What Kiwis think about biosecurity

61% understand biosecurity and know that it's **important**



96% think it's important to protect New Zealand from unwanted pests,

weeds and diseases

However, only 2%

think that a biosecurity breach would have any personal impacts on their lives



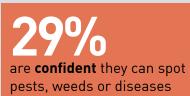
51% of under 30 year olds know what biosecurity means and think it's important 35% of 18-24 year olds know what biosecurity

olds know what biosecurity means and **think it's important**



biosecurity involves education at airports and ports to encourage people to declare or dispose risk items Around

50% understand that biosecurity involves being vigilant and reporting anything suspicious at home or in their community





59%

of New Zealanders say they

know what to do if they find an unwanted pest, weed or disease



38% have never taken action to control unwanted pests or diseases





0 of transport/distribution businesses and



of producers say they have a good understanding of biosecurity

91 0 of transport/distribution businesses and

81% of producers know what

to do if they spotted an unwanted pest or disease

67% of producers and 78% of transport/ distribution businesses are confident they can spot a pest, weed or disease



18% (576,000) regularly

take action to control plant or animal pests somewhere beyond their own properties 71% of transport/ distribution businesses and

30% of primary producers are **actively managing pest and disease risk** associated with their business



BIOSECURITY 2025 Source: Colmar Brunton Biosecurity 2025 survey baseline report 2018

August 2018