



**United Fresh**  
New Zealand Incorporated

# REPORT CARD 2017

This report provides a snapshot of some of the highlights for our organisation, industry and members as we work through 2017.



## Membership



As **New Zealand's only pan-produce industry organisation** celebrates **25 years** of providing valuable and relevant services, our membership is at an all-time record. We have over 90 members from seed companies, growers, wholesalers, packers, service providers, research organisations and retailers.



## United Fresh marks 25 years with records and highlights

Leadership and collaboration, both domestically and internationally, is a focus for us in 2017.

United Fresh currently provides members with guidance and compliance advice on issues such as food safety and traceability, biosecurity, industry standards, and health and nutrition claims.

The Fruit and Vegetables in Schools Initiative will run in a **record 547 schools** providing around 115,000 children with fresh fruit and vegetables each school day.



## Your New President

Jerry Prendergast has taken over as our President. Jerry has over 35 years' experience in the produce industry and is National Key Account and Brand Manager at MG Marketing.

Jerry is looking forward to meeting with members and potential members during 2017 and working with our Executive on pan-produce industry issues and milestones.

Jerry will be assisted by our new Vice-President, Ant Blundell, who has served on the Executive Committee since 2013 and adds an excellent grower's perspective to the group.

We thank David Smith for his service to the pan-produce industry as United Fresh's President since 2011. David has moved into the role of Chairman of the 5+ A Day Charitable Trust.

**See back page** for a full list of the Executive Committee.



**CELEBRATING 25 YEARS OF PROGRESS FOR NEW ZEALAND'S PAN-PRODUCE INDUSTRY**



## Working with Government

We work with the **Ministries of Health and Education** through our management of the Government funded Fruit & Vegetables in Schools Initiative.

### Fruit & Vegetables in Schools

Fruit & Vegetables in Schools is an example of a Public-Private Partnership that works. United Fresh has been responsible for managing this hugely successful initiative for the Ministry of Health since 2004. 2016 saw the initiative grow to a record number of children.



21 Regions



547 Schools



115,000 Children



23 million Servings of fresh fruit and vegetables delivered annually



## Ministry for Primary Industries

Our work with the Ministry for Primary Industries includes Food Safety & Traceability, Biosecurity and Health & Nutrition Claims.



## Biosecurity

Working with the **Ministry for Primary Industries** we have developed a template for members to drop into their **Crisis Management Plans** in response to a potential **Queensland Fruit Fly** discovery in the Mt Wellington area.

This template is suitable for all wholesale markets, retail produce distribution centres and produce merchants receiving fruit and vegetables into their premises for redistribution to retail outlets, branches, members or directly to the consumer.

Our technical workshop for distribution and logistics managers was held to take members through the practicalities of implementing the template.

Members can access the template via the members-only section of our website.

*United Fresh thanks The AgriChain Centre for providing pro-bono services on this project.*



## Food Safety & Traceability

Our Food Safety & Traceability Committee has developed a **New Zealand Produce Industry Food Safety & Traceability Framework** to ensure a pan-industry coordinated approach.

An application to the **Sustainable Farming Fund** was lodged in September 2016 to fund the next stage of our traceability project following on from our Strawberry Traceability Pilot, entitled – **Traceability within Fresh Produce Supply Chains**. If successful, work on this project would start in July 2017.



## Building National Partnerships

United Fresh has a close working relationship with **Horticulture New Zealand**, supporting their annual conference.

We also work with our member, **Plant & Food Research** to ensure we have up-to-date science and nutrition information.

We provide **Networking Meetings** and **Workshops** for members focused on important industry issues.



## Building Global Partnerships

United Fresh works with international organisations to ensure there is no repetition of services for members and to enable us to provide the leadership members value.

We work with the **PMA A-NZ** on food safety & traceability and workshop opportunities.

We share strategies, including policy with **35 countries** as members of **The Global Network for Fruit & Vegetables** focusing on increasing consumption of fruit and vegetables to grow our industry.

We hold a position on the **International Federation for Produce Standards Board** to improve the supply chain efficiency of the fresh produce industry through developing, implementing and managing harmonised international standards.



## Health Claims & Nutrition

All members of United Fresh are encouraged to display our iconic 5+ A Day brand on all packaging and promotional material moving forward. Our brand is recognised by over 90% of New Zealanders and represents the healthy eating and education work of the 5+ A Day Charitable Trust.

We work with members to ensure they are benefitting from the preapproved health claims now available for use on fresh fruit and vegetable promotions and packaging.



[www.unitedfresh.co.nz](http://www.unitedfresh.co.nz)

Our new website is proving popular with members using our members-only section to upload packaging and download photography and our 5+ A Day trademark. If you require a members' login please email [info@unitedfresh.co.nz](mailto:info@unitedfresh.co.nz)



## Communications and Public Relations

Building industry profile and providing members with important industry events, issues and updates.



Communicating relevant and timely information to the pan-produce industry by providing an information conduit for members, industry and government.

Our strategic public relations plan focuses on building our fresh produce industry's profile, we also have the ability to provide leadership, disseminate information and provide support to members in times of crises.





## Raising Consumption



United Fresh continues its support of the **5+ A Day Charitable Trust** and its objective to raise consumption of fresh fruit and vegetables to five or more servings for all Kiwis. The Trust works with its Trustees to provide a strategic education and marketing programme which includes **Brand Ambassadors, Education Resources, Sponsorship, Social Media, Public Relations, Recipe Development, Photography** and **Consumer Website**.



For more information visit [www.5aday.co.nz](http://www.5aday.co.nz)



## United Fresh Executive Committee

<b>President</b>	<b>Jerry Prendergast</b> , National Key Account & Brand Development Manager, MG Marketing
<b>Vice President</b>	<b>Ant Blundell</b> , Managing Director, Kaipara Kumara
<b>Food Safety &amp; Traceability Chair</b>	<b>Dr Hans Maurer</b> , Director Strategy and Marketing, The AgriChain Centre
<b>Grower Reps</b>	<b>Mike Chapman</b> , CEO, Horticulture New Zealand <b>Mike Arnold</b> , General Manager, LeaderBrand South Island <b>Robin Oakley</b> , Managing Director, Oakley's Premium Fresh Vegetables
<b>Wholesale Reps</b>	<b>Paul Rewha</b> , Head of Sales, T&G Global <b>Terry Brown</b> , National Business Manager, Freshmax NZ Ltd
<b>Retail Reps</b>	<b>Dayna Stuart</b> , Produce Manager North Island, Foodstuffs North Island Ltd
<b>Export Rep</b>	<b>John Carroll</b> , Director, Primor Produce Ltd
<b>General Manager</b>	<b>Paula Dudley</b> , United Fresh New Zealand Incorporated, contact <a href="mailto:info@unitedfresh.co.nz">info@unitedfresh.co.nz</a>