

THE GAME INDUSTRY BOARD QUALITY ASSURANCE PROGRAMME

BACKGROUND



1. The Board's industry strategic plan is based on quality assurance. Without that systematic approach to quality, the basis for differentiating New Zealand product from all competitors is lost.
2. The Board started its Quality Assurance Programme with Deer Slaughter Plants, as the most visible and immediately responsive part of the industry. Extensive consultation throughout the industry over more than two years resulted in the most comprehensive Quality Assurance Programme in the international venison industry, and (we believe) in the meat industry in the Southern Hemisphere.
3. New Zealand is the only international supplier of venison offering a total quality assurance programme, and this gives us a substantial competitive advantage. The venison marketing strategy builds on that advantage to differentiate our product even further from the others.

GIB QUALITY ASSURANCE PROGRAMME

1. "All those planned and systematic actions to provide adequate confidence that goods or services will satisfy customer needs". "All activities and functions concerned with the attainment of quality".
2. The 3 stage PIC (Problem Investigation and Control) system is the core of the programme, and includes:
 - Hazard control system, designed specifically for the venison industry
 - Quality manual documentation of all facets of processing tasks
 - Systematic and regular auditing programme
 - Independent government auditors
 - Formalised defect criteria system
3. DSPs are accredited only after successfully passing the 3 stage audit programme
4. Integral to the programme are detailed specifications
 - Standardised industry cut specifications
 - Standardised industry product numbering code
5. Technical innovation is important
 - Venison Tenderness Project
 - Improved grading system
 - Industry standards
6. Important distinction between "controllable" and "uncontrollable" aspects of industry. GIB approach is to steadily convert "uncontrollable" to "controllable" through extending the Quality Assurance Programme boundaries.
7. Summit Deer Products achieved accreditation to ISO 9002 standard in August 1991 (the first meat processing plant in Australasia to do so), followed in April 1992 by VNZ's Fielding plant.
8. ISO series accreditation gives customers confidence that you can supply what they want every time an order is placed. Becoming an approved supplier has important market implications, and ISO 9002 accreditation is the target for every single DSP in the Quality Assurance Programme.

INTERNATIONAL ENVIRONMENT

1. Important regulatory changes are impending in our major markets, which will affect the industry directly:

Europe

- Proposed changes to EC Wild Game requirements
- Distinction between Farmed Game and Wild Game
- New European packaging laws
 - recycle packaging or return to supplier

United States

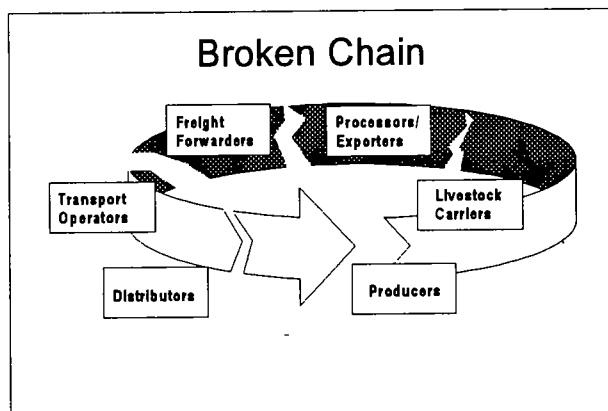
- Changes to US nutritional labelling laws, defining terms
 - light
 - lean
 - fresh
 - fat
 - low fat
 - low cholesterol

2. Health and animal welfare issues are increasing in importance, and must not be seen as a threat. Issues include:
 - health status of farms
 - animal welfare
 - food safety
 - superior processing
 - recognised standards (ISO 9002)
 - continuous improvement planning

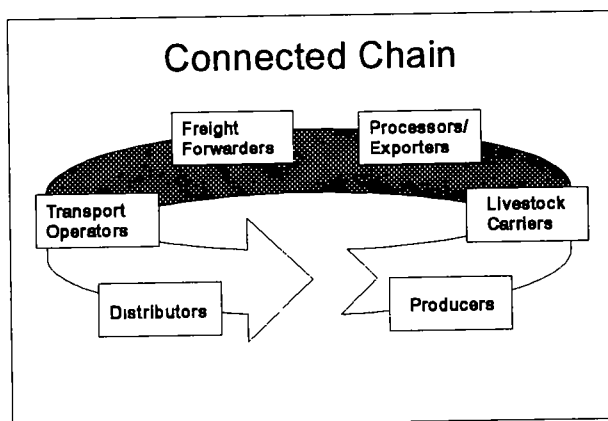
They are all aspects of the business which can and should be used positively, and marketed well, to help maintain the competitive edge. We compete in international markets against a product which can't meet those requirements.

QUALITY COMMITMENT

1. The move to turn traditionally "uncontrollable" factors into "controllable" moves inexorably on. We maximise returns by a total commitment from all sectors of the industry becoming *Accredited Suppliers*, and totally committed to quality
2. This extends to:
 - Freight Forwarding
 - Processing
 - Livestock Transport Operators
 - Producers
3. At present the links between the various sectors in the industry are not complete. The following diagram sets out the existing situation:



4. The GIB is working with selected freight forwarders at present to improve quality standards in this area, with the objective of ISO accreditation for approved freight forwarders.
5. Livestock transport is the priority at present:
 - Working party of transport operators, animal welfare experts, stock agents and producers
 - Develop an draft Industry Agreed Standard or Code of Practice for consultation within industry
 - Develop standard for trialling by operators seeking accreditation
 - GIB will actively promote accredited livestock operators
 - Significant area for improvement, and opportunity for marketing the positive aspects of an accredited livestock transportation system
6. Next important step is producer involvement
 - Harness the strength of 6000 farmers/business people
 - Accredited supplier objective
 - An investment in quality will increase producer returns
7. Our linkages will look like this



VETERINARIANS AND THE QUALITY ASSURANCE PROGRAMME

1. Where do vets fit into our linkages?
2. Cost control
3. Future

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