

August Conference •CANCELLED•

JUNE 2020

Regretfully, we have finally decided to cancel the conference this year... we left it as long as possible before coming to this decision just in case there was a viable chance that we may be able to proceed. But with all the uncertainty surrounding Covid-19 I believe the only sensible choice we had was to cancel. So, it's all confirmed 2020 is cancelled and 2021 is booked for Auckland on 15-17 August.

Adapt quickly

Traceable, trusted and safe food will be more important than ever before in post-lockdown society but, consumer behaviour has changed and New Zealand food producers must adapt quickly, KPMG agribusiness global head Ian Proudfoot says.

An understanding of food's importance in peoples' lives is greater today than it has been in decades, probably since the 1940s. We've always assumed food will be there but now there is an awareness we could face food insecurity.

"Now we recognise food supply is not certain. Food availability will no longer be taken for granted." There have been empty shelves around the world and people will remember that. Governments will recognise that and will focus on creating more local production. Food security is now the priority of every government around the globe.

For food exporting countries like NZ a big part of that will involve how to get food to people. Global freight paths are changing and will need to be reinvented,



which will initially be more expensive, pushing more towards grow-local models.

Proudfoot expects a shift to countries putting themselves first, which will lead to them protecting their own food producers though they won't want to be seen to disrupt international trade.

He also expects human-free handling systems to increase rapidly, with the mantra "this product has not been touched by human hands" a big driver. That will reverse the trend to minimal packaging, with more packaging to provide increased confidence around food safety but that can't be at the expense of the environment so the challenge will be how to provide it in a circular way so it can be reused, recycled or composted.



An opportunity to tell the real story of NZ food

Agriculture minister Damien O'Connor believes the Covid situation is an opportunity for farmers - and others in the sector - to sell the story of how NZ produces our quality food. He believes this is an opportunity for farmers - and others in the sector - to sell the story of how we produce our quality food.

O'Connor told *Rural News* that he's proud of the way that the agri sector has adapted to the new set of circumstances. He says they have had to meet the new health requirements in

various workplaces - be it in an orchard, packhouse, food processing or meat processing plants. O'Connor says it's great to see people doing the right thing.

He concedes that COVID-19 has added to the pressure that farmers had been feeling with the drought and general financial pressure. However, O'Connor believes that rural people - many of whom live in isolated places - are possibly coping with the lockdown better than those in the larger cities.

**“Never let a good crisis go to waste”
(Winston Churchill).
The world will always need food, and New Zealand is enviably positioned to capitalise on this,
writes
future foods expert
Rosie Bosworth**

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Now more than ever, our thriving agriculture and food and beverage sectors will be key economic lifelines for the country and crucial points of job creation for hundreds, if not thousands, of Covid-displaced New Zealanders hungry for work. Why? Because the world will always need food. Natural, honest, trusted products that New Zealand is enviably positioned to produce better than any other nation on the planet. Especially in a Covid world, where consumers globally are increasingly seeking immune-boosting, healthy and sustainable products.

As a net exporter of food for more than 40 million people, generating nearly \$48 billion in exports, New Zealand's primary sector is responsible for producing some of the world's finest dairy, meat, wine, wool, seafood, honey, fruit, vegetables and craft beverages. As consumers around the world gravitate towards buying local, the sector could have a lot to lose. Fortunately, the cards are stacked in our favour. Our small island nation has been dubbed "a coronavirus safe haven" by international research organisation Deep Knowledge Group, which ranked it one of the three safest countries in the world.



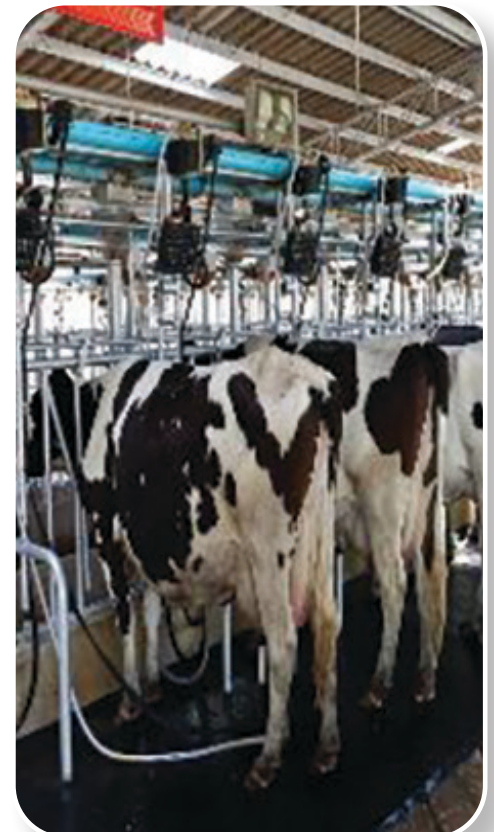
New Zealand's strict lockdown procedures and rapid response to the virus, coupled with our existing strong track record of producing high-quality food and beverages the world trusts, will serve as the additional drawcard we need to lure more consumers globally towards our premium foods and natural products.

The UN last month warned of threatened global food supply, spurred by the closure of more than 22 meatpacking plants across the US due to crowded and unsanitary factory conditions and thousands of meatpackers contracting the coronavirus. North America's meat shortages have seen fast food chains like Wendy's taking burgers off the menu at some of their restaurants.

Thankfully, New Zealand's agricultural industry is well positioned to fill this void and the numbers suggest the world is safe in the hands of our agricultural and food products.

New Zealand, the monthly value of New Zealand's red meat and co-product exports topped \$1 billion for the first time in March - an increase of 12% on March 2019, even with Covid taken into consideration.

BNZ economist Doug Steel further predicts primary industries will move from comprising 54% of our export earnings to more than 70% this coming year. Increasing international demand for our existing primary exports such as red meat, dairy and fresh produce, even by a few percent, will certainly help to soften the economic blow.



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This last piece is especially vital for the success of our food industry. More than ever, in the wake of Covid, consumers globally are expressing strong preferences for local food and brands over international ones, across all categories. If we are to have an advantage over the blanket “buy local” push going on in almost every one of our key export markets offshore, we need to be superior. Superior in our product offerings and even

more exceptional in our storytelling and branding.

As Winston Churchill wisely put it, never let a good crisis go to waste. For better or worse, Covid is finally pushing our food sector in the deep end to collectively, collaboratively and strategically invest in new, high-value innovations and to diversify the range of great products New Zealand offers the world. This is a good thing.

Together, we must come together to blaze new lucrative trails and become the world’s most trusted and leading food and wellness innovators. To create rapid, impactful and profitable change fit for a Covid world. Now is New Zealand’s time to shine, to help re-rail our economy and show the world we have what it takes to enable people to thrive in this new world.

Singapore Airlines strengthens commitment to New Zealand

Singapore Airlines has announced the introduction of cargo-only flights between Auckland and Singapore which will operate five times a week.



The airline will operate an Airbus A350-900 on the route, which will provide more than 175 tonnes of cargo capacity a week to and from the New Zealand market. The first departing flight, carried almost 20 tonnes of cargo, including fresh fruit, chilled meat, machinery and some of New Zealand’s famous wines from both the North and South Island. Goods will be able to trans-ship to Amsterdam, China, India, Malaysia, Switzerland, South Africa, Thailand, the UK and the US.

Fonterra Posts Big Earnings Rise

Fonterra has gained credit for a very timely and well received financial performance for the current year to date. Last year Fonterra turned in a record \$605 million loss but, this year the group’s earnings before interest and tax for the nine months to April 30 came to \$815m, an increase of \$301m on this time last year. Unlike many New Zealand businesses right now, there will be no job losses.

Crown Equipment Celebrates 75 years of Innovation

Crown Equipment is celebrating its 75th anniversary this year. Crown is the largest privately owned forklift truck company in the world and manufactures up to 85% of its lift truck components so that they can better manage quality and parts availability for their customers.

Initially starting in 1960 Crown was established in New Zealand in 1981. Kieran White managing director since 2016 and Shane Crook general manager of sales are both well known to members from their ongoing conference support.

CROWN
lift trucks



NZ COLD STORAGE GOOGLE RANKINGS

Here are the Google rankings for the keyword phrases we are currently tracking for your website. These are not the only keyword phrases that you are ranking for, just a sample of phrases that are being monitored to provide an indication of your site's Google visibility. Rankings in the top 10 results are on page 1 of Google, rankings from 11-20 on page 2, 21-30 on page 3 - and so on.

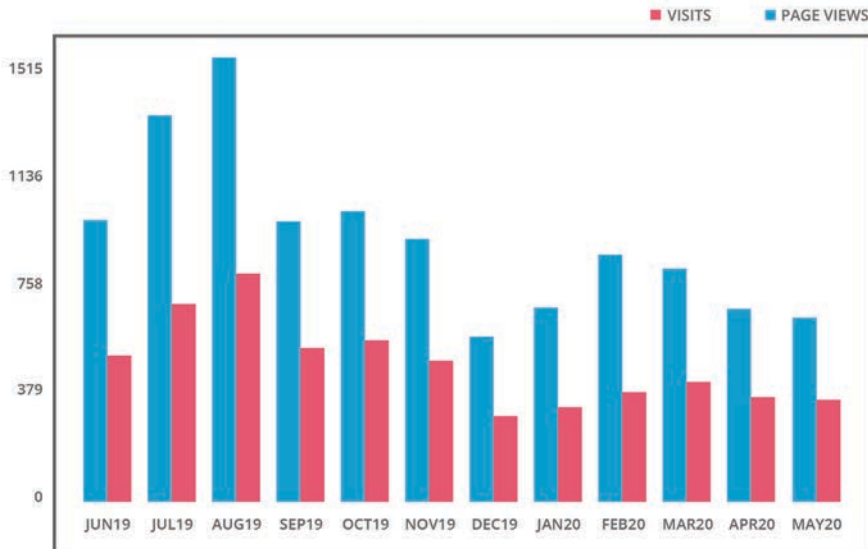
KEYWORDS	POSITION	PAGE
new zealand cold storage association new zealand	1	1
new zealand cold storage association nz	1	1
cold storage facility nz	1	1
cold storage nz	1	1
chilled storage nz	1	1
chilled storage new zealand	1	1
cold storage new zealand	1	1
cold storage transport nz	1	1
cold storage transport new zealand	1	1
cold storage space nz	1	1
cold storage space new zealand	1	1
cold storage facility new zealand	2	1
frozen meat storage new zealand	4	1
temperature controlled storage nz	11	2
temperature controlled storage new zealand	14	2

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WEBSITE VISIT AND PAGEVIEW TRENDS



Visits and Page Views by Month

MONTH	VISITS	PAGE VIEWS
May 2020	349	630
April 2020	356	658
March 2020	411	798
February 2020	376	845
January 2020	321	664
December 2019	294	562
November 2019	483	896
October 2019	552	989
September 2019	527	954
August 2019	779	1515
July 2019	674	1319
June 2019	500	961



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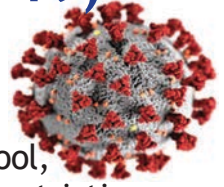
Forklift For Sale

Cool Storage Express have a spare forklift which is available for sale. It has relatively low hours and was bought new in March 2014.



They are looking for \$12,500 plus GST. If you are interested please contact Peter Fraser on:
Phone: **021 2077025**
Email: Peter Fraser
peter@coolstorageexpress.co.nz

Coronavirus (COVID-19) Update -What does alert level 1 mean?



- Everyone can return to work, school, sports and domestic travel without restriction, and limits on public gatherings are removed.
- Controls at the border remain for those entering New Zealand, including health screening and testing for all arrivals, and mandatory 14-day managed quarantine or isolation.
- Basic hygiene measures are still a requirement, including washing your hands and coughing or sneezing into your elbow. People should remain vigilant and continuing to be aware of physical

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Carel Cold Watch Trapped Personnel Alarm Kit

The trapped personnel alarm kit is a safety system for low temperature cold rooms. The person trapped inside the cold room can press the emergency button to ask for help, and a siren ensures audible and visible signal outside, where the permanent presence of a person is guaranteed.

The kit includes:

- Control unit to be fixed outside the cold room (with n.o. alarm relay), provided with siren to alert about alarm.
- Backup battery housed inside the control unit, supplies power in the event of blackouts (12Vdc, 10h life time).
- Emergency button to be installed inside the cold room. The LEDs that light up the emergency button are permanently on.



CAREL

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distancing when out and about amongst strangers is still a good habit to continue.

- Keep track of where you have been and who you've seen to assist with rapid contact tracing if it is required. Businesses should assist customers to keep track of where they've been by displaying the Ministry of Health QR code.
- While we are returning to something resembling our pre-COVID life, remember that there is still a global pandemic -

100,000 new cases each day are still being recorded globally.



Chinese Fruit imports: Even with slashed prices, fruits are not selling.

The COVID-19 epidemic in China has finally been brought under control and although production is more or less returning to its normal pace, overall market demand is still taking some time to recover.

Over the past ten years, China's fruit import volume has increased by more than sixfold, from a value of \$1.63 billion in 2009 to \$10.3 billion in 2019. China's fruit imports grew by 23.2% in 2019, and the country is now a **net importer** of fruits. Cherries and avocados in particular have become a favourite of China's emerging middle class.

In the past four months however, China imported 2.45 million tons of fruits and nuts, a decrease of 10.5% compared with the same



period of 2019. According to data released in April by the National Bureau of Statistics, China's GDP for the first quarter of 2020 fell by 6.8% compared to last year, marking the first time since 1992 that China's economy has witnessed quarterly shrinkage. As consumers cut back on spending, imported fruits have become less and less of a must-have item.

At the same time Chinese farmers have also suffered serious losses during the pandemic do to labour and transport problems. To make a bad situation even worse, some parts of China have also witnessed abnormal weather this year. What worries farmers even more is that despite the substantial fall in prices, consumer demand remains stagnant.

New Zealand Food Safety Update - MPI

We have all just gone through, and are still experiencing, unprecedented times through the COVID-19 response. During the response, the Ministry for Primary Industries (MPI) has worked with primary sector businesses, including those in the food supply, support areas, processing and storage sectors.

It was very important that food verification services continued during the COVID-19 response to support businesses and make sure food safety is managed properly. MPI's New Zealand Food Safety Verification Services (VS) used an Off-site Verification system for some sectors using technology (such as email, smart devices and Skype) to reduce the risk of face-to-face contact.

For the cold storage industry, the VS team still had to conduct on-site visits as market access requirements mandated this. To do this safely, the team followed the Ministry for Health COVID-19 guidelines. For more information about New Zealand Food Safety's advice for food handlers and businesses, visit

COVID-19 and food safety. Any questions about verification, please contact your verifier.

Technical update As of 1 June 2020, there were 172 active stores. Overall the cold storage sector is showing good compliance. From 1/01/2020 to 1/06/2020, 158 performance based verification (PBV) checks were completed for the cold storage sector - 6 (3.8%) of these PBVs were unacceptable. An impressive 150 (82%) of these were on the highest PBV "ceiling step" level.

Corrective Action Requests issued to the cold storage sector June 2019 to May 2020

Topic	Percent	Count
Design and construction	4%	2
Hygiene & sanitation	4%	2
Refrigeration management & repacking	4%	2
Overseas market access	6%	3
Load-in/load-out procedures	12%	6
Documentation & certification	16%	8
Operator monitoring & verification	55%	28

Jack's CORNER



Well, if you ever had any doubts about New Zealand being the best place in the world to live surely after all that has eventuated over the last few months' your doubts have been washed away. Hopefully with a good hand sanitiser!

The rest of the world with the exception of Australia is in a right old mess. While we still have a long way to go to get back to pre Covid-19 days we are the envy of the world with what we have achieved. World wide media is in awe of how we have eliminated the virus but, try telling that to some of our NZ journalists.

Unfortunately, the media focusses heavily on the bad news and gives very little time to the good news. A good example of this is the Fonterra profit... my question is "why wasn't this headline news rather than a pokey small news clip". There aren't many companies capable of posting \$800 million profits. We can't hide from the bad news and don't want to but, why do we hide the good news? It's almost like fake news in reverse!