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Collaborative Approaches for Effective Pest Risk Management

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E-commerce Presents a Number of Challenges



Lack awareness of import requirements



Unsolicited or deliberately mis-declared risk goods



Hitchhiker pests



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Case Studies: Cooperation is Key

**Cooperation with
e-commerce
platforms**

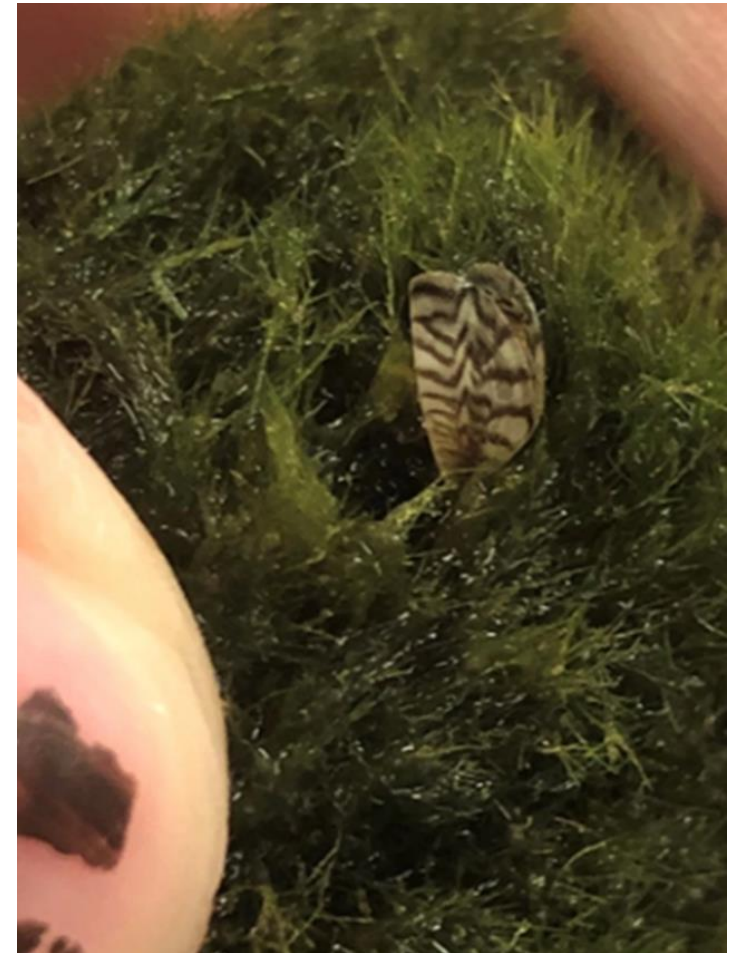
**Cooperation
between NPPOs**

**Cooperation
of the public**



Case Study #10 Cooperation with other NPPOs

- Marimo mossballs are a popular aquarium plant. However, importing them into New Zealand is prohibited.
- The mossballs are known to harbour hitchhiking pests such as the zebra mussel
- Ministry for Primary Industries reached out to the platform but did not receive any response.
- Ministry for Primary Industries reached out to our counterpart NPPO who contacted the seller on our behalf.
- After contact from their local NPPO, the platform then changed their settings (shipping options) so that none of their products can be shipped to New Zealand.
- **Current engagement with counterpart NPPOs continues to be an effective way of gaining traction when direct contact with the platform hasn't worked.**





Case Study #11 Cooperation of the Public

- A person in New Zealand had ordered a large number of seeds from a platform.
- Some packets were intercepted and destroyed and a letter was sent to the customer/importer explaining this.
- That member of the public then notified MPI that they had made multiple orders, some of which they had received and others which they were unable to cancel.
- Parcels continued to arrive due to mis-declaration of the items as something other than seeds.
- The member of the public worked with MPI to report and surrender about 30 parcels of non-compliant seeds. MPI provided information to the buyer on how to order seeds legitimately and engaged with e-commerce platforms to reduce the chance of repeat events.
- **Current efforts continue to focus on increasing awareness in the public including through targeted letters and occasional broader awareness campaigns**





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Thank you

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