

Farmers – act now

Environment Southland is leading the biosecurity response to the velvetleaf outbreak in Southland, under the direction of the Ministry for Primary Industries.

Your responsibility

- To check your fodder beet crops now. Don't wait for an inspection team visit.
- To keep checking your fodder beet crops regularly, even after an inspection team visit.

What to look for

- A plant 50cm or higher (could be well hidden in fodder beet).
- Green leaves with a soft, velvety texture.
- May have yellow flowers.
- May have seed pods.

If you find a suspected velvetleaf plant:

1. Leave it in the ground.
2. Photograph it, if possible.
3. Mark the location.
4. Contact MPI immediately on 0800 80 99 66.

Our commitment

- To act now to locate velvetleaf plants before they seed and spread.
- To send teams to inspect potentially contaminated fodder beet crops.
- To inform landowners about the risk and request their cooperation in identifying suspected velvetleaf plants on their properties.

Velvetleaf is an aggressive weed that damages crops by competing for nutrients and water. It has the potential to devastate future crops if it gets established.



Velvetleaf flower



Velvetleaf seedpods