

SCAN

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www.gs1nz.org

Livestock traceability – Making the case for global standards in NZ



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Putting "pasture-to-plate" on the table in our livestock sector

For several years now, New Zealand has been working towards the rollout of a system for the unique identification and tracing of farmed animals with the use of radio frequency identification (RFID).

RFID is simply technology that enables encoded information (usually a number) on a tag to be read through the transmission and receipt of radio waves. Invented in World War II, RFID now has many everyday uses including aircraft identification and security door control. There has, however, been a lack of clear multi-purpose and multi-sector standards for the design and operation of important RFID components including microchips, readers, radio frequencies and the encoded data itself.

I see RFID in much the same terms as vehicle traffic: There are many different types of vehicles and it would be almost impossible for them to share the same roads without wide agreement on standards – standards in the form of rules on which side to drive, at what speeds, in response to which signals and so on. Without such rules or standards, it is not hard to see chaos resulting.

Relating this to RFID enables us to see the role played by GS1 and its Electronic Product Code (EPC) system of standards (or road rules). EPC was developed at the Massachusetts Institute of Technology in the late 1990s and taken into the marketplace by GS1 subsidiary EPCglobal Inc. It is a system through which different technologies from different and competing, companies acquire certain compatibilities that enable them to operate together ("interoperability"). The value of RFID in any application will hinge largely on the standards on which it operates.

Our livestock sector is looking to RFID for greatly improved traceability of animals and animal products, and for more efficiency in biosecurity. At GS1, we see the choice of standards as absolutely critical if traceability and biosecurity are, indeed, to be enhanced through the introduction of RFID.

The system now under design is called NAIT, or National Animal Identification and Tracing. A draft design for identifying and tracing beef cattle and deer has now been outlined in a discussion paper (see http://www.nait.org.nz/nait_Resources.cfm) with an invitation for submissions from all interested parties. GS1 New Zealand made a comprehensive submission in August.

At the same time, we are also working with the NZ Pathfinder Group Inc on some of the critical issues in livestock RFID. (Pathfinder exists to explore and promote applications for RFID). In recent months, the group has conducted trials on UHF (ultra high frequency) tags that use the EPC standard on cattle, deer and sheep. In a nutshell, these on-farm trials have demonstrated the possibility of NAIT being designed with one set of unified data standards that apply from the farm where animals are born to the supermarket where consumers buy meat – the "pasture-to-plate" concept.

GS1 and Pathfinder have put much effort into scoping the opportunities and challenges for livestock RFID – see pages 10 and 11 of this SCAN. The simple fact is that effective identification and traceability right along the primary production supply chain from pasture-to-plate can be of huge benefit to farmers, processors, regulators and consumers. We intend keeping our members informed on RFID developments in what is a vital area of the New Zealand economy.



Peter Stevens

Chief Executive, GS1 New Zealand

• Cover photographs courtesy of Meat & Wool New Zealand.

SCAN magazine is produced quarterly for the benefit of GS1 New Zealand members. It has a circulation of approximately 5,700 readers throughout the country as well as 101 GS1 member organisations worldwide.

SCAN reaches decision-makers in a wide range of industry sectors including grocery, FMCG, healthcare, logistics, manufacturing, retailing, wholesaling and transport. 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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GS1net™

FOODSTUFFS
Proudly New Zealand

Foodstuffs encourages suppliers to move on GS1net™

Foodstuffs says it is ready to receive suppliers' GS1net™ data, now!

The three Foodstuffs companies have the systems in place to receive product data through GS1net and several suppliers are working to become GS1net Live™. However only 10 other Foodstuffs suppliers were at the GS1net Ready™ stage in early September.

"The response from suppliers to date has been muted," says Ana Connor, the e-Commerce Manager at Foodstuffs South Island. "It's important for everyone to realise that Foodstuffs is very serious about GS1net and about wanting suppliers to get on board."

In a recent meeting of suppliers, Tony Carter, Foodstuffs Auckland Managing Director, delivered the same message, adding that the three Foodstuffs companies were fully committed to receiving product data through GS1net. The Foodstuffs GS1net team has adopted a new goal: Suppliers of at least 80% of the approximately 100,000 SKUs stocked by the Foodstuffs companies will be GS1net Live within five years.

To drive that message home, the Foodstuffs companies have issued a new GS1net Supplier's Guideline (available at www.gs1nz/documents/gs1net and www.foodstuffs-exchange.co.nz), and they have begun contacting priority suppliers with a direct message that they should move forward sooner than later.

"GS1net is about suppliers reviewing how they define the product data, and implementing processes and procedures for product definition, and sending product data changes electronically through GS1net," says Jagdip Parag, the e-Commerce Manager at Foodstuffs Wellington. "The quality of both the suppliers and Foodstuffs processes and procedures will determine the level of ongoing supplier-Foodstuffs product data synchronisation."

With accurate, timely product data, the Foodstuffs companies can order the correct products with correct quantities at the correct price. The companies expect suppliers to take 100% ownership of product data processes at senior management level, for the benefit of both their own businesses and Foodstuffs.

"There is obviously effort and cost required for the transition but everyone needs to understand just how big the benefits of GS1net will be in making true e-commerce a reality in the grocery sector," says Ana Connor. "Research by ECRA* in 2004 has, for example, identified an annual cost of around A\$70 million in the time and expense required to fix errors in routine exchange of information between grocery retailers and their suppliers – errors that GS1net could eliminate in the first place."

For more information on the Foodstuffs GS1net rollout, suppliers are encouraged to contact: Allen Grainger at Foodstuffs Auckland (tel 09 621-0764); Jagdip Parag at Foodstuffs Wellington (tel 04 527-2615); Ana Connor at Foodstuffs South Island (tel 03 353-8697); or the e-Commerce teams at any of the Foodstuffs companies.

* ECR Australasia (2004) Data Integrity & Synchronisation: Building a Foundation for Industry Collaboration

MITRE 10

November date for Mitre 10 suppliers

Mitre 10 expects to be GS1net Live™ with around 80 of its suppliers by the end of November – the next major milestone in the adoption of data synchronisation by New Zealand businesses.

Mitre 10 launched its GS1net project in October last year and Project Manager Terry Patmore says the hardware group's suppliers have, by and large, been very responsive. "There's general acceptance that this is what we need to do. People have been working to clean up their product data and bring it into the GS1net format ... they can see the benefits in terms of greater ease in doing business with Mitre 10."

Mr Patmore says most of the largest suppliers got themselves GS1net Ready™ in the timeframes requested, and the first 80 or so will go live once Mitre 10 has finished testing new middleware installed on its 'backend' system.

Mr Patmore says Mitre 10 has a big "thank you" for suppliers who have responded well and brought themselves up to speed on GS1net. He says the project is on track, with a third tier of suppliers now being asked to register and to format their data in readiness for GS1net by 1 November.



GS1net™... we'll see you right!

Hardware and building supplies group ITM is the latest to nail its colours to the GS1net™ mast.

General Manager, Finance & IT Andrew Ryan-Kidd says that ITM will move onto the data synchronisation platform along with Mitre 10 and that suppliers can rest assured that their investment in the latter's project is not in isolation.

"We are, in effect, supporting the Mitre 10 project and telling suppliers that GS1net is the way for us all to go," says Andrew. ITM, a cooperative of 92 retailers around New Zealand, is talking with service providers to scope out a GS1net project and establish an implementation timetable.

"Our message to suppliers is that they need to start preparing for GS1net if they are not already," says Andrew. "For those who are also suppliers to Mitre10, the transition required to meet our data requirements should be relatively straight forward."

For ITM, the commitment to GS1net reflects a new focus on the quality of product data. "Over the years we've concentrated heavily on the transaction, not the data that supports the transaction and in a lot of cases, that data has been rubbish," he says.

Mr Ryan-Kidd says data synchronisation and the e-commerce functionality which follows from this will enhance the entire trading relationship between ITM and its approximately 200 suppliers. He says ITM will give them a time frame for the transition once the GS1net project has been scoped.

Sticking with a vision

Holdfast NZ is, indeed, holding fast to the e-commerce vision of GS1net™. The adhesives, sealants and hardware company (most notable for Gorilla Glue® and Gator Tape®) is a substantial supplier to Mitre 10, Foodstuffs and Warehouse Stationery – three major New Zealand retailing groups who have, so far, committed to data synchronisation with GS1net. Holdfast has well and truly answered the call to start bringing product data into the standardised GS1 format as the basis for all future electronic communication with its retailer-customers.

Holdfast Marketing Manager Karen Towes says it was a major undertaking but the company achieved GS1net Ready status with Mitre 10 two days before the 1 May 2008 deadline. Now far more knowledgeable about the complexities of GS1net implementation, Holdfast is prepared to move into a second phase with Mitre 10, and to make progress with both Foodstuffs and Warehouse Stationery, once each has defined the next practical steps in their respective programmes.

"When we eventually go live with all three, Holdfast will have in the vicinity of 2,500 GTINs* in the GS1net system. That will be a major step that puts us in a position to start interfacing more easily with other customers as they also take up GS1net and we move forward on e-commerce," says Mrs Towes.



From the outset, Holdfast has seen GS1net as fundamental to its marketing programme – a demonstration of its commitment to key customers. Mrs Towes says the company is determined to "do the job properly", and its investment of time and money in GS1net thus far has been substantial. Holdfast began training staff in August last year and contracted a data analyst to work full-time on the project from early December. "We would never have been able to achieve what we did without that extra resource," she says.

In fact, Holdfast took the step of entering substantial amounts of data on all products for which it currently has a GTIN allocated, somewhat beyond Mitre 10's first phase requirements at the top level of GS1net hierarchy. Mrs Towes says the second phase will involve adding weights and dimensions for all products.

Mitre 10 has definitely taken the right approach in having two phases of GS1net implementation with its suppliers, Mrs Towes says. "The approach has encouraged everyone to get started. Our database is massive but we weren't too daunted ... now, we have identified all the relevant information for phase 2 and could do that piece of implementation work at anytime, once we have a clear signal from Mitre 10 on the relevance of the data and the timeframe for its actual use."

From the supplier perspective, she says, it is important not to waste time and expense on publishing product data well in advance of it actually being required during the transition into GS1net. The data may require frequent updating while implementation and testing is still underway, without return to either the supplier or retailer-customer.

Mrs Towes says Holdfast expects to have phase 2 implemented for its base units by the end of 2008, while making progress with Foodstuffs in the same timeframe. "In preparation for GS1net with Foodstuffs, we're doing some internal maintenance on our database, and aligning as much information as possible to streamline the process of implementation."

* Global trade identification numbers

GS1 Conference

CONNECTING THE DOTS 2009

The GS1 New Zealand "Connecting the Dots 2009" conference will be the next big opportunity for New Zealand business people to keep abreast of developments in the world of global standards for automatic identification and data capture, and for efficient supply chain management.

The conference will be held on 25 and 26 February 2009, at the Heritage Auckland Hotel, in Hobson Street, Auckland Central. This event will be a double celebration with GS1 New Zealand commemorating its 30th anniversary as part of the conference proceedings. Planning is well underway, with a great lineup of key note presenters already secured. They include:

Michelle Adams – Lowe's Companies Inc, USA – Director of Merchandising Operations

Neil Lawrence – UK National Health Service - Connecting for Health's Auto-ID project manager

Richard Leonard – Tesco Asia – Group Director, Loss Prevention and Shrinkage

Alan Mayo – New Zealand RFID Pathfinder Group - Immediate Past Chairman

Peter McClure – Fonterra Brands – Managing Director

Mark Rance – ANZCO Foods – Information Services Manager

Mark Roberti – RFID Journal – Editor

Andrew Ryan-Kidd – ITM – General Manager, Finance & IT

Sanjay Sarma – Associate Professor of Mechanical Engineering and Former Chairman of Research and Co-Founder of The Auto-ID Centre, Massachusetts Institute of Technology

Peter Smith – Progressive Enterprises – Managing Director

Michel van der Heijden – GS1 Global – New Sectors & Healthcare President and Chief Financial Officer

Paul Cressey – Chairman of the Safe Medication Management Stakeholders Group



The conference will also focus on the primary and hardware sectors along with FMCG and general merchandise. GS1 New Zealand's Premium Alliance Partners – Gen-i and SATO New Zealand – will be among the presenters.

An RFID field trip to a major EPC/RFID implementation is also being planned in addition to the conference.

In 2009, GS1 New Zealand marks the 30th anniversary of its operations. The conference will include an anniversary dinner, with some original members and former staff members present, and also a review of what has been achieved over the past 30 years.

For GS1, this is another key step in its drive to promote awareness and take-up in New Zealand of global standards for identification of goods, services and assets, and in information systems that make supply chain management more efficient and valuable for all participants.

25 and 26 February 2009 – put these days in your diary now!

FOR MORE INFORMATION



For more information about Connecting the Dots 2009, please contact Pauline Prince on +64 4 494 1067 or pauline.prince@gs1nz.org

GS1 Seminar Update

We are working with the hardware sector on plans for sector-specific training seminars in Auckland, Wellington and Christchurch during October.

These seminars will give a thorough grounding in the GS1 System and its application to common business processes in the hardware sector. Each seminar will have two sessions. The morning will focus on the concepts and methods of the GS1 System, mainly for account managers, and people in sales & marketing, IT or operational roles. The afternoon session will go deeper into the technical aspects for people whose roles involve identifying and labelling products, and/or defining and collecting product data. (Attendance in the morning session will be a prerequisite for attendance in the afternoon)

FOR MORE INFORMATION



For further information on any aspect of GS1 seminars, please contact Pauline on tel 04 494 1067 or email pauline.prince@gs1nz.org

Hardware Seminars

Auckland – Tuesday 28 October

Wellington – Wednesday 29 October

Christchurch – Thursday 30 October

October will also be a busy month with the regular GS1 seminar series, with the following dates now firm for the three main centres.

Bar Code Foundation Seminars

Wellington – Tuesday 21 October

Christchurch – Wednesday 22 October

Auckland – Thursday 23 October

GS1net™ Foundation Seminars

Wellington – Tuesday 28 October

Christchurch – Wednesday 29 October

Auckland – Thursday 30 October

The recent round of these seminars, in August and September, was well attended by people from diverse sectors and backgrounds. In fact, Bar Code Foundation Seminars are now used just as much for refresher training as they are for induction of new employees – and it's pleasing to see many GS1 members place such importance on ensuring staff are kept well-informed and up-to-date. Attendance at GS1net Foundation Seminars continues to grow as the transition to data synchronisation gathers momentum in the grocery and hardware sectors.

Label & Track, New Zealand's Next Big Success Story

SATO introduces DIP: a breakthrough RFID printing technology that enables direct encoding to and printing of small RFID tags

SATO has recently announced its patent-pending RFID printing technology: a thermal printhead fitted with a uniquely designed coupler. This coupler makes it possible to send data with such precision that it allows direct and exact encoding to small-sized inlays. Printing of small RFID tags does not require any need for additional label converting and RFID inlay insertion process: therefore the term, Direct Inlay Printing (DIP).

In addition to the uniquely advantageous mechanical setup of the UHF RFID printer, the benefit of this patent-pending technology is that it guarantees a much higher throughput, as it prints precisely without constant label adjustment or backfeeding. Also, this innovative technique is ideally suitable for EPC Gen 2 RFID compliance requirements as it ensures void tag are identified and correctly marked.

With DIP, suppliers have an affordable system to meet their RFID compliance pallet and case tagging requirements. They will fit into existing applications at case level, even equip users for future item level tagging requirements. The small size tags – they can be as small as 97 x 27 mm – are accepted by major retailers in combination with the existing EAN128 shipping labels. DIP-enabled pallet and case labelling applications do not require any need to integrate into existing ERP or WMS systems.

"DIP is just rewards for our considerable investment in R&D, specifically in RFID printing to help drive wider adoption of technology in the supply chain," said Kaz Matsuyama, Managing Director of SATO International. He added, "The easy integration into existing applications and IT systems, on top of cost savings and operational efficiencies offer proof of justifiable returns of investment, even for compliance labelling applications."

For more information regarding RFID contact SATO New Zealand on 0800 LABELS or go to our website: www.satoneurzealand.com

PHONE 0800 LABELS

Email: sales@satoneurzealand.com

SUPPLY CHAIN INTEGRATION



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Global standards “a must” for NZ livestock traceability

The livestock industry is moving towards the adoption of a National Animal Identification and Tracing (NAIT) system. GS1 New Zealand advocates the adoption of unified standards to provide the whole-of-supply-chain traceability that is increasingly required for food and food products in the global marketplace.

GS1 recently made a comprehensive submission on key aspects of the draft design for NAIT which will involve RFID (radio frequency identification) tagging of individual animals, and a national database on their movements and other variables. The system – a joint initiative by the livestock industry and the Government – is due for progressive introduction to cattle and deer farming between late next year and 2011 (when it is scheduled to become compulsory).

There is widespread acceptance that New Zealand must embrace traceability in livestock farming and processing to meet international market access requirements, promote food safety and biosecurity, and limit the impact of any future disease outbreaks and chemical residue issues among farm animals. The industry currently tags cattle and deer herds for tuberculosis control, although with no systematic electronic record keeping on individual animals or their movements.

Over recent years, GS1 New Zealand has highlighted the importance of robust traceability in this country's food exporting sector especially in context of food safety laws introduced to the European Union and the United States since 2005. GS1 has contributed practical information on the role in traceability systems of global data standards and of EPC/RFID since the NAIT project team was established in 2006.

NAIT system

GS1's recent submission is in response to a NAIT discussion paper setting out the draft design of a New Zealand system that would identify and track each cattle beast and deer from three months of age, or earlier, until slaughter. Farms, saleyards and processing plants would all be registered, with animals' RFID tags scanned each time they arrived or left a particular site. The data would be provided to a national database by those who manage or process livestock. It is envisaged that the system would enable the tracing of all individual cattle and deer forward and back from property of birth to place of slaughter, up to the processing chain.

The draft design recognises the need for animals to have unique identifiers, and for the system to use data standards that facilitate information matching and avoid duplication. A NAIT governance body will select and mandate the standards that will apply. The preference is to integrate the livestock industry's three existing databases – operated by the Animal Health Board, Livestock Improvement Corporation and Agri-Quality – into a consolidated NAIT database with one set of information standards.

Top left, opposite page: Members of the RFID Pathfinder Group who gathered to run the trials with deer and sheep on a farm near Balclutha. *Other photographs:* Tagged deer and sheep run and jostle past RFID readers fixed to the sides of stock races – definitely a realistic on-farm scenario for the trialing of RFID at UHF.

The RFID tags, attachable only to the animal's ear, would carry the unique identifier with all other data about the animal, its attributes and locations input directly to the database. The NAIT discussion paper states that RFID would be introduced via animal ID schemes already in existence.

GS1 recommendations

GS1 points out that the NAIT draft design deals with the identification and tracing of livestock on farms and to processing plants, “rather than viewing animal ID as a key part of a continuous supply chain that starts with the animal and ends with the consumer, often on the other side of the world”.

GS1 argues that New Zealand “must take into account, emerging stringent requirements for global interoperability and traceability, and must not adopt technologies, numbering structures and network systems that will be orphaned or superseded by new and emerging opportunities”.

The NAIT design should be based, says GS1, on globally-standardised numbering, information formats, hardware and software, which ensures that New Zealand livestock traceability is, indeed, globally interoperable. In particular, GS1 has recommended the use of:

- Non-sector based, globally standardised unique identifiers for animals that will be “understood” elsewhere in the global supply chain;
- EPC-complaint RFID technology that operates at ultra high frequency (UHF), and therefore enables more flexible, faster and probably cheaper tagging; and
- Hardware and software components that are selected through vendor competition, which serves to encourage further product innovation and avoid any “vendor capture” in the system's design.

UHF the way to go

- Article over page...

UHF the way to go

Preliminary field trials indicate that UHF would be far more efficient and less costly for livestock identification than the low frequency (LF) alternative currently included in the NAIT draft design. The New Zealand RFID Pathfinder Group put UHF RFID technology to the test with deer, sheep and cattle on South Island farms last autumn – a voluntary contribution by some of its members to help the livestock industry and the Government arrive at the optimal solution for NAIT.

The trials, essentially a proof of concept, demonstrated that UHF RFID tags and readers could give fast and simultaneous identification of multiple animals at high levels of reliability and performance in on-farm and certain processing facility locations. The trials are in alignment with GS1's submission in favour of a globally-standardised system that uses EPC/RFID (a UHF RFID technology).

The New Zealand RFID Pathfinder Group is a not-for-profit incorporated society formed in 2006 by several large New Zealand organisations, to build understanding and awareness of RFID technologies and the economic benefits to this country. It has published a report, authored by RFID technology specialists Grant Pugh of Tracient Technologies and Dr Erik Sundermann of GS1 New Zealand, on this aspect of the NAIT design.*

Trial results

The trials showed that in many of the tests, near 100% readability of animal ear tags were recorded under conditions that well exceed NAIT requirements. The report concludes that if LF is eventually mandated for deer and cattle ID and traceability without proper investigation of the UHF alternative, the New Zealand livestock industry could be settling for a sub-optimal solution, and foregoing substantial benefits in operational efficiency and cost competitiveness.

Grant Pugh and Erik Sundermann recommend that the proof of concept should lead to a more comprehensive programme to validate and commercialise the technology, while adding that any further tests should be conducted in all-weather conditions and a wider set of livestock scenarios. They outline, in general terms, the relative advantages of UHF and LF technologies. The former (operated at frequencies between 860 and 960 MHz) enables excellent tag reading at distances 1.5 - 2 metres, with 100's of tags being read in a second and with very fast data transfer rates. LF (125 to 134 kHz) can generally read only one tag at a time at distances usually measured in centimetres.

Costs

It is also noted that the costs of UHF RFID applications have fallen dramatically worldwide over recent years due to standardisation, positive developments in the design of UHF tags and readers, and rising global demand for them.

The Pathfinder trials were conducted using a variety of commercially available readers and antennae, but with prototype UHF RFID ear tags. These were tested in relation to the speed of animal movement, capability of reading multiple tags simultaneously, and read ranges and rates. Sample groups of tagged deer, sheep and cattle ran through yard portals of various sizes and with variations in the configuration of reader antennae. Some tests included the animals and their tags being sprayed with water.

* The report is entitled "RFID Technical Study: The application of UHF RFID technology to animal ear tagging in deer, sheep and cattle farming". It is available on www.rfid-pathfinder.org.nz

FOR MORE INFORMATION



For more information on the NAIT design see www.nait.co.nz and for the GS1 submission see www.gs1nz.org



Supply chain challenges

By Shaun Bosson, General Manager, Professional Services

We are now into the back half of 2008 and the GS1 Professional Services team is working very hard to provide support on a number of key projects.

Supply Chain Enhancement Programmes

With our RFID/EPC solution for kiwifruit packhouse EastPack now live, the focus has shifted onto realising more of the business benefits that can be secured out of the system. These benefits will come from making the best use of the substantial volume of information now being collected in EastPack's operations.

The business now has accurate and timely data on the status and movement of its inventory everyday. Increased benefit can be unlocked by optimising the use of this. That means looking for ways to change inventory layout and thereby raise operational efficiency, and for relationships that exist between product waste and inventory



movement. Benefits also come from identifying exceptions to the smooth running of EastPack's facilities and overcoming them before they develop into expensive problems.

The Professional Services team is working on a number of clients' projects in which opportunities are now being scoped and solutions defined. Our Business Enhancement Programme has four related-yet-independent phases that take an organisation from analysis of business problems and identification of opportunities, through to definition of appropriate solutions and their implementation within the business and/or between trading partners.

These programmes have proved very successful in giving organisations support for their introduction of new technologies and business processes. Organisations can leverage GS1's vendor neutral status and our broad multi-industry experience to remove a number of barriers that would otherwise prevent them from implementing the right solution for their needs.

GS1net™ Community Onboarding

As many people are now very aware, GS1net is the New Zealand and Australian technology platform for the continuous sharing of standardised product master data between trading partners –the generic term is "data synchronisation". This SCAN provides an update on two of the New Zealand retailers moving forward with GS1net, Foodstuffs and Mitre 10 (pages 4 & 5) and ITM has recently announced its intentions in this area. We are also working with Warehouse Stationery on its GS1net project.

Our team has been working over time to help onboard the supplier communities of these retail groups. GS1 offers weekly training courses, and other services to help suppliers cleanse and upload their product data to GS1net. All the while, those suppliers are endeavouring to put in place the business processes that will be needed to maintain their data into the future. Our current aim is to bring close to 100 suppliers "over the line" into GS1net Readiness over the next three months – a busy back half of 2008 indeed!

FOR MORE INFORMATION



For answers to any questions in relation to the GS1 Professional Services and its services, please call 0800 10 23 56 (option 1).

Software Audit

Believe it or not that's our version of water-cooler talk.

OK, so we get pretty excited about software audit solutions. But in business the little things matter. Like being able to keep track of a license agreement... and avoid buying 50 new copies of your operating system... or business applications... or both. That's where we come in. Our software audit solutions can help capitalise on your compliance obligations – working with you to manage risk, service levels, project investment and could even reduce your costs. So, instead of just meeting compliance objectives, let us help you turn them into opportunities. To find out more, visit us at gen-i.co.nz/solutions today.

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The other dairy industry...

Dairy products don't just come from cows. Great cheese can also be made from sheep's milk – and **Blue River Dairy Products** has the awards and the growth in customer demand to prove it.

Blue River makes a range of feta, hard and soft cheeses – and soon ice-cream as well – from the milk of East Friesian-cross sheep farmed on the lush pastures of central Southland. The cheeses, all produced at the company's Invercargill factory, are sold in specialty food shops and have an avid following among foodies throughout New Zealand. Blue River's feta won a gold medal in the 2008 awards of the New Zealand Cheese Association, while its blue and camembert both won silver.

For all that, Blue River marketing manager Felice Andreae says many dairy-loving Kiwis are resistant to the idea. "It can be hard to get beyond the prejudice that milk can't come from sheep. New Zealanders are so used to dairy meaning cows only," says Felice. "People think our cheese will somehow taste sheepy ... in fact, it is actually beautiful, rich and sweet."



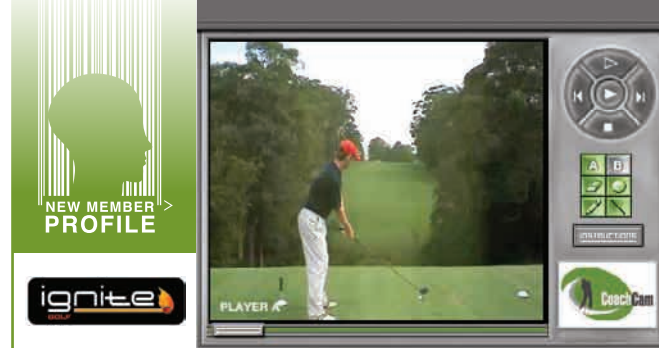
As well as debunking myths about taste, Felice spends much of her time explaining the nutritional benefits of sheep's cheese. It contains up to twice the mineral and vitamin content of cow's milk, she says, and helps in the treatment of asthma and eczema due to the high levels of iron and zinc. "To be honest, I don't know why anyone would still be consuming cow's milk if they have the choice of sheep's milk!"

The Blue River farms, at Brydone and Winton, are like any dairy operation, with the animals milked twice a day through a defined season. The original East Friesian flock was imported from Europe in 1992 and has since been crossed with hardier breeds to thrive in the Southland winter.

Making sheep's cheese is both time consuming and difficult, says Felice. "It's definitely an art. It takes lots of passion and knowledge, and also lots of patience," she says. Meanwhile, the company is about to take its next big step with the first commercial production of ice cream – and hence membership of GS1. Blue River plans to launch this product line over coming months through a major supermarket chain. The distinctive packaging will, of course, have GS1 bar coding.

Felice says demand for Blue River products is rising overall, with New Zealand consumers becoming more aware of the health benefits in sheep's milk and more inclined to try new products.

See www.blueriverdairy.co.nz



More of what golfers need

American golfing great Ben Hogan once said, "the only thing a golfer needs is more daylight". Now, James Southgate has a business enabling them to make use of non-daylight hours as well – and to extract even more pleasure from playing the game when the sun does come up.

A champion of the 1940s and 1950s, Hogan is still credited with having the best swing that golf has ever seen. He was a passionate believer in practice. And so is Auckland-based James Southgate, owner and operator of **Ignite Golf**, a sport software, and golf marketing and tuition company.

Ignite Golf offers a web-based system called "CoachCam" that golfers can use to study and improve their swing. "We give you the ability to go to an Ignite Golf-associated professional or venue, and have your swing videoed and uploaded to the Ignite website," says James. "A unique username and password ensures you have access to images of your individual swing. You can go online and assess it anywhere, anytime ... and you can compare your swing with the world's top golfers including Tiger Woods!"

James and fellow investors formed CoachCam NZ in early 2005, after acquiring the fledgling CoachCam technology business in Australia. Ignite Golf has recently launched in New Zealand and the CoachCam system is now offered through Ignite Golf. The company has bold plans for developing beyond the core online services – plans that definitely involve the company having GS1 membership.

Ignite Golf operates largely through golf coaches accredited to the PGA (Professional Golfers Association). Pro's can become licensed to the company and offer its online system to clients for ease in booking lessons and receiving information as well as their swing tuition. In Australia, around 60 coaches have so far joined Ignite Golf and New Zealand is moving in the same direction. "The coaching professional gets a full system for creating, managing and communicating with a database of clients," says James.

And there is much more to come. The company is now launching the Ignite Golf Privilege Card on both sides of the Tasman – a stored-value card which gives the holder a 30-minute golf lesson plus CoachCam, a headcover, subscription to the No1 golf magazine in this country, discounts at participating golf venues and other travel-related discounts. The card – in an attractive, bar-coded package – is available through Rebel Sport stores, other retailers and online.

James says the package is targeted at the vast majority of the 480,000 Kiwi golfers who want to play more than they actually do. "Golf is one of those sports which can be a bit intimidating. We're making it much easier all round for people to give and receive the pleasure of golf."

So what about James' own game? The ex-pat Englishman describes himself as an enthusiastic amateur for the past 32 years. Ignite Golf is a mixture of work and pleasure after a long music industry career, including 10 years as Managing Director of Warner Music NZ. Now James is looking forward to taking Ignite Golf international, and extending its CoachCam and online services into tennis, fitness and other sports.

See www.ignitegolf.co.nz

GS1 Certificates awarded

The GS1 Certificate in Automatic Data Capture has been awarded to eight more people who have successfully completed the GS1 course. Congratulations to:

Steve Birch, Pernod Ricard

Keith Hansen, Amcor Kiwi

Kunal Gaundur, Rapid Labels

Natalie Hawkins, Pernod Ricard

Vili Iloahefaiva, Carter Holt Harvey

Karunesh Naidu, Foodstuffs Auckland

Gyanendra Prasad, Foodstuffs Auckland

Shaun Boardman, Alcan Packaging Danaflex

GS1 introduced the course to New Zealand in 2003 and since then, 65 people have completed it and been awarded the Certificate. The course has seven e-learning modules, accessed through the web and usually taking between 60 and 80 hours to complete.

FOR MORE INFORMATION

See www.gs1nz.org/CertificateCourse or call Owen Dance at GS1 New Zealand on 04 494 1064.



Staff Profiles



Carmen Li

Carmen Li joined the GS1 New Zealand Professional Services Team as an analyst in May after graduation from the University of Auckland. Carmen has a Bachelor of Technology degree (with First Class Honours). Her major was in Industrial Mathematics, and she is a specialist in using mathematical methods to model and optimise industry processes.

Carmen comes originally from Zhe Jiang in eastern China and moved to New Zealand in 2002 to further her education. Outside study and work, she enjoys walking her two "girls" – a boxer named Bessie and a bichon frise named Candy – at the beach or park, reading history and doing puzzles, especially Sudoku. Carmen also has a keen interest in swimming, dance and learning other foreign languages.

As a Professional Services Analyst, Carmen's role is to provide high quality consulting services on all the GS1 products and services, including solution definition, and data and supply chain analysis.

Confectionery from nature

Their wrapping may be plain and simple, but Treedimensions dried fruit cornets are no ordinary confectionery.

The cornets are packed with the natural flavours and goodness of the organically-grown fruit from which they are made in sunny Motueka. GS1 New Zealand member Treedimensions is a long established fruit-growing and consultancy business operated by Dieter Proebst, an authority on organic and biodynamic horticulture.

Mr Proebst's dried fruit cornets are made through a process of pureeing and blending fresh fruits, then evaporating their water content. The pure fruit substance is cut and rolled into its final cornet shape. It's a form of confectionery also referred to as "fruit leather" – a name that belies its sweet, easy eating!

Treedimensions can draw on 30 different fresh fruits – apples, blueberries, raspberries, grapes and many others – and each batch of cornets is a blend of three or more fruits, with no added sugars or preservatives. This is definitely a natural product with the manufacturer even declaring that no two batches taste exactly the same!

That naturalness starts with the way that fruit is grown and harvested on Treedimension's Motueka property, Shaggery Farm, according to biodynamic principles. Biodynamics is about working with the dynamic biological processes and cycles that determine soil fertility, and the health and productivity of plants. All Treedimensions' fresh fruit – the principal output from Shaggery farm – along with its dried fruit cornets and fruit juices have Demeter certification (the international standard for biodynamic production).

The cornets, each individually wrapped and bearing a GS1 bar code, are sold through wholefood and organic shops, supermarkets and delicatessens, and visitor information centres at locations throughout the country. For information and direct ordering from Treedimensions.

see www.treedimensions.co.nz.



CODE VERIFIED

Getting started just got easier

Making correct use of bar codes can be daunting at first. GS1 New Zealand has built an e-learning site for newcomers – and the response has been huge, both here and overseas.

The "Getting started with bar codes" ("All you need to know in 5 minutes or less") site went live in June, providing step-by-step instruction for anyone with limited or no prior understanding of GS1 bar codes. The site had over 1,000 visits in each of its first six weeks, and 35-40 people have been taking the time to finish the course most weeks since then. The web link has been shared with GS1 organisations around the world and the feedback has been very positive.

Camille Dreyfus, GS1 Australia's Training Manager, considers the course one of the best of its type that she has seen. GS1 New Zealand has recently approved the adoption of the course for offer to the members of GS1 Australia (and a similar request has been received from GS1 South Africa). From the United States, a former Honeywell executive with expertise in bar code verification products has emailed to declare the site "pretty cool ... you guys did a great job on this." In another message, Gary Oliver-Halford of Ingersoll Rand Security Technologies said: "It is clear, concise and easy to follow. I feel that anyone could gain knowledge to successfully start a bar coding system by just following this course".

The "Getting started.." site is accessed from www.gs1nz.org home page quick link. It provides a series of slides that anyone can click through at their

own pace, starting with instruction on how to allocate GTNs (global trade numbers) and closing with the basic "do's" and "don't's" of colour selection for the printing of bar codes on packaging of any sort.

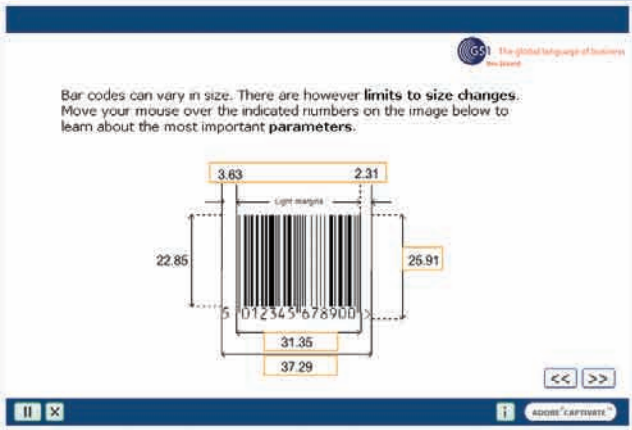
The e-learning instructions are the work of Owen Dance, GS1's Senior Technical Consultant, who applied his 14 years' knowledge and experience of the GS1 system to the site. It was built by e-learning consultant Miranda Verswijvelen.

Owen is the first to admit that bar code creation can be confusing even with the pack of written material provided to every GS1 member. Over the years, the GS1 team has had thousands of calls from new members wanting specific advice on the steps they need to take, often with great urgency.

"Giving instruction over the phone is difficult because people need to visualise the numbers and bar codes, and all the variations in their use. It has also been very time consuming for us, with each call taking 20 to 30 minutes," says Owen. Since the site went live, he has had no "please-explain-all" calls from members.

"Getting started with bar codes" is intended to be a 5-10 minute tutorial on how to create and use a bar code for your specific purposes. "By the

end of it, most members are able to walk away and organise their first bar codes with no difficulty. If they do, we would expect them to be asking just one or two specific questions," says Owen.



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New Zealand

Questions? Please contact the GS1 New Zealand team



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Vijay is based in Auckland with responsibility for GS1 relations with members from Taupo northwards.



Tim Doherty

GS1 New Zealand Verification Services Manager

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E tim.doherty@gs1nz.org

Tim is based in Wellington with responsibility for managing the verification service. Tim also manages the helpdesk for verification or bar code queries on 0800 10 23 56.



Rena Kinney

GS1 New Zealand Membership Services Administrator (aka "Director of First Impressions")

T 04 494 1050

E rena.kinney@gs1nz.org

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

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AWATERE VALLEY WINES LTD
AYRPAK LTD
B & B MARKETING LTD
BALLANDE NZ LTD
BALLE BROS GROUP LTD
BARONI FOODS LTD
BAY GUITARS
BBQ GOURMET LTD
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BEVERAGE CONCEPTS
BIO MEDICINES LTD
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BLICK INDUSTRIAL
BLUEROCK
BREADS OF EUROPE LTD
BRIGHTSTAR NZ LTD
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