



Have your say

NAIT 2025-2028 Traceability Operational Strategy Consultation

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1. Why are we consulting?

- We are seeking feedback from NAIT Scheme participants on how the implementation of the NAIT Scheme can be improved.
- NAIT Ltd and its funders review the NAIT Scheme every three years. Key aspects of the review include:
 - Developing a three-year strategy for implementing the NAIT Scheme.
 - Calculating funding to deliver the strategy, including levy adjustments (if necessary).
- Consultation feedback will be used to inform the development of the 2025–2028 Traceability Operational Strategy.

Who are we consulting?

The success of NAIT Scheme relies on collaborative effort of everyone who uses and implements it.

NAIT Ltd is seeking the views of NAIT Scheme participants to better understand how implementation of the scheme can be improved. This includes views from:

- Farmers, PICAs (Person In Charge of Animals), and PICA delegates.
- Saleyards.
- Stock and station agents.
- Meat processors.
- Livestock exporters.
- Livestock transport operators.
- Tag manufacturers.
- Information providers and accredited entities.

2. Why the NAIT Scheme matters

Animal traceability is critical to the success of New Zealand's beef, dairy, and deer industries. Animal identification and traceability information helps protect farmers livelihoods by:

- Enabling effective responses to livestock disease outbreaks;
- Supporting food-safety assurances of livestock products; and
- Supporting market assurance and access for livestock products.

The NAIT Scheme's ability to protect the deer and cattle industry is critically dependent upon PICAs and Accredited Entities that are willing and able to meet their NAIT obligations.

3. NAIT Scheme objectives and outcomes

The NAIT Scheme has the below objectives and outcomes:

Objective 1: Farmers and PICAs are contactable

Outcome 1: In the event of a biosecurity outbreak or other civil emergency, affected farmers can easily and quickly be identified and contacted.

Objective 2: NAIT locations are known

Outcome 2: Farms that may be at risk of a biosecurity or food safety event can be quickly identified.

Objective 3: NAIT animals are identified

Outcome 3: Animals that may be at risk from a biosecurity or food safety event can be quickly identified.

Objective 4: NAIT animal movements are known

Outcome 4: Animals that may be at risk from a biosecurity or food safety event can be quickly identified and located.

4. How does the NAIT Scheme achieve its objectives and outcomes?

PICA obligations

It specifies PICAs legal obligations for ensuring that accurate and up-to-date traceability information is available. Their obligations are to:



1

Register with NAIT



2

Register location



3

Tag & register animals



4

Record & confirm



5

Keep NAIT up-to-date

NAIT Ltd's obligations

It specifies NAIT Ltd's legal obligations and powers to implement the NAIT Scheme. Our obligations are to:

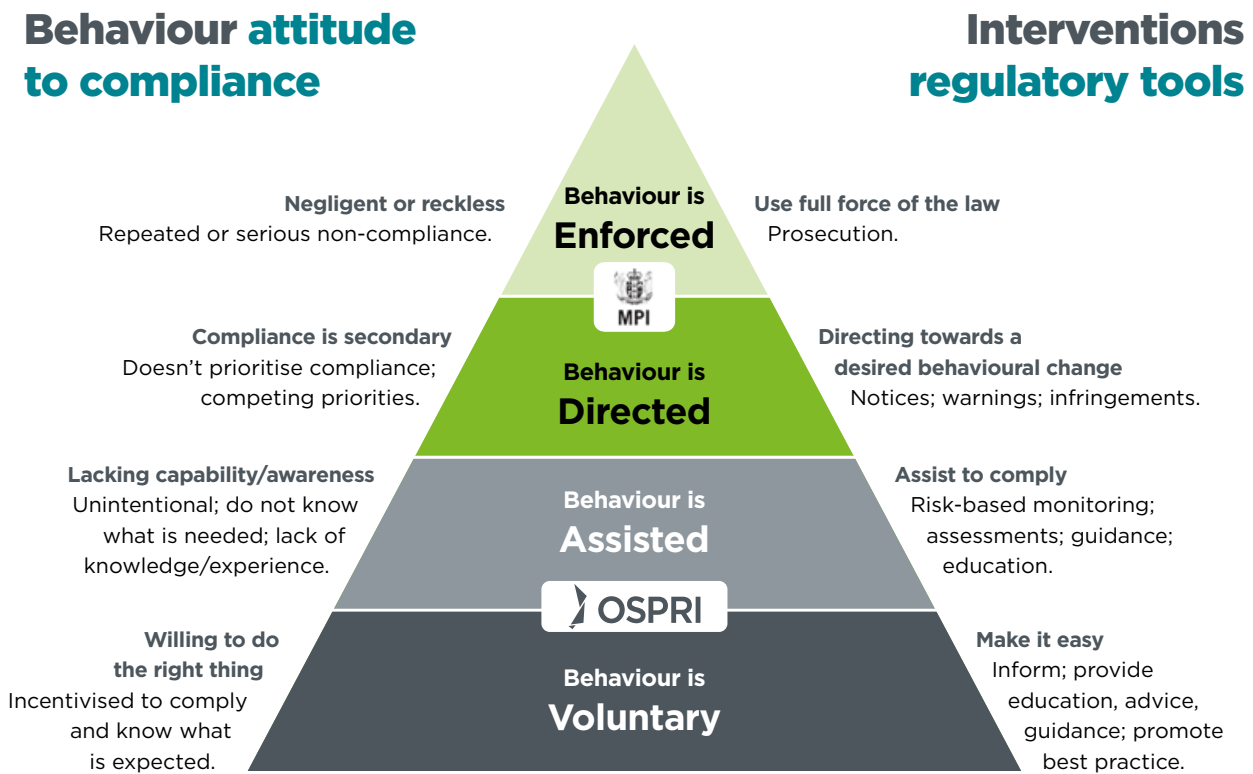
1. Issue, maintain and administer standards that:
 - Ensure NAIT identification devices (ear tags) provide unique, clear and lasting identification.
 - Ensure accredited information providers and entities dealing in NAIT animals (e.g. saleyards, meat processors) who carry one or more functions on behalf of a PICA can carry out these functions in a manner that also protects personal privacy and data security.
2. Provide the NAIT Information System to enable participants to meet their obligations.
3. Provide information to support biosecurity, food safety and market access purposes.
4. Provide information, educational material and training to scheme participants.
5. Monitor participant compliance with their obligations.
6. Undertake compliance and enforcement (in collaboration with MPI).

The VADE model

NAIT Ltd uses the VADE model to implement the NAIT scheme. This model acknowledges that PICAs differ in their willingness and ability to meet legal requirements and guides us on the type of assistance and intervention required. The most effective regulatory approach depends on each PICA's attitude and behaviour towards compliance, as described in the diagram below.

When the VADE model is successfully applied, the number of PICAs at the top of the pyramid decreases over time. As a result, more PICAs move into the Voluntary section, while fewer remain in the Directed and Enforced sections.

VADE model diagram



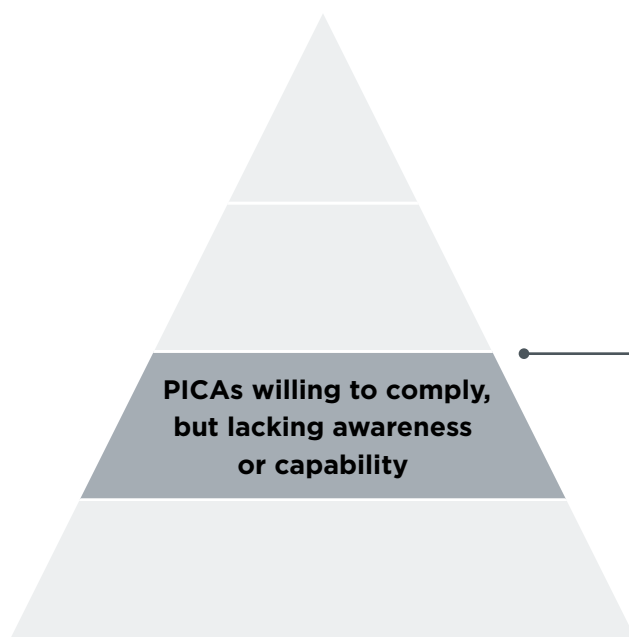
Optimal NAIT Ltd interventions are aligned with PICA behaviour



Make it easy for PICAs to comply

Current interventions include:

- Standards for:
 - NAIT tags.
 - Accredited information providers saleyards and meat processors.
- NAIT Information System.
- Information, education, training:
 - Website.
 - Communications campaigns.
 - Regional workshops / training.
 - Fielddays.



Assist PICAs to comply

Current interventions include:

- Monitoring compliance.
- Telephone and email support via OSPRI Support Centre.
- Regional drop-in sessions.

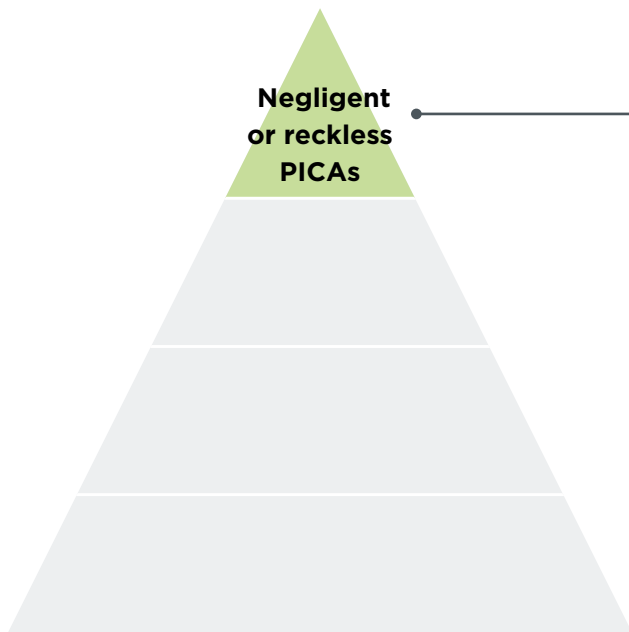
Optimal NAIT Ltd / MPI interventions are aligned with PICA behaviour



Direct PICAs to comply

Current interventions include:

- Warnings.
- Notices of direction.



Use full force of law

Current interventions include:

- Infringement fines.
- Prosecution.

5. Your feedback on NAIT Scheme implementation

How can NAIT Scheme implementation be improved?

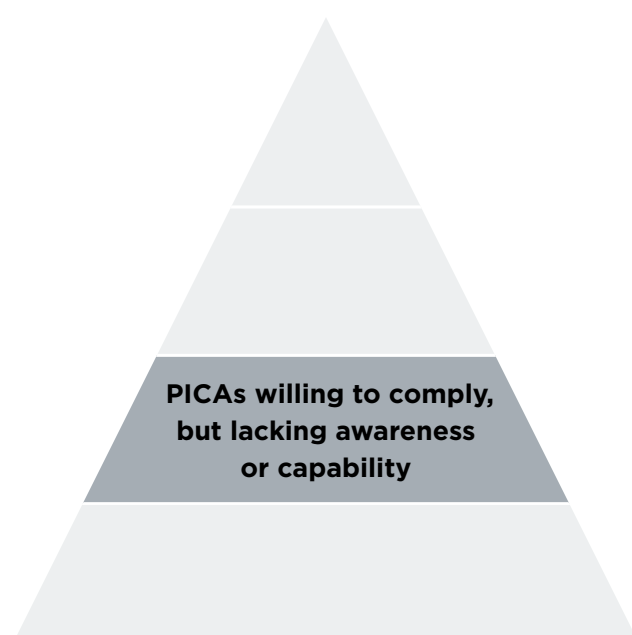
Make it easy for PICAs to comply



Consultation questions

- How easy is it to comply with NAIT Scheme obligations?
- What changes would make it easier to comply with NAIT Scheme obligations?

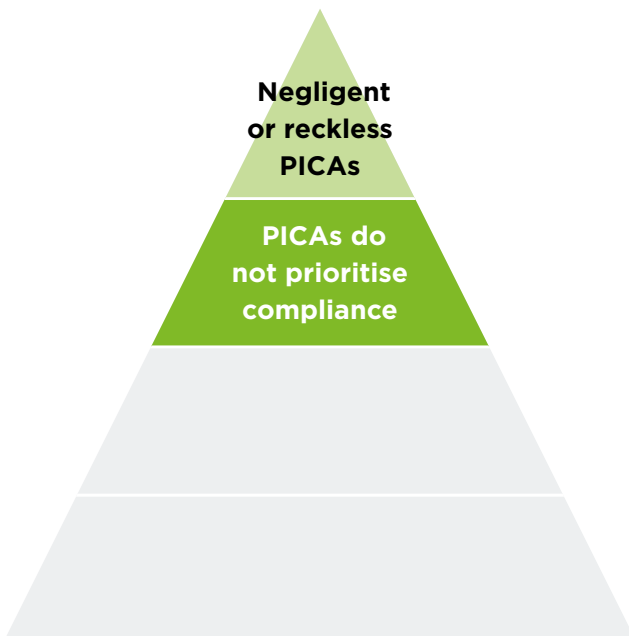
Assist PICAs to comply



Consultation questions

- How would you rate PICAs' awareness of their NAIT obligations?
- What changes do you believe would increase PICAs' awareness of their NAIT obligations?
- How would you rate the support available to assist PICAs' to comply with their NAIT obligations?
- What changes do you believe would increase PICA capability to comply with their NAIT obligations?

Deter PICAs from non-compliance



Consultation questions

- How effective do you believe NAIT compliance and enforcement is at deterring PICAs from non-compliance?
- What changes to compliance and enforcement do you believe would be a more effective deterrent to PICA non-compliance?

What happens next?

- NAIT Ltd and Funding Agencies will work together to develop the 2025–28 NAIT Traceability Operational Strategy.
- Your feedback will help inform the NAIT Scheme’s priorities and objectives.
- A second round of consultation is expected to be undertaken in early 2025.
- Further information is available on the OSPRI website: ospri.co.nz/nait-consultation

Having your say

- We want your input into how we can improve implementation of the NAIT Scheme.
- The consultation will run from **Thursday 25 July to Sunday 11 August**.
- To respond to the consultation, please fill out the online form here: ospri.co.nz/nait-consultation

