

COAST & COUNTRY
news

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Coast & Country News is the FREE magazine-style monthly publication with a massive coverage to a huge rural market.

We deliver 31,050 copies to your target audience of farmers, growers & lifestylers.

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Making the masses biosecurity troops

Earlier this year when interviewing a kiwifruit grower at his home, he plucked a magnet off his fridge and asked me: 'Do you know what this is?'

Looking down at the brown marmorated stink bug pictured, I confidently said: 'Yes, I do know of this bug and I realise the huge threat it poses to your industry if it was found to be established in our country'.

But on the drive home it got me thinking, do those outside of the primary industries know or really care? I asked my partner that night. He'd heard of the brown marmorated stink bug – but thought every stink bug looked like it. So how could he potentially identify one? Should I get one of those magnets?

And I also thought how can we inform the masses of NZ's biosecurity threats – and get them to actually go that step further of acting if they see something?

Well, the Government has bigger plans than magnets. It wants to create a biosecurity team of 4.7 million New Zealanders.

It's launched the 'Ko Tatou This Is Us' campaign – an independent biosecurity brand aiming to connect all of us with the many ways we can help protect Aotearoa from pests and diseases.

"With biosecurity in the spotlight – as we attempt to eradicate Mycoplasma bovis, turn away ships to keep the brown marmorated stink bug out of NZ, and deal with the emergence and spread of myrtle rust

and Kauri dieback – now is the time for every New Zealander to stand up and take action on biosecurity," says Minister for Biosecurity and Primary Industries Damien O'Connor.

"Biosecurity keeps safe everything that shapes our unique way of life, from the great outdoors we farm, fish, hunt and play in, to the biodiversity of our unique ecosystems.

"The campaign includes a beautiful and thought-provoking video featuring a kuia looking back on her life and urging New Zealanders to understand that everything that shapes our way of life is finite and fragile and that we must all play our part in protecting it from pests and diseases.

"It also focuses on appropriate biosecurity behaviours and actions in three core areas: moving people and goods, vigilance and readiness, and pest and disease control."

The video is being played in ad-breaks on television – here in Tauranga we've gone one step further.

Mid-October the region officially became Tauranga Moana Biosecurity Capital. Those involved believe global warming and sea level rise present risks of more invasions – and protecting the marine and on-shore environments is the group's aim. See our story by former editor Elaine Fisher on pages 4-5.

Damien says together we can make a difference. "Together we can keep Aotearoa safe from pests and diseases. Ko Tatou This Is Us." Well said. But I would still like one of those magnets.

Find out more at: thisisus.nz

Merle Foster



An image from the campaign video.

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