



**COMPANY PROFILE**

# QUALITY COUNTS

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ON US.

# INTRODUCTION

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## A CENTURY OF EXPERIENCE

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AssureQuality is a commercial company 100 percent owned by the New Zealand Government. We provide food safety and biosecurity services to the food and primary production sectors.

Every day our experienced team of 1700 experts works alongside customers to assure the safety and quality of food being produced for millions of people worldwide. Our skilled staff and extensive accreditations enable us to audit, inspect, verify and certify food quality and management systems from the farm right to the supermarket shelf.

We can help provide the evidence that the food you produce meets the standards of safety, ethics and environmental sustainability required by your most demanding markets.

# VALUES AT A GLANCE

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## 01.

### CUSTOMER RESPONSIVENESS

All the work we do, at every level, is aimed at providing professional services to our customers. Customer responsiveness ensures we understand our customers' needs and demonstrates our commitment to quality service delivery.

## 02.

### OPERATIONAL EXCELLENCE

Accuracy, efficiency, reliability and timeliness are constant requirements for everything we do every day. Getting it done right first time is key to what we do. We challenge ourselves to perform better for our customers, push the boundaries of best practice, and develop innovative products and services that add value for the business, our customers and industry. It is the little ideas that build to create continuous improvements.

## 03.

### LEADERSHIP

We inspire people to develop and perform at their best to deliver our vision. Leadership is action, not position. It is leadership taking place at all levels that helps us achieve our other values.

## 04.

### STAFF WELLBEING

We are what our people do. Our people are our biggest asset. Our commitment to the wellbeing of our staff, and protecting our people from ill health and injury is vital to our success as a business.

## 05.

### INTEGRITY

Independence and objectivity are vital in everything we do. We demonstrate respect for our staff and our customers and behave ethically in all our business and financial activities. Integrity defines who we are individually as people and underpins all our other values.

## 06.

### ONE TEAM

The success of AsureQuality is determined by how we work as one team. The incredible diversity of skills and expertise within AsureQuality means that our strength is working together to provide an unmatched capability to our customers. We must be committed to our individual teams as well as providing support to all other teams across the business.



ASUREQUALITY VISION

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A WORLD-CLASS PROVIDER OF FOOD SAFETY AND  
BIOSECURITY SERVICES

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# ASUREQUALITY AT A GLANCE



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## ENVIRONMENTAL SERVICES

We offer an extensive range of organic and inorganic chemical testing for environmental, industry and process contaminants including POPs (Persistent Organic Pollutants) and other chemicals of concern.



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## FOOD TESTING SERVICES

We carry out food quality and safety testing for producers, processors and Competent Authorities, to assure compliance with standards (including the Japanese Positive List System) and for domestic and global market access for food and agricultural products.



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## ANIMAL HEALTH DIAGNOSTICS

We provide an international animal health diagnostic manufacturing and distribution service. Our Observe™ brand Tuberculin is sold around the world, and we manufacture diagnostic kits and pharmaceuticals for international brands including Prionics. Our extensive experience in major disease control programmes allows us to provide our customers with comprehensive technical support and advice on diagnostic kits and their application.



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### AUDIT, INSPECTION AND CERTIFICATION SERVICES

AsureQuality offers independent and integrated audit, inspection, verification and certification services to producers, processors and retailers across the food and agricultural sectors. Performance against both local regulatory and global food safety standards is recognised.



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### TRAINING SERVICES

As a recognised Private Training Establishment (PTE) with the New Zealand Qualifications Authority (NZQA) we provide industry training across the meat, food, dairy, horticulture, agriculture, biosecurity and apiary sectors. Our courses focus on meeting national and international quality standards, and are constantly updated and expanded in response to industry trends, customer issues and legislative requirements.



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### BIOSECURITY SERVICES

We provide biosecurity operational readiness and response services under contract to MAF Biosecurity New Zealand (MAFBNZ), and assist with pest and disease surveillance and management programmes. We harness all available resources to ensure we have the right people with the right tools in the right place at the right time.

# ENVIRONMENTAL SERVICES

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## SUPPORT YOUR BUSINESS WITH OUR ENVIRONMENTAL TESTING SERVICES

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**There are increasing concerns that contaminants arising from the environment, industrial products and processes, and consumer goods and personal care products, are having a detrimental effect on human and environmental health. In response, governments, producers and consumers are demanding testing and monitoring of these chemicals.**

The European Union REACH Programme and Stockholm Convention are two internationally recognised initiatives that focus on understanding how to manage and protect people, ecosystems, the environment (and ultimately our food) from such chemicals.

AsureQuality can effectively meet these growing demands.

Our world-class laboratory in Wellington – specialising in extremely low level measurements of contaminants including

Persistent Organic Pollutants (POPs), pesticides, herbicides and veterinary medicines – has the high-tech analyses to assess and prove that your environment, product and food meet specifications.

We have the technical expertise to rapidly support the environmental and human health sectors respond to known and emerging contaminant issues. To understand exposure and risks we test soils and sediments, environmental and drinking waters, air, effluents, wildlife, animal and fish feeds, food and food ingredients, and human blood and breast milk. Our customers include industry and research, environmental and health agencies around the world.

Our UltraTrace™ Laboratory can provide you with the accurate measurement of dioxins and dioxin-like PCBs, flame retardants and organochlorine pesticides to the lowest possible level.

Our Residues Laboratory carries out testing for veterinary medicines, herbicides, pesticides and growth promotants.

The Residues Laboratory is also GLP (Good Laboratory Practice) accredited. This means we meet the testing standards that support the animal remedy and agricultural product industries to register their products.

### INTERNATIONAL ACCREDITATIONS

- › OECD, ISO/IEC 17025 Chemistry – Organic & Inorganic
- › United Nations Environment Programme Registration, as a Tier 1 Laboratory



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## OUR HIGHLY-SKILLED ULTRATRACE™ TEAM CAN DETECT CONTAMINANTS IN FOOD PRODUCTS AND THE ENVIRONMENT TO WORLD'S BEST PRACTICE

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As a recognised and accepted residue-testing expert by the Japanese Government for its Positive List System, we also provide you with potential access to the Japanese market.

**For more information:**  
**0508 00 11 22 (NZ)**  
**+64 9 573 8000 (offshore)**  
**[www.asurequality.com](http://www.asurequality.com)**

## FOOD TESTING SERVICES

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### THE MARKET DOESN'T WAIT SO WE DELIVER FAST ACCURATE RESULTS ONLINE, 24 HOURS A DAY, SEVEN DAYS A WEEK

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**Today's consumers are looking for proof – proof that what they are eating really is what it says it is.**

This need for indisputable verification is why independent laboratory testing is so important. People trust science because it supports the assurance process that validates quality claims.

That is why, in our purpose-built laboratories spread across Australia, New Zealand and Singapore, we invest in people, state-of-the-art facilities and advanced instrumentation – to ensure we consistently guarantee operationally excellent, rapid and cost effective laboratory results every time we test.

As customers, you have access to this world-class independent testing and analysis expertise. We can test and verify your products' food safety and quality throughout the global food supply chain, providing you with traceable and dependable assurances that people can trust.

Responding to the needs of our global customers, we have developed a web-based laboratory information management system, VirtualLab™. This enables you to release product to market without delay, by offering you access to your results online, 24 hours a day, seven days a week from anywhere in the world.

**INTERNATIONAL  
ACCREDITATIONS**

- › ILAC Guide 13, ISO/IEC Guide 43 – LAS Proficiency
- › ILAC Guide 13, ISO/IEC Guide 43 – Seed & Plant Pest & Disease
- › OECD, ISO/IEC 17025 Chemistry – General & Nutritional, Microbiology – Serology & Pathogens, cGMP
- › OECD GLP



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## WITH A TEAM OF OVER 390 SCIENTISTS, ANALYSTS AND TECHNICIANS OUR DEPTH AND REACH IS EXTENSIVE

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**We provide testing services for:**

- › Food composition
- › Food nutrition
- › NIP labels and label claims
- › Microbiology
- › Allergens and preservatives
- › Physical contaminants
- › Chemical contaminants and dioxins
- › Agrichemical residues
- › Laboratory proficiency
- › Plant pathology and entomology
- › Seed purity, germination and disease

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## ANIMAL HEALTH DIAGNOSTICS



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## WE MANUFACTURE BOVINE & AVIAN TUBERCULIN, ELISA KITS AND ASSOCIATED REAGENTS FOR GLOBAL DISTRIBUTION

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**AsureQuality manufactures OIE compliant Bovine and Avian PPD Tuberculin. Our Observe™ Tuberculin is used for New Zealand's pest and disease management strategies and is now exported worldwide.**

AsureQuality is able to contract manufacture diagnostic and pharmaceutical products from our modern GMP manufacturing facility in Melbourne. The facility specialises in the production of ELISA kits, associated Reagents/Antigens, freeze drying and sterile dispensing.

In Australasia, AsureQuality provides exclusive distribution of Prionics' range of veterinary diagnostics, ForensiX DNA sampling kits and Typifix eartags.

Prionics' diagnostic kits include: TSEs, Aujeszky's Disease, Bluetongue, Classical Swine Fever, Foot and Mouth Disease, Bovine TB, Bovine Virus Diarrhoea, EBL, Johnes Disease, and Leptospirosis.

Our extensive experience in major disease control programmes, combined with our manufacturing capabilities, has afforded us a unique position.

### **INTERNATIONAL ACCREDITATIONS**

- › GMP – Australian Pesticides and Veterinary Medicines Authority
- › GMP – USDA
- › GMP – NZFSA Agricultural Compounds & Veterinary Medicines



## WE HAVE THE SIZE, SCALE AND QUALITY TO SUPPLY ALL INTERNATIONAL MARKETS

**The provision of Observe™ Bovine and Avian Tuberculin and Bovigam® blood tests, together with advice on programme design for Bovine Tuberculosis and Johnes Disease, allows a total solution.**

Our production facilities offer customers the ability to manufacture to their exact requirements. This includes component manufacture, sterile dispensing, freeze drying and microtitre plate coating.

Experienced staff provide a platform for the development of ELISA-based diagnostics.

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## AUDIT, INSPECTION AND CERTIFICATION SERVICES



### ASSURANCE FOR YOUR CUSTOMERS IN THE SAFETY AND QUALITY OF YOUR PRODUCTS

**Distributors, retailers and consumers are demanding a complete overview of production. They require visible and dependable assurances that products are safe and have been produced with the highest regard for the environment.**

Before arriving at its destination, here or abroad, your product is required to meet a multitude of standards. These standards demonstrate that all necessary steps from the production stage, to processing, storage and transit have been met to ensure the safety and quality of your product.

With a portfolio of domestic and international accreditations, AsureQuality independently certifies businesses across the food and non-food sectors to nominated standards. We provide the assurances that products meet the required specifications.

Our accreditations demonstrate our trustworthiness. They verify that we are impartial, competent and consistent every time we inspect, audit and test.

#### INTERNATIONAL ACCREDITATIONS

ISO 17020 Inspection Body:

- › NZFSA Recognised Agency – Dairy, Organics, Bee Products
- › NZFSA HACCP Based Food Safety Programmes
- › NZFSA Risk Management Programmes
- › NZFSA Individual Recognised Persons
- › MAFBNZ Live Animal and Germplasm Official Assurance Programme

ISO 17021 Conformity Assessment:

- › Management Systems Certification – ISO 9001 Quality Management Systems, ISO 14001 Environmental Management Systems

ISO 22003 Food Safety

Management Systems:

- › Food Safety Management Systems – ISO 22000 Food Safety Management Systems

ISO Guide 65 Product Certification:

- › GLOBALGAP
- › New Zealand GAP
- › BRC – Food Safety and Storage and Distribution
- › SQF 1000

- › SQF 2000
  - › LEAF
  - › Farm Assurance Programmes – Alliance, Bernard Matthews, CMP, AFFCO, Silver Fern Farms
  - › CARB Certification
  - › PINENZ® Certification\*
  - › Timber Treatment Certification
  - › Australian Wood Packaging Certification Scheme, Verified Timber Programme
  - › Seeds – ISTA, OECD, AOSCA
- Personnel Certified:
- › RABQSA – Certified Personnel – Competency Based Food Safety Auditor Scheme
- Organics Accreditations and Approvals:
- › IFOAM – including EU\* and Canada\*
  - › JAS
  - › Taiwan
  - › JASANZ – ISO 17020 NZFSA OOAP, ISO Guide 65 Product Certification
- Second Party Approvals – WQA, Coles, Burger King, Tesco Nurture Scheme, KRAFT



## CONSISTENT EVERY TIME

**Our 850 meat inspectors inspect over 30 million animals annually, while our 150 on-farm field staff visit more than 50,000 properties.**

Our veterinary team provides zoonosantary certification services, and our team of 150 auditors undertakes

over 100 different types of audits across the livestock, horticulture, dairy, forestry, arable, seeds, apiculture, food processing and retail sectors.

As an approved auditor for the Landcare Research carbonZero

certification programme, AsureQuality can independently verify your emissions inventory.

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## TRAINING SERVICES

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# MEET YOUR CUSTOMERS' QUALITY REQUIREMENTS WITH AN ASUREQUALITY TRAINING PROGRAMME

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**Wherever you are in the food supply chain, we can provide industry training that meets your customers' quality assurance requirements. Our training programmes complement the services we provide in the food, meat, dairy, horticulture, agriculture, biosecurity and apiary sectors and are run both publicly and in-house.**

As a recognised Private Training Establishment (PTE) with the New Zealand Qualifications Authority (NZQA), combined with our robust training systems and processes, our training is of the highest standard in terms of quality, consistency and

professionalism. Our courses have been designed by our own food safety experts who have extensive industry experience, ensuring they reflect the current food safety standards both in New Zealand and overseas.

We constantly update and expand our wide range of training programmes in response to industry trends, customer issues and legislative requirements. Our range of training programmes include both unit standard and non-unit standard based courses enabling many to be eligible for subsidies from Industry Training Organisations (ITOs).

### ACCREDITATIONS

- › NZQA Accredited PTE



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## OUR TEAM OF TECHNICAL EXPERTS INCORPORATES ITS KNOWLEDGE AND EXPERIENCE TO ENSURE YOU ARE ONE STEP AHEAD OF YOUR COMPETITION

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We offer training programmes at a range of levels in the following areas:

- › Food Safety
- › HACCP
- › Auditing Skills
- › Industry Standards (Meat)
- › Heat Treatment (Dairy)
- › BRC Global Standards
- › ISO 22000
- › Animal Welfare

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# BIOSECURITY SERVICES

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## OUR HIGHLY TRAINED BIOSECURITY PROFESSIONALS ARE ON CALL 24/7 TO PARTICIPATE IN BIOSECURITY RESPONSE ACTIVITIES THROUGHOUT NEW ZEALAND

**Just like food safety, Biosecurity is evolving. It has now become a global issue encompassing not only animal health but marine life, human health, biodiversity and the natural environment. Internationally, governments are actively protecting their borders and markets by collaborating on key issues including biosecurity, disease and responsiveness.**

MAFBNZ is charged with leadership of the New Zealand biosecurity system. This includes facilitating international trade, protecting the health of New Zealanders and ensuring the welfare of our environment, flora and fauna, marine life and Maori resources.

AsureQuality has a long history of working with MAFBNZ and successfully managing, developing and delivering biosecurity capability and responding to incursions. Under a long term partnership we now provide operational readiness

and response services and support MAFBNZ's surveillance and pest management programmes.

Harnessing all resources across the company and maintaining a national biosecurity capability network of other organisations, we ensure a group of highly trained capable biosecurity professionals is ready to participate in a response anywhere in New Zealand. Our aim is to support MAFBNZ's vision of 'New Zealand building one team capable of dealing with any biosecurity emergency'.

Our powerful geospatially enabled suite of information systems is able to provide rapid identification and location of infected and at-risk properties and species. By providing disease control management, traceability, epidemiological analysis and reporting functions, we respond to incursions accurately and rapidly.

Over the years we have participated in over 450 biosecurity events, including the successful eradication of painted apple moth and Asian gypsy moth. More recently we have been involved in emergency response activities and surveillance work for the Red Imported Fire Ant (RIFA).

### INTERNATIONAL ACCREDITATIONS

- › ISO 17020 Inspection Body
- › MAFBNZ Independent Verification Agency for Import and Plant Export Certification



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## WE SUPPORT MAFBNZ'S VISION OF 'NEW ZEALAND BUILDING ONE TEAM CAPABLE OF DEALING WITH ANY BIOSECURITY EMERGENCY'

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**Having emerged as cross-sector experts and global specialists in our field, we are frequently asked to participate in international biosecurity forums where we share our revolutionary technology and operational experience.**

A robust laboratory infrastructure further supports our activities. Our highly specialised plant pest and disease diagnostic facility, PestLab™, is fully accredited by MAFBNZ and provides plant pathology, entomology and nematology expertise.

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# QUALITY COUNTS SO COUNT ON US ...



VETERINARY INSPECTION



PROFICIENCY SERVICES



TIMBER TESTING



MEAT INSPECTION



PEST IDENTIFICATION



TB TESTING



HORTICULTURAL SERVICES



ULTRAVIOLET TESTING



APIARY SERVICES



[www.asurequality.com](http://www.asurequality.com)

[info@asurequality.com](mailto:info@asurequality.com)

#### **New Zealand**

AsureQuality House  
8 Pacific Rise  
Mt Wellington, Auckland  
NEW ZEALAND

Telephone: +64 9 573 8000  
Facsimile: +64 9 573 8001  
Freephone: 0508 00 11 22  
Freefax: 0508 00 11 33

Private Bag 14946  
Panmure  
Auckland  
NEW ZEALAND

#### **Australia**

3-5 Lillee Crescent  
Tullamarine  
Victoria 3043  
AUSTRALIA

Telephone: +61 3 8318 9000  
Facsimile: +61 3 8318 9001  
Freephone: 1800 24 74 78  
Freefax: 1800 18 89 84

PO Box 1335  
Tullamarine  
Victoria 3043  
AUSTRALIA

#### **Singapore**

AsureQuality Singapore Pte Ltd  
29 Tai Seng Avenue  
#06-07 Natural Cool Lifestyle Hub  
SINGAPORE 534119

Telephone: +65 6742 2006  
Facsimile: +65 6742 2006





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