



Our Vision

A sustainable fresh fruit and vegetable industry for New Zealand

Background Information 2019



Our Story

We are working towards a sustainable fresh fruit and vegetable industry that is united and connecting with all sectors within the industry value chain. An industry that is informed about issues that matter to their business and is healthy and prosperous, enabling it to contribute to achieving New Zealand's economic success.



Our Work

United Fresh has worked to support and unite the fresh fruit and vegetable industry in New Zealand for close to three decades.

Our membership is diverse and is representative of the entire value-chain, helping to provide interconnectivity throughout.

We work collaboratively with all stakeholders within the New Zealand fresh produce industry to ensure the best services are provided and the most relevant projects are undertaken on behalf of members.

We connect with government including MPI, MBIE and MOH to ensure our industry is well represented and understood.



United Fresh
Technical Advisory Group

Our Management Team and Technical Advisory Group (TAG) work together with members and other stakeholders in the important areas of;

- Biosecurity
- Compliance including Weights & Measures and Crates & Pallets
- Climate Control & Refrigeration Gases
- Food Safety
- Industry Liaison
- Supply Chain Management
- Traceability including the Sustainable Farming Fund Traceability Project
- Sustainability



Further Work, Services and benefits include;

- Workshops & Members' Meetings
- Research
- Health Claims interpretation and advice
- Nutrition Information Panels for all fresh fruit and vegetables
- Public Relations & Communications
- Industry support & Sponsorship
- Management of the Government funded Fruit & Vegetables in Schools Initiative
- International Connectivity
- Government Liaison & Submissions
- Funding the education and promotional work of the 5+ A Day Charitable Trust
- Funding & Support of Women in Horticulture



United Fresh is a proud supporter of the 5+ A Day Charitable Trust.

Sustainable Farming Fund 2018 to 2021

Project 405482
Effective Fresh Produce Traceability Systems



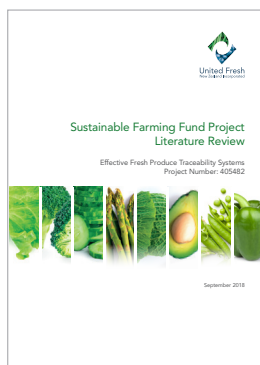
What is the project all about?

We have begun work on a three-year project to investigate traceability within our fresh fruit and vegetable industry. This project will lead to a series of reports and comprehensive industry guidelines to assist in implementing best practice for the benefit of everyone from growers through to consumers.

What is available now?

The first three of these reports are now available on our website under the Technical dropdown.

1. A Literature Review
Effective Fresh Produce Traceability
2. Milestone 3 Report
Pre-Packed Supply Chain Traceability Study – Strawberries
3. Milestone 4 Report
Traceability Survey Reporting, Communication & Promotion



What is the focus of this project?

The focus is on the attitudes and perceptions around traceability as well as practical impediments to achieving best practice. It is not about plants, equipment or expensive systems. Rather, it is about testing the underpinning methodologies needed for a robust traceability system across the entire supply chain.

What is the aim?

The aim is to use internationally tested and implemented GS1 assessment methods to examine the present state of traceability across the fresh produce supply chain and then to generalise the results as far as possible across the whole sector with guidance on how to maximise effectiveness. This begins with walks through supply chains studying track and trace processes, followed by two practical pilots over the next twelve to eighteen months.

Which crops are we trialling?

Strawberries and lettuce will be the crops used. Participants will be chosen to represent growers of various sizes and levels of technology use and crops will be branded and unbranded, loose and wrapped.

This doesn't mean we only want to hear from strawberry and lettuce growers, we need to hear from a wide range of growers to ensure robust outcomes.

What does the law say?

Effective traceability from grower to consumer is now a requirement of the Food Safety Act 2014 and the Food Safety Law Reform Act 2018. Systems need to be robust at all times so that they can be effective in time of crisis.

Who is funding this project?

This project is funded by Government through the Sustainable Farming Fund with further funding from United Fresh and contribution in kind from The AgriChain Centre and GS1.

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www.unitedfresh.co.nz
for regular updates or email
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