

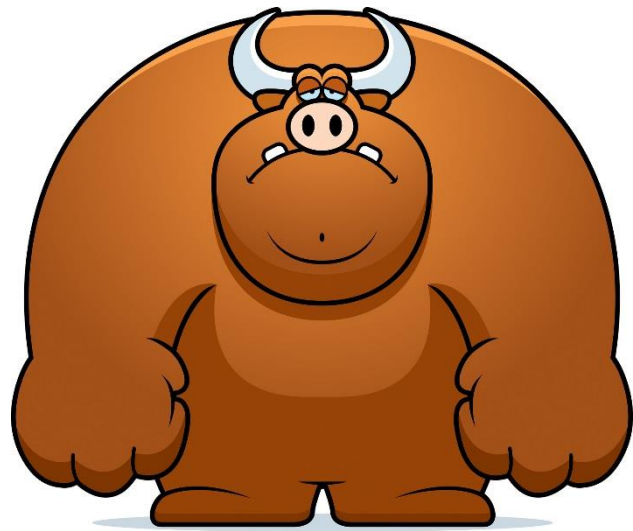


NEWSLETTER: 6 MARCH 2019

A Mixture of a Month

You may remember in the February newsletter I talked about expecting another busy year, but I didn't quite bargain for the rush of reports masquerading as informed work that FGC has been forced to correct. It seems these days that anything goes, and once it's out there in the media, getting the balance back into the argument is a bit like trying to put the genie back in the bottle.

First came a report in the British medical journal *Lancet* calling for people to **eat a mouthful of meat a day, a lot less dairy, and more plants** to improve diets. That was followed by the *Lancet* Commission on Obesity (which includes at least one 'expert' from Auckland Uni) **calling for the exclusion of industry from policy-making on food issues**. Then came a study claiming **drinking two or more artificially sweetened beverages a day results in a greater risk of stroke**. FGC pointed out that the mouthful of meat and less dairy claim was immediately questioned by US epidemiology experts, who threw serious doubt on the link between such a diet and health; we said the call to exclude industry from policy-making was rubbish, and quoted an expert describing it as an "insane" move. On the stroke story, we quoted the American Council on Science and Health saying it was "fake" news and full of flaws. You see what I mean about some of lunacy out there – and that was just in February!



On a much more positive and enjoyable note, I've spent quite a bit of time visiting some of our members, and you'll see some of their stories in this newsletter and on [my LinkedIn page](#) as well as [FGC's](#). I intend do a lot of this, and I'm keen to hear from you if have an achievement you want me to share with the world or just want a chat and a cuppa. I must say that if the positivity I'm picking up already is any indication of the health of our industry, then we're good!

FGC has always been keen on helping members advance health & safety and wellbeing, and we have an excellent champion in Gerry Lynch, who is tireless around this stuff. To help him get the messages out there we're introducing in this newsletter a section called 'Healthier & Safer Together'. It'll be a collection of advice and case studies that we hope members will find useful.



I'm sure Gerry (gerry.lynch@delmaine.com) would love to hear of your successes.

As I write this, I'm in Atlanta, Georgia, for my last APEC Business Advisory Council meeting before I step down. It's been great to be able to play a part in putting the business case in front of the full APEC forum, and this year to moderate a panel discussing corporate policies to advance women.

Korone Fitch

FGC Event Last Call: Status of Goods Claims Seminar

Tickets are still available for the Status of Goods Claims seminar to be hosted by FGC's Health & Regulatory Working Group **TOMORROW** in Auckland. It's a lunchtime event (noon till 1.45pm) in Newmarket, and will discuss issues around products such as organic, sustainable, and vegetarian. There will be speakers from JAS-ANZ, BioGro, and the Commerce Commission. [Register on the FGC website.](#)



FGC Event Reminder: Future Leaders Forum



Registrations are open for Kaleidoscope '19, the FMCG Future Leaders Forum. It's the industry's annual event designed to inspire companies' top young talent to receive personal leadership insights and tips. It's a full day on 19 March at Eden Park. Four key themes are covered: Personal Leadership, Sustainability, Resilience, and Team Building. Keynote speakers are

Sacha Coburn, a leadership consultant who worked with the Les Mills group; Team NZ members, who will talk about turning failure into success with extraordinary innovations; Malcolm Rands, a pioneer in sustainability; Darren Shand, All Blacks Manager. CEO panels, which will include FMCG leaders, follow each speaker, after which delegates will be challenged in table groups. This is an interactive forum brought to you by FGC's Talent and Diversity Working Group – FMCG Futures. For more information and to book tickets, go to [the FMCG Future Leaders website.](#)

FGC Event Reminder: Jobs Expo 2 April



Registrations are still open for the 2019 version of the very popular FMCG Jobs Expo, to be held at Auckland University on 2 April in conjunction with a Speed Networking session. Last year more than 2000 students attended and talked to companies about what the industry has to offer for graduates. Combining the Expo with the Speed Networking Session is designed to let employers use the Expo as

an active recruiting forum. Companies that book a stand at the Expo will be eligible to participate in the Speed Networking. There is still space available for suppliers and retailers to host one of the 25 Expo exhibits where they can discuss career options and entry roles with students, as well as engaging them with product samples and games. **In the networking event**, students rotate around the room, building professional networks and finding out more about different industries and organisations. Companies interested in exhibiting can [register on the FGC website](#) (but remember to register your new profile first).

Workshops: As part of the marketing and promotion leading up to the Expo, FGC's Talent and Diversity Working Group also host three one-hour skills workshops/panel sessions for students. Subjects will cover issues such as What is FMCG – demystifying the industry, and Career Pathways in FMCG, etc. These will take place the week of 25 March, also at Auckland University.

Reminder: GS1's Connect 2019



FGC members get a \$100 discount on the registration for GS1's Connect 2019 on 11 April in Auckland. The event coincides with GS1 NZ's 40th anniversary. The eCommerce Innovation Summit features an impressive line-up of speakers, headed by special guest Kevin Ashton, the Father of 'The Internet of Things'. Others are from Amazon, Google, the Institute of Economic Research, Massachusetts Institute of Technology, Foodstuffs NI, GS1 Global, and GS1 NZ. A Gala Breakfast will feature a panel from the

FMCG sector who will talk about how the advent of GS1 and the barcode transformed business and lives. Speakers include Steve Anderson of Foodstuffs (retailers), Sue Chetwin of Consumers Institute (consumers), Carolyn Tremain of MBIE (government), and Katherine Rich (suppliers). To register and view the agenda for this Auckland event, [go to the Connect 19 website](#).

Save the Date: 3 May

FGC will be hosting international food marketing expert Professor David Hughes at a morning event in Auckland on 3 May. Prof Hughes works closely with senior management of food and beverage firms around the world on business strategy development and with governments on food policy formulation, and offers the latest insights into food trends. Details on times and a venue will follow when registrations open on the FGC website in coming weeks.



Foodstuffs' New eXchange on Track for July



Foodstuffs intends to roll out in July its answer to the ideal interaction with suppliers. The national eCommerce platform eXchange, described by Foodstuffs as the 'one place of truth' for every supplier interaction, is designed to

provide simple, seamless transactions. Project lead Ana Connor says while the name hasn't changed, it's a new build from the ground up. It will manage everything from ordering, advance shipment notices to invoicing and contacts, products, relationship management, food safety and communications. It also provides a platform for further integration and added features in the future, allowing Foodstuffs to be "more nimble and responsive and ensuring it's always delivering the best trading experience ...". Suppliers needing more information can [email Ana and her team](#).

HSR Five-Year Review Draft Released

The draft report on the Health Star Rating Five-Year Review is out for public consultation, with responses closing at midnight on 25 March. The report is on the [Australian Department of Health's Consultation Hub](#), which will also accept feedback. The report outlines the findings of the review conducted by the Australian group mpconsulting, and proposes 10 recommendations for the HSR system.



Pallet Labelling Document Completed



The final document on pallet labelling has been completed and is ready for publication on the Foodstuffs SI, Foodstuffs NI, and Woolworth's websites. It can be found alongside the how-to guide on Pallet Labelling using SSCC barcode [on GS1 website](#). Suppliers can digest what is required ahead for implementation later in the year. Work is being carried out on the retailers' ERP systems to enable them to digest information contained in the SSCC. Once this is completed,

retailers will be reaching out to suppliers to start using SSCC labels

Farrimond, Griffins Looking for Blood



FGC members Farrimond and Griffin's have teamed up with New World to promote a pro bono campaign to help the NZ Blood Service attract new blood donors. Shopper marketing agency Farrimond developed the in-store activation which is taking place in more than 70 New World stores during February and March. It invites shoppers to learn their blood type via a simple finger prick test. The aim is to highlight the

ongoing need for blood donations and steer participants towards donation centres in their local areas. Less than 4% of eligible people currently donate blood. The campaign has resulted in Griffin's becoming NZ Blood Service's key supplier of the biscuits offered to people after they donate blood.

Pic's Opens its 'Star' Attraction

FGC was there when Pic's Peanut Butter World became Nelson's newest 'star' attraction, opening the 'star' doors to reveal its purpose-built destination for people to see the product being made. The building houses a 500 sq m foyer that features an attention-grabbing spiral staircase and public café, offices, and exhibition and tour mezzanine overlooking the factory. Visitors can watch from platforms as the peanut butter is made, they can meet the people who make it, can even make their own, and learn more about Pic



Picot's journey from producing his first batches in a concrete mixer to today's state-of-the-art plant. The site contains many quirky exhibits and was described by the architect as "Charlie and the Chocolate Factory, but with peanut butter," something Katherine Rich agreed with. Pic's is now sold in Australia, Hong Kong, Singapore, Malaysia, China, the UK and the US.

FMCG Marketing Seminar Success

More thought-provoking events for FMCG marketers could be on the cards following a successful event hosted by FGC and BrandWorld recently. The initial short seminar and networking event was designed to get marketers to think about their marketing approach and to challenge the way they think about campaigns. There was a presentation on “Is the trend our friend” by BrandWorld’s Head of Product Development, David MacGregor, who asked if we can still rely on assumptions that have influenced marketing decisions of the past, and discussed the realities of contemporary marketing management – such as shrinking budgets contrasting with increasing performance requirements. A discussion followed, involving Gerry Lynch, of Delmaine, Josette Prince, of Tasti Products (pictured with Gerry), and Bodo Lang, the Head of Marketing at Auckland University. Katherine Rich says FGC will look at holding more such events.



Scott MacKay’s Two Hats



Long-time FGC Board member and Vice-Chair Scott MacKay is now wearing two hats following his appointment as General Manager of Long White Cloud Sales & Merchandising. Scott says he will be involved in the day-to-day management of the business while continuing to operate Results for Customers (RFC). He has more than 25 years’ FMCG experience in New Zealand and Australia.

Variability in Response to Food, Nutrients



The International Life Sciences Institute, the Australian Commonwealth Scientific and Industrial Research Organisation, and the University of South Australia is holding a conference to explore the nature of individual



human variation in response to food choice and nutrient intake, and how that may initiate a new era of opportunity for personalised nutrition. It will take

place in Sydney in May. Population-based studies in food and nutrition have been essential in contributing to overall human wellbeing, but improved understanding of ‘individual human variation’ in nutrient requirements has awaited advancements in nutrigenomics and the mathematical and social sciences. This conference will enable attendees to hear leading global and regional experts present the latest science, discuss business implications, and consider the regulatory environment for personalised nutrition with a focus on improved health and performance outcomes. Further information and registration are on [the conference website](#).

GMO Labelling for Exports to US

The US has issued an amendment to its Code of Federal Regulations (CFR) which requires the labelling of genetically modified food (7 CFR—Part 66 National Bioengineered Food Disclosure Standard). This occurred on 21 December. Though it is unlikely to affect New Zealand’s main primary product export sectors of meat, dairy, fish, horticulture and wine, it may impact on a very few processed products. The basic US position is quite similar to the Australian and New Zealand position, though the specific terminology for US labelling is different to that used in Australia and New Zealand. It seems a symbol must be displayed on such products. Further information can be obtained [from the official website](#).



What’s new on www.HealthyBalance.nz



The Sweet Alternative: Artificial. Non-nutritive. Intense. Low calorie. Sugar substitutes. These words are associated with the sweetening of food – other than with sugar. So how do they affect our health?

Behind that ‘healthy’ muffin: Having a coffee with a muffin seems a well-entrenched habit for many people. But do we really know what’s in a ‘muffin’ – and whether it’s ‘healthy’ or not?

Safer & Healthier TOGETHER



Five Tips for a Safer, Healthier Workplace



Be careful where you put your ‘but’. That’s one of five tips for improving health and safety from Professor Tim Marsh, a UK-based world expert on behavioural safety. If someone tells us ‘I want it done safety, but by Friday’ we believe what the person really wants is for it to be done by Friday, Prof Marsh says. We ignore the part of the sentence before the word ‘but’. So, it’s really important where you put the ‘but’ in a sentence when

you are talking about health and safety. If companies want people to make health and safety the priority, they need to talk about it after the ‘but’. (e.g. I want it by Friday, but I want it done safely). You can see Prof Marsh’s four other tips for improving health and safety in an entertaining video made by the Business Leaders’ Health and Safety Forum. It’s worth watching just for the funny ‘candid camera’ clip about how people behave when others start acting strangely in a lift. The clip is a great example of how peer-pressure can affect health and safety in a workplace.

[Watch it here](#).

Tackling Manual Handling Through Exercise



Manual handling is the cause of many injuries within the grocery sector, both for suppliers and retailers, and though a lot of work is done to manage weights and sizes of cartons, some FGC members are turning to warm-up and exercise. Providing staff with a dedicated area to warm up before their work starts is a great way to make them aware of the risks of manual handling while also physically preparing them for their day's work. The rooms also serve as an exercise room for after work, where staff

can improve their fitness and wellbeing. WorkSafe have a very useful fact sheet to further help prevent manual handling injuries, and [you can find it here](#).

Co-designing health and safety



Your company may have your own health & safety sorted but what about your contractors or people you contract to? Or the contractors you share workspaces with? Their practices can have an impact on the H&S of your people. Getting contractors to work together on this is the focus of a case study from the Business Leaders' H&S Forum. In it, Wellington Water CEO Colin Crampton talks about how he got together with his contractors

to improve H&S. The company and its contractors now use a co-design process, where everyone gets a say in decisions and there's a shared understanding of how things will be done. The outcome has been improved health, safety and productivity for the company and its contractors. Read the case study [on the Forum website](#).

Staff Health and Wellbeing at Mars



Mars NZ has launched an initiative to promote health and wellbeing among its staff. Recognising that being healthy and energised at work makes for a productive workplace, the company launched Mars Be Well. It builds on a range of wellbeing initiatives the company already offers but aims to incorporate everyday activities such as walking meetings, meditation, taking proper breaks and healthy-selfie competitions. The accompanying picture shows staff on a walking meeting, with the girls from the Auckland marketing

team taking advantage of a sunny day to grab a selfie.

Mental Health and Anti-Bullying Resources



There are lots of free resources available to companies around general mental health as well as those that highlight the issue of bullying in the workplace. Resources include fact sheets, guides, PowerPoint slides, conversation cards and worksheets. Facts sheets include Reducing Stress, Improving Wellbeing, Problem Solving, Creating Positive Environments, and Getting Help for Mental Health issues. Find them [on the Mental Health website](#).

Pink Shirt Day: 17 May



A heads-up that the Mental Health Foundation's Pink Shirt Day – to stop bullying – will be held on 17 May, and companies and individuals can [register on the website to join the movement](#). Pink Shirt Day aims to create schools, workplaces and communities where all people feel safe, valued and respected. You can hold a Pink event or fundraiser at your workplace to take action against bullying. The day is supported by The Peace Foundation, RainbowYOUTH, InsideOUT, New Zealand Post

Primary Teachers' Association, Auckland District Health Board Peer Sexuality Support Programme, Youthline, Te Kaha O Te Rangatahi Trust, Emerge Aotearoa, the Human Rights Commission and Bullying-Free NZ Week.