



NEWSLETTER: 5 SEPTEMBER

More Speakers Announced for Conference

We are now putting the finishing touches to the programme and workshops for the annual conference in Brisbane, and details will be emailed to those who have registered. There are still a few places left at the conference so we're staying open for any latecomers. [Register on the conference website.](#)

And we can announce some more speakers:

Tim Morris, of Coriolis Research, will speak on where to find growth in New Zealand food and beverage exports. His

company is renowned for its fantastic work in producing the major food industry reports as part of MBIE's extensive Food and Beverage Information Project.

Murray McCully, of McCully Consulting Group, will be best known to members as Minister of Foreign Affairs in the Key Government for 8½ years between 2008 and 2017. He will speak on global export opportunities for New Zealand's FMCG companies.

Tanya Barden, CEO of the Australian Food & Grocery Council, will give her take on the grocery industry on the other side of the Tasman from the point of view of suppliers, and hopefully as well an update on the review of the Australian Grocery Code of Conduct, of which the AFGC was a prime mover.

We still have places open for session sponsors, contributions to the goodie bags, and the golf tournament. [Email Kira Mikelatos](#) if you want to be a sponsor or provide something for the goodie bags, and [Scott MacKay](#) for the golf tournament.



There are also still a few spaces for **Greg Foran's rare and exclusive address to FGC members** in Auckland on November 7. Greg, the president and CEO of Walmart US, will speak on his experiences in running 4600 stores and more than 1 million staff, as well as giving his take on the changing world of FMCG. The event starts at 10am and finishes at 12.30pm, which leaves plenty of time to catch that flight to Brisbane in time for the cocktail party at the annual conference.

[Register here to listen to Greg Foran.](#)

Korone Fitch



Three New Members of FGC Board

FGC is delighted to announce three new appointments to the FGC Board. They are Elizabeth Metz of Kimberly-Clark, Aurelie de Cremiers of L’Oreal, and Christian Abboud of Nestlé. Karen Jenkins, Kevin Bowler and Leon Clement have retired, so special thanks for their service.

Christian Abboud has been CEO & Country Manager of Nestlé NZ since May 2017. Before that he held senior executive roles with Nestlé around the world, including Regional General Manager for Dairy & Cereals and Business Executive Officer at Nestlé Central & West Africa (2011-2017), a role that included Nigeria, Ghana, Cameroon, Senegal, Burkina Faso, and Cote d’Ivoire; Business Executive Manager at Nestlé Maghreb, in Casablanca (2006-2010); and in Dubai, UAE, covering the Middle-East region (1998-2005). He has a Bachelor in Business Administration and Management from the American University of Beirut.



Elizabeth Metz has been General Manager of Kimberly-Clark NZ since August 2017. She is a 20-year veteran of the consumer product industry. With a degree in engineering, she first worked at the company as an engineer before moving into a cross-functional project lead role helping develop and launch new products supporting iconic brands such as Kleenex, Poise, DryNites, Depend, and Huggies. Her first GM role was leading Kimberly-Clark’s Baby and Child Care corporate brands business in the US, followed by GM of the Depend business, and leading the Shopper Marketing and Category Management teams.



Aurelie de Cremiers was this year appointed Country Manager for L’Oreal NZ and General Manager of their Consumer Products Division. She serves on the Management Committee for L’Oréal Australia and NZ. She joined L’Oréal in 2002 in France and worked in a variety of roles, including marketing and Consumer Insights at global headquarters for Garnier. In 2012 she was appointed a Group Product Manager at L’Oréal Australia, then Marketing Manager for Maybelline & Essie, and later Consumer Products Marketing Director. She serves on the Board of Trustees for Look Good Feel Better.



They will join Tim Deane (Chair), Scott MacKay, Gerry Lynch, Mike Pretty, and Shane Webby. I look forward to working with them to represent our members.

FGC Event: Supply Chain Forum No 2

FGC's second Supply Chain Excellence Forum for the year is to be held on Thursday 27 September in Auckland. It will be held in conjunction with Foodstuffs North Island and South Island, and will be hosted by the FGC Supply Chain Working Group. John Mullins, GM Supply Chain Foodstuffs South Island, and Jonathan Box, GM Supply Chain Foodstuffs North Island, will each provide an update along with members from their teams. They will also welcome feedback and questions from the audience in a panel speaker format. This is another opportunity for members to build supply chain knowledge and meet fellow professionals. Attendance is open to supply chain leaders and their teams, CEO’s and managing directors. Places are strictly limited so [register on the FGC website](#) to reserve your seat. Coffee is from 8am with a prompt session start time of 8.30am. Refreshments and networking will follow from 10am-10:30am



Supply Chain Forum No 1: Meeting Consumer Expectations is Key



NZ Supplier Update

The Supply Chain Excellence Forum held last month with a team from Countdown heard how important it is to keep pace with consumer expectations. Countdown's GM Logistics Liz May and her team gave an industry update on their continuing focus on improving health & safety across their business – from their distribution centres to the transport sector and on to stores. FGC members Linfox, Mainfreight and Hall's were commended for their work to improve transport safety. Efficiency and excellence were also themes, a good example being examples of unsafe pallets sent by suppliers. Countdown Corporate Affairs lead Kiri Hannifin also shared her insights on the consumer and regulatory issues that

impact on the supply chain. She said consumers' expectations keep changing and the industry must continue to renew its social licence to operate.

Welcome to Our Newest Members

We're pleased to welcome six new members to FGC:



O-I NZ: New Zealand's only glass bottle and jar manufacturer has been operating from its Auckland site since 1922, making a diverse product range, including glass packaging for wine, beer, juice and water brands.

Van Dyck Fine Foods: Based in New Plymouth, they make Marcel's pancakes, crepes, blinis, including gluten-free. They use the best local and imported ingredients in their authentic Belgium pancake recipes.

We Are On Fire: This Australasian design and digital agency provides marketing solutions across the manufacturing sector. They believe in "getting under the skin" of clients to produce results that surprise consumers.

Integria Healthcare: They deliver a suite of healthcare products, including 1800 natural health and personal care products. Their oldest brand is the Thompson's range that was started in Auckland in 1951.

ANZ Bank NZ: One of New Zealand's largest companies based on profit and assets and accounting for around 1% of NZ's GDP. It operates some of our best known financial brands, including ANZ, OnePath, ANZ Investments, UDC Finance, Bonus Bonds, and ANZ Securities.

Damar Industries: They manufacture and market 'niche market' coatings, chemicals and aerosol products, as well as offering a fully-integrated contract manufacturing service that encompasses product development, warehousing, and distribution.

Events Look Ahead to Expo 2020 Dubai

NZ Trade and Enterprise is to host a series of events to highlight to exporters to Persian Gulf countries the opportunities that will be thrown up by Expo 2020 Dubai. This expo will focus on innovations for a better world and will bring together more than 180 countries around the theme 'Connecting Minds, Creating the



Future'. Some 25 million people are expected to visit the six-month expo from October 2020. In national pavilions, participating countries, including New Zealand, will showcase their economic and trade capabilities alongside their culture and values. NZTE's Gulf Opportunities Showcase events will provide an update on regional developments, cover



export opportunities across four sectors (food & beverage, specialised manufacturing, agriculture and technology), show how companies can leverage New Zealand's presence at the expo, and include presentations from private sector advisors, exporters, NZTE regional experts, and our Commissioner-General to Expo 2020. Gulf Opportunities Showcase events are scheduled for the following cities: Hamilton – 24 October a.m, Auckland – 24 October p.m, Christchurch – 25 October p.m, Wellington – 26 October, a.m. The six countries of the Gulf Cooperation Council – Saudi Arabia, United Arab Emirates, Bahrain, Kuwait, Qatar and Oman – make up New Zealand's 6th biggest trading partner with annual total trade valued at around \$4 billion. There is demand in the region for our goods and services, the UAE imports 90% of its food, and New Zealand is well placed to meet demand. Event details will be released in September and FGC will alert members.

Adrian Cook: An Industry Giant



FGC would like to acknowledge the recent death of great member, marketer and friend Adrian Cook. Adrian was a giant of the New Zealand grocery sector, always working and sharing his marketing wisdom with start-ups and fellow members. He was in charge of sales and marketing at Tasti Products for nearly 30 years, and Chairman Simon Hall attributes a great deal of their success to Adrian. Of late he has been working with other food companies, including Sun Valley. FGC's thoughts are with Adrian's family and many friends at this sad time.

Recent Submissions by FGC

- Monk Fruit Extract as a Food Additive, to Food Standards Australia New Zealand
- Enzymatic Production of Rebaudioside M, to Food Standards Australia New Zealand
- Rosemary Extract as a Food Additive, to Food Standards Australia New Zealand

[Read these on the FGC website](#)



Forklift safety: 5 Ways to Reduce Incidents



Forklifts are one of the biggest critical health & safety risks in warehouses and distribution centres in the FMCG industry, and one which is a major concern for WorkSafe. As such, FGC's Health & Safety Working Group is focusing on sharing proven practices from our members. Here, James Watters of Linfox shares his company's policy:

“While forklifts are compactly designed to make them highly maneuverable, this can lead to low stability if they are not operated with

caution. Fully loaded, a standard forklift can weigh approximately five tonnes. Even at low speed a forklift collision or rollover can cause serious injury, even death, to workers and pedestrians. Most accidents involve workers who are not properly trained, not wearing personal protective equipment, or are careless or complacent. In Linfox's largest warehouse and distribution centres, up to 200 loaders and forklifts can be on the move at one time, with a similar number of pickers. With this much activity, a proactive approach is imperative. Linfox has categorised the use of forklift equipment as a 'critical risk' within the business.”

Linfox has five key safety practices to champion a culture of safety around forklifts:

- **Make sure operators are well trained:** Linfox has in-house trainers who conduct training and licensing, and refresher courses.
- **Maintain and check forklift equipment:** Linfox's operators inspect forklifts before each job.
- **Ensure workers wear appropriate personal protective equipment**
- **Invest in forklift safety technology:** Linfox uses 'Blue Light' technology to indicate safe zones for operators and pedestrians, and is looking for safer ways to operate.
- **Consider the surrounding environment:** While the onus is on operators to work safely in designated pathways, it's also the responsibility of others nearby.

This is an abridged version of what Linfox is doing. [Read the full article on the FGC website.](#)

Health & Safety Update: Building Resilient Businesses

H&S managers may be interested in a rule of thumb developed by an Australian professor to help them assess whether a worker could be fatigued - and so have a higher risk of making mistakes or having accidents. Fatigue expert Professor Drew Dawson says people need at least six hours' sleep a night – but seven to eight hours is better. He says a worker will be at serious risk of fatigue if they have had less than 5 hours' sleep in the previous 24 hours and less than 12 hours in the previous 48 hours. He says if someone turns up for work without having enough sleep, the risk of fatigue can be managed. Depending on how fatigued they are, this can range from allowing them to self-pace their workload, to re-assigning them to lower-risk tasks. There is more from Prof Dawson on how to manage fatigue and protect your business on the [Business Leaders' Health and Safety website.](#)



Preparing for Mental Health Awareness Week



The Mental Health Foundation is inviting companies to register for Mental Health Awareness Week, which will be run on 8-14 October. The week is endorsed by the World Federation for Mental Health and is marked in more than 150 countries at different times of

the year. The theme this year is 'Let nature in, strengthen your wellbeing!' Companies that register for Mental Health Awareness Week updates will be the first to know when resources for the week are live, when entries for the photo challenge open, and how other New Zealanders are celebrating the week. During Mental Health Awareness Week, the Mental Health Foundation will be giving companies tips on how to use the Five Ways to Wellbeing within nature. Research shows the Five Ways to Wellbeing (*Give, Connect, Be Active, Take Notice and Keep Learning*) can help companies and people find balance, build resilience and improve wellbeing. Check out [the five ways to wellbeing here](#) or [register for updates here](#).

Foodstuffs' Peak Season Price & Product Moratorium

Foodstuffs is again seeking cooperation from suppliers on its proposed List Price/New Product Moratorium for the approaching peak season. It's asking that list price changes and product launches be planned to occur



outside the moratorium periods, and confirms that the price moratorium doesn't apply to the normal mutually agreed promotional pricing. List Price Adjustments: Moratorium begins 26 November and runs till 3 February. That means the last effective date for changes is 19 November. The latest date to confirm any pricing adjustments is 5 October. New Product Moratorium: begins 3 December and runs till 13 January. Any new products should be presented/discussed in September or early October, at the latest. Suppliers needing further clarification are advised to talk to the relevant category manager. If suppliers do launch new products during the proposed moratorium period, they need to approach individual Foodstuffs businesses for special review and consideration.

Report Highlights Urban Threat to Prime Growing Land

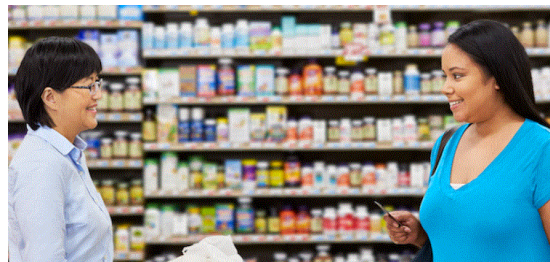


FGC members who rely on the best fresh produce for their products will be interested in a report by Deloitte that points to the alarming amount of elite growing soils being lost to urban sprawl on the edge of our cities. The report shows that between 2002 and 2016 New Zealand's vegetable-growing land was reduced by 30%, and that this shift is putting increased pressure on our growing hubs to keep up with the mounting demand for fruit and vegetables. At the launch of the report, which was commissioned by Horticulture NZ, Minister of Agriculture Damien O'Connor said Auckland needs to grow up not out if areas such as Pukekohe are to be retained. FGC welcomes the Government's

decision in light of the report to look at options for protecting elite soils, and backs Horticulture NZ in its quest to ensure we retain as much of this prime growing land as possible. [Read the Deloitte report here](#).

Learnings for all as Shoppers Seek Convenience

The face of grocery shopping is changing rapidly as people become busier and live in smaller spaces and so look for convenience in choosing, buying and consuming food, according to a new report. The 'Quest for Convenience', by Nielsen, looks at changing consumer needs around the world, especially factors driving consumers' needs for convenience, and provides insights, indicators and solutions for suppliers and retailers to tap into. It suggests suppliers consider the following questions to determine how their business can adapt or innovate to meet consumers' needs for convenience and economies of time:



- Is my company “future-ready”? How are we considering the changing macro environment drivers that impact consumer lifestyles? How will consumers interact and engage with retailers and brands moving forward?
- How can we understand consumers' pain points and deliver on the benefits of convenience? Is our corporate charter and business model agile enough to adapt to these emerging trends. Can we embrace new and different technologies to fulfil consumers' evolving requirements?
- Is convenience at the centre of my company's strategy?"

[The Nielsen report is here](#)

Protecting IP not a No 8 Wire Fix

The New Zealand food and beverage industry has been described as a creative and energetic sector. But is it too 'Kiwi' for its own good? Is our No 8 wire and 'she'll be right' mentality the one weak spot among all that brilliance? They are some of the issues discussed in an article by Sebastien Aymeric, a lawyer and associate with national intellectual property (IP) specialists and FGC member James & Wells. He points to the spat between My Food Bag and German food company HelloFresh over the sentence 'Hello, fresh start the programme' as a reminder that even in the commodity world of food marketing, IP issues should not be tackled on your own. He says there's a popular conception that it's too expensive to obtain IP protection or enforce IP when it's infringed, when in fact there's plenty in food and beverage businesses that can be protected without incurring significant costs. [You can read his article here.](#)

JAMES & WELLS



Charity Golf to Support League 4 Life

Members who play golf and are looking to support an excellent charity may wish to consider the League 4 Life Foundation's tournament in Auckland in October. League 4 Life was established in 2011 as a charity to provide financial support for those suffering with long-term injuries, serious illnesses and disabilities. It has distributed more than \$100,000. Its Patron is Sir Peter Charles Leitch (The Mad Butcher), while FGC Vice-Chair Scott MacKay is Chair of the Board. The golf day is on 8 October at Maungakiekie Golf Club, Mount Roskill. Entry fees are \$400 per team for the Ambrose format. Sign-in is 11.30am and tee-off 12.30pm, and there's a BBQ to start and finish. To register and to sponsor a hole, [email Scott MacKay.](#)



Payday Filing: Get Ready Now

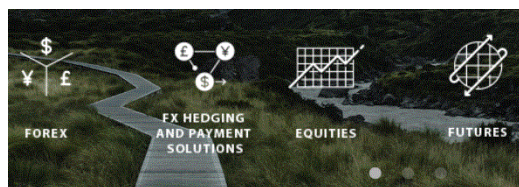


Inland Revenue is holding free seminars this month and next to prepare employers for payday filing, which takes effect from April next year. Payday filing requires all employers to file PAYE information each payday, and the seminars are designed to support all employers – large and small. This is a big change for some employers, but it's important because the more accurate and timely information Inland Revenue gets as a result of payday filing will give New Zealand families more certainty about what support they're entitled to and what their payment obligations are. Over time, payday filing will help integrate tax into standard business processes, particularly for businesses that use payroll software. The 300 seminars across the country are 90 minutes long and will cover what payday filing is, how it works, and what employers should do to get ready. [Employers can register for a seminar](#), or find more information [on the IRD website](#).

Cutting Costs with Smarter Foreign Exchange

In the prevailing tough trading conditions, exacerbated by the ongoing squeeze on margins by retailers and rising fuel and other costs caused by a lower dollar, the pressure is on suppliers, and importers in particular.

While some of those costs may be able to be passed through over time, for companies that haven't hedged their currency the hit can be worse than absorbing a fuel price rise. Brokerage firm OM Financial says most SME's don't hedge at all, so are at the mercy of currency fluctuations and the vagaries of the market. It says that despite placing an order three months in advance, many companies won't cover the foreign exchange until it arrives and needs to be paid for, meaning they are gambling that the rate stays favourable. It says this exposure should be covered when the invoice is written, locking in the rate, fixing margins and gaining certainty over costs, meaning the trade will match the invoice date in three months' time and pay it then. OMF says exporters should also have some hedging in place to lock in margins and should be pro-active in dealing with foreign exchange exposures. OMF says it can work with customers to cut foreign exchange margins (that can be up to 1-2%) and save many thousands a year on currency conversions. For further info, [email Phillip Lindberg](#) or [go to their website](#).



Co-Working in the Wellington Region



Businesses looking for a space to base sales reps or other staff in the Wellington region might consider an offering by The Settlement who have modern co-working offices in Petone and Porirua. Rather than businesses needing a traditional lease on an office space or providing capital outlay for fit-out, IT etc, it's all taken care of as part of a flexible

month-to-month arrangement. James Walshe of The Settlement says they already have food and beverage businesses in Petone along with other industry reps who use the space as a central location to service the region. Packages include free parking, use of meeting rooms, and printing facilities, and can involve one or two days a week. [Email James Walshe](#) for further information.