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# Better traceability and productivity for export meat P10-13

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# **Celebrating** the global language of business

We all take the bar code for granted. And so we should: It's an omnipresent, easily-used and reliable tool in the working and consuming lives of millions of people worldwide. Think of that "beep" you hear constantly in retail stores. In fact, there are said to be 5 billion beeps daily across the globe, in more than 150 countries.

It's like wallpaper but the humble bar code actually represents one of the biggest ideas of our time — a common (global) language of business. Bar codes and scanning are the means by which standardised identifiers on objects can be automatically read and recorded. And such identifiers add huge efficiency to trade and commerce wherever you look. At the supermarket, think of the time and cost saved when scanning a bar code enables your block of cheese to be instantly and accurately recognised by type, size and price (ie the things that really matter to you).

It is not hard to see common identifiers and bar codes as one of the biggest ideas of our time — and in fact, it was an idea born 40 years ago!

In April 1973 a group of grocery retail and supply firms in the United States agreed

to adopt the system which we now know as GS1 identifiers and bar codes. Those business leaders agreed to the commercial roll-out of the Universal Product Code (UPC) which subsequently, in concert with equivalent European standards, became the GS1 System.

Amazingly, the minutes of that UPC meeting in 1973 show the decision for roll-out took only five minutes to reach. Once that group "got it" on standardised identifiers and bar coding, they got it big time!

Of course, the bar code was invented in the early 1950s (*see page 16, item on Norman Woodland*), but it took two more decades for scanning technology and the concept of common identifiers to mature. The first "live" scanning of a bar code happened in June 1974: A pack of Wrigley's chewing gum was scanned and sold to a supermarket customer in Ohio. Today the pack and its sale receipt are displayed in the Smithsonian Institute, Washington.

US supermarkets embraced bar code scanning through the late 1970s — and actually New Zealand was among the earliest adopters of the technology, outside the US and Western Europe, in the following decade.

The 40th anniversary of the birth of a global language of business is certainly worth celebrating when we pause to think of its huge utility and of what life is like without standardisation in other areas. The modern global economy still has some way to go with the concept: Consider, for example, the inconvenience and cost associated with the failure to standardise electrical power plugs from one country to the next!

So, what of the next 40 years?

The globally standardised system of identifiers and data capture technology will continue to be developed and applied to new uses. People increasingly see value in the GS1 System for "speaking" to companies, government agencies and others across borders — and, at the same time, for ensuring that identification of their entities, locations and products is globally unique.

There is also increasing uptake of radio frequency identification (RFID) as a technology for automatic capture of common identifiers and related data: RFID will augment, and in some areas replace, the humble bar code while serving much the same purpose.

In New Zealand, we can look forward to participating — and indeed being at the forefront of — all such developments as we build on what's been accomplished in the past 40 years.

Dr Peter Stevens Chief Executive



SCAN magazine is produced twice yearly 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.

Unless otherwise indicated, articles appearing in SCAN may be reprinted provided that GS1 New Zealand is acknowledged.

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# **DHB National Catalogue** based on GS1 standards

## SUPPLIERS NEED TO ACT NOW

Suppliers to District Health Boards (DHBs) are being urged to put GS1 standard data on their products into a new DHB National Catalogue for purchasing which is being built by Health Benefits Limited (HBL).

GS1 is helping suppliers of every type of product to load their relevant data into the catalogue via GS1net<sup>™</sup> from now on. Any product being offered to any DHB can be included: The minimum range is products that have been supplied since July 2011 and are capable of being re-ordered by a DHB.

The DHB National Catalogue is a major initiative by HBL, the Crown-owned company charged with securing efficiencies and cost savings for New Zealand's 20 DHBs. The first three DHBs are due to start purchasing from the catalogue in December 2013, with the others coming on board by December 2015.

Suppliers are being asked to provide data no later than this 21 June, although pricing data can be provided up to 21 September 2013 if necessary. GS1 is now running daily DHB National Catalogue webinars on the basics of GS1net and the steps required to load data for the catalogue (see below).

The primary identifier for each product is a Global Trade Item Number (GTIN) issued by GS1 (in New Zealand or internationally) to the brand owner of the product. Obviously, many of the products purchased by DHBs already have GTINs. However some suppliers will need to obtain GTINs for the first time or, in the case of imported products, obtain already-issued GTINs from overseas-based brand owners. GS1 New Zealand will issue temporary GTINs for imported products to support the current efforts on the DHB National Catalogue, until permanent brand owner GTINs are secured for the purpose.

The other data required for uploading to GS1net and to the DHB National Catalogue includes product brand names and descriptions, packaging hierarchies, ordering procedures and prices. The time and resource required to gather and upload data to GS1net will depend on the products and the business systems already in place. As a rule of thumb, GS1 recommends allowing 5-to-15 hours for data gathering per 100 products.

GS1 fees are applied on a cost-recovery basis and special incentives are being offered for companies to engage with the DHB National Catalogue programme as soon as possible.

For GS1 support, go to GS1 net **www.gs1nz.org/webinars.php** to join a daily webinar and/or call 0800 10 23 56 and select the DHB National Catalogue option. Other useful material can be found at **www.gs1nz.org/health\_benefits.php** 



# Visible to all DHBs

The DHB National Catalogue is not compulsory for suppliers but there might be disadvantages in not joining via GS1net<sup>™</sup> as soon as possible.

Health Benefits Limited (HBL) Chief Executive Nigel Wilkinson told the recent Australasian GS1 Healthcare User Group (HUG) meeting in Auckland: "We're building the catalogue now and we enthusiastically welcome suppliers who want to help us do that...the sooner suppliers step forward and help us, the better."

Mr Wilkinson stressed the importance of suppliers providing data to GS1 standards to ensure its "single source of truth" quality, and its ease of recognition and use by all parties.

"The message is that our priority is with data coming in to those standards...we will do our best for other suppliers but it could well be that we are only entering other suppliers' data into the catalogue if a DHB asks us to...l encourage you really strongly to get in and work with our team as soon as possible."

Mr Wilkinson urged suppliers to see the catalogue as a unique means of making their products visible to all DHBs (all will eventually purchase from it). He said HBL and GS1 were working in partnership to build the catalogue. "GS1 will help by working with suppliers as they usually do and also by offering some incentives to get people engaged early, and we really appreciate that."



## **GS1net** explained

GS1net<sup>™</sup> is the multi-industry service offered on a cost-recovery basis by GS1 in New Zealand and Australia to support product data synchronisation between you and your customers and trading partners.

GS1net enables you to create and maintain a catalogue of your products in a standardised format — and that data is then shared with the DHB National Catalogue (and other customers and trading partners).

Synchronisation means the continuous and automated exchange of standardised data between you and others. Once your GS1net catalogue is set up, you can add a new product, change a price and so on — and those additions or changes will automatically be included in the data available to the DHB National Catalogue (and your customers and trading partners).

# GS1 Healthcare Fellow

GS1 New Zealand has been delighted to award its inaugural GS1 Healthcare Fellowship to Dr Andrew Bowers, a physician and Medical Director of Information Technology for District Health Boards in the South Island.

Dr Bowers is employed by the Southern DHB and is also chairman of the South Island Information Systems Alliance. He leads major projects including the design of an electronic medicines prescribing and administration system for the South Island.

As GS1 Healthcare Fellow, Dr Bowers has been supported to attend the 23rd Global GS1 Healthcare Conference in Buenos Aries, April 23 – 25. The conference has enabled healthcare administrators, suppliers and regulators from around the world to share information on the latest developments on traceability, automatic identification and electronic product catalogues.

The Buenos Aries event has been an opportunity for Dr Bowers to learn more, particularly about standards for identification in Healthcare supply chains, for data synchronisation and for patient identification — all components of his current major projects. As GS1 Healthcare Fellow, he will share knowledge and information with New Zealand colleagues.

## **Become GS1net Compliant for Health Benefits Ltd**

### Need to publish your product data to the DHB National Catalogue?

Innovit's iICE solutions make data preparation & maintenance, validation, and publication of product catalogues to your GS1net customers very simple.

iICE GS1net solutions support the New Zealand DHB National Catalogue requirements.

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JH Whittaker & Sons puts huge focus on the quality of its chocolate products. Likewise with its data on those products.

Over the past year, the company has completed a \$10 million upgrade to refining processes for milk chocolate at its Porirua factory. The new process has further enhanced the quality & smoothness of its Creamy Milk range and has been met with strong market approval.

The same period has seen Whittaker's establish itself fully on GS1net<sup>™</sup> with Foodstuffs (New World, Pak n Save, 4 Square) and Progressive Enterprises (Woolworths, Countdown, FreshChoice, SuperValue). The quality and accessibility of data on the growing Whittaker's product range has been well received by New Zealand's two major supermarket groups.

Chief Marketing Officer Philip Poole says having a repository of synchronised master product data supports the quality and trustworthiness that are integral to the Whittaker's brand. "Once you achieve a situation where everything is held at one point, is always correct and is always accessible, the information can be useful for a number of things," he says.

Whittaker's was among the first large New Zealand food manufacturers to embrace GS1net — reflection of the foresightedness of a company that has been around since 1896, and is now firmly established as a major innovator in local and export confectionery markets.

Whittaker's imports, roasts and refines its own cocoa beans, as summed up in the company's "bean to bar" market positioning. Over the past 10 years, its product range and value of sales have seen manifold growth. Today it has over 95 products, ranging from the traditional Peanut Slab to new flavours like White Raspberry and Berry & Biscuit. And Whittaker's has comprehensive data on each product uploaded to GS1net for use in a growing number of applications.

Whittaker's began its data synchronisation journey in New Zealand in early 2009 in response to the call from Foodstuffs.

Mr Poole says initially one staff member was assigned to weigh, measure and gather the data required, and to upload using the GS1 browser template. The work proved more time consuming and complex than expected, and the company experimented with middleware before eventually deciding to outsource its data configuration and uploading processes to a specialist

GS1 CASE STUDY



provider. "That we needed someone with the technical knowledge and capability to quickly do what we needed was a critical learning for us," he says.

DB Media Services, a Sydney-based data management firm, took over the dayto-day management of the catalogue from September 2011. Today, whenever changes or additions are required to its GS1net catalogue, Whittaker's staff gather the data and supply it to DB Media Services for uploading to GS1net on both sides of the Tasman.

Whittaker's went GS1net Live with Foodstuffs Wellington in February 2010, Auckland the following August, and with Foodstuffs South Island in January 2011. Its commitment to GS1net marked the company out for inclusion in the Galaxy programme of Progressive Enterprises/Woolworths: Galaxy was a pilot for the trans-Tasman group's major transition into a new SAP-based business system encompassing GS1net and other e-commerce developments.

Being an exporter to Australia of 20 years' standing, Whittaker's recognised the need to support its trading relationships there with a GS1net catalogue tailored to that market. The company has been GS1net Live with the Coles group for several years.

Mr Poole says the three-year process was arduous at times but certainly worthwhile for Whittaker's. "Obviously there are costs involved but we must have GS1net because our customers want it and now we have a single source of valuable data that can be called on at any time."

Whittaker's was quick to see more uses for its higher quality of data in the new GS1 net era. Finance Manager Michael Cooze says the data, especially product weights and dimensions, are shared with the company's third party storage and logistics provider. The latter is better able to allocate warehouse and freight transport space as part of daily operations to hold and move Whittaker's inventory at, and from, its nearby Porirua premises.

"Our major customers use the data also for providing space in their own distribution centres," says Mr Cooze. Whittaker's is currently investing in new IT systems and he says the single, accurate data source will fit perfectly into the new environment. "One of the avenues we are going down is EDI and having common identifiers on products means information can flow through to preparing our delivery notes," Mr Cooze says.

A production management system is another part of the new IT environment and with this, he says, Whittaker's will move towards implementation of GS1 numbering and bar coding on pallets of product at the factory and at the third party logistics provider.

Top left: Whittaker's factory and head office in Porirua, Wellington. Below from left: Cocoa beans from Ghana and Madagascar are the raw ingredient; molten chocolate becomes blocks, slabs and bars.



Whittaker's was named New Zealand's most trusted brand in 2012.

Each year Reader's Digest commissions a research house to rank consumer perspectives on hundreds of brands: The most trusted are those that people say stand out by delivering consistently on a promise to satisfy their needs, to make life easier and to offer value for money. Last year Whittaker's ranked ahead of all others, as well as coming out on top in the confectionary category (ahead of rivals Nestle and Cadbury).

Other consumer research in 2012, by Nielsen CMI, indicated a huge number of New Zealanders (1,045,000) had purchased a Whittaker's block, slab or bar in the preceding month.



# WHEN YOUR BUSINESS IS HEALTHCARE...



a trusted supply chain partner is critical to providing your clients with the best possible GS1net experience.

New Zealand Healthcare supply chain reforms adopting GS1 standards for improved patient safety and reduced cost are underway. Key reform initiatives include the Health Information Standards Organisation (HISO) endorsing GS1 Healthcare standards in 2011, and the establishment of a District Health Board National Catalogue (DHBNC) by Health Benefits Limited (HBL) to receive and synchronise trusted product data electronically from nominated medical device suppliers.



The initial round of DHBNC supplier publishing is targeted for the middle of the 2013 with the intention of 3 DHB's accessing DHBNC data by the end of 2013. At the time of this SCAN issue, 6 of the nominated Healthcare suppliers are well underway with DHBNC publishing projects via GS1net supported by Bizcaps trusted technology and rapid implementation services.

As GS1net's first certified middleware partner, Bizcaps Software contributes to the smooth operation of some of New Zealand's and Australia's leading suppliers and wholesalers in health, and other industries, by helping create, maintain and synchronise their product data catalogues with their trading partners through GS1net.

Most recently, Bizcaps was delighted to support and participate in the GS1net Healthcare User Group Australasia Conference held in Auckland on 26th March. The prevailing conference message was that the Healthcare reform initiatives have clear timelines in working towards the long term goals of improved patient safety through increased supply chain efficiency and better procurement outcomes.

Over the past year, we've collaborated with suppliers, wholesalers, distributors, GS1, HBL and our partner EDIStech in preparing for the DHBNC data requirements. Compared to manual preparation, our proven webbased tools dramatically simplify the creation, validation, maintenance and synchronisation of supplier product and pricing data in accordance with DHBNC requirements. Our acclaimed services team also supports customers on both sides of the Tasman with specialist data skills and ongoing user support. As all Healthcare suppliers and wholesalers have now been invited and encouraged to publish their product data to the DHBNC, Bizcaps can get you up and running quickly and smoothly.

Apart from supporting suppliers, buyers utilise Bizcaps' software tools to manage the entire supplier-to-buyer process, from engagement through to on-going realtime synchronisation of product data. We are the technology partner for Australia's National e-Health Transition Authority's Master Catalogue Information System (MCIS) and support major Australian Healthcare buyers including NSW Health, Health Purchasing Victoria, ACT Health, SA Health and Healthscope.

Bizcaps Business Process Manager workflow tools can automate any process, improving productivity, enforcing compliance and accountability, coordinating human and automated tasks and making document processing efficient.

Above all, Bizcaps Software forges close relationships with its customers, building a thorough knowledge of each business, and providing full product support.

Some New Zealand customers include: ASSA ABLOY, Coca Cola Amatil, Clorox, Energizer, Foodstuffs Own Brands, Glaxo Smith Kline, Masterpet, Obex Medical, Pernod Ricard, Sealord, Schwarzkopf, Stryker and Vitaco.

> For further information please contact EDIStech on 09 271 0316 or **www.edis.co.nz**





# **In love with** the fig

This summer's drought was not a curse for all rural New Zealanders. Fig growers Helen Walker and Murray Douglas have rejoiced in a bountiful crop, ripened in the same warmth and dry that burned off nearby Hawkes Bay grazing land.

So good is this year's crop quality that the couple expects around 70% to sell as chilled fresh fruit, with the balance going into their Te Mata Fig range of preserves, jams and rolls. "New Zealanders are just starting to have a love affair with figs," says Helen Walker. "We hope they continue to really embrace them in both fresh and processed form."

First items in the Te Mata Figs range began appearing in gourmet food stores a year ago. The business has now joined GS1 for the numbering and bar coding that will facilitate a stronger retail presence as and when processed product volumes build.

Helen and Murray started the business in 2008, initially with the purchase of two hectares of land on the fringe of Havelock North. The two Kiwis had quit corporate jobs in Australia to seek a better lifestyle on this side of the Tasman, ready to indulge a passion for the taste of figs (encountered first in Sydney). They have steadily planted fig trees in place of old nectarine and cherry orchards, and gathered in supply from other converts to the fig in Hawkes Bay and the Bay of Plenty.

"We started by experimenting with different varieties to see which would grow well and fruit best in this location," says Helen. Most favoured so far are Brunoro Black and Adriatic, originating from the Mediterranean. Helen believes Te Mata Figs will have supply from around 3,500 trees in another two years, mostly from the trees of other growers keen to support her emerging brand.

The fig is, of course, an ancient fruit prized for its taste and nutritional value. (Technically, figs are actually groups of flowers growing together inside branches). Modern science has confirmed that they have the highest overall mineral content of all common fruits: They are especially rich in potassium, calcium, phosphorus and iron (and have no sodium, fat or cholesterol).

Te Mata Figs' Just Fig Jam won a Cuisine magazine Artisan Award in 2012 in the jams and preserves category, and Helen says the processed product range is constantly being developed. But she swears most by the fresh fig and the delights of its sweetness and texture when eaten as part of a summer salad or cheese board.

Fig trees are, she says, easy enough to grow in Hawkes Bay although the fruit must be hand-picked and it is a delicate job at the right times between February and May. Some seasons, there are two crops off the same tree.



Murray Douglas and Helen Walker



Te Mata Figs product range.

This summer may have brought a bumper harvest but not without some headaches caused by a late frost in November 2012 which caused most of the Breba crop to drop prematurely. Helen says climate fluctuation is certainly a risk in fig production, just as all agribusiness. "It is all part of being a grower. You just have to focus on your process and doing what you can to maximize the quality of your crop," she says.

For more, see www.tematafigs.co.nz



# Meat industry traceability and productivity gain with the right technology



SCAN INTERVIEW





Sir Graeme Harrison is a meat industry leader with decades of knowledge and experience in traceability. Sir Graeme is the founder-chairman of ANZCO Foods, an innovative force in the procurement, processing and marketing of New Zealand lamb and beef on global markets. ANZCO set up Five Star Beef in 1991 as this country's first large-scale beef feedlot. The company has opened new markets, and used new technologies to develop products and lift processing efficiency.

Sir Graeme is Chairman of the New Zealand International Business Forum and winner of the 2010 Federated Farmers Agribusiness Person of the Year. He was made a KNZM in 2011. Sir Graeme talks to SCAN about the importance to his industry of pasture-to-plate traceability and of technology choice for such traceability.

#### Q: Traceability on meat is increasingly important in markets worldwide. Look at the current horsemeat scandal in Europe. ANZCO is the New Zealand meat industry's leader in operating traceability systems. How did you get started?

We started with Five Star Beef and the e coli 0157 outbreak in our major Japanese market in 1996. Immediately beef was the suspect. We were certain there were no issues with us but, of course, we went through a rigorous process. In the end, the e coli was found to be in vegetables not meat. But we developed what we called a "Safety Beef Programme" and put that in place in 1997. Then beyond this, we developed individual programmes which start close to an animal's date of birth. We can respond to a customer who wants birth-to-death traceability. And we have other customers like the Aleph chain in Japan, which buys grass-fed beef, where they are looking for individual animal traceability as well. It is about a production system as much as anything and knowing the history of an individual animal.

We started out in this way but it's also interesting to recall that the New Zealand meat industry did get involved in DNA technology for traceability. AgResearch and Richmond, as it was then, started doing it for British supermarkets. The latter wanted it but didn't want to pay for it. We found with our beef programmes, it becomes a security-of-supply factor and a point of difference from competitors.

In regard to our feedlot, RFID data capture from individual cattle has become very much a management discipline over the years. Everything that is going into the feedlot is individually identified because it comes from a particular Angus breeding programme for a particular customer. That is the breed they want. Once on the feedlot, we have traceability all the way through to processing ... individual cartons and individual cuts can be identified for some of our customers.

## Q: How far has ANZCO extended it systems for traceability?

The system started to be put in place initially for grain-fed beef but it has been transferred across to grass-fed as well and again, the market demanding this is Japan. We know which animal a carton of meat cuts has come from. We have built a packaging system which enables us to trace individual cuts – it's now just a fact of life. Obviously scanning technology is used in our sheepmeat operations as well but in terms of being certain of the individual cut and where it has come from, the technology was first developed for Five Star Beef cattle.

You do get into the whole providence debate in some markets. In the UK for instance, the Waitrose supermarket chain is very much into the providence story. ANZCO supplies all of Waitrose's New Zealand lamb, so they have a single supply source and we work together as supplier/ customer. But other UK supermarket chains don't have the same demands and also they are not prepared to pay for it at this stage. Who knows what the future may bring and, as said already, it is actually possible to do it with DNA tracking rather than coding and scanning technologies.

#### Q: How do you see the New Zealand industry as a whole rising to the challenge of pasture-to-plate traceability?

Traceability should help us differentiate our products from others in competitive markets. I would say that it will also be increasingly demanded by customers and

## SCAN INTERVIEW

the industry will have to adapt to those demands. The traceability story is actually going to be key to the value add position of New Zealand in future. How do you expect pharmaceutical companies, for example, to be interested in sourcing from New Zealand unless we can tell them where the particular animal was processed, how old it was and so on.

Other countries are further down the track than us in some areas. Denmark is doing it on pork and Scotland, I think, is doing things with beef. China is working on the technology as well for pork. New Zealand really should be better! It is largely about companies starting to look at technologies from their customers' perspective. The way ANZCO sees it, the more we are connected to our customers, the more we will understand their requirements and move accordingly. Maybe in some instances, we are not well enough connected to customers.

Ultimately there will be another driver, namely the need to better measure animal performance in the pastoral sector ... measurement of production and its costs in the meat industry as well as in dairying. Traceability technologies provide superior production management tools and we've shown that on the feedlot.

#### Q: How important is it to adopt the right RFID technologies and standards in the supply chain? How do you see the NAIT system (National Animal Identification and Tracing) as now established?

New Zealand should be using ultra high frequency (UHF) RFID technologies for livestock and meat tracking and tracing, not the low frequency standard selected for NAIT. At ANZCO we have been trying to promote UHF for years. We did on-farm trials in 2009 and I think even then there was just one failure among all the tagged livestock that went through those trials. But you couldn't convince anyone else about it. They (the designers of NAIT) wanted to buy something that was off the shelf. In fact, better, UHF technologies were nearly there anyway.

You really have to ask yourself: "Why low frequency scanning for farmers?" OK livestock usually go down a race in single file and they can be scanned that way. But



### ONCE FARMERS START USING HIGH FREQUENCY TECHNOLOGIES, THEY'LL WONDER WHY IT TOOK SO LONG TO GET THERE.

in that scenario, you're not talking about a real management tool that enables the farmer to quickly and easily scan a lot of cattle, deer or sheep with all the savings in labour and time. Once farmers start using UHF technologies, they'll wonder why it took so long to get there.

At ANZCO we introduced low frequency tagging and reading into the Rangitikei plant built in 2004. We had a lot of problems because the environment was harsher than the technology allowed for at that stage. The issue was interference from water pressure on cleaning trays. But we sorted all the problems out with a lot of hard lessons along the way. If there had been a wholeof-industry approach instead of just one company, we would have got solutions far, far more quickly. Whenever introducing a new technology, you will go through a learning process ... the thing to focus on is the prize at the end.

## Q: So why did NAIT opt for low frequency?

We did those trials in 2009 and proved the point. If we were an industry driven by technology, the findings at that stage would have been enough to go all out. But the prevailing view was more risk averse and inclined to say, "low frequency technology is being used elsewhere so let's not break the mould".

Personally I think it was a lost opportunity. To put it all in perspective, since then the retail sector has gone charging on with UHF RFID. In the primary sector, we have three categories of livestock only — sheep, cattle and deer. But think of the multiplicity of products that go through a supermarket or a retail clothing chain, and yet the meat industry said it was too difficult to go with high frequency. Who were they kidding? It's a matter of having the will to do things differently in our sector.

My view is that NAIT is better than nothing, but it is a pity that we had to go down that path to start with. Ultra high frequency is relatively new but the fact is that it is proven. And if you're listening to your customers (for example, UK supermarket chains) and they are all using UHF, surely that's what you should be doing.

## Q: How do you view the GS1 role in the evolution of meat industry traceability?

When taking about UHF I am absolutely referring to the GS1 system of identifiers and data capture. It's very impressive. ANZCO has always been interested in new technologies and that's been the style of our business. With GS1 and traceability, it



is really no different from how the world runs the Internet. What we are trying to do is get an international system that enables full traceability. Does anyone argue against having an international organisation overseeing the Internet and making sure it remains open and accessible? The story is the same with this. In the end, it is all about the movement of goods and being able to make sure that whatever is in a container (of product) is what it says on the documentation.

#### Q: Moving the NAIT system across to UHF technologies might be costly. Can that really be justified to farmers?

I think that with any technology change you have to keep your eye on the end prize. One of the biggest issues facing our pastoral sector is land use competition and measurement of cost imputs. If we relate these to RFID technologies, we see the potential for helping to measure individual animal costs, including measurement of feed costs and of weight gain. You need to get down to measuring what it costs to do this versus that. In the dairy industry a farmer gets a read-out every day because they have milk flow numbers. For the meat sector going forward, farmers have to compete for land use — and that's going to require measurement. Here we have an easy way of doing it. The traceability technology becomes a management tool.

I don't blame the farmer for the low frequency option in place now with NAIT. It is the technology providers who haven't sold the newer, better options well enough. The system went live with a technology standard that was once farsighted but now is out of date.

# Q: You are convinced that having the right traceability technologies can also deliver productivity gain on farm.

I am absolutely certain. We see them becoming a production management tool as well as a marketing tool. Really it starts with farmers ... and when they have this tool, they will understand far more about their productivity and their costs, and will wonder why they haven't had the UHF technologies before. Some are working with low frequency technology now but it is more time consuming and labour intensive. By using more efficient ultra high frequency technologies, they will be able to record those critical variables more frequently and know their costs of production.

Farmer resistance will continue until they can see these technologies as an integral part of their management systems.



AT ANZCO, WE WON'T GIVE UP BECAUSE WE KNOW THIS IS THE WAY TO GO...WE'RE ABOUT BRINGING MECHANISMS IN TO ASSIST AND IMPROVE PRODUCTIVITY.

## Q: Is there a point at which we have no choice but to address the shortcomings?

Look at the whole reasoning behind NAIT around this question: How will we deal with an animal disease crisis? Luckily we haven't had to deal with a serious one but the crunch will come whenever that happens. When it comes it won't necessarily be something breaking out in New Zealand. If one of our close competitors has a major problem we will have to rapidly prove our position. Make no mistake, if Australia got foot and mouth disease we would have to prove our systems here.

The basic idea of traceability is to make sure that the whole country doesn't close down in a crisis, and that we can isolate it to a particular region and to a few farms. We can then open up the country very quickly because we can persuade regulatory authorities elsewhere in the world that we've got everything under control ... that's what it is all about.

#### Q: What are the next steps for ANZCO?

We will keep trying to get buy-in for UHF and have it adopted industry-wide. We need to be aiming for the change over to UHF as a country. The problem now, in our opinion, is with tagging companies in terms of the cost of the tags. We can understand farmers complaining about that — but as you produce more of anything you get economies of scale. The tag cost should not be an impediment over time but the tagging companies are the key. They have got to be assessing the technology and seeing it as an opportunity ... and we as a country have got to catch up. Why should New Zealand allow Scotland, for example, to lead the technology with UHF on cattle.

At ANZCO, we won't give up because we know this is the way to go. OK we might seem to be a bit evangelical but that's not what we are intending to be. We are not about imposing costs on farmers, actually the opposite. We're about bringing mechanisms in to assist and improve productivity.

Traceability based on high frequency technologies will happen. It's not a matter of "if" but "when". It will happen although I can't say when. But it is no different to us recognising back in 1996 that we had to deal with e coli 0157 in Japan and we responded with the Beef Safety Programme. Now it is just an integral part of us doing business.

I was frustrated with NAIT at the time (in 2009 when ANZCO did UHF tag trials on farms) because I just couldn't understand how something with such a low error rate did not get everyone enthusiastic about the technology. But that's what happens in business much of the time — that's what produces creative tensions that bring about change. Creative tension is about reacting to competition, trying to find points of difference and being driven by your customer needs.



# THE SOLUTION FOR DHB SUPPLIERS

If you are a small to mediumsized business that supplies products to a District Health Board, you are being asked to join the DHB National Catalogue via GS1net<sup>™</sup>. You're likely to be thinking: "What is my best solution for getting onboard?"

Pacific Commerce's Boulevard is just right for DBH suppliers needing to quickly store and validate their product and pricing data as required for the DHB National Catalogue.

Boulevard is a powerful product catalogue management tool designed to allow organisations to reduce costs and centralise the management of content, pricing and product information. The tool is customised to suit each customer's specific environmental and system integration requirements, and can be tightly integrated with industry catalogues, trading exchanges, and web portals.

Boulevard is the proven solution for suppliers who have met the challenges posed by the Australian healthcare sector's move to a similar GS1-based National Product Catalogue for purchasing.

The DHB National Catalogue requires the standard GS1net data set for each traded product/GTIN. But does your ERP system or accounting system store all of the required information for your products, and how exactly are you going to upload to GS1net?

The solution is to tightly integrate Boulevard with your ERP or accounting system so that data can be assembled and shared exactly as needed. Boulevard for the DHB National Catalogue will centralise data from a number of different sources so users can work with one united database. This will save time by eliminating the need to maintain a range of different databases which could quickly become out of date and out of sync.

Once product data has been manipulated within Boulevard for the DHB National Catalogue, it is validated by Pacific Commerce's Distributor Module: Data that has passed the validation process can be automatically uploaded to GS1net and to the catalogue.

If you need easier access to all product related information, Boulevard offers browser based access to images, prices, specs, audio, video, documents, safety sheets, and more.

> For more information see www.pacificcommerce.co.nz and call Martin Eley at Pacific Commerce on 0061 2 9468 3333

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# Surfs up!

It must be the only global business to have originated in Ahipara. Sean Kennedy still calls the Far North village "home" but he has moved the headquarters of Coastlines International to Auckland — 330km closer to the airport when he needs to fly to Hong Kong, Bangladesh or Bordeaux.

The Coastlines New Zealand team

Coastlines is a specialist in design, development, sourcing and supply of gear for surfing and other board sports, and of beach apparel. Most of its products are sold under the brands of major retailer-customers around the world. The company has around 40 such customers including big names like Decathlon and Carrefour, French-owned international retail chains, Sonae of Portugal, Sports Direct in the UK and Germany's Jagermeister. In New Zealand Coastlines also has several major customers. Products range from surf boards and scooters, to wetsuits and tee shirts, to backpacks and beach balls. Some are used as heavily-branded promotional items.

Since being launched in 2002, Coastlines has seen annual sales growth of 30-50%, says Sean Kennedy, cofounder and chief executive of the company. That is growth based on Coastlines' big idea to combine "global reach" in the sourcing and trading of products, with "local performance" in the form of strong account management and focus on each customers' requirements.

Sean says Coastlines works hard to build and maintain trust with its customers — and trust in this case stands for "think", "relate", "understand", "solutions", and "take action". Most customers have been acquired by word of mouth. "We effectively become an extension of their business, working in their back office...and we have happy suppliers who tend to sit on our side of the table so we can work together on solving problems." It is a highly complex business, at any time working to supply 100s of product lines manufactured by many of its 200 regular suppliers, most of whom are located in China or Bangladesh. Coastlines has offices in Hong Kong and Bangladesh (where Sean is a director of a factory), and also in England, France and Spain. The latter are close to major customers' headquarters. Packaging and logistics are an integral part of Coastlines' service offering — and the company has been a member of GS1 Hong Kong since its earliest days. Now it has also joined GS1 New Zealand to support all that sales growth and a consolidation of administrative activities in Auckland.

The company's reach and performance today are a far cry from Sean's first Ahipara-based ventures, designing and sourcing surfboards and clothing with surfer mates under the brand of "Town and Country" Sean and his wife, Lianne Kennedy, went on from those first products to create the Aquapulse chain of surf shops.

That business developed into Coastlines which went global with investment from a group of individuals in Northland and Hong Kong. Sean remains the largest single shareholder in Coastlines — and he still

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draws inspiration and knowledge for products from treasured time spent on the beach at Ahipara's nearby Shipwreck Bay.



See also www.coastlines.co.nz

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# EU food information shake-up

Food businesses in Europe and their international suppliers are gnawing away on EU Regulation 1169/2011 — the sweeping update of food labelling regulation that takes effect in December 2014.

The EU Food Information for Consumers Regulation, as formally titled (with abbreviation to "the FIR"), extends the list of mandatory information that must be available to consumers on packaging and/or before they purchase where this occurs online or by other "distant selling" means.

The FIR is providing plenty of "food for thought" around how required data will be assembled and exchanged in supply chains, and how it will be presented to consumers in the case of distant selling. In its own words, the FIR applies "to all food business operators at all stages of the food chain where their activities concern the provision of food information to consumers".

It also states that the party held responsible will be the "operator under whose brand a food product is sold": That can become a manufacturer, processor, retailer or other party. In every case, GS1 identifiers and tools would seem to be a major part of the solution (as they have been under existing regulations).

The FIR's list of mandatory information includes:

- Country of origin/place of provenance, with this requirement extended to more fresh and frozen meat products.
- Nutrition labelling, with a new "back of pack" rule for detailed information on prepacked foods. Alcoholic drinks are exempt.
- Date marking with "best before" and "use by" dates on all pre-packed foods. For meat and fish, a date of "first freezing".
- A minimum font size for mandatory information on most food labels.
- Drinks with high caffeine content will have to be additionally labelled as not recommended for children or pregnant women, with the actual caffeine content quoted.
- The types of vegetable oil used, such as palm oil, must be stated.
- Allergen information will be extended to non-prepacked foods and catering situations with flexibility in how businesses provide this to consumers.
- Added water in certain meat and fishery products will need to be shown in the name of the food if it makes up more than 5% of the final product.

GS1 Global commissioned independent analysis on the implications, especially in relation to distance selling where the FIR is explicit about the need for all information before purchase decisions are made (at no cost to the consumer). European law firm Mason, Hayes and Curran concludes: "Food brand owners will have to make all the necessary information available to food retailers in a website-friendly form and for this, the two parties will need robust systems for co-operation whenever new products are being introduced or existing products are being modified."

As December 2014 approaches, the FIR's significance will become increasingly clear everywhere, including New Zealand. This country's food exporters to Europe will be affected like all other suppliers to that market.



# Norman Woodland **RIP**

Norman Woodland, co-inventor of the bar code, died last December in New Jersey, aged 91. In reporting the event, Reuters credited Mr Woodland and co-inventor Bob Silver with transforming global commerce since the 1970s.

Twenty-five years earlier, the two men were engineering graduate students in Philadelphia when they devised the idea of the bar code based on Morse Code: Woodland had learnt Morse as a Boy Scout. They applied for the world's first bar code patent in 1949.

Woodland joined International Business Machines Corp (IBM) in 1951, and in 1952 he and Silver received the patent. It took more than two decades before laser technology would advance to the point where it could be applied to the bar code in commerce. Woodland went on through the 1970s to perfect bar code and scanning technology. Silver had died in 1963.

Susan Woodland told Reuters that her father "got the biggest thrill from having invented the bar code. He loved talking to the checkers at the supermarket, seeing what they thought about the bar code scanner, what were the problems with it and what they'd like to see changed...and they always got such a kick out of him."

During World War 2, Woodland had served as an historian on the Manhattan Project, the United States' atomic bomb building project. The US National Inventors Hall of Fame inducted Woodland and Silver in 2011 for their bar code invention, and its huge contribution to saving human time and economic cost.





# Standards...please use!

GS1 standards are still under-used in the world, and their wider adoption will enable continued gains in supply chain efficiency and more success in meeting consumer demands. So say 20 multinational consumer goods manufacturers and retailers in research commissioned by GS1 Global and the Consumer Goods Forum\*.

They say current standards are fit for purpose and do not need improvement. But they do need to be embraced by a wider range of trading partners, especially among small and medium-sized companies, and they do need embedding in new initiatives to meet consumers' increasing demands for information.

This clear view is presented in a research report entitled "The Future of Standards in the Consumer Goods & Retail Industry: Cut costs and meet new consumer needs" produced by international business consultancy Capgemini. The consultants

interviewed leaders in supply chain and IT functions in Johnson & Johnson, Nestlé, Tesco, Unilever and Walmart, and 15 other corporates across Europe, Asia and North America.

The report highlights a call for GS1 to help companies make greater, and more consistent, use of GS1 standards through programmes that ease standards adoption and guidelines to support their ongoing use to meet future challenges.

All interviewees see changes in consumer behaviour as the biggest driver of supply chain developments over the next

decade: Consumers, empowered by new technologies, are demanding more information on products and higher standards of post-purchase delivery and service. Accordingly, GS1 standards must be used more effectively to communicate such information, broaden the collection of data available on products and ensure its quality. The report singles out a growing demand for "sustainability-related" data from consumers concerned at the world's growing scarcity of resources and environmental issues.

Ultimately Capgemini says, GS1 needs to expand its role "from standards defining body to a centre of excellence in standards implementation".

- . The report is available at www.capgemini-consulting.com
- \* This forum is an information-sharing group of around 400 CEOs from manufacturers, retailers and service providers across 70 countries. See www.theconsumergoodsforum.com

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# **Big interest in** export meat traceability pilot

New Zealand's early experience with whole-of-supply-chain traceability on exported meat has grabbed the attention of primary sector leaders in the UK. The European horsemeat scandal has made meat product traceability and related issues top of mind.

GS1 Board member Mark Rance — also ICT Manager for ANZCO Foods and chair of the New Zealand RFID Pathfinder Group presented on the recent EPC\* RFID venison export pilot project\*\* to an international conference in Scotland, last month. The UHF\* Livestock EID conference, attended by delegates from around the world, was primarily focused on the use of UHF RFID for tracking animal movement.

Mr Rance said delegates were very interested in the pilot's extension of animal traceability into the tracking and tracing of chilled meat products, through the supply chain to the consumer market (in this case, venison between a Canterbury farm and a Hamburg distribution centre). "With current question marks over red meat supply chain integrity in the UK and Europe, the presentation was timely and resulted in a lot of interest during and after the conference," says Mr Rance.

TRIALS IN NEW ZEALAND HAVE PROVEN THE ON-FARM CAPABILITY OF UHF TAGS AND READERS, AND THEIR SUPERIORITY OVER LOW FREQUENCY IN TERMS OF READ SPEED AND ACCURACY

He was pressed on why animal tracking needs to be part of the wider supply chain. "We need to accept that animal movements are no different to any other value-add supply chain which has inputs and, like it or not, animals are the raw material," says Mr Rance. He sees increasing need as more meat ends up as processed products, and as other animal parts go into pharmaceutical and medical products.

To date, primary sector traceability in Scotland, Denmark and other European countries has been confined largely to tagged livestock on farms for biosecurity management purposes. The UK, for example, is operating a system for sheep akin to New Zealand's National Identification and Tracing (NAIT) system for cattle and deer.

Mr Rance's presentation explained how trials in New Zealand have proven the on-farm capability of UHF tags and readers, and their superiority over low frequency in terms of read speed and accuracy, and of compatibility with systems used further along meat supply chains. He also outlined how the EPC RFID venison pilot demonstrated the capability of the EPC IS\* system to receive, store and share data from nine read events, from farm to export market for whole-of-supply traceability.

Mr Rance was asked to brief Lord Curry of Kirkharle, a leading figure in British agriculture, at Westminster. He says the session was very positive with Lord Curry's focus including the on-farm productivity benefits of using UHF RFID technology — an area of increasing interest in New Zealand also.

- \* EPC is the GS1 standards-based Electronic Product Code and EPC IS is the EPC Information Service for creating traceability databases. UHF is the ultra-high frequency standard for RFID. UHF enables the use of EPC.
- \*\* Article in SCAN November 2012, pp 17 18. See the pilot's full report at "The use of EPC RFID standards for livestock and meat traceability", available on www.rfid-pathfinder.org.nz

## Staff news



#### GRANT SHADDICK

Grant Shaddick has joined GS1 New Zealand as a Services Support Analyst with a particular focus on GS1net projects. He is a recent commerce graduate from the University of Auckland where he majored in marketing and economics.

After completing his studies, Grant worked as a marketing assistant with hardware supply company ITW Proline. There he learned about GS1 and was keen to apply for his current role when it came up.

Born in London, Grant moved to New Zealand when a baby. He grew up and had his schooling in Papakura, South Auckland. As a keen sportsman, he plays premier rugby for Papakura RFC. One of Grant's ambitions is to be in South America for the 2014 FIFA World Cup.

# Solution States Stat

GS1 New Zealand will go live with a redesign of **www.gs1nz.org** within the next two months. The site's structure will be simpler and easier to navigate. Users should find it quicker to access the GS1 information they seek. The members-only MyGS1 pages will be unchanged with the same ease of access and use.

## New members / Rights to use holders > October – March. Welcome!

## NEW MEMBERS

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Cable Bay Wine Ltd
Care Importers Ltd
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Centralised Pumping Systems Ltd
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CHEP New Zealand
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## **Questions?** Please contact the GS1 New Zealand team



#### GS1 Business Development

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



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Swapnil

Taupo North

**Kuwalekar** 

GS1 New Zealand

Territory 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



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