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ISSUE 41 MAY 2016

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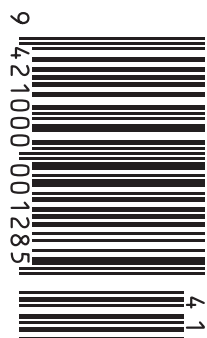
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Great data and great images

Great data is a critical enabler of success whether you're a business, public sector agency or any other form of organisation out there engaging with the world. This is increasingly so.

People want to interact with you for multiple reasons, online or off-line (or both in combination) and often they demand speed and precision. Your success depends, at least partly, on delivering exactly what they want and on receiving from them what you want. All of this is increasing too!

But what are great data? Think of them as pieces of information that are highly relevant, accurate and instantly understandable in context of each interaction. Great data can identify and describe products and services, markets and customers, or organisations, locations and activities. And they can be information of greater or lesser detail.

This all seems obvious ... until you think about what's required to capture and share great data (when, where and how) so they will enable success in a particular business.

Data standards are a huge part of the answer. GS1 standards in particular clarify and simplify the information required for a vast (and growing) array of uses. They also make it instantly intelligible to a vast array of other parties – and they minimise the risk of information being irrelevant or wrong.

Businesses have, of course, grappled with the great data challenge for years and in New Zealand, none more so than the leading companies in our food and grocery sector.

In this SCAN, we are delighted to talk with Steve Anderson of Foodstuffs South Island about his priorities in this area (see pp10-15). Having led a huge recovery effort from the Christchurch earthquakes, Steve is now focused on unlocking the potential for great data to enhance Foodstuffs' offering to individual customers and to further strengthen his organisation's inventory and supply chain management.

Steve reflects on how the potential in great data has brought IT and marketing people together. Two professions with traditionally very different orientations are now happily joining forces – definitely a sign of things to come!

Great data really matter and increasingly, so will great digital images of things that are bought and sold, and of organisational brands and locations. Again, success in business, and other fields, increasingly depends on you having relevant and accurate images instantly to hand for marketing and sales, for space planning and for other purposes.

In recent years, GS1 New Zealand has developed a service that provides standardised, high quality images of consumer products. We have done so to support a growing need of members in the food and grocery sector – a need for images alongside their data (especially master product data loaded onto the National Product Catalogue for its synchronised sharing with large retail groups, including Foodstuffs).

From this month on, GS1 includes the services of Images in Space to members and others. We have acquired the Images in Space business, and I warmly welcome Barry Pyle and his team into GS1 (see p7). Images in Space will be integrated into GS1 and become the core of a much enhanced service offering for the creation and storing of product images.

GS1 is committed to providing members with standards (data and images) that enable them to succeed in an increasingly complex, fast-paced and inter-connected world. The current rise of omni-channel retailing reflects that world (see p8).

Obviously our standards are just one enabler – success has many components. We applaud

the vision and tenacity of GS1 member businesses throughout New Zealand, and Ceres Organics is a great example (pp4-5).

Everyday GS1 staff are working with businesses of all types and sizes to support their success with data standards. In this SCAN, we report on the progress being made by several other excellent examples of Kiwi endeavour, in artisan food, childrens' garments, surgical healthcare and fresh produce. Happy reading.

We recently farewelled Shaun Bosson from his role as GS1 New Zealand's Chief Operating Officer. He has moved on to leadership of Wood Engineering Technology Ltd. Shaun has made a huge contribution to the development of GS1 services and operating systems over the past 10 years. I thank Shaun for his foresight and tireless work on behalf of GS1 members in this country.

We are very fortunate to have Richard Manaton join us as Interim Chief Operating Officer. Richard has previously been a GS1 Board member. He has extensive FMCG experience in the United Kingdom, Asia and New Zealand. He has held senior roles with Fonterra, Bass Plc, Rank Hovis McDougall, Countdown and Goodman Fielder Wattie.



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SCAN magazine is produced twice yearly for the benefit of GS1 New Zealand members. It has a circulation of approximately 6000 readers throughout the country as well as 112 GS1 member organisations worldwide.

SCAN reaches decision-makers in a wide range of industry sectors including grocery, FMCG, healthcare, logistics, manufacturing, retailing, wholesaling, transport and government. Our readership includes chief executives, sales and marketing managers, account managers, brand and product managers, IT personnel, operations managers, production managers, logistics and supply chain personnel, (bar coding) staff and packaging coordinators.

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Organic foods to the highest standard

Ceres Organics is a branded food business based on the highest standards of product provenance, quality and safety. New Zealand's largest distributor of organic foods, Ceres is meticulous with product certification and supply chain integrity.



Noel Josephson of Ceres Organics

"Product sourcing, quality and safety are everything to us," says Noel Josephson, Ceres Organics Managing Director. "That means always being able to demonstrate that our food and other products are sustainably produced with organic and/or biodynamic methods¹, and that our supply chains are ecologically and socially responsible."

Little wonder that this company is also meticulous in using GS1 data standards to support its product authentication, operating efficiency, and capabilities for traceability and recall whenever these might be required.

Ceres Organics – privately owned and based in South Auckland – has more than 4500 products, many of them Ceres Organics-branded consumer packaged foods or food ingredients ranging from raw grains and nuts, to processed vegetable products, to bottled beverages. It has other products for personal health and wellbeing, and for cleaning and homecare.

The company supplies virtually all multi-site food retailers in New Zealand and, since 2007, many in Australia with products for both their mainstream and organic ranges, as well as community co-operatives, wholesale traders and food service businesses. Few organic food businesses in this country rival Ceres Organics' breadth of customer base.

Certification

For certification in Australasian markets, Ceres Organics turned to BioGro as the most widely-recognised auditing and certifying body in this part of the world. BioGro reviews the documentation on every shipment received by Ceres Organics – most from growers or distributors in the developing world – to confirm the organic and/or biodynamic status of its production and handling to this point.

The BioGro logo is proudly displayed on all the company's branded food products – this includes the Zito, Oqua and Ruby Grove brands as well as Ceres Organics.



From small beginnings

Ceres Organics grew out of New Zealand's first urban organic vegetable co-operative and its weekly distribution of produce to Auckland families in the early 1980s.

From those early beginnings, Noel Josephson and a small team – some of whom remain his fellow directors today – established a store offering the public locally-grown organic vegetables and fruit. They called the store in suburban Ellerslie "Ceres" – the Roman god of the harvest, and an age-old symbol of a powerful bond between mankind and nature.

Noel and his business partners were, and still are, inspired by the ideas of Austrian philosopher Rudolf Steiner on biodynamic agriculture. They also want to give people an alternative to heavily industrialised food production and distribution.

The distribution business grew through the 1990s after launching its first Ceres Organics-branded product. The company gained BioGro certification as an organic distributor in 2001. It began exporting in the early 2000s and has continued to broaden its supplier relationships with growers and distributors in developing countries.

Today the company behind the brand, Ceres Enterprises, employs 150 people at its Green Star distribution centre and head office, the Ellerslie shop, a produce department located in Penrose and a fresh produce market in Ponsonby.

The company is equally committed to fair trade principles in buying relationships that span much of South America and Asia. In all, Ceres Organics sources products from around 450 growers, grower cooperatives, manufacturers and other suppliers.

In each instance, Noel Josephson and his fellow directors concern themselves closely with the local social and ecological outcomes of production and supply. Since

¹Organic generally refers to products produced without genetic modification, and without routine use of synthetic fertilisers, pesticides and herbicides. Biodynamic agriculture regards soil, plants and animals as all part of one ecological system.



2009 Ceres Organics has been certified to the EcoSocial All Fair standard which is exclusive to organic producers and traders who meet EcoSocial criteria for fair trade and transparency.

Quinoa – currently Ceres Organics’ biggest selling product – is a good example. This grain is sourced mainly from South American growers under a social initiative in conjunction with Ceres Organics’ Peruvian partners. The programme has assisted growers to switch production to quinoa from coca, a crop that is often be used for the drug cocaine.

Green Star building

Each shipment of quinoa and some 612 other bulk products regularly sourced by Ceres Organics arrives at its Auckland packaging and distribution centre – a building which is both Green Star-rated for its eco-friendly design and organically-certified to support the Ceres Organics operation.

In the average week, 20 containers are unloaded and the contents scrutinised for authenticity, quality and possible biosecurity risks. “Any product that doesn’t meet our standards is sent back ... it doesn’t happen often but we are constantly looking for anything that falls short,” says Noel.

The Ceres Organics building at 82 Carbine Rd, Mt Wellington, exemplifies the brand – free of any toxic substances, and operated with high standards of cleanliness and efficiency. Opened in 2014, the building’s 5217 sq metres include large areas of eight-tier high storage, a cool store, and large rooms for milling of raw products and for packaging into consumer sizes between 1kg-10 kg. The premises includes a “gluten free” room for handling such products.

Its eco-friendly design includes sensors for automatic control of the building’s electric lighting and window coverings, and of internal temperatures and airflows. Ceres Organics benefits from energy costs that are some 40% lower than for a commercial building of comparable size yet conventional design – and from low rates of staff illness and turnover.

GS1 room

So meticulous is Ceres Organics about labelling and its use of GS1 standards, the building has a room dedicated for this purpose. Staff even call it the “GS1 room”. Here they can design and print small-runs of labels for many products – and they create and test the barcodes. Since 2009 Ceres Organics has been accredited for

verification of its own barcodes to the GS1 standard.

A Global Tracking Item Number is allocated to each packaged product for consumer or wholesale sale, and labels bear GS1 barcodes for supply chain management from Ceres Organics onward. Consistent with the brand, Ceres is also meticulous with its inclusion on labels of batch numbers, use-by dates, nutritional information and, where appropriate, organic and fair trade certifications.

GS1 data standards support the correct entry and subsequent tracing of products and items in the Ceres Organics enterprise system (it was updated to Microsoft Dynamics AX in 2010).

The company is registered on GS1 ProductRecall NZ and, like many others in the New Zealand food industry, has benefited in recent years from being able to quickly and easily withdraw a product from further distribution if needed.

Growth

Ceres Organics is well positioned for further growth as consumers on both sides of the Tasman look for healthy, organic food options in supermarkets and specialist stores. “We’re constantly looking at what is happening in terms of new products and market demand around the world, and asking ‘how would this or that go in New Zealand’,” says Noel. “We aim to remain at the forefront of organic innovation.”

So what is new? Ceres Organics Seaweed Snacks were the most popular new product of 2015. Sourced from Korea, these crispy, paper-thin snacks are made with organic nori sheets. Not only are they morishly delicious, they’re nutrient-rich and provide 100% of the RDI of iodine.

Among Ceres Organics’ more recent product releases, Salted Caramel Cashew Clusters – gently roasted organically grown cashews in an organic coconut sugar and sea salt mix – have also attracted a big consumer following.




 For more information, see www.ceres.co.nz



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Images in Space joins GS1

Peter Stevens, Chief Executive

GS1 is delighted to have acquired Images in Space, a leading supplier of digital photography and digital image management services to consumer products companies in New Zealand.

Bringing Images in Space into GS1 New Zealand makes great sense as we strive to support businesses' growing need for high quality product data and high quality digital images. There is substantial synergy value in combining the two businesses – and this value will be passed on to GS1 members and to Images in Space customers.

The exchange of high quality product data between trading partners is now critical for reliable and efficient commerce. It is becoming just as critical to complement product data with high-quality photography and other digital media assets, especially for use in marketing and sales.

Barry Pyle (see right) and his team at Images in Space will enhance GS1 New Zealand's capabilities as we work at making it easier and more valuable for businesses to capture and share with trading partners both their master data and their images.

Images in Space customers will continue to receive their current Fetch, iBank and MiBank services. These will be operated in parallel with the GS1 SmartMedia service. All current employees of Images in Space have joined GS1 as part of this business transition.

At the same time, we will be working with New Zealand consumer products manufacturers, distributors and retailers on the design of new product data and image services that really meet their needs. This work will include making optimal use of our multi-sector National Product Catalogue (see below).



Barry Pyle, founding-owner of Images in Space, has joined GS1 as General Manager – Services.

Auckland-based Barry will continue managing the Images in Space service, while also working with the GS1 Management team to integrate that service with those of GS1.

"Images in Space's expertise has been in developing excellent software with user-friendly interfaces, as well as our deep knowledge of product imagery, all backed by excellent customer service," says Barry. "We know how to present information elegantly to the users of our software and we can help develop the interface between GS1 members and all the services on offer."

Images in Space has 400-500 clients today and a full-time staff of seven, plus two part-timers. All will be included in the transition of Images in Space into GS1.

Barry has grown the business since forming it in 1998, initially as a response to demand from the grocery sector for high quality digital images and product data for use in planograms and advertising. "We have expanded over the years to meet the increasing demand for product information and high quality images.

"We see the acquisition by GS1 as an opportunity to take our services to a new set of customers in markets we have not been active in before," says Barry. "I'm excited about the opportunity to improve the whole user experience when interacting with data and images, and to further develop our services for a more diversified range of customers."

The National Product Catalogue enables the entry, validation, storage, maintenance and sharing of product details, pricing, and other trade-related and marketing-related information by product manufacturers and distributors in New Zealand and Australia. The catalogue is a service of GS1 New Zealand and of GS1 Australia (and was formerly known as GSInet).

Omni-channel retailing powered by GS1 standards

Retailing is more and more omni-channel – the combination of online and off-line channels to give consumers more choice and convenience on what they buy, when and how.

Omni-channel retailing recognises the big growth now occurring in online shopping alongside the continued importance of physical stores – and, perhaps most of all, the increasing expectation of shoppers that they can use the channels interchangeably at their preference.

As commonly defined, omni-channel retailing is where a retailer provides customers with a seamless experience whether those customers are using the web or visiting a store – a seamless experience for browsing and comparing goods, for purchasing and receiving them, and for after-sales service.

The trend to omni-channel reflects the advances of digital technology, economic globalisation and consumer empowerment. The smartphone is fast becoming the world's no.1 comparative shopping device!

Plainly, online shopping has exploded everywhere. In New Zealand, BNZ's Online Retail Sales Report for December 2015 shows online purchasing from locally-based retailers was up 12% compared with the previous December. The BNZ tracks spending from monthly electronic card transactions – and it compares that 12% online with only 4% growth in off-line retail sales excluding hospitality (off-line sales

growth is, of course, from a much larger base than online).

Plainly also, people still want bricks-and-mortar stores – and the satisfaction of talking directly with a sales person, of browsing goods physically and of immediate ownership once purchased. This country continues to see large new investment in shopping malls in centres of population.

In a “back-to-the-future” move, Amazon.com last September opened its first book store, in Seattle, stocked with hard copies of 5000 popular titles. This is the same Amazon.com that began the online retail revolution 20 years ago.

Worldwide, retailers are striving for the best omni-channel strategies. The latter all imply a higher degree of personalisation in customer service – and with that, huge potential for diseconomies of scale.

Retailers need information and communication technologies (ICT) for efficient management of long and increasingly complex supply chains, and multiple interfaces with customers. More than ever, they also need globally standard numbers, words and symbols to identify and describe everything being bought, sold, stored and shipped.



The shift to omni-channel retailing puts a premium on GS1 data standards to ensure that items presented for sale, browsed, purchased and delivered are exactly the same regardless of what channel a consumer is using at any point in their shopping journey.

With the rise of online channels, the standardised data must be properly embedded in web systems so the goods which that data is identifying and describing can be accessed through a laptop, tablet or smartphone just as easily as through an in-store system. This is what seamless means.

Today, GS1's Global Management Board includes representatives of Amazon, eBay and Google as well as some of the world's largest traditional retailing organisations. That is recognition of the huge role that GS1 standards play when it comes to online shopping and to omni-channel retailing.



Warehouse access for all

The Warehouse has gone omni-channel by integrating its webstore with the check-out at every physical store so all staff members and customers can access very product the company has on offer.

Chief Digital Office Craig Jordan told SCAN this “endless aisles” strategy means that small Warehouse stores are now, effectively, big ones and that customers can immediately order a product if it is out of stock at the particular store they are visiting. “We're really proud of this

innovation and our customers are enjoying the flexibility it provides,” says Craig.

The Warehouse has also gone omni-channel with “click and collect” across all its physical stores – a customer can purchase online and pick up the product from a store they designate for this purpose.

Last September, the company opened New Zealand's first dedicated “click and collect” site (on Customs Street, downtown Auckland) and Craig says customer feedback has been good.

He says the Warehouse is also finding Kiwis very keen on using the webstore for online product research and on then visiting physical stores to make their purchases.

“We've made clear our ambitions to be a leading digital retailer. As part of that we aren't thinking about online vs offline anymore ... we're thinking about how we use data and technology to improve the whole customer journey.”

the warehouse //
where everyone gets a bargain



Holy Smoke rises in Christchurch



Holy Smoke was still standing when the dust settled after Christchurch’s major earthquake in February 2011. Today, the 130-year-old brick building and the artisan food business within are vital signs of a city in full-on recovery.

Holy Smoke owner Henk Tabak bought the historic Ferry Road property in 2004, seeing its age and charm as the perfect complement to his plans for smoking salmon the old-fashioned, artisan way.

“We’re all about traditional methods that have taken 100s of years to develop and not been stuffed up by modern processes,” says Henk. His King salmon – sea-farmed in the cool waters of the Marlborough Sounds – are carefully manuka-fire smoked in the three smokers which Henk had built in the US and installed at the rear of the old building.

The building’s extension and renovation was completed in 2006, and the Holy Smoke smoked salmon brand was growing steadily till the big quake. “We fared well basically because of the new building work that had been done ... just about everything else of this age (mid 1880s) in Christchurch fell down or has been demolished since.”

Henk says repairs were obviously necessary but the Holy Smoke building is now more beautiful than ever and “visible proof of the recovery process”. New buildings, including a supermarket, have sprung up in the same Ferry Road area of Woolston on the south eastern side of Christchurch.

Holy Smoke includes the smoking operation and a deli under the same brand, along with three other business tenants. It is a new chapter for a building that was, at various times, a general store,

butchery, cobblers’ workshop and coal merchant. (Its age is evident mainly from bricks stamped “A Neighbour & Son 1884”.)

Henk says sales are growing steadily without compromising his firm commitment to the quality and uniqueness of the products.

“We’re supplied constantly with fresh fillets and these go immediately into the smoking mode ... we do it purely and simply in the traditional way.”

He attributes much of his product success to the quality of slow-grown salmon supplied by New Zealand King Salmon from its Marlborough Sounds operation. Fillets are either hot smoked for around two and a half hours, or cold smoked overnight (the latter mainly for use by professional chefs).

Holy Smoke products – the range has recently been extended to include Norwegian-style gravlax cured salmon and also smoked bacon – are sold through the Ferry Road deli, the company’s website and directly into the food service industry.

The new membership of GS1 is supporting sales that are now also being made through a leading supermarket group. Henk says demand is definitely on the rise as more consumers come to appreciate the quality of Holy Smoke products.



For more information, see www.holysmoke.co.nz

Food traceability procedures now in law

New Zealand’s new Food Act and its Regulations came into force on 1 March. They require food businesses to have traceability procedures for helping ensure the safety and suitability of food being supplied to the public.

Parliament passed the Act in June 2014 but its implementation was delayed while regulations were drafted, consulted on and eventually adopted by the Government. The Regulations – published in December 2015 – provide detail on how businesses should comply with the Act.

Core provisions of the Act require that food businesses operate under their own food control plan or a national programme, depending on their general level of food safety risk to the public. (Businesses that produce meat, cheese and other high-risk foods, or that serve food to consumers, must have their own food control plan. Those producing low-to-medium risk food, or only retailing or distributing food, must

comply with a national programme relevant to their sector.)

Under both scenarios, the Regulations include requirements around the management of food and food accessories – and among these, the requirement for procedures to identify units of food and to trace food in its various forms.

Specifically, food must be traced:

- from the supplier to the food business in question;
- while it is under the (direct) control of that food business; and
- from the food business to the next recipient in the supply chain (other than the final consumer).

The Regulations enable exemptions depending on: the frequency and scale of the food business’s operation; its potential impact on consumers; the type of food being sold; and the feasibility, effectiveness and efficiency of requiring compliance by a particular food business operator.

The Ministry for Primary Industries (MPI) recently confirmed that work continues on more detailed traceability regulations, with public proposals likely in mid or late 2016. There is a broad expectation that these proposals might address the future place in New Zealand food traceability systems of global data standards that support inter-operability between companies in supply chains. See also *Product Traceability*, page 18.

The Food Regulations 2015 can be found on www.legislation.govt.nz



Great data imperative to the future of grocery



Steve Anderson has led Foodstuffs South Island Limited through successful recovery from the Christchurch earthquakes. It's been a tough five years but also a time of renewal and innovation. Today, Steve is leading the business into a brave new world for grocery where trusted suppliers are deep in the supply chain, customers are valued as individuals and great data is a rising imperative. SCAN talked with Steve about recovery from the quakes, supply chain innovation, and the Foodstuffs approach to CRM¹ and online shopping.

© In 15 years at the head of Foodstuffs South Island, what project or initiative has given you most satisfaction?

The highlight really has to be our response to the Canterbury earthquakes. We had huge, huge issues ... 5,500 tonnes of product wrecked, supermarkets destroyed, people in real distress and so on. But my team did a fantastic job and that's been the real highlight. We did such a good job because we had a disaster recovery plan in place, we'd practiced it and it all worked well when the time came.

My second highlight has been working with great people – our owner operators, our executives and our whole team around the South Island. In fact, the development of people has been key to us achieving consistent growth over many years – it's what has enabled us to come through the quakes so well. Our people really were fantastic through the whole quake period.

I'm thinking, for instance, of forklift drivers in our distribution centres (DCs) who live in the eastern suburbs of Christchurch where their homes were really knocked around.

Steve Anderson has been Foodstuffs South Island's Chief Executive since 2000 and Managing Director of the national entity, Foodstuffs New Zealand Limited, since 2010. Before this, he spent five years working for Mainland Products Ltd in Dunedin as General Manager – Sales.

Steve previously worked for both Shell New Zealand Ltd as a Retail Sales Manager and Shell International Chemical Company, based in London, as a business analyst. Steve has also chaired Loyalty New Zealand and has been a board member of Arthur Barnett Ltd.

Born and educated in Dunedin, Steve attended Otago Boys High School and then went on to Otago University where he gained a B.Sc (Hons) degree in Geology and a Masters in Business Administration.

¹ Customer relationship management



These guys still came into work two days after (the major 22 February 2011) quake. They couldn't stay away ... they knew we had to keep supplying supermarkets because that is how people get fed. We have a mission at Foodstuffs – "To feed the South Island".

It's only when an organisation faces real adversity that you see what its culture is like. If you don't have a good culture, when the pressure goes on people are going to ask themselves, "Why would I bother?" Well, our people did bother ... a lot.

© In this stage, are you fully recovered from the quakes?

To a large extent, yes. We had to re-rack and rebuild distribution centres and stores. We had to look after people which is not such an obvious thing but was probably more important than anything else. We've come through all of that and really, it's been business-as-usual for the past two-to-three years.

Over that period, there has still been plenty of tidying up to do. The last store to be replaced was Redcliffs New World (opened last October) and Wainoni PAK'nSAVE is in the last throws of having work done for its completion. Then there will no more worrying about insurance and dealing with earthquakes ... that will be great!

© The new Hornby ambient distribution centre (DC) has been a big part of the rebuilding. How is it going?

The DC was actually planned before the quakes and delayed because of them. Since then though, it has gone very well. When you build such a big unit and then transfer your primary distribution from one place to another, there are huge challenges. But we did a great job in the transition and in getting the new, much bigger facility running from a point earlier this financial year. This past Christmas (2015) we were very pleased with the way it went and we've just got through Easter ... two of the key periods for us (the next one will be Canterbury Show Week in November).

© Are there any measures of the new DC's performance that you can share?

Not specifically other than to note gains from having a larger portion of our suppliers on Vendor Managed Inventory (VMI). These vendors now have full visibility of our systems in terms of stock

holding, promotions that are coming up for their products and so on. They have the ability to send their product into the DC when most logical for them in terms of their costs.

We've gone to a relationship of high trust with these suppliers ... we trust them to put product into our facility and our supply chain. And we have obviously had to put some performance parameters around that ... things like 'days cover', 'out-of-stocks' and delivery times are all very important. Invariably when a supplier goes to VMI, the level of 'days cover' reduces and so does 'out-of-stocks' – and service level increases. So there is a huge win-win-win for everyone.



\$2.8B (in revenue). Add that together with around \$7B in the North Island and Foodstuffs becomes the second biggest commercial organisation in New Zealand. We've got some grunt when it comes to purchasing, developing private label brands and taking other initiatives.

The 'micro' comes from having individual owner-operators (of New World or PAK'nSAVE stores) who live in their local communities, and are engaged with both these and with their businesses. We can get the best of both worlds.

People will walk into one of our brands and it will look the same anywhere ... they will know what store they're in but they'll also

We've got owner-operators who understand the local needs and wants of their communities.

© That is all proving to be the case?

Absolutely. We have seen significant improvements within those key parameters. Suppliers love it as well because they are in control of their stock even though it is through our supply chain.

© Turning to the trading environment – Foodstuffs has been very successful even with an offshore-based competitor of large scale and buying power. How have you been so successful in this market?

Our key difference is our owner-operators who have 'skin in the game'. We've got owner-operators who understand the local needs and wants of their communities. I see the business in terms of 'macro' and 'micro'.

The 'macro' is us doing as much as we can nationally to get maximum benefit from our size. When you're Foodstuffs SI, that's

find crucial differences because a PAK'nSAVE in Whangarei will have different products from a PAK'nSAVE in Invercargill. Pick 100 people off the street of both towns ... there will be huge differences in terms of age, ethnicity and other demographics. If you have a 'cookie-cutter' approach to the product offering instead of giving people what they actually want, the business will be fraught! That approach would have cost advantages but it would not necessarily give people what they want.

© Foodstuffs has long used GS1 standards for product identification and data capture. However getting reliable standardised product data from suppliers has proved a challenge. How much progress are you making?

It's been hard work but good data is getting more important. In the past, it

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wasn't so much of an imperative because you could make up for bad data by having some good accountants in the back room! Now, it is getting more and more important to have great data ... and actually, I think suppliers are getting there, they now understand the need for strong product data. The barriers to completing the necessary work are decreasing and that's largely because of the rise of consumer individualisation. Social media, online offers, Customer Relationship Management (CRM) and so on ... all these things just do not work unless you've got great data. In the past you could get away without it, now you can't.

© Your suppliers understand that as well?

I absolutely believe so. But it has been really, really hard (to get required data) because every company has issues around how they use limited resources and they're

operating in a constantly changing environment with takeovers and mergers, for example, getting in the way. Data standardisation and sharing initiatives can be the first things to suffer in that environment. But now the need for accurate, timely data management is compelling across the business scene.

That's definitely so with online ... you just can't have the wrong data when you have an online offer. You can't have the wrong image associated with the product or wrong pack size. In supply chain management, if the weight is wrong on a tin of baked beans, you can potentially have a major health and safety issue. In the past you didn't worry too much about weight accuracy but now with more efficient systems, you really need to be certain that a pallet of product is the correct weight. It is absolutely crucial that

we get the data as accurate as possible, and do it in a cost effective way as well.

© Can we rely on market forces to ensure that consumers are getting all the information through the supply chain that they'll ultimately want, or will some form of Government intervention be needed (as in European Union)?

My view is that the market will get us there. We all face strong imperatives to get product data right, so let's just do it. If there are questions about possible legislation, we'll always talk to Government about what is practical and appropriate for our industry. We strongly believe in getting the industry itself working on any issues, rather than the Government telling us what to do.

A good example of us working well with Government is on the Health Star Rating system². We want to get all our private

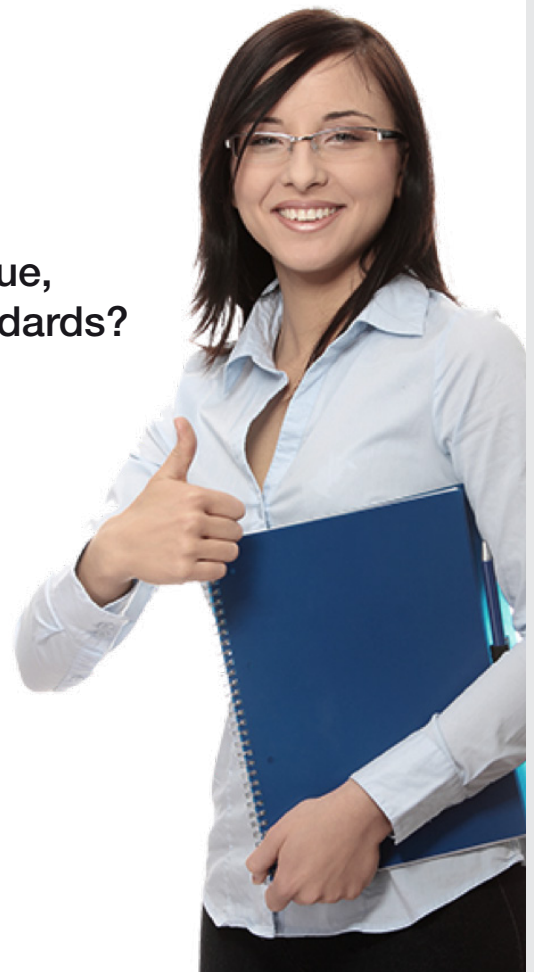
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We're also working on a PAK'nSAVE CRM offer that will be absolutely different from the New World offer ... more 'PAK'nSAVEy' while using the CRM foundation that we now have in place. Those are two very important CRM initiatives.

Then we've got the online development which Chris Quin has mentioned with a focus on piloting this year and an expectation of roll-out subsequent to that. As I've said, we are very supportive of that initiative ... we have a lot of confidence that they'll do a great job and we'll be in a position to piggy back on that.

Q The owner-operator model is a strength of Foodstuffs. But doesn't it also cause tension as you move into the online world where people are shopping in more fluid ways, perhaps with more focus on product and price than on their relationship with a local store?

It's an interesting question. There is a challenge. The answer is that we've been doing this since 1924 with much the same structure and we have dealt with a lot of big hairy issues. And because we are customer-led, we are constantly looking at what our customers need and want from us.

We have got around various challenges through stunning governance of our organisation over the years. Back in 1972 prior to the launch of New World, for example, we had a number of boards made up of Four Square operators and those people voted New World into existence knowing full well that for every New World that opened about 10 Four Squares would shut. In Christchurch there were around 70 Four Squares prior to the New World brand - now there are none. That took pretty good governance to achieve. So when we're looking at big challenges - and with online, that is a valid question - I have a lot of faith in the governance of both companies (South and North Islands) and in our capacity to find solutions.

Q You mentioned customer individualisation. What part will that play in shaping the future of grocery?

labels, in time, onto the rating system which we think is a good initiative.²

Q You mention online shopping. Your competitor has a significant offering in the market well before Foodstuffs. Aren't you on the back foot here?

Have they got first mover advantage? Yes. How big is it? I don't think it is necessarily huge in that we have a fairly good idea of the size of the market. Is it what consumers are asking for? Absolutely.

Foodstuffs is a consumer-focused business ... we have been since 1924 and it's worked pretty well. We need to be thinking about online things and developing them, and we are.

Foodstuffs has always had the attitude that one of its companies - there were three originally, now two - would lead on certain things. For instance Foodstuffs South Island led with self-checkouts and CRM. But such initiatives have always been done

with full knowledge of the other company (or companies) and their support. Today, Foodstuffs North Island is in that lead role in terms of online. It is absolutely part of our South Island strategic plan to get online in some form. And we are really supportive of Chris Quin and his team in that development.³

That's the beauty of having two companies. There are learnings, good and bad, to be shared - and we are really open with each other. We share brands and there's an exchange of information all the time.

Q Can you be more specific about how your offering might develop in the near term?

Let's look at CRM which we've been launching recently. We've got the New World Clubcard in the South Island - and that's been remarkably successful. We are very proud of it. Clubcard will be expanded out into a national initiative this year.⁴

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²Health Star Ratings are a voluntary addition to packaged food labels for informing consumers on nutritional content. The system was launched in May 2014. Foodstuffs has committed to its application on 1400 Pam's brand products.

³Foodstuffs North Island Chief Executive Chris Quin stated recently the company would have an online offering in 2016 after a current pilot scheme at two New World stores.

⁴Clubcard enables customers to earn Fly Buys points or Air New Zealand Airpoints on their purchasing, and receive discount "club deal" prices on some products. Customers agree to their personal information and transactions data being collected and used.



If you have poor data, it kills the offer to customers. It annoys them, creates brand damage and costs you a lot of money.



Post-quakes building projects

Foodstuffs SI's new ambient distribution centre (DC) in Hornby – officially opened in February last year – services more than 250 New World, PAK'nSAVE, Four Square and On the Spot stores around the South Island.

It is designed to be New Zealand's most effective and efficient DC, and includes state-of-the-art systems for order picking, for on-demand replenishment of stores and for vendor managed inventory (VMI). More than 450,000 cartons of product are distributed from the building daily, seven days a week.

Construction of the 31,587m² DC started in May 2013 (adjacent to an existing 14,000m² ambient DC and a temperature controlled warehouse). As part of the development, a Papanui DC was closed and its operations consolidated on the Hornby site.

Other projects have seen Foodstuffs SI rebuild or replace seven New World and PAK'nSAVE stores damaged in the quakes. These include the new Wainoni PAK'nSAVE, in eastern Christchurch, opened for business last August after a major rebuild adjacent to a store destroyed by the quakes. The city will soon have another, completely new New World, in Woolston.

To me, it's the absolute future. The big change now occurring is a move away from mass marketing and towards a focus on the individual. Social media, the demand for product data, data analytics ... all these things are coming together to provide insights to retailers and to bring greater benefits to the individual consumer.

For many years, New World spent all this money telling people 'come to our stores' and yet our operators still didn't know who their key loyal customers were ... people might have been with a particular supermarket forever and yet we'd be spending just as much money on getting them to come back as we did on people who only occasionally bought a few products at the same site, for next to no profit!

Now we're saying 'Mrs Jones is a fantastic customer and we can target our offer specifically for her and all others who like the same things as her'. We can say thank you and give information that's meaningful beyond just notification on products and prices. We can provide the sorts of offers that enable people to feel special about their shopping and get more value from it. Things like 'Mrs Jones, we thought you might like to know that we're expecting the first of the new season asparagus in store next week ... we also have a great deal on King Salmon which goes wonderfully with asparagus, try drizzling a little hollandaise and you've got the perfect dish'.

These sorts of things are exciting although hard to do effectively. But we're making really good progress and it's very exciting. Clubcard is one of those things that enable us to individualise our offer to customers – and online shopping will be another thing.

There are a whole lot of things coming together in one exciting time.

It's interesting to think that 15 years ago the IT team were in one corner and marketing team was in another. They never talked to each other, they were quite different people. Now they have to work together and we are getting major benefits from that. If they don't, it's a major issue but I'm very pleased with the way IT and Marketing are working in my organisation. Not because I tell people to work together. They are figuring out what needs to happen and how.

© Do you think in terms of omni-channel retailing within Foodstuffs?

Yes absolutely. That's the international trend in retailing and among consumers. And of course what drives omni-channel is data. You cannot survive in this environment with poor data. If you have poor data, it kills the offer to customers. It annoys them, creates brand damage and costs you a lot of money. So data is key to omni-channel.

© Do you see Kiwi consumers being as sophisticated in this regard as their counterparts in Europe or North America?

Yes. I have long seen my daughter's online shopping for fashion and so on. It's a generational thing to some extent but I knew I had to take it seriously six years ago when my father asked me to be friends on Facebook!

© So what does this mean for the future of supermarkets as physical stores?

There are going to be fundamental changes. I've given a lot of thought to this around the emergence of micro picking, robotics, point-of-sale units, interactive signage ... there are so many things out there.

I almost have this feeling of being in a canyon which has a lot of exits, but some of them are box canyons and I don't know which are which. So the focus right now needs to be on the flexibility of systems and the ability for us to go one way or another as quickly as possible. Once you feel confident about a particular technology, then you make the call to go with it. You've got to be aware of all the changes occurring and be ready to put money down when it's appropriate. We are constantly looking around the world at all sorts of things.



New World Redcliffs, Christchurch

Q Do you have a firm view on what a supermarket might look like in, say, 20 years?

Not really, but we are constantly looking at what other people are doing overseas and going to (global food industry) events like Food Marketing Institute (FMI) Connect in Chicago and EuroShop in Germany. We look at what the suppliers say is coming up in future.

For example, we've seen the latest colour electronic shelf labels – these are something that everyone has talked about for years. They're just not quite good enough yet, although I have seen some recently that are pretty compelling albeit at a pilot stage. Colour electronic shelf labels are an example of a technology that might make

sense but not quite yet for us. I think, in time, we will be there as the quality of the offer increases and the cost goes down. Invariably all technologies start out big, ugly and costly. Then design improves, and size and cost come down.

Q What keeps you awake at night these days?

Well, earthquakes used to, literally! Being woken at night was a real issue until about two years ago. Christchurch had thousands of quakes and managing fatigue around disaster recovery in this business has been a crucial thing for all of us. People were working so hard, then going home and not sleeping. At times, we actually had to tell people 'go home and do something to

relax' because we were getting some aberrant behaviour on the job.

Health and safety is still a concern in terms of the legal and regulatory changes now occurring.⁵ There's fear out there around the case law that might arise in this area – much of the fear unnecessary because I'm confident that Foodstuffs has the systems in place to manage the transition. The key thing about health and safety initiatives is that they are made for the right reasons, i.e. to stop people being hurt on the job. It worries me that New Zealand might be overdoing some of the requirements. But overall, the changes are being made for the right reasons.



⁵ The Health and Safety at Work Act came into effect on 4 April 2016 after a long legislative process (including Foodstuffs submissions on the Health and Safety Reform Bill last year). Regulations under the new Act are now being written.

NZBNs coming soon

Parliament has now passed legislation for New Zealand Business Numbers (NZBNs) to be allocated to all businesses operating in New Zealand.

Companies registered in New Zealand have had NZBNs since 2013. Under the new NZBN Act, numbers will be allocated to an estimated 500,000 other business entities including sole traders, partnerships and incorporated societies by the end of 2016.

NZBNs are 13-digit Global Location Numbers (GLNs) provided by GS1 New Zealand. The Government chose GLNs for the NZBN scheme because they are

globally unique, and part of a credible international system with strong links to trade and supply chain logistics.

The Act enables a new register to be established for all entities identified by NZBNs. It also defines an entity's eligibility to obtain an NZBN, while setting limits on access to information about the business and also protecting the privacy of the individuals involved.

The NZBN scheme has huge potential for transforming how New Zealand businesses share key information, and how they interact with Government agencies and with each other.

Government information about the NZBN scheme can be found at www.mbie.govt.nz/info-services/business/better-for-business/nzbn



Merino clothing for Danish children

Danish children are thriving in purpose-made garments of merino wool created in New Zealand. Copenhagen native-turned Kiwi entrepreneur Stine Smith has forged this worlds-apart connection with a niche export business called Roots & Wings.

Stine saw big potential in organically-produced New Zealand merino as a durable, warm and healthy fabric for outdoor wear in Denmark where parents are often very discerning about how they clad their children. That youngsters thrive outdoors and “are out experiencing nature” is very important to Stine – it’s how they put down “roots” from which to grow through life.

“Organic merino is ideal for active children because it’s a fabric that breathes and keeps them warm or cool depending on the weather. It’s very strong and easy to wash ... and of course, it is free of any toxins,” says Stine. “Friends visiting from Denmark loved New Zealand merino and told me it was the best of any fabric they’d seen tried before”

At the time, Tauranga-based Stine was looking for a business idea and ideally one that would connect her adopted country, New Zealand, back to Denmark. Childrens’ clothing was topical as she and her husband, Jason, had recently started a family.

Raised and educated in Copenhagen, Stine had an earlier career in international finance and management consultancy. She met Jason when working in the Middle East. He lived in New Zealand and Stine soon followed, initially into a corporate job in Auckland. The first of three sons arrived in 2012.

Roots & Wings began two years ago after Stine found a supply of organic merino grown on Lammermoor Station, Central Otago, and woven into fabric by Levana in Levin. She had creative ideas for baby and young child wear, and she developed these with Auckland and Danish designers.

For production, she was delighted to find several very skilled and price competitive factories in Auckland. “I love having all aspects of the product being New Zealand-made. I really want to help bring manufacturing back to this country and, of course, it also fits my brand completely,” she says.

So far, the range is eight items including bodysuits, jumpsuits, tops, leggings and



booties for babies and for 2-5 year olds. The colours are subtle to Scandinavian taste.

“In Denmark, people like all things organic. They want certainty and safety around whatever they give their children to wear,” says Stine. “Parents want to make informed decisions about where the fabric is from, and about how it is sourced, treated and turned into quality garments.”

Her interest is also in seeing Danish children play and explore outdoors, which they tend to do much less than Kiwi kids. “We’re increasingly aware that if children are removed too much from nature – sitting indoors on devices and so on – it’s harmful to their development. If you’re wearing merino you have no excuse not to be outdoors!” This is, she says, how children usually acquire their “wings” to fly in later life.

The garments are packed and labelled in Auckland for shipment to a warehouse in Denmark – the easiest location from which to fulfil online orders from countries across the Euro zone. Stine is very clear on the location and profile of her customers: Europeans see significant value in the

quality and re-assurance of beautifully-made organic merino garments.

Several Copenhagen clothing retailers are also stocking Roots & Wings, and Stine says sales have been growing steadily in recent months,

And the company’s use of GS1 identifiers and barcodes? They are applied to each item in Auckland, and used to track shipment and receipt into that Danish warehouse. Stine needed no convincing on the role of GS1 data standards to enhance traceability on her products and to simplify their delivery.

“I got a big smile from the retailer in Copenhagen when I said my products would all have GS1 barcodes on them when they arrived,” says Stine. “She said ‘ah, that makes things much easier’.”



For more information,
see www.rootswings.dk



First unique ID on surgical instruments

The New Zealand health system will soon see its first electronic tracking of uniquely-identified surgical instruments.

The Canterbury District Health Board (CDHB) is currently applying GS1 standard data matrix barcodes to more than 80,000 individual instruments in its theatre inventory. Each instrument can then be scanned for its unique identification number¹ at key points during its use, sterilisation and storage.

CDHB's Manager of Clinical Technology, Tony Blackler, says the new system will enable for the first time individual instruments to be matched with individual patients. "We will be able to see which instruments were used and when with which patients."

"The tracking system will enable us to manage our whole inventory much more effectively, including the periodic withdrawal of instruments for maintenance or disposal," says Mr Blackler. "We also foresee big operational efficiencies, for example through staff spending less time having to search for instruments that might be in any of several places."

The barcodes are being epoxy bonded onto the instruments, rather than etched, to make the marking process simpler. The instruments range from scalpels and forceps to more complex drills and endoscopes. They are all held for use in the surgical theatres and departments maintained by CDHB at Christchurch, Burwood and Ashburton Hospitals.

Mr Blackler says the barcode application is expected to be completed in late 2016, with first scanning and data collection to begin soon after.

He says CDHB developed a business case for unique ID of instruments several years ago and in 2015, introduced barcode-based tracking of instrument trays as an interim step. (A tray holds the 10–50 instruments



that might be required for a particular surgical procedure. Other DHBs have similar tracking systems for instrument trays.)

Mr Blackler says the infrastructure for electronic tracking of uniquely-identified instruments is largely in place. The system will include scanning at these points: entry to the theatre storeroom; use for patient treatment; post-theatre packing for decontamination; entry to the sterilisation process; and hand-off from the hospital's sterile services department.

¹ This is a Global Trade Item Number (GTIN) with a serial number encoded in it for instance-level identification.

More than 60 users

ProductFlow is increasingly being used by suppliers to help them ensure that product data, images and barcodes are accurate before a product goes onto New Zealand supermarket shelves for the first time or after it has been changed significantly.

More than 60 supplier companies in the food and grocery sector are now using ProductFlow to ensure a smooth flow of these data and images into the information systems of Foodstuffs and/or Countdown. In addition, using ProductFlow means that new or changed product information and its accompanying barcode have been checked and verified (and any issues reworked with the supplier) before these are ready for use in the retailer's business.

GS1 New Zealand launched ProductFlow in late 2014 to help make it easier and less costly for suppliers and the supermarket

groups to introduce products to market (and to re-introduce changed products).

GS1 members can begin accessing ProductFlow through their MyGS1 page on www.gs1nz.org. The service enables them to check they have all the data and images required of them, and that these are accurate.

ProductFlow allows GS1 technicians to verify that product master data on the National Product Catalogue is accurate (with rework as might be necessary) before data synchronisation between suppliers and the supermarket groups.



Each successful usage of ProductFlow ends with the issue of a product verification report which looks at whether the data and images match the physical product, and whether the bar code scans as it should.

Foodstuffs are encouraging its suppliers onto ProductFlow in place of older paper-based information systems.



To learn more, see
www.productflow.org.nz



Produce traceability

The fresh produce sector must make tighter use of GS1 identifiers and barcodes if effective traceability systems are to exist between growers and retail stores.

This has been confirmed through close study of current supply chain practices with strawberries grown in South Auckland and Waikato and sold through major supermarkets.

The study was undertaken last November by United Fresh – the 88-member industry body that encompasses growers, wholesalers, exporters and retailers – and Strawberry Growers New Zealand with support from GS1 staff. The study is part of United Fresh's push to promote traceability for food safety throughout the domestic fresh produce sector.

Strawberries were chosen as a pilot crop because this type of fruit is particularly vulnerable to food safety issues – and growers, wholesalers and retailers are keen to address gaps in their capabilities for whole-of-supply-chain traceability.

Data on the movement of sample units of strawberries were recorded and evaluated as the fruit went from three growers, to wholesale and retail distribution centres and to supermarkets (both of New Zealand's major supermarket groups participated). The study involved the labelling of some pallets, crates and punnets with identifiers in the growers' sheds. The identifiers enabled each sample unit of produce to be physically tracked in different supply chain scenarios.

The study also looked at whether, and how, GS1 numbers and barcodes were being used in each scenario. The findings serve to highlight key issues that include the following:

- Where growers apply Global Trade Identification Numbers (GTINs) and barcodes to units of produce, have these been correctly sourced from GS1?
- Where wholesalers or retailers are the parties applying GTINs and barcodes to produce, do these identifiers contain sub-identifiers for the particular growers from whom produce was sourced?
- Where produce from different sources is being aggregated in a distribution centre, what methods are used, if any, to enable the



components of a re-packed crate or pallet to be traced back to individual growers?

- Are wholesalers and/or retailers re-using GTINs inappropriately for a particular type of produce because that number has been used successfully before for similar produce originally sourced from a different supplier?
- Where growers are the parties applying GTINs to units of produce, will they also scan barcodes to collect and share data prior to these units being sent into the supply chain?
- What "key data elements" (KDEs) would industry members agree on for sharing as part of a traceability system? Where are the "critical tracking events" (CTEs) at which KDEs would need to be collected in each type of produce supply chain?

At United Fresh, Dr Hans Maurer says the study confirms that all parties are working legally and in good faith within the fresh strawberry industry, with all conscious of the risks inherent in distributing and retailing such vulnerable produce. He says it does, however, show significant gaps in understanding of how GTINs and barcodes should be used and of their potential for creating effective all-of-supply-chain traceability.

Dr Maurer chairs the United Fresh-led Food Safety and Traceability Committee which is now reviewing the study and forming recommendations for the sector's next steps on the issue. He says another study focusing on a vegetable crop is likely to follow.

Note: A Global Trade Item Number (or GTIN is an 8, 13 or 14 digit number sometimes referred to as a "barcode number") sourced from GS1.

New GS1 Staff



Rochelle Leahy recently joined GS1 New Zealand as the General Manager, Corporate Services. A chartered accountant, Rochelle started her early career with Coopers & Lybrand (now PwC) in Wellington before departing for several years to work overseas in London and Melbourne.

Since returning to Wellington in 1997, Rochelle has held a number of chief financial officer and general manager corporate services roles in the health sector (Hutt Valley Health District Health Board) and education sector (NZQA and Tertiary Education Commission). Before joining GS1, Rochelle's most recent role was General Manager Learning and Practice Development at the Royal New Zealand College of General Practitioners. Outside work, Rochelle enjoys travelling, reading, cooking and boating.

Hayden Botica has joined GS1 New Zealand as an Implementation Analyst in Auckland. Hayden previously worked as a data analyst for a change management firm called CCS Innovation in Logistics. He completed a Bachelor of Commerce degree majoring in supply chain management at the University of Canterbury in 2014. In his spare time, Hayden plays and coaches basketball, and enjoys running, lawn bowls, learning computer languages and playing cards.

Z Energy, Bidvest join recall system



Z Energy and Bidvest are among the latest companies to register on ProductRecallNZ – and this significantly extends the system’s capability for recall or withdraw of food and grocery products.

Transport fuels retailer and wholesaler Z Energy has over 200 service stations around New Zealand and they will be able to receive ProductRecallNZ notifications from suppliers. Z Energy is the third multi-site retail organisation to register, in addition to the Foodstuffs and Countdown groups which together have over 570 stores.

Bidvest, a wholesale distributor of food products to the food service and hospitality industries, will also receive notifications. Bidvest has over 15,000 customers throughout New Zealand.

Among this country’s product manufacturers, processors and suppliers, more than 1380 are now “live” on ProductRecallNZ. That is an increase of more than 400 since April last year as more and more companies

recognise the value of being able to send online notification of product issues with speed and accuracy to so many distributors, wholesalers and retailers simultaneously.

With the addition of Z Energy and Bidvest, there are now more than 2300 points of connection among ProductRecallNZ’s community of users.

The system is in increasing use. In the year ended this 31 March, 151 notifications to recall or withdraw were sent out. This was up from 130 in the previous corresponding period of 2014/15.

More than three quarters of recall or withdrawal notifications received by registered wholesalers and retailers were through ProductRecallNZ – and the

system’s rigorous use of data standards ensures that the information is precise, comprehensive and action-able.

GS1 continues to call for all food, grocery and liquor manufacturers, suppliers, wholesalers, distributors and retailers to become users of ProductRecallNZ.



Companies can register at www.productrecallnz.co.nz

Traceability

Knowing where product came from and how it got here is vital to a robust supply chain.

Find out how GS1 can help transform your supply chain.

Call Gary Hartley on **0800 102 356**
traceability.org.nz





New members/rights to use holders **November – March, Welcome!**

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 Alliance Marketing 2014 Limited
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 Castle Rock Cafe 2012 Limited
 Cdc Pharmaceuticals Limited
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 Cpr Coffee 2015 Company Limited
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Crustum Limited
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 Definitive International Trading Limited
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 Drink Limited
 Duncan New Zealand Limited
 Dunstan Hills Limited
 Ecomate NZ Limited
 El Cress Agra Products Ltd
 Euphoria Design Limited
 Eze Clean & Green Ltd
 F And J Enterprises NZ Limited
 Financial Fusion Limited
 Food International NZ Limited
 Food View Limited
 Forest Gold Honey Limited
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 Fresh Taste Sweets & Snacks Limited
 Futecnz Trading Limited
 G3 Group Limited
 Geneva Distributors Limited
 Georgia Alice Limited
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 Ikana New Zealand Limited
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 J&Z International Trade Limited

Jen's Cozinha
 Joss Solutions Limited
 Just Water International Limited
 Karen Design Limited
 Kr & SJ Whiteman Partnership
 Lamprint Packaging Holdings Limited
 Leanne's Kitchen Limited
 Lenker Marketing Limited
 Live Longer Limited
 Loveskin Limited
 Lowe & Rosser Enterprises Limited
 Magic Memories Group (Hq) Limited
 Manor House Cuisine (2015) Limited
 Mark It Solutions Limited
 Mathills Limited
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 Meet NZ Limited
 Mg Foods Limited
 Misty Cove Wine Group Limited
 Mountain Mac Apparel Limited
 Mt Meru Wholesale Limited
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 Nature Fresh World Limited
 Nepo Limited
 New Zealand Kounga Health Limited
 New Zealand Nutritionals (2015) Limited
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 Penguin Baits Limited
 Peter & Colin Limited
 Plenty Land Limited
 Precision NZ Limited
 Provisions Of Central Otago Limited
 Punjas Limited
 Rattle Music Limited

Rua New Zealand Limited
 Russ Investments Limited
 Samuel & Co. Limited
 Scarborough Fair Limited
 Seals Distributor (NZ)Limited
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 Skypure Health Food Limited
 Spraggon Marketing Limited
 Stolen Spirits NZ Limited
 Stonebridge Function Venue Limited
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Questions? Please contact the GS1 New Zealand Team



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Vijay is based in Auckland and is responsible for assisting members to implement traceability, AIDC (auto scanning) and RFID into their supply chains.



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Craig is based in Christchurch with responsibility for GS1 relations with members throughout the South Island.



Georgina Randall
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 Products & Services
 Engagement Lead

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Georgina is based in Auckland and is responsible for assisting members to implement Smart Media, ProductFlow and Product Photography.



Owen Dance
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 Quality Services Manager

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Owen is based in Wellington with responsibility for managing the verification service, the accreditation programme, certificate course and various projects.



Bev Gough
 GS1 New Zealand Membership
 Services Administrator (aka
 'Director of First Impressions')

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Bev is the 'meet and greet' point of contact for members either calling, emailing or visiting our Wellington office.