



**BIOSECURITY  
BUSINESS  
PLEDGE**  
KO TĀTOU

# Join the Biosecurity Business Pledge

Safeguarding your business and our economy  
through proactive biosecurity management

# The Biosecurity Business Pledge Incorporated helps businesses take a proactive approach to their biosecurity practices

Biosecurity is about preserving our natural advantages. New Zealand's economy is strongly linked to the health of our natural environment. Our small size also means many businesses are built on the value created from our natural assets.

The Biosecurity Business Pledge Incorporated is the first initiative of its kind to create a pre-competitive network across the business community to:

- Equip businesses with the knowledge and tools needed for effective biosecurity risk management.
- Enhance the two-way flow of information between the business community and government to strengthen New Zealand's biosecurity system as a whole.

Taking a proactive approach is good for your individual business or sector, and helps protect our economy, unique natural environment and way of life.

The total economic costs of biosecurity to the New Zealand primary sector has been estimated to be approximately \$6 billion dollars when considering both production losses and defensive expenditures (*Economic costs of pests to New Zealand: 2020 update*. Prepared for MPI by Nimmo-Bell & Associates).

Managing down these costs has never been more important as the New Zealand economy continues to experience COVID-19's economic legacy.

We all want to make sure Aotearoa New Zealand has one of the best biosecurity systems in the world. The Pledge is one way to make an active contribution and share practices for better biosecurity outcomes for all.



“

The airport is licenced by MPI as a Place of First Arrival, which we see as a privilege, not a right, and with privilege comes responsibility. Our kaitiakitanga is beyond compliance. We are very conscious of the important role Auckland Airport needs to play in having a strong border to help keep Aotearoa free of any new pests and diseases.

Kylie Higgs, Head of Risk and Assurance  
Auckland Airport

”



# Network. Engage. Learn.

## Together we deliver:

- Peer-to-peer online learning sessions to share biosecurity experience and knowledge.
- Border intelligence and insights from Biosecurity New Zealand.
- Members' forums to grow capability, hear from business leaders and cultivate the network.
- Readiness and response exercises and learnings from members on putting the guidance into practice.
- Practical tools and guidance for promoting biosecurity with your staff, customers and suppliers.
- Collaborative development of a toolbox for business including contracts and procurement templates, guidance on managing biosecurity risk for Chief Executives and Boards, and resources to support training and building capability.

Consistent member feedback has been that significant value is being delivered through the partnership with Biosecurity New Zealand, and the way the Pledge works as a platform for open collaboration, information, and lesson sharing.



Members proudly promoting biosecurity at National Fieldays, Mystery Creek

# The Pledge signed by participating businesses

## As a signatory you pledge to reduce risk in your business by:

- Actively seeking to understand and manage the biosecurity considerations associated with your business activities.
- Promoting a culture of proactive biosecurity management within your operations, across your business, around your board tables, and within your teams.
- Incorporating biosecurity into the procurement policies that guide your selection of goods, travel, logistic, and service providers.
- Taking opportunities to support your customers, staff, suppliers and stakeholders to understand the importance of biosecurity and what good biosecurity practice looks like.

“ As a business that has signed the Pledge, we’re making a commitment to more actively integrate biosecurity into our business activities and supply chains. It’s good business risk management. It’s also part of caring for the communities we live and work in.

Richard Wyeth  
CEO, Westland Milk



# How the Pledge works

The Pledge is overseen by an Executive Committee and Members Reference Group, people from business and industry associations that work in partnership with Biosecurity New Zealand to oversee and deliver the programme of activity for the year.

Biosecurity New Zealand supports the Pledge financially and through active engagement in initiatives and providing greater access to relevant biosecurity data and intelligence.

Since 2024 the Pledge has been operating as an Incorporated Society, giving it an independent legal status. At the same time, it shifted to a member-funded model. An annual membership fee will apply.

The Biosecurity Business Pledge financial year is 1 July – 30 June.

## Membership Fees

Based on the table below members self-select the level of fee using **either** revenue **or** staff numbers. Fees will be confirmed annually by the Executive Committee.

Membership category	Annual fee (excl GST)
<b>Category One:</b> Revenue under \$20m Less than 100 employees	\$400
<b>Category Two:</b> Revenue \$20m–\$100m Between 100–500 employees	\$800
<b>Category Three:</b> Revenue between \$100m–\$500m Between 500–2000 employees	\$1,500
<b>Category Four:</b> Revenue between \$500m–\$2.5b Between 2000–5000 employees	\$3,000
<b>Category Five:</b> Revenue of more than \$2.5b More than 5000 employees	\$5,000

## How to join

We invite you to be part of the movement to protect your business through adopting proactive biosecurity management.

Joining is easy – go to [bbpledge.nz](https://bbpledge.nz), take the pledge and sign up your business today.

Once your request is complete you will receive a member's pack, newsletters, invitations to forthcoming member forums and learning sessions.

Not every business will be in the same place on their biosecurity practices. Join today to learn where you can do better.

## Our members

The Pledge's membership is becoming increasingly broad and diverse. Large and small businesses are represented across the primary sector in food and fibre production and their supply chains. There are logistics and freight forwarders, retailers, other importers and exporters and our ports where passengers and cargo arrive in the country. A full list of member companies can be seen on our website: [bbpledge.nz](https://bbpledge.nz)

Members are importing from and exporting to all corners of the world. Many are leading brands and carry significant risks to their businesses should an unwanted exotic pest or disease arrive in the country – or an endemic pest or disease be transmitted from another site or location within New Zealand.

## Working together

The network being built by the Pledge is fortifying business practice and strengthening New Zealand's resilience in case of future responses. The Pledge will ensure an even stronger network of relationships and broader set of experience and diverse skills to call on.

More information can be found on our website including how to join, member case studies, news and stories and a members-only section with tools for businesses.

“ COVID-19 provided all New Zealand businesses with a real-time, economy-wide case study of the impacts that can arise from unwanted pests and diseases. Effective biosecurity is important to our businesses, economy, and way of life.

The Pledge is a collaborative forum to equip businesses with awareness, information and the practical tools necessary for proactive biosecurity risk management and better biosecurity outcomes for us all.

Kimberly Crewther, Executive Director  
Dairy Companies Association of New Zealand





**BIOSECURITY  
BUSINESS  
PLEDGE**

KO TĀTOU

[bbpledge.nz](http://bbpledge.nz)

Feb 2025 © The Biosecurity Business Pledge Incorporated