Exporting with Fresh Produce Group New Zealand INFORMATION FOR NEW GROWERS



About us

At Fresh Produce Group New Zealand Ltd (FPG) we source and market the best of New Zealand's fresh specialty fruit and vegetables to global markets such as Asia, North America and Australia, providing a vital link between local growers and international buyers.

We work closely with our suppliers, investing the time to understand their business and products to ensure that we meet their needs and that of our customers. We aim to provide a seamless service to both and deliver quality to our customers.

Established in 2009, FPG has rapidly grown into a market leader in the New Zealand fresh specialty produce export industry through innovation, flexibility and strong relationships.

We are committed to building long-lasting relationships with our growers and buyers through collaboration, mutual trust and transparency, and to become the number one choice of specialty produce exporter in New Zealand.

For further information please visit our website at www.freshproducegroup.co.nz

Our team

The FPG team has a combined experience of almost 50 years in the trading/export industry. Russell and Duncan are both based in Tauranga, whilst Carul and Jamie are based in Auckland.



Russell Faulkner / Managing Director

Russell has over 27 years of international produce trading experience based in USA, Australia and New Zealand.

Born and bred in Canterbury on a mixed cropping farm, Russell graduated with a Bachelor of Commerce and Management from Lincoln University.



Duncan Rutherford / Export Manager

Duncan is responsible for global sales and developing new business in our key markets. He is also the driving force behind Sea Fresh Trading Co. a partner company launched in 2016, marketing premium New Zealand seafood worldwide.

He has over 13 years' experience marketing both produce and seafood in New Zealand and overseas.



Jamie Yates / Sales and Marketing

Jamie is the latest addition to the team, starting in 2017, after working in the USA produce industry for a period of time. Jamie is responsible for sales, logistics and quality control.

Jamie was born and bred in Tauranga, attended St Peter's in Cambridge and graduated from the University of South Carolina Upstate, with a degree in Business Administration majoring in Marketing.



Carul Combe / Shipping and Administration/Accounts

Caryl is responsible for the shipping and administration/accounts aspect of our business, and has been with the company since it commenced.

Her career started in the banking industry, initially in customer service roles before specialising in the trade finance (importing and exporting) sector.

Social Media

In November 2017 we launched our social media channels to enhance our communication with existing and potential growers/customers/consumers. When we have the opportunity, we like to profile our growers, educate/update on the produce we are marketing, share news and industry related information etc.; so please be sure to let us know if you're on either Facebook and/or Instagram, and follow us on Facebook and Instagram @FreshProduceGroupNewZealand.

Your Product Manager

Should you require any assistance please contact Russell Faulkner via the below contacts

russell@freshproducegroup.co.nz

+64 21 489 995



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Getting started

We will provide you with our Terms and Conditions and New Supplier Agreement and Information forms to complete, so that we can get you set up in our system. Please contact Russell, as your Product Manager, for a copy of these.

Compliance Certification

All growers now have to comply with the New Zealand Food Act 2014 and, for pesticide residues, the New Zealand and/or International Market Access Maximum Residue Levels (MRLs).

To gain compliance you will need to join a GAP certification programme, either NZ GAP or NZGAP GLOBAL G.A.P. Equivalent. FPG would prefer growers be certified with NZ GAP GLOBAL GAP Equivalent, as this is benchmarked to the GLOBAL GAP standard and allows FPG to supply all customers worldwide that require GLOBAL GAP certification, where NZ GAP is not sufficient in the future. For further information please contact Russell, as your Product Manager.

Growers must supply copies of their GAP certificate, GAP audit report and MRL tests results annually and/or as they are renewed. These should be sent to Jamie (who manages our compliance system) via email jamie@freshproducegroup.co.nz

MRL testing

MRLs are established in most countries to safeguard consumer health and to promote Good Agricultural Practice (GAP) in the use of insecticides, fungicides, herbicides and other agricultural compounds. Increasingly we must comply with the MRLs they have set, as a condition of market access. To safeguard both parties, MRL testing may be conducted when the fruit arrives at the nominated cool store. This will be actioned at random within a standardised procedure.

United States Food and Drug Administration (FDA) registration

Growers packing their own fruit for export to the US need to be registered with the FDA. If you are not registered, we can assist you with this process for free, where other websites will charge you a fee. For assistance please contact Caryl on 027 296 4617 or via email admin@freshproducegroup.co.nz

Quality Control

Consignments will be inspected on arrival at the nominated cool store to ensure market requirements are met. Should there be any issues with quality, you will be advised within 48-72 hours and sent an Inspection Report. Russell, as your Product Manager will discuss the issues with you and provide options of how the product should be handled, to achieve the best results for all parties. These options may include, but are not limited to, fumigation, re-pack, re-export, sell on local market or on consignment.

FPG require you to stand behind your product for an acceptable period of time for shelf life of the product. This is so FPG can sell it into the market in a timely fashion and in acceptable condition for the market. This will be agreed by both parties before the season commences.

Invoicing and Insurance

Payment will be made 21-28 days after receipt of your product into the nominated cool store. Payments are made on a Friday, by direct credit into your nominated bank account. Adjustment to these terms may be agreed to on a case by case basis or if there has been a quality issue identified on receipt or in the market place. Remittance advices for payments and copies of Buyer Created Tax Invoices (BCTIs) will be emailed you to once payments are processed.

Any levies or other industry costs relating to the product group will be deducted from your payment, and paid to the collection party.

On receipt into the cool store, ownership of the consignment will transfer to FPG. This enables your product to be covered by FPG's range of insurance polices, providing you with the benefit of having your product insured for a comprehensive selection of risks relating to storage, transit and Trade Credit.

If you have any queries regarding invoicing or insurance, please contact either Caryl on 027 296 4617 or via email admin@freshproducegroup.co.nz or Russell, as your Product Manager.

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Logistics and Packaging

Consignments are to be sent to Kuehne + Nagel (K&N) at 32 Amelia Earhart Ave, Mangere, Auckland 2022.

Russell, as your Product Manager, will provide you with FPG Grower Advice (GA) books. Each consignment sent must have a GA docket completed and attached to the pallet. All boxes must be stamped with your grower number and count. The FPG GA docket number must also be stamped on the box to allow for traceability and we can provide a stamp for this. Please see below for examples.

For growers based in the Bay of Plenty, Weatherell Transport (131 Maleme St., Greerton, Tauranga 3112) hold a supply of our PLU and Marketed by labels. For growers outside this region, Russell, as your Product Manager, will arrange to have these sent to you.

Label, logistics and packaging examples

FPG GA docket (To be attached to the pallet)



Fruit PLU and Exporter 'Marketed by' tray labels (NB: Labels are not to scale)





Information required on the end of each box/tray (Grower number, Count number and the FPG GA docket number)



The FPG GA docket number (as seen on the above FPG GA docket example), should be stamped on this end of the tray