



Strategic Plan for 2016-2020

NAPPO's Mission Statement

Provide a forum for public and private sectors in Canada, the United States and Mexico to collaborate in the regional protection of agricultural, forest, other plant resources, and the environment, while facilitating safe trade. Plant protection and trade facilitation are achieved through the development and implementation of science-based regional standards and related plant protection activities directed towards preventing the introduction and spread of regulated plant pests.

Overarching Challenges and Opportunities

Since the adoption of the 2013-2015 Strategic Plan, we have observed the continuous evolution of agriculture, forestry and other related areas, and the dynamization of a global marketplace, to which NAPPO must continue to adapt. In looking forward to the next five years, we have identified the following key overarching challenges and opportunities which impact how NAPPO strategically conducts its activities to best meet its mission:

- A. Responding and adapting to rapidly changing trade and travel patterns, consumer preferences, and agricultural and forestry practices.** Increased interest in diverse commodities from a wider array of new sources, continual expansion of internet-based trade, new agricultural and forestry practices that defy traditional “one commodity-one country” models in favor of a multi-country chain for production of one commodity, new stakeholders unfamiliar with phytosanitary requirements, increasing requests from producers for market access support, and continued overall increases in trade and travel patterns have put more pressure on efforts to protect global plant resources.

- B. Staying abreast of and adopting appropriate scientific advancements and technological innovations from agriculture and related fields.** A key challenge is how to keep up with new and emerging relevant technologies. New approaches and technologies can help address concerns surrounding higher pest risks due to shifts in trade and travel patterns and new agricultural practices. Some examples include 1) new technologies for detection and diagnostics, 2) implementation of risk-based sampling, 3) electronic certification, 4) increased use of systems approaches for plant protection, and 5) the effects on phytosanitary risk of precision agriculture and other technological developments in the agriculture and forestry sectors. By providing a forum for information exchange on the latest scientific advancements and technological innovations, NAPPO

can encourage the use of these technologies and help identify issues that stand in the way of regional and global adoption of these technologies.

- C. Addressing/responding to impacts brought about by climate change, emerging/new pests, and information overload.** Changes in climate can result in geographical expansion of pest distribution and more frequent pest introductions, and can also result in new previously unknown endangered areas. Responding to these challenges while keeping a handle on the volume and reliability of the information on these issues is a concern for all plant protection organizations, including NAPPO.
- D. Adapting to different levels of regulatory capacity among countries, inconsistent regulatory regimes and frameworks, and decline of scientific expertise due to lack of succession planning.**
- E. Addressing the gaps in public awareness and support for phytosanitary services, and the need for effective and targeted communications and training.**

Strategic Goals

International movement of commodities, associated conveyances and people continues to increase at a rapid pace. Effective protection of North American plant resources requires regional cooperation and harmonization, where appropriate, as well as collaborative efforts at the international level. Plant pests do not respect international borders. This includes pests which threaten agriculture as well as forests. NAPPO plays a critical role in coordinating the efforts among Canada, the United States and Mexico to protect their plant resources from the entry, establishment and spread of regulated pests, while facilitating safe intra- and inter-regional trade. NAPPO member countries are committed to provide the best technical expertise necessary to advance the agreed-upon NAPPO priorities and agenda. A key component of NAPPO's strategic goals is to significantly improve awareness and communication regarding the importance of NAPPO activities. The strategic goals and the means for accomplishing them over the next five years are:

- 1. Protect North American plant resources, including the environment, from the introduction and spread of regulated plant pests**
 - a. Develop a mechanism to identify, prioritize, validate and respond to phytosanitary threats to North America through harmonized regulatory approaches.
 - b. Apply a regional approach for phytosanitary measures, by coordinating North American safeguarding initiatives, developing standards or protocols and providing a framework/mechanism for implementing them.
 - c. Identify offshore threats (particular pests or pathways or both) that present significant risks to NAPPO member countries and develop a harmonized approach to manage them, including, where possible, a regional approach to pest risk analysis.

2. Harmonize plant protection activities designed to facilitate safe trade

- a. Prepare a comprehensive framework for the NAPPO region to identify gaps and priorities and determine which standards, procedures or practices should be developed, maintained, updated or archived.
- b. Develop priority regional standards and other NAPPO documents, based on the latest available scientific and technical information, of highest relevance to the NAPPO member countries.
- c. Assist NAPPO countries in interpreting and implementing regional standards and promoting their intended application, including through training initiatives.
- d. Provide, upon request, assistance to NAPPO member countries in mediating, presenting and discussing the required technical information to help avoid or settle a phytosanitary dispute.
- e. Assess the successes and challenges in the implementation of regional standards in order to adjust them to changing global conditions.

3. Maintain active industry/stakeholder engagement in NAPPO activities

- a. Work with industry/stakeholders to track changing industry practices to better understand how these may influence phytosanitary practices and alignment with NAPPO standards.
- b. Establish procedures for soliciting, considering and encouraging industry/stakeholder input on NAPPO priorities and future annual work programs.
- c. Engage industry through active representation on NAPPO Expert Groups, as appropriate, to ensure industry input in the development of NAPPO standards and activities as well as their support in the implementation of these standards.
- d. Adopt other practical approaches to continue fostering an active dialogue and partnership with industry/stakeholders on plant protection and regulatory harmonization issues.

4. Contribute leadership in the international phytosanitary community

- a. Present and advocate for the use of NAPPO standards as models for IPPC standards.
- b. Promote the development of IPPC standards relevant to NAPPO member countries.
- c. Identify emerging plant health policy issues from outside of the NAPPO region which have the potential to affect its member countries and consider the need for action.
- d. Actively support and partner with the IPPC Secretariat on strategic initiatives and activities (e.g. development of international standards, identification of qualified experts, organization of the International Year of Plant Health and other activities of relevance to the North America region).
- e. Contribute leadership among RPPOs globally through the Technical Consultation among RPPOs and focus attention on the RPPOs of the Americas, for example by collaborating with the Inter-American Coordinating Group in Plant Protection.

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- f. Support global harmonization by designing and delivering targeted training to ensure consistent interpretation and implementation of international phytosanitary standards among key trading regions outside the North American region.
 - g. Collaborate with other international organizations relevant to NAPPO (e.g., Commission for Environmental Cooperation, Convention on Biological Diversity, among others).
 - h. Support the Inter-American Institute for Cooperation in Agriculture (IICA) and other organizations in the strengthening of the Caribbean region.

5. Promote and maintain the scientific and technical basis of NAPPO plant protection activities and phytosanitary measures

- a. Provide and promote a dynamic mechanism for the timely exchange of scientific and technically sound information among members, including any relevant, emerging technologies that may come from research entities and industry groups.
- b. Identify new technologies, promote their use, and work to facilitate their implementation as appropriate (e.g., ePhyto, pest detection and identification, and information exchange).
- c. Strengthen partnerships with relevant research, scientific and other relevant organizations to garner broader support for NAPPO objectives and activities.

6. Develop and implement NAPPO communication and promotion strategies

- a. Clearly demonstrate and communicate the relevance and importance of NAPPO work in protecting plant resources to:
 - i. Senior and other officials in each member country
 - ii. Industry
 - iii. Other stakeholders, including the general public.
- b. Explore alternative communication mechanisms to disseminate information.
- c. Facilitate strategic coordination among industry sectors of North America to proactively address challenges and seize opportunities of global significance.