

# SCAN

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## Lifting the bar in building

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Chief Executive of the Registered  
Master Builders Association

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# Accuracy and utility to prevent things going wrong

As the business world goes more digital, the accuracy and utility of product data becomes really, really important.

So many things can go wrong if information being exchanged online between businesses, and/or provided by them to consumers, is not accurate in the understanding of all parties. Or fit for the purposes which all parties intend.

At GS1, we've talked at length about the "global language of business" – the capacity of businesses and consumers to understand exactly the same thing about products and transactions regardless of diversity in human culture, locations and business processes.

These days, we see the "shared language" being as critical to a diversity in types of product and trading relationship as to the more traditional human differences. Data accuracy and utility are really, really important in every exchange – the more so, the more parties rely on digital technologies to order products, track deliveries, send invoices and make payments.

Our expectations of efficient process and excellent service have gone up – and our tolerance for things going wrong has tumbled. Inaccurate data, useless information and misidentified products lead to losses of time, sales, business relationships and customer loyalty.

The solutions lie, of course, in making greater use of "shared language" data standards to achieve and maintain accuracy and utility in identifying and describing products – and doing the same

for business and locations where those products are made, distributed and sold.

Making greater use of GS1 Standards as the world goes more digital, and gathers more diversity in products and relationships. That's a common theme through this issue of SCAN.

New Zealand is set to make greater use of GS1-based NZ business numbers for identification of every business, just as the country moves also to join others in use of the OpenPEPPOL standard for e-Invoicing in the digital world. Within the "GS1 world", we see a new global registry for addressing issues of accuracy around product identification. And of course, people everywhere are grappling with the potential (and the limitations) of a new digital technology for data sharing – Blockchain.

At home, GS1 members produce and sell an increasingly diverse range of products, including specialty milks and super-grade saffron (see our member profiles on Oaklands Milk and 100% Kiwi Saffron). The building sector is grappling with big issues on which GS1 data standards can undoubtedly contribute to the solution, and we thank Registered Master Builders Association Chief Executive David Kelly for his time and interest in being interviewed.

Plastic waste is an issue faced by all New Zealand – and we believe GS1 can play an important role helping to enable our supermarket groups as they take action on

behalf of all.

Healthcare is also vitally important to Kiwis and we welcome onto the GS1 Board a leader from this sector who has a clear vision for greater use of data standards to promote efficiency and patient safety – Shayne Hunter, Deputy Director-General, Data and Digital, at the Ministry of Health.

In SCAN we strive for accuracy and utility in provision of formation and comment to GS1 members, wherever they are in our digital and physical worlds. Happy reading.



Dr Peter Stevens  
Chief Executive

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SCAN reaches decision-makers in a wide range of industry sectors including grocery, FMCG, healthcare, logistics, manufacturing, retailing, wholesaling, transport and government. Our readership includes chief executives, sales and marketing managers, account managers, brand and product managers, IT personnel, operations managers, production managers, logistics and supply chain personnel, (barcoding) 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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# Blockchain faces technical issues and adoption hurdles

Blockchain can enhance supply chain co-ordination – but any advantages over existing technologies are not yet proven and there are various adoption hurdles, including the need for agreement on standards.

That's the major conclusion in an investigation of Blockchain undertaken by GS1 New Zealand, who was asked to look at the technology's potential for overcoming problems with transparency around the quality and reliability of building materials. GS1 analysts reviewed global literature on Blockchain and examples of its application. Their findings are set out in "Applying Blockchain to product compliance and assurance in the construction industry" – a report funded by BRANZ, the independent organisation which provides evidence-based advice on issues in the industry.

The report notes: "The excitement around Blockchain has generated a renewed interest enabling enhanced data sharing, without the need for central authority to govern how this is done. Improving the flow of products and enabling more sustainable and transparent supply chains are goals for many organisations today, where Blockchain might help. In New Zealand, the construction industry has a critical need to ensure that the products that flow through their supply chains are fit for purpose and adhere to regulations."

## Blockchain defined

Fundamentally, a Blockchain is a decentralised, distributed record, or 'ledger' of transactions in which the transactions are stored in a permanent and nearly inalterable way using cryptographic techniques.

It is replicated automatically across all nodes in the chain. In its pure form, Blockchain technology removes the need for any third-party authorisation or validation of transactions. First application has been to cryptocurrencies like Bitcoin, where value is exchanged without involvement of a bank. Blockchain is sometimes called "distributed ledger technology".

There are, the report goes on, existing technologies for data sharing and traceability in supply chains and these can include security features to hinder any tampering with data, which is a key attribute of Blockchain (see panel). If it is going to be taken up for complex supply chain and product assurance purposes, Blockchain will need to offer greater benefits – and given this, the analysts highlight its technical issues and adoption hurdles.

### Scalability and Interoperability

First, can Blockchain be scaled up to handle complex information? "Scalability concerns must be effectively addressed before Blockchain can be adopted more widely outside of cryptocurrency transactions which exchange very limited amounts of information. Product assurance information (as with building materials) can be extensive and is unlikely to be hosted per se on Blockchain without encountering scalability issues, rather, the information is likely to be held 'off-chain' and referenced in Blockchain transaction."

Second, Blockchain faces the huge hurdle of "interoperability" whereby exchanges of information between different applications of the technology can only be useful where the information is based on commonly agreed standards and protocols. "Otherwise, siloed Blockchains will enable proprietary offerings that do not interoperate with each other properly. Many construction products are imported into New Zealand and often certified or tested in overseas places. Blockchains would need to be able to seamlessly exchange product assurance information not only within New Zealand but also globally."

### How de-centralised?

Third, industry leaders would need to establish a governance structure for any Blockchain application, and government would need to regulate on minimum standards for product identification and relevant

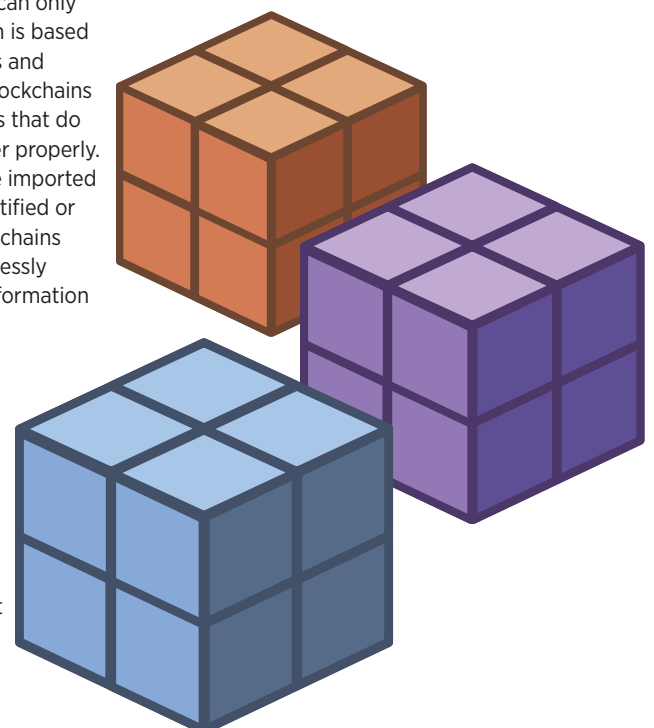
information disclosure. The GS1 analysts contend that regulation is necessary for establishing comprehensive coverage of products and certainty among industry participants, and also to ensure ongoing competition between Blockchain and alternative technologies.

On governance, the issue is one of deciding the degree of centralised decision making (a "pure, decentralised" form of Blockchain plainly would not work). "The Blockchain model appropriate for the construction sector is most likely to be consortium-based with leadership and collaboration between large industry players."

The report makes the point that Blockchain could work in a real-world business context only as part of a "multi-layer ecosystem" of technologies and standards. "It adds some very specific qualities to the transactions typically generated by businesses; immutability of information, recording of events and time-ordering of transactions." Blockchain's future will depend on specific use cases.



See the report at:  
[www.gs1nz.org/blockchain](http://www.gs1nz.org/blockchain)



# NZBN contract renewed as NZ moves on e-Invoicing

GS1 New Zealand's Dr Peter Stevens and Ministry of Business, Innovation and Employment Chief Executive Carolyn Tremain, signed a renewed contract for the NZBN (New Zealand Business Number) in March (see right). This extends the agreement in 2013 which saw GS1 allocate unique Global Location Numbers (GLNs) for issue to business and government entities as NZBNs.

The scheme was established by the New Zealand Business Number Act 2016 which also describes the core business information that must be held on each business or other entity with an NZBN, that information being publicly available in an NZBN registry. In basing NZBNs on GS1-allocated GLNs, the Government recognised the value of making greater use of globally unique identifiers in New Zealand. It promotes interoperability between businesses in this country, and between them and all forms of other organisation here and internationally.

Last year, the Government confirmed its

view that NZBNs will also become a foundational element in the economy-wide adoption of new e-Invoicing standards and processes, and other forms of electronic commerce.

In February, the Prime Ministers of New Zealand and Australia announced that the two countries would jointly adopt the international PEPPOL<sup>1</sup> framework for e-Invoicing. (e-Invoicing is, the automated direct exchange of invoices between a buyer's and a supplier's finance systems.)

Today, the PEPPOL framework is being used in 32 countries across Europe, Asia



and North America. It is rapidly extending interoperability between organisations and across borders – and over time, PEPPOL is expected to facilitate huge savings for businesses across the world in terms of time and transaction cost.

In recent months, the Australia New Zealand Electronic Invoicing Board (ANZEIB) has been established to guide the launch of PEPPOL-based e-Invoicing in our part of the world. There has also been a consultation process among New Zealand businesses to identify and manage any particular issues on this side of the Tasman.

<sup>1</sup> The Pan Europe Public Procurement Online framework started in the European Union as a set of standards for government purchasing. Since 2012, it has been transformed through an association known as OpenPEPPOL into an internationally-applicable standard for e-Invoicing and exchanges of other business documents.

## GS1 DataBar on loose fruit



**GS1 DataBar is being applied increasingly to loose fresh produce in the Australian grocery trade and it is starting to be used here too.**

GS1 DataBar – the barcode standard launched in 2014 for identifying and scanning small and hard-to-mark items – seems to be taking off. Since mid-last year, Woolworths Supermarkets have moved to 100% scanning of it on fresh produce in all stores while rival groups, Coles Supermarkets and Metcash (including IGA), are at various stages of

take-up. Woolworths is owner of New Zealand's Countdown group which began asking suppliers to use GS1 DataBar on part of its fruit range last year.

Citrus Australia and other industry bodies are working with the big retailers on ways to harmonise the introduction of GS1 DataBar across all outlets. In New Zealand, United Fresh and GS1 are promoting GS1 DataBar and supporting users.

Generally, it is meant for use on items previously unable to carry a barcode because of size. There are variants of GS1 DataBar, including a very small form which carries only the barcode itself and a human-readable Price Look Up (PLU) number. This is the form most often used on loose fruit for quick and accurate scanning at point-of-sale. It also allows for automated markdowns which improve

category management, stock rotation and fruit wastage. On these small labels actual an Global Trade Item number (GTIN) does not have to be printed.

In Australia and New Zealand, retailers require the identity of the packing facility to be included in any GS1 DataBar along with a PLU and (if possible) the country of origin.

Woolworths also asks suppliers to use distinctive colours on labels for each variety of fruit. Growers and distributors can include their brand names if they choose. Special GTIN allocation rules apply on individual fruit, identifying both the variety and the packing facility that packed it.



**For more information, see:**  
<https://bit.ly/2IBDMch>



## Eurovintage - serving a competitive market

Liquor could well be New Zealand's most open and competitive consumer products market. Kiwis aged 18-plus can buy wine, beer and spirits from around the world, at any number of retail or hospitality outlets day or night.

To prosper, a liquor merchant must have great brands, strong customer relationships and an efficient supply chain.

Eurovintage Ltd is just such a business, developed over 30 years as an independently-owned expert in liquor importation and distribution. "Despite what the public might think, the New Zealand market is very, very competitive and the margins are tight. You really have to be on your game," says Nick Hern, Eurovintage Chief Executive and majority shareholder.



Eurovintage – encompassing the business of Vintage W&S since 2010 – has renowned liquor brands like Louis Roederer, Frescobaldi, Campari, Sapporo, McGuigan and JC Le Roux in the market's leading global portfolio, alongside top-flight local wine labels Ata Rangi,

Hunter's, Babich and more. "We are very selective in our offering, we have something to meet the needs of every type of outlet," says Nick. They include New Zealand's big grocery chains, representing 38% of Eurovintage's sales, more traditional off-licence stores (32%) and on-premises bars and restaurants.

This nationwide customer base, alongside customers' preference to carry limited stock themselves, make complex logistics a crucial part of the Eurovintage business. In 2014, Nick and his team moved into a 5,000 sq m distribution centre at Auckland Airport, where containers of product arrive daily from Australia, Europe, North America or South Africa. The company runs its own deliveries across central Auckland, and freights product to customers New Zealand-wide (with the help of a third-party logistics provider in the South Island).

Needless-to-say, Eurovintage is a GS1 member for whom best use of the right Global Trade Item Numbers (GTINs), Global Location Numbers (GLNs) and

barcoding is crucial. Barcodes are of course required on every bottle or can destined for the New Zealand marketplace. "Gone are the days when winemakers would not want to see barcoding on their labels because they saw themselves producing only for restaurants or a special end of the market. Every product must now be ready for standard retail trade, a bottle of wine priced at \$8.99 or \$300," says Nick.

Labelling on liquor sourced for our market from anywhere in the world has GS1 identifiers and barcodes. "That's the theory anyway, although sometimes we are alerted by our customers or GS1 New Zealand to deficiencies in barcode printing or scan-ability, and we have to fix them at our end," says Nick. "These days you have to get everything right to meet the needs of supermarkets and the liquor trade."



For more information, see:  
[www.eurovintage.co.nz](http://www.eurovintage.co.nz)

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## GS1 Standards for the “new plastics economy”

Plastic packaging that isn't recyclable or compostable will be a thing of the past, one day. New Zealand is part of the global “new plastics economy” movement – and there's growing recognition here and around the world that GS1 Standards are a key tool in the transition away from today's wasteful and polluting economies.

In every supply chain, companies and governments will need an accurate, shared understanding of what product packaging is in use, where, how and why – and what options are in place, or should be, for its recycling or disposal.

The GS1 Global Data Synchronisation Network (GDSN) can provide such a comprehensive and common view of products and their packaging across today's globalised economy. The GDSN is the network of interoperable data pools which enables users to securely synchronise and share master data based on GS1 Standards. In New Zealand, our National Product Catalogue (NPC) is one of the GDSN's 43 data pools.

The NPC currently enables users to enter 120 attributes on a single product – attributes that include types of packaging, the materials used, recyclable features and the identity of any relevant recycling schemes. The standardised information can be very detailed: For example, is the material in question a high or low density polyethylene, a polyvinyl alcohol or another listed forms of plastic? (Planning is underway for the NPC to encompass up to 200 attributes).

GS1 New Zealand supports usage of the NPC across the food and grocery, and hardware and building supplies sectors with the GS1 ProductFlow service for data validation and verification. Today, there are more than 800 users of the NPC and the number continues to rise each month.

### Circular thinking

In the “new plastics economy”, products will be designed and created to maximise longevity and then be easily disassembled for re-use, recycling or compositing. The concept is sometimes referred to as “circular economy” – sustainability becomes an explicit, core motivation whenever products are being designed, businesses are being formed and, indeed, any economic activity is being planned.

The New Plastics Economy Global Commitment was launched by the Ellen MacArthur Foundation and the UN Environment organisation, in recognition of plastics' detrimental impact on the environment (e.g. 8 million tonnes estimated to enter oceans annually). For New Zealand and other countries, the movement has quickened since China's announcement that it would stop importing recyclable plastics and paper from the end of 2019.

In another high profile development this year, Malaysia began returning shipments of plastic waste to the United States, Britain and other countries where they originated. Malaysia has told developed nations to stop sending their garbage to poorer parts of the world for “recycling” or disposal.

New Zealand is moving on the “new plastics economy” concept with its outlawing of single-use plastic bags in

retail (from 1 July 2019) and a high-profile commitment by 12 corporates which operate here to use 100 per cent reusable, recyclable or compostable packaging from 2025 or earlier. In June 2018, these 12 signed a New Zealand Declaration under the so-called New Plastics Economy Global Commitment. The latter has also been signed by this country's Ministry for the Environment (one of 16 government agencies worldwide).

Foodstuffs and Countdown signed alongside NZ Post and Frucor, and the global companies Amcor, Danone, L'Oréal, Mars, PepsiCo, The Coca-Cola Company, Unilever and Nestlé in respect of their local operations. Foodstuffs and Countdown are major users of the NPC – and they have been active on packaging waste reduction since New Zealand's milestone Packaging Accord in 2004.

That accord set percentage goals for diversion of used packaging from landfill to recycling. Five years later, these goals were deemed to have been met (for plastics, the recycling target was 23% by 2009). Voluntary efforts have continued in production and retail industries since that time.

Looking ahead, New Zealand's supermarket groups have committed to making greater use of the NPC for all supply chain purposes, including increased granularity in the description of packaging type and materials.

## AUCKLAND OFFICE RELOCATION

The GS1 Auckland team have relocated from Avondale into offices at 25 College Hill, Freemans Bay - a more convenient, centrally located office for GS1 customers and visitors. The volume of products received at the Auckland office for product photography, barcode verification and on pack data collection has increased significantly over the past two years and the new premises has been designed to better serve this demand.

Phone contact details remain the same: 09 820 9088.

The physical and postal address is now: Level 3, 25 College Hill, Freemans Bay, Auckland 1011.



# Lifting the bar in NZ's building sector

New Zealand's building sector is grappling with capacity, risk and financial issues. Some of the answers lie in builders, regulators and others having greater knowledge and assurance on the products that go into our buildings. SCAN talks with David Kelly, Chief Executive of the Registered Master Builders Association about the issues and standardised product information.

David Kelly knows the building sector from all angles. His previous roles have included Deputy Chief Executive for the Department of Building and Housing, Director of the Canterbury Recovery Programme for the Ministry of Business, Innovation and Employment, and Chief Executive of the South Waikato District Council. David has a Bachelor of Engineering degree from the University of Canterbury. He joined Master Builders in 2014.

## © Lot of issues out there. Which are top of mind for you?

The issues vary across the sector. With larger commercial contractors, we've been making headway on the most significant concerns, and they're now saying, 'we need to change our behaviour and commercial approach'. With residential builders, the issues are more mixed. It's very apparent, for example, that consumers are much more demanding, and some would say more assertive about their rights, and that's not necessarily backed up with enough understanding. People are much more prepared to sue and it's a much less forgiving environment for the small or medium-sized builder. They are really battling with issues like, 'how do I communicate better, how do I manage the stresses around each job?' We and others have a role in helping builders manage stresses, improve communication and ensure they're running good businesses as well as being great tradespeople.

## © How important are issues of building product quality and assurance?

I think these have been undercooked for too long. Manufacturers and suppliers have been able to put products on the market without them being properly researched and without appropriate assurances. Even among those which are

specified for use, some products are very good but others lack evidence. I think clarity on building products is a fundamental part of lifting our game.

## © Government has released its views on how building legislation could be strengthened<sup>1</sup>, and these include changes in regard to the representations suppliers and manufacturers can make on products. What are your views?

We totally support lifting the bar as a matter of principle, providing more comprehensive and evidence-based information on the performance of particular products, and getting suppliers and manufacturers to provide proper warranties. We need clarity about what a product is for, its testing and certification and so on. That still leaves plenty of questions on how rules should be designed and applied.

When it comes to regulation, there is always the question to be asked, 'what is the size of the problem and where's the evidence behind that?' When I was a regulator, exactly that question was asked about certain building products and in fact, no-one was able to provide hard evidence in dollar terms. Questions on problem size and the cost-benefit analysis of regulating always exist. But today we do have greater recognition from industry and government that there

are problems with certain attitudes and behaviours. By raising the bar generally, we can start changing those behaviours. Certainly, there's more acceptance that those making and supplying products should take more accountability for them.

## © In 2017, BRANZ estimated the cost of addressing faulty buildings at up to \$230 million. Does that sound about right to you?

I'm not able to interrogate it, so I accept the number. It's significant and leads you to say, 'OK there is a case for lifting the bar but how do you do that without becoming too heavy handed so that the costs outweigh the benefits?' What will be the benefits exactly, given that the \$230 million can't be removed completely? There are, of course, going to be costs imposed by regulation and these need to be weighed very carefully against the benefits.

## © To what extent can territorial local authorities (TLAs) be called on to exclude some products through their building consents processes?

The idea that you rely on each council to work out the answers on particular products is wrong. That's asking them to do things they are not equipped for. Councils are put in that position now only by default because we don't have a more comprehensive system and we're not

1 See MBIE website for documents related to the Building System Legislative Reform Programme: November 2018 onward





**“We and others have a role in helping builders manage stresses, improve communication and ensure they’re running good businesses.”**

– David Kelly



clear about the standards that suppliers or manufacturers should meet. In my view there’s a staircase approach, ‘how proven or unproven is a product, and for what particular purposes will it be used?’

There may be some products that are fundamentally important to building integrity and so we will focus on those. Singapore, for example, concentrated on steel, concrete and glass as the most fundamental elements in any building and it had lesser tests for other products that might be important, say aesthetically, but were not going to threaten someone’s life if they failed. I think we need to do that sort of thing.

There are real concerns today about TLAs being too risk adverse in the building consent process. That’s one of the behaviours that needs to change.

**© Easy access to the right information on product quality and assurance is a big issue in itself. How do you view the BRANZ recommendation that we have standardised data on building products available in digital form to all parties in the same way?**

Absolutely we need standardisation. It’s almost a no brainer. How do you work out whether a product is fit for purpose if you don’t have some standard to measure it against? Likewise, traceability systems are important for authentication of the product when identified for particular use in a particular location. That requires standardised information. I don’t think that the cost of having such information on an individual product is so massive that people have an excuse not to provide it. We have the technology like GS1 Standards and I think it’s a

reasonable cost for people when bringing products to market.

**© Keeping all the parties properly informed on how products are authenticated and used must be part of the challenge. Does standardised information make that easier?**

It does. And in particular it helps with discussions going on right now over risk management and risk sharing between the parties in any project. If any one player doesn’t understand the risk they are taking on and set their price accordingly, they will get into trouble sooner or later. We would say that risk affects the whole building eco-system – the client, the designer and other consultants, the contractors and subcontractor, and the insurers and funders. All of the parties need to understand that and take responsibility for their behaviour.

It’s part of moving from a transactional approach to procurement, to a more strategic approach which isn’t all about lowest price and shifting risk to the other parties. One of the tools for helping us move to strategic procurement is shared knowledge about products and what has gone into a particular building. That would help determine, for example, the whole-of-life cost of the building. We can think of strategic procurement in terms of ensuring we have a strong building industry capable of responding over time. In contrast, the transactional approach, which has been dominant, leads to low balling in price tenders, lower quality buildings and a general lack of knowledge and of knowledge transfer. But we are seeing the change start to occur.

**© What role does government play in all this?**

There’s a role for the right regulation. As someone said, ‘as much regulation as necessary but as little as possible’. But more importantly, we need to think about the role that commercial contracts have in changing behaviour and in getting people to accept responsibility. When it comes to government, central and local, there’s always a question about regulation vs leadership. Surely government can show leadership with its own procurement of buildings, and mandate what it wants from suppliers. There are big ministries with extensive property holdings and ongoing maintenance programmes, they can apply the standards and they can lead the way of strategic procurement that isn’t all about lowest price. I think government actors inevitably set the bar, higher or lower, and I would prefer behavioural leadership rather than regulation as a starting point.

**© GS1 Standards including the National Product Catalogue could play a big role in this. Would you like to see these embraced across the building sector?**

Yes, absolutely. And you can think about that, for example, in context of identifying and authenticating building components which are being manufactured off-site, big wall panels and so on. The question arises for banks who finance such building projects, ‘how do we maintain security over the products and components that are being manufactured away from building site itself? If a supplier-business goes into liquidation, who owns what? Authentication systems are going to become a lot more important in that respect. GS1 needs to help with that.’ ■■■■

# Verified by GS1

GS1 organisations around the world are establishing a global registry of products which is destined, over time, to become the definitive source of accurate product identifiers for GS1 members anywhere in the world.

The GS1 Registry Platform – previously called the ‘GS1 Cloud’ – has been developed to support *Verified by GS1* as a service through which the accuracy of any product identifier can be confirmed, or not. GS1 members will be able to query the registry and match a Global Trade Item Number (GTIN) against the core attributes of the product to which it is assigned.

For each product, the registry will hold: a GTIN, a brand name, a product description, a website address for a product image, a product category, a net content description and its unit of measure as well as a country of sale (or a target market).

The *Verified by GS1* service is intended to ensure that every product has a unique



GTIN which has been assigned as per GS1’s rules and guidelines (as outlined in the GTIN Management Standard). By registering legacy GTINs and new GTINs with the matching attributes of each product, brand owners will be able to confirm the accuracy of those GTINs and the availability of products.

The users of *Verified by GS1* will include retailers, marketplaces, brand owners, solution providers, agencies, app developers, industry consortia and others – basically any organisation that has a

need to either register a product’s GTIN, or to verify the brand owner or identity of a GTIN.

*Verified by GS1* has been piloted with GS1 organisations in eight countries, with the first commercial roll-out occurring this year in the United States. No timeframe has been set for broader roll-out, including in New Zealand.



For more information, see: [www.gs1.org/services/verified-by-gs1](http://www.gs1.org/services/verified-by-gs1)



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## New Board Member

### Shayne Hunter

#### Ministry of Health Deputy Director-General – Data and Digital

Shayne Hunter joins the GS1 Board with clear ideas on how the New Zealand Health System should be making better use of GS1 Standards, especially the National Product Catalogue (NPC).

First, Shayne says he wants “serious progress” on integration of the NPC into the New Zealand Universal Medicines List and the NZ Formulary. This should, for example, enable patients and others to have seamless access to medicines information and advice through their scanning of barcodes on medicine labels. It would also make it easy for them to update information on medication they have purchased over the counter.

Second, Shayne wants to see hospitals and pharmacies do far more to develop their own uses of Global Trade Item Numbers (GTINs) and barcodes for patient safety and operational efficiency.

Third, he maintains that current steps for integration of District Health Board (DHB) procurement and support functions should go further in leveraging benefit from the NPC. “The process to date has been very DHB-focused, we have to think far more broadly about standardised data and data sharing. That is on the agenda but we’ve seen various false starts and progress only in some areas.”

It’s a matter of DHBs and PHARMAC being able to draw a subset of product data from the NPC into their own systems, and of them also ensuring that the NPC has the standardised product attributes they will require, Shayne says. “I want to see the right supplier data on products sourced through GS1 and becoming an integral part of the Health information eco system, that really is foundational for better patient safety, good supply chain management, and proper product traceability and recall capability.”

Shayne took on his current role at the Ministry in March 2019 having previously been the Chief Information Officer for three DHBs, Capital & Coast, Hutt Valley and Wairarapa. He was previously chair of the Central Region DHB’s CIO group and chair of the Health Sector National IS Leaders Forum.

Shayne started his career with IBM and was thereafter involved in several start-up tech businesses, involving the innovative use of technology. One of these involved developing an industry catalogue to support e-commerce and supply chain opportunities. He has been in the health and disability sector for 18 years.



## Craig Russell Our man in the South

Few people know the South Island better than Craig Russell, the face of GS1 to thousands of businesses between Invercargill and Picton. Craig travels tirelessly to call on members, new and old, and is always at the end of the phone when issues arise.

Nine years after joining as South Island Manager, Craig has an unrivalled appreciation of the breadth and depth of business across “the mainland”. They range from big primary processors like ANZCO to owner-operated businesses that retail a vast range of products. Craig sees himself “at the coal face” for GS1, maintaining contact with members who want and need it, and being only an email or call away from all. “It’s important that people know I’m always accessible, whatever their business or their issue.”

In fact, Craig knew the South Island reasonably well before joining GS1. Canterbury is his home province and the previous 17 years had been spent as National Field Sales Manager/National Business Manager for Progressive for National Foods, a food maker and distributor. His career had started with a Christchurch-based sales role at Unilever.

Craig retains close connection to his old sector, being GS1’s National Sector Manager for Food and Grocery as well as the South Island specialist. Some of that tireless travelling is to Auckland and Wellington.

Craig and wife Ruth live on a lifestyle block in Sefton which they bought after the earthquakes. North Canterbury is where they have raised a son and a daughter, and these days enjoy frequent



visits from three grandchildren. The property grazes sheep and beef cattle – and it accommodates Craig’s other passion, motorbikes and classic cars. His man’s farm shed houses five bikes and his prized 1975 Toyota Celica.

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# Fresh milk from farm to supermarket

From a traditional dairy farm to a branded foods company, Oaklands Milk has had a busy seven years. It still has cows on green grass, but now also a milk tanker, bottling plant and supermarket shelf space.



Nelson-based Oaklands has growing consumer demand for its fresh milk, all sourced from cows with the double A2 protein gene and bottled in glass not plastic. Its Aunt Jean's Dairy brand – now firmly established in the domestic market's boutique milks category – is distributed to both Foodstuffs and Countdown from North Auckland to Ashburton in the south.

This is a business reared by farmers Julian and Cathy Raine, and their son, Tom, who returned three years ago with wife Hannah to take on “vat-to-supermarket-shelf” management of the Oaklands and Aunt Jean's product ranges. The Raine family and, in earlier days the Saxtons, have been dairying at Stoke, on Nelson's outskirts, for over 90 years.

The off-farm growth started in 2012 after Fonterra stopped collection from the Raines - the only year-round, “town milk supply” farm in this locality - during the 90-day winter period. Julian and Cathy had seen first-hand how European dairies sold through self-serve vending machines used by consumers who supplied and filled their own bottles. They decided to try the model around Nelson with their own non-homogenised fresh product.

“People loved the milk so much that we found local cafes were filling up containers for their own business use,” says Tom. “That gave us a light-bulb

moment, why not bottle the milk ourselves and sell to consumers more widely?”

From there, the Raines expanded their pasteurising plant on the home property at Stoke to enable the bottling there, and started some serious thinking about consumer brands. They bred the A2 gene across each of their herds - the family also owns a dairy unit at Taparewa - and adopted less intense farming practices.

Herd sizes were reduced, synthetic fertilisers and imported feed supplements were phased out, and all calves kept on the farms to become herd replacements or dairy beef cattle. They also moved to once-a-day milking.

“We are not organically-certified, but we apply ethical principles and natural farming methods, and that is really appreciated by our customers,” says Tom. Other farmers have moved in the same direction, and today Oaklands is also supplied from a third, privately-owned local property. Its tanker makes a daily run between the three farms.

Tom says recyclable glass bottles are integral to Oaklands' more-sustainable approach to fresh milk production and supply. Some of the 1 litre bottles are sold by home delivery agents in Nelson and Blenheim, harking back to the days when most Kiwi suburbs had a daily visit from

their local “milky”. There are still seven vending machines in and around Nelson, and Oaklands-branded bottles of milk are also sold at some corner dairies or supplied to the food service trade.

Further afield, Oaklands is known by the Aunt Jean's brand on its bottles of whole or light (fat-reduced) milk as found on the shelves of around 80 supermarkets. The company joined GSI in 2017 to support its burgeoning relationships with Foodstuffs and Countdown, and Tom says the product is being sold around the South Island only a day after milking, pasteurising and bottling. In the North, the timeframe is no more than three days. “It's a great feeling to see our product supplied around the country, knowing it has been bottled on our own farm.”

Tom says the Raines are thinking ahead to a possible range of creams, butters and cheeses based on the same farming operations, although there are no firm plans yet. And, he says, Oaklands has support from Fonterra which continues to pick up any surplus milk from the farm when spring arrives.



For more information, see:  
[www.oaklands.co.nz](http://www.oaklands.co.nz)



For more information, see:  
[www.auntjeans.co.nz](http://www.auntjeans.co.nz)

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For more information, see:  
[www.gs1nz.org/training/](http://www.gs1nz.org/training/)



# Foodstuffs suppliers on new eXchange

The new Foodstuffs eXchange is up and running for all suppliers, enabling them to manage virtually all their business with the two groups (North and South) through one online portal. Each supplier now has a dashboard showing the status of all their current and recent trading activity with Foodstuffs.

Approximately 4000 suppliers were migrated across to the new eXchange during June-August – Foodstuffs’ biggest eCommerce change since a first-generation eXchange platform was launched in 2002.

“The new eXchange sets Foodstuffs and our suppliers up for greater efficiency and transparency right across our business relationships for many years ahead,” says Ana Connor, Foodstuffs Project Leader. “The migration has been an intense process but early feedback from suppliers has been very positive.”

The new eXchange not only replaces the earlier version but also the separate Data

eXpress and SRM (supplier relationship management) sites which used to exist for Foodstuffs suppliers. Now, they can manage everything from purchasing, invoicing and delivery forecast notifications, through to advance shipment notices and supplier communications at one location.

Ms Connor says Foodstuffs processes around 1.2 million transactions each month, and receives new product or product update data from the GS1 National Product Catalogue in the same period. “The eXchange integrates these data feeds and reduces both the need for supplier administration and the risk of data entry error.”

The new eXchange has been built using the Crossfire EDI system much used by large logistics companies. Foodstuffs has come a long way since it introduced EDI (electronic document interchange) in 1998 for sending and receiving purchase orders and invoices.

**Foodstuffs**<sup>NZ</sup>



For more information, see:  
[www.foodstuffs-exchange.co.nz](http://www.foodstuffs-exchange.co.nz)

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# Southland's new bright red crop of high value

It must be every commercial grower's dream. You experiment with a new crop and when you send harvest samples to Europe for quality testing, the results are off the scale. So it was for saffron growers Jo and Steve Daley.

The Te Anau-based Daleys produce and market what must be some of the world's finest saffron – a highly-prized spice grown since ancient times in Iran and some Mediterranean countries. It turns out that northern Southland has ideal climate and soils for the saffron crocus flower from which threadlike red stigmas can be picked, dried and sold at remarkably high prices.

These days the Daleys can't meet all the demand for their 100% Kiwi Saffron-branded product, launched onto local market since those fateful first test results in 2016. "We sent samples from our second harvest to an ISO-accredited lab in Europe and could hardly believe the score that came back from the assessment for intensity of colour, the flavour and aroma," says Jo Daley. Premium saffron has a score of 190 or above: The Daley's sample was 300!

They market 100% Kiwi Saffron by the gram or fraction of a gram, with sales made directly online or through selected New World supermarkets and independent health food stores. The business joined GS1 to facilitate its retail presence – and its small tins of bright red spice thread are keenly sought by both chefs and enthusiasts for saffron's therapeutic qualities. A rather modest, one-gram amount with organic certification is priced online at \$46 (plus delivery).

Because of its super grade quality, 100% Kiwi Saffron is consumed mainly raw, with warm water as a tonic. It is rich in Vitamin B2, riboflavin, and carotenoids (anti-cancer properties), and its many reputed health-giving properties include the stabilisation of macular degeneration. "We have regular customers who say it has made a huge difference to their eye condition such that they can, for example, drive their car again," says Jo.

The price reflects both the saffron's intrinsic value and its labour-intensity as a crop. Each crocus flower produces three stigmas a year, these carefully picked and dried. It takes around 250 flowers to produce just one gram of saffron and the harvest, for six weeks from early April, is delicate and back-breaking work. The Daleys invite WWOOFers (volunteers under the global Willing Workers On Organic Farms programme) to work and live with them through the harvest.

And why is Southland so suitable? "It's our extremes of climate, baking hot in summer and freezing in winter, and the dryness of the soil here," says Jo. It was in 2013 that she and Steve – both have backgrounds in horticulture – decided to try saffron alongside their other rural servicing business.

Their first crop was from an initial 500 corms (bulbs) sourced from an established grower in Canterbury. Today they have



around 10 million corms in the ground, on a total of four hectares including 1ha which is certified for organic production. (A mature corm produces up to 12 flowers annually and multiplies by five or six cormlets each year).

The Daleys see huge growth potential in local and offshore markets – the quality is now attracting big orders from Asia – although land availability and production costs are definitely issues. "We could sell tonnes of New Zealand-grown saffron overseas if we could produce the volume," says Jo.



For more information, see:  
[www.kiwisaffron.com](http://www.kiwisaffron.com)

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For more information, see:  
[www.gs1nz.org/medialibrary](http://www.gs1nz.org/medialibrary)



# Design excellence with Barcodes

GS1 New Zealand congratulates prize winners, and all other entrants, in our regular competition for designers at Weltec (Wellington Institute of Technology). Students were asked to be highly creative with GS1 Barcodes, incorporating them into package or label designs in attractive and functional ways.



**1st** First place went to **Keehwa Hong** with inspired design work on coffee packaging. The judges found Keehwa's work "superb" in its merging of technically excellent barcodes with surrounding "barcode-like" graphics to create appealing designs in shapes and colours that fitted the overall design of the package. Many of the colours were light but they still worked well.

**2nd** Second place getter was **Mehulkumar Patel** with his Cocoland ice cream label. The judges said this was a technically good barcode enhanced by additional graphics to create a clever picture appropriate to the product.

**3rd** In third place was **Brooke Tunley** with her G&T can and package design. The judges said the three cans had a barcode which cleverly integrated into a larger picture and then also, when the cans were stacked, helped form one composite image of a young woman.

The judges highly commended two other design students **Zoe Zhiying Chen** and **Yvette Miao Ke**, for their fun and innovative designs.

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## Questions? Please contact the GS1 New Zealand Team



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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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Caroline is our Auckland-based Customer Engagement Manager, with the responsibility of assisting our members on all things GS1 throughout the region.



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