practises in a knowledge base.
- Identify what core services must be delivered by NAIT, and what services could be carried out by agricultural sector partners as a user-pays service under the Information Provider Standard. Commence drafting a transition plan to a new way of delivering services, for implementation after the NAIT information system is replaced (carried over from 2022/23)³.
- Amend the NAIT Information Provider Standard (updated to accommodate an enhanced service offering by commercial providers).
- Finalise and begin implementation of the transition plan for the new way of delivering services (via the NAIT Information Provider Standard) post the release of the NAIT replacement system (MyOSPRI).

³ Carried over from 2022/23 NAIT NOP due to delays in the development and release of NAIT functionality in MyOSPRI and personnel shortages in the Traceability Team in Q3 and Q4.

Key activities

4. Communications and engagement

Communications and engagement on NAIT obligations, integrated with our shareholders and stakeholders, support farmers to understand their obligations and the value proposition for traceability. In turn this improves the accuracy of NAIT data and enables farmers to comply easily.

Our communications campaigns are delivered at critical points in the farming calendar when NAIT compliance is more challenging, compromising lifetime traceability.

We will:

- Continue to develop communications material on how farmers and others can best understand and meet their NAIT obligations.
 - Deliver education, communication, and marketing material to support the rollout of the NAIT replacement system (MyOSPRI).
 - Utilise our Technical Reference Groups (TRGs) to:
 - Identify key focus areas where those with obligations are experiencing difficulty understanding and/or complying.
 - Identify opportunities for industry partners to provide education and incentivise compliance.
 - Implement four key industry campaigns, including distributing key messages and calls to action through our partners. A key focus area for our campaigns will be incorporating the release of the replacement NAIT system and educating farmers on how to meet their obligations in the new system.
 - Moving day (May – middle June), when dairy farmers move to new farms to commence new employment and milking contracts.
 - Beef calving (August – November), when new beef animals are born.
 - Dairy calving (July – September), when new dairy animals are born.
 - Breeding bull sales (June – December), when bulls are sold and moved for mating season.

The target audience for these campaigns varies according to the farming activity and will include all relevant players within the NAIT compliance chain (PICAs and PICA delegates, stock and station agents, saleyards, transport companies and meat processors).
 - Roll out and review a regional engagement programme including a framework for engagement with OSPRI committees.
-

Key activities

5. Education

Providing education on the NAIT scheme to those with NAIT obligations is a cornerstone of the Assisted part of the VADE model. It means that those with obligations under the NAIT Act understand their obligations and are supported to adopt good on-farm traceability practices to fulfil NAIT obligations.

We will:

- Deliver the National Education Project⁴ – a nationally consistent education Programme, that can be delivered by NAIT (at the regional level) and/or the agricultural sector.
 - Provide educational material that can be delivered online or in person.
This will focus on the five key NAIT obligations:
 - Register as a PICA.
 - Register your NAIT location.
 - Tag and register your NAIT animals.
 - Record your NAIT movements.
 - Keep your records up to date.
 - Provide one-to-many education through our Regional Partners. Including collaborations between Regional Partners and local industry groups (e.g., Dairy Women's Network).
 - Continue to provide access to educational material (online training modules) for information providers and entities dealing with NAIT animals as part of the requirements for becoming accredited with the NAIT scheme.
-

6. Leverage our regulatory framework

We will continue to optimise the way the NAIT scheme is delivered, and ensure compliance with legislation, through fully utilising the range of regulatory tools available.

We will:

- Continue to advocate for regulatory reform of the NAIT Act and Regulations as required.
 - Consider longer-term revision of the NAIT Animal Identification Standard to improve animal identification and sustainability.
 - Maintain NAIT Standards, Guidelines, Policies, and Business Rules including the:
 - Animal Identification Standard.
 - Third-Party Software Standard.
 - Accreditation of Entities Dealing with NAIT Animals Standard.
 - Accreditation of Information Providers Standard.
 - Device Approval Guideline.
-

⁴ The delivery of the National Education Project has been carried over from the 2022/2023 NAIT NOP due to personnel shortages in Q3 and Q4.

Key activities

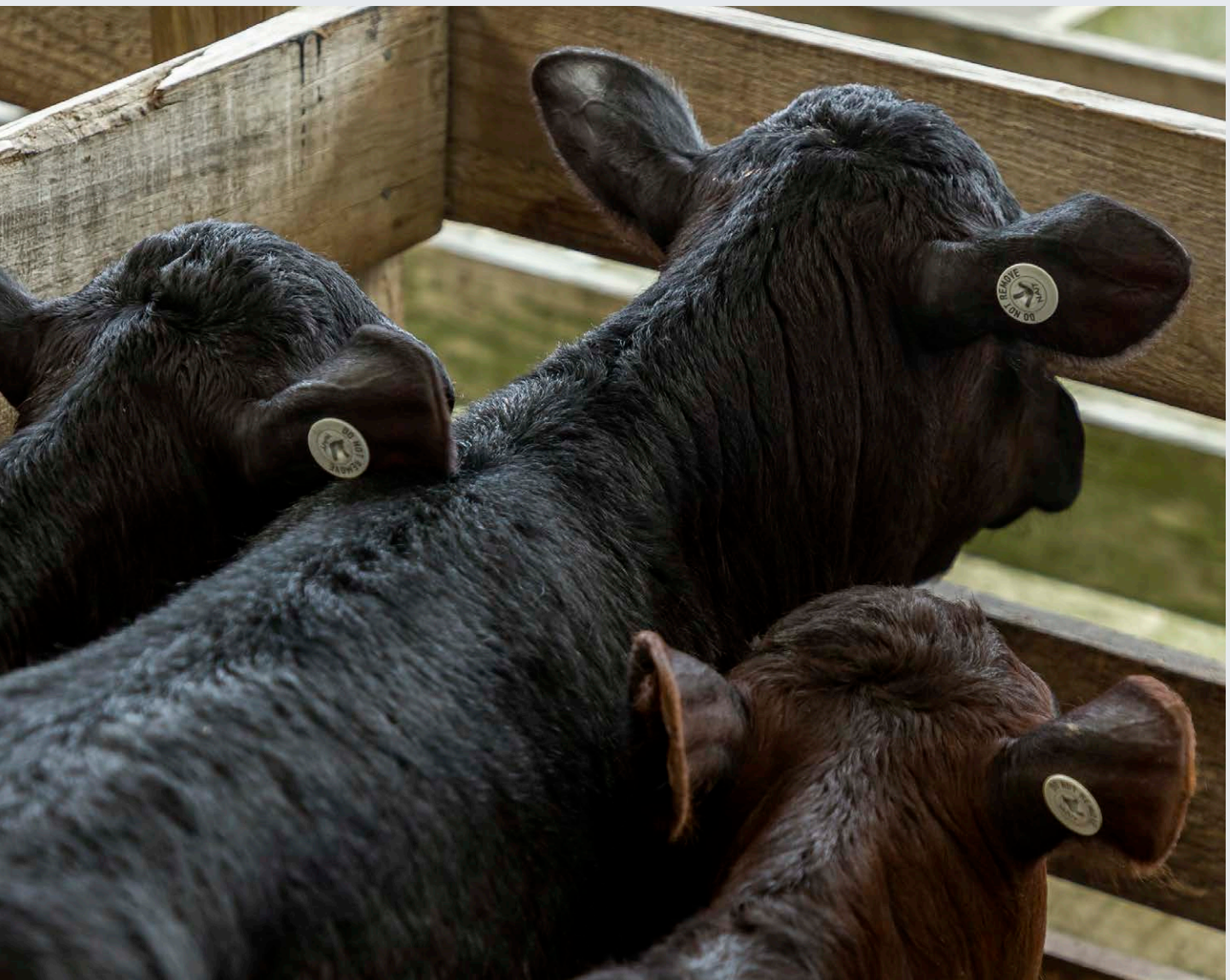
7. Intelligence in support of regulatory compliance

NAIT undertakes compliance activities under the VADE model with MPI. NAIT is responsible for the Voluntary and Assisted compliance functions, with MPI responsible for the Directed and Enforced functions.

An intelligence-led approach enables us to be more directed when supporting those who have NAIT obligations. This supports an approach to compliance based on disease risk.

We will:

- Support our Regional Partners to plan their work effectively by providing regional intelligence reporting quarterly (in line with the regional engagement programme).
- Focus our intelligence resources on tactical and operational intelligence in support of regulatory compliance. This will align with our application of the VADE model.
- Target our compliance activity to the areas of greatest risk.
- Develop and deliver a joint MPI/NAIT intelligence/compliance plan.
- Enhance our existing reporting and monitoring to include the wider programme (including investigating the feasibility of implementing a measure related to data accuracy).
- Implement the findings and recommendations of intelligence products.





Focus area: Partnering with the biosecurity system

Wāhi arotahi: Te mahi hei hoa kōtui ki te pūnaha haumaruru koiora

A key enabler of our success is to establish and maintain partnerships

Partnering with the biosecurity system will enable:

- Those responsible for disease management to understand and input into the traceability scheme.
- NAIT and MPI to work together successfully, under the VADE model, on compliance and enforcement.

- Farmers to have confidence in third-party NAIT services delivered by the agricultural sector.
- Informed and timely decision making.

The following are our key activities for this reporting year.

Key activities

8. Industry partnerships and governance

Partnerships increase engagement with the system. This embeds the traceability value proposition, connects NAIT with all the players in the sector, and strengthens the biosecurity system.

We will:

- Engage with our industry partners as required by the NAIT Act, including through our governance frameworks and at a grassroots level through our Traceability Technical Reference Groups.
 - Work with the agricultural sector to enable it to help farmers carry out their NAIT obligations.
-

9. On-farm audit programme to improve compliance and data accuracy

To ensure the traceability system performs as expected in the event of an outbreak, accurate data is vital. One of the best ways to confirm that the data matches the on-farm situation is through on-farm auditing.

Ensuring the NAIT information system accurately reflects the actual animals on-farm at any time, through regular whole herd scanning, will enable a high level of compliance and data accuracy.

We will:

- Collaboratively design with funders and plan for the implementation of the NAIT on-farm audit programme⁵.
 - Provide education on how to address discrepancies between the on-farm situation and the NAIT information system.
-

10. Accreditation of information providers and entities dealing with NAIT animals

Accreditation helps farmers have assurance that NAIT accredited organisations handling and managing their NAIT data are accountable and meet industry-agreed standards.

NAIT accreditation improves data accuracy in the NAIT information system, which supports biosecurity.

We will:

- Transition our Accredited Entities and Information Provider accreditation framework to BAU.
 - Audit and accredit information providers and entities dealing with NAIT animals as detailed in the relevant Standards.
 - Maintain the Standards that govern our accreditation programme.
-

11. Partnering with Māori

Partnering with Māori helps us to embed the principles of the Treaty of Waitangi in the way we implement and manage the NAIT scheme. We will focus on adopting te ao Māori in the design of the NAIT programme and our initiatives.

We will:

- Continue to incorporate Te Tiriti o Waitangi/Treaty of Waitangi and te ao Maori into our project and initiative design to ensure we are aligned with the principles of Te Tiriti o Waitangi.
 - Work with and contribute to the OSPRI initiative to identify opportunities to partner with Māori agribusiness to better support Māori with education, on-farm process improvement, and compliance.
-

⁵ Carried over from 2022/23 NAIT NOP due to personnel shortages in Q3 and Q4.

Measuring our progress

Te Ine i tō mātou kokenga whakamua

Traceability key performance indicators

Ngā tūtohu matua painga mahi whaiwhai kararehe

Progress against this NOP is monitored under our performance monitoring framework. Funders and NAIT Ltd will identify and agree on initiative level metrics to be reported on under the performance monitoring framework.

Our strategic-level indicators are:

- Achieve 75% compliance with NAIT obligations as measured on the traceability compliance scale (an indicative trendline

indicator consisting of aggregated data across the range of available NAIT compliance measures for the recording of events within the legally required time frames, baseline 66.6%).

- Delivering a NAIT system that is easy to use and fit for purpose.
- 80% of Stakeholder and Committee Chairs express confidence in OSPRI and its programmes, measured 6 monthly.

Benefits we have realised so far

Ngā painga kua puta kē i a mātou

We are in the second year of a 3-year strategy and expect to realise several benefits as we go.

Below are the benefits we have realised in the 22/23 year.

Metric	By end of June 2023
Number of information providers accredited.	Farmers in all regions have an accredited information provider available to them by December 2023.
Customer satisfaction survey on third-party integration.	First survey undertaken for benchmarking.
Number of entities accredited for integration.	16 entities accredited.
Quantity of support farmers can access through education, training, and communications on understanding and meeting NAIT obligations.	Four industry campaigns run. Improvement of 10% on July 2022 on OSPRI website page visits for NAIT educational content.
User feedback surveys from Support Centre quality metrics.	Maintenance of July 2022 Net Promoter Score.



Our benefits for this reporting year

Ō mātou painga mō tēnei tau whakapūrongo

These have been drawn from the Benefits section of the 2022–25 Traceability Operational Strategy, and are the benefits we expect to see within the 2023/24 reporting year.

Metric	By end of June 2024
Favourable feedback from disease response teams on the performance of the traceability system and tools during a biannual disease tracing desktop exercise.	Complete benchmarking using new data platform ahead of measurement in 24/25 year.
Customer satisfaction survey on third-party integration.	Achieve a score of 8.5 or higher (out of 10).
Education material has an overall satisfaction rating (by those delivering and those receiving) of 85% or higher.	Baseline established.
Quantity of support farmers can access through education, training, and communications on understanding and meeting NAIT obligations.	Four industry campaigns run. Delivery of the National Education Project with a customer satisfaction rating of 85% or higher. ⁶
User feedback surveys from Support Centre quality metrics.	Maintenance of Net Promoter Score above 40.
25% reduction in calls to the Support Centre, where those calls relate to the fulfilment of basic NAIT obligations within 12 months post the release of NAIT MVP functionality in MyOSPRI portal.	Establish benchmark in early Q1 (measure again in Q4).
Zero data accuracy issues relating to accredited third-party integration.	Confirmation of zero integration issues with third-party providers post the release of MyOSPRI.
Annual on-farm audits using the legislative powers and tools available in the NAIT Act.	Design and plan for implementation ⁷ of the on-farm compliance audit programme.
In-system MyOSPRI metrics (e.g. time spent on a page in MyOSPRI, click-throughs to user guides, use of information providers).	Design the in-system MyOSPRI metrics.

⁶ Specific metrics to measure the reach and effectiveness (change in PICA compliance behavior) of the outputs of the National Education Project will be developed once the channels and method of delivery are confirmed.

⁷ Note the timings differ from the Traceability Operational Strategy (where design was intended to be complete in the 22/23 year). Due to resource constraints this has been delayed.

