



**MINISTRY OF BUSINESS,
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**TRADING
STANDARDS**

Legal Metrology

New Zealand's Approach to Enforcement & Stakeholder Engagement

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Trading Standards
MBIE



Overview of Presentation

- Context - Overview of Legal Metrology in New Zealand
- National Stakeholders
- International Connections
- Enforcement 'Pyramid'
- Project Focus
- Case Study



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Profile of New Zealand

Population – 4,471,100 (2013)

Area – 269,652 square kilometres - Nowhere further than 130 kilometres from the sea

3 main Islands – North, South and Stewart Islands

Ethnic Profile – European 74%, Maori 14.9%, Asian 11.8%, Pacific 7.4%, Other 2.9%

Climate - Temperate / Sub Tropical Climate

Capital City – Wellington

Largest City – Auckland

History:

- Maori arrive from Pacific circa 1300
- ‘Discovered’ by Abel Tasman in 1642
- Mapped by James Cook in 1769
- Became British Colony and Treaty of Waitangi signed in 1840



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Main Trading Partners

MAIN TRADING PARTNERS, 2013

Imports – Goods and services (\$million)

 **Australia**
11,668

 **China, People's Republic of**
7,759

 **United States**
5,719

 **Japan**
2,919

 **Singapore**
2,717

 **Total – all countries**
59,076

Exports – Goods and services (\$million)

Australia 
13,933

China, People's Republic of 
9,125

United States 
6,068

Japan 
3,664

United Kingdom 
2,405

Total – all countries 
61,722

ECONOMY

New Zealand has a mixed economy that operates on free-market principles. It has a sizeable service sector, complemented by a productive agricultural sector and related manufacturing industries.

OECD industry group	Value Year ended March 2011 ⁽¹⁾ (\$million)	Growth rate March 2008– March 2013 ⁽²⁾ (Percent)
Financial and insurance services; rental, hiring, and real estate services; and professional, scientific, technical, administrative, and support services	53,036	7.2
Wholesale trade; retail trade; accommodation and restaurants; transport, postal, and warehousing; and information media and telecommunications	37,541	5.1
Government administration and defence; education and training; health care and social assistance; arts and recreation services, and other services	36,615	5.4
Mining; manufacturing; electricity, gas, water, and waste services	33,448	-2.8
Agriculture, fishing, and forestry	13,225	12.1
Construction	10,295	0.4
GST on production + import duties	14,948	3.7
Total gross domestic product	199,108	4.5

1. Current prices. 2. Constant 1995/96 prices.



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Government Structure



Government – Parliamentary Democracy and Constitutional Monarchy

Treasury

Ministry of Foreign Affairs & Trade

Ministry of Defence

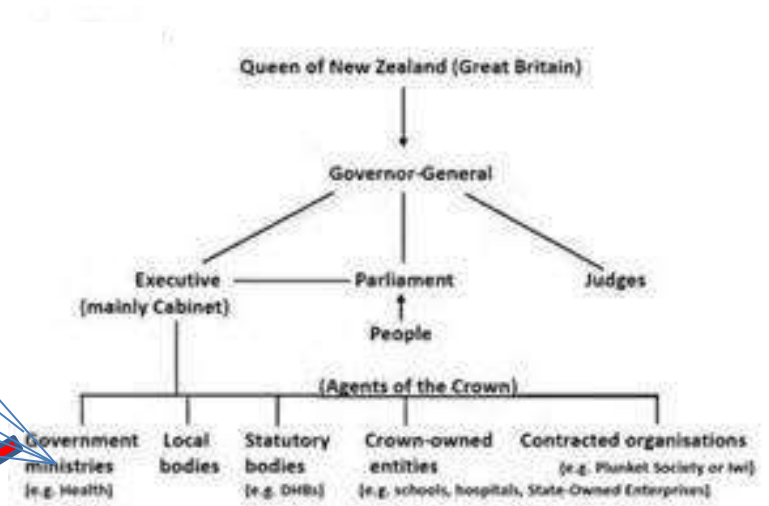
Ministry of Health

Ministry of Education

Ministry of Transport

Ministry for the Environment

Ministry of Justice



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Trading Standards

Who we are and Where we fit



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16 Staff

3 Offices – Wellington, Auckland and Christchurch

3 Accredited Metrology Laboratory Facilities

300 Approved Persons

Other duties – Consumer Product Safety

Fuel Quality Monitoring

Motor Vehicles Traders Registration

Auctioneers Registration

Communication and Consultation

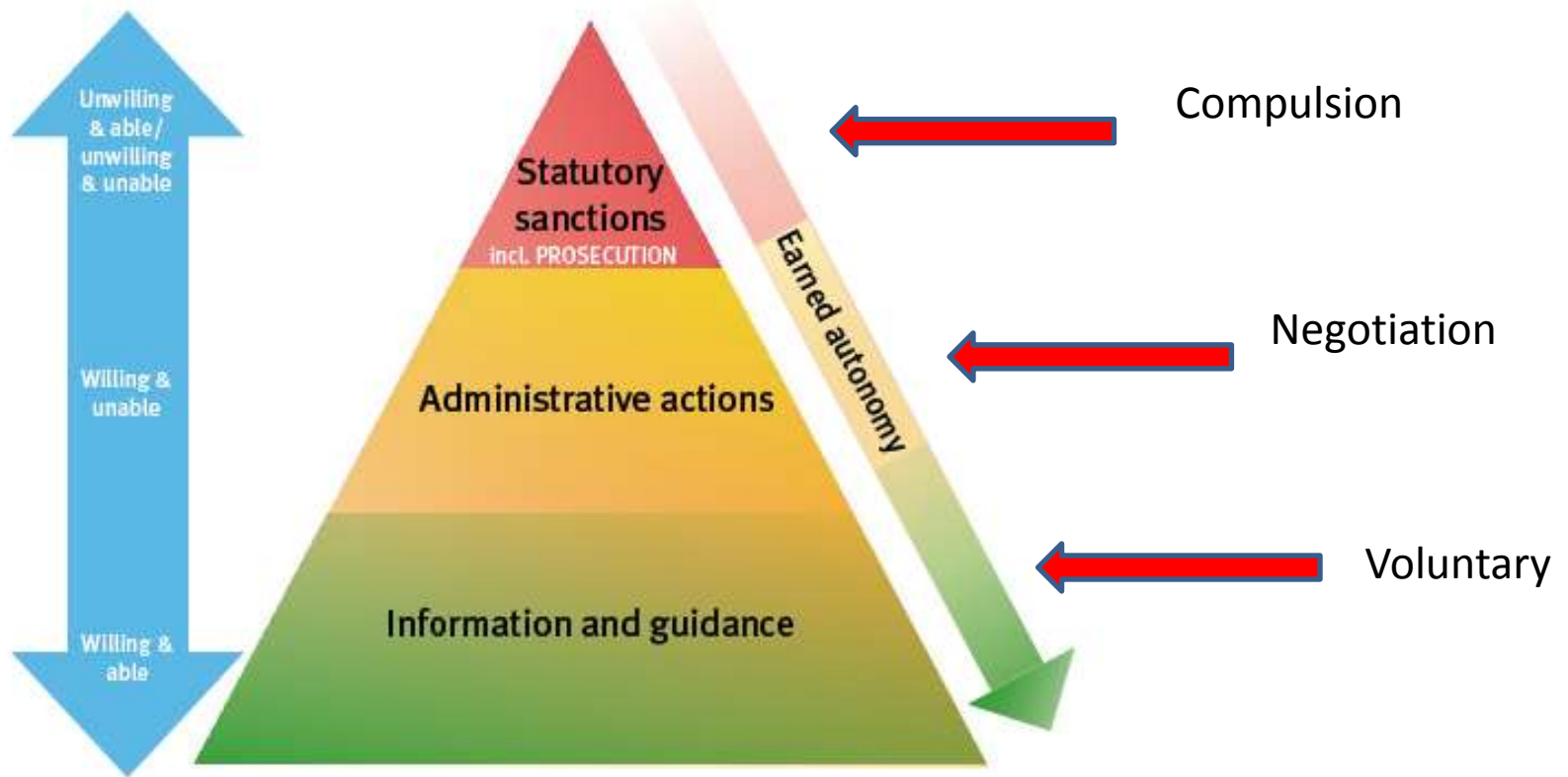
Key National Stakeholders



Communication and Consultation International Connections



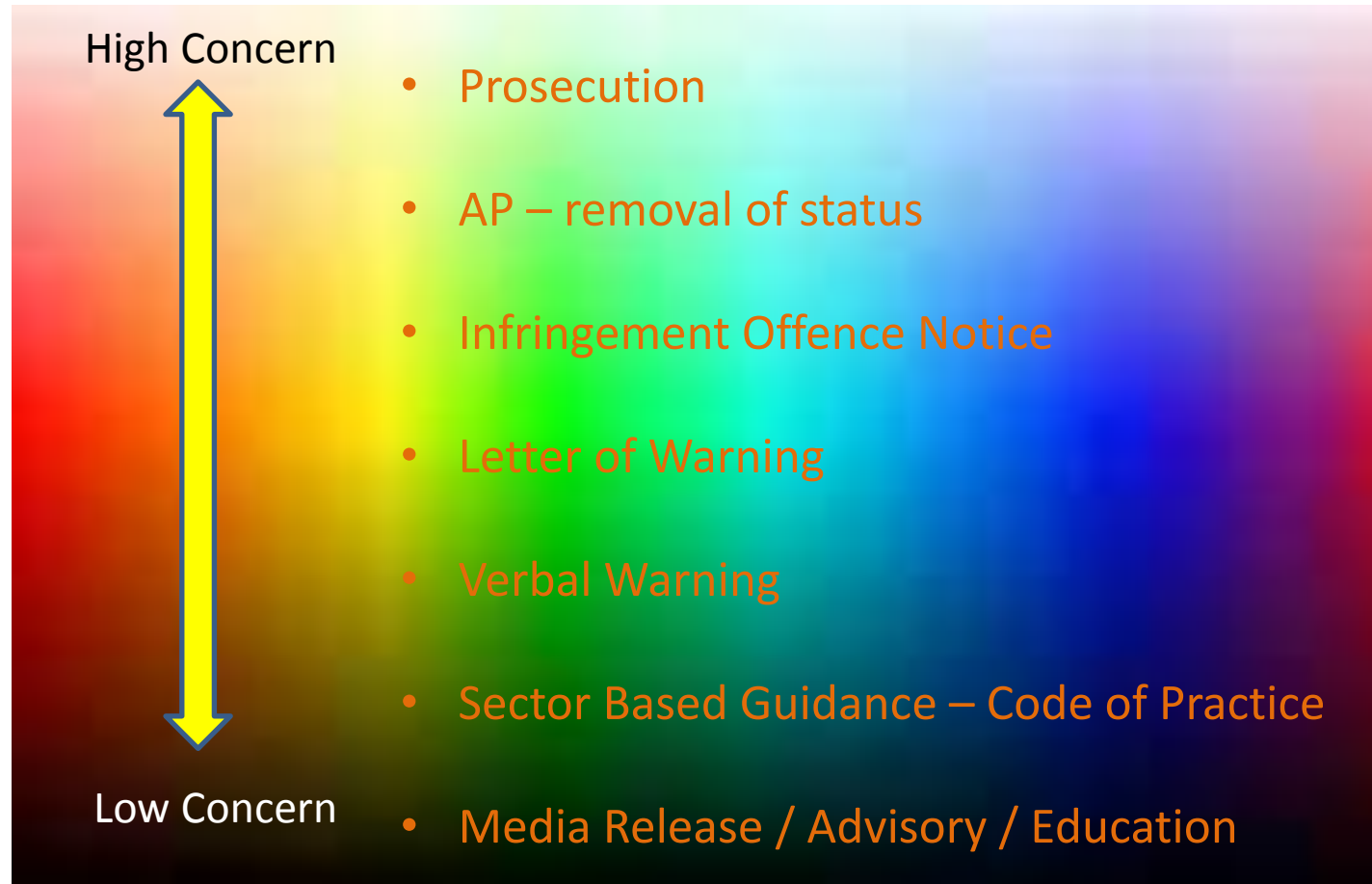
Enforcement & Compliance



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'Spectrum of Regulatory Responses'



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Project Focus

Move towards targeted enforcement focussed on specific issues.

Use of marketplace intelligence to drive activity

(complaints, inspection, information from businesses etc.)

Aim is to take on an issue and work through to an industry / sector wide solution and build specialist expertise

Targeted projects to date:

- Bulk Liquid Measurement (Milk)
- Compost and Growing Media
- Timber Industry
- Frozen Seafood
- LPG
- Frozen Poultry
- Ice Cream



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Case Study – Packaged Growing Media

- Horticulture a major activity – both private and commercial – in New Zealand
- Growing Media includes compost, soil conditioners and mulches
- Multi-million dollar industry mainly within New Zealand
- No requirement to declare a quantity but if a quantity is declared it needs to be net quantity – most retailed product is sold by quantity (in litres)
- Testing by Trading Standards revealed significant variability and potential detriment to consumers
- Current NZ standard – NZS4454:2005 in need of review
- Considerable discussions with the industry stakeholders – both individual companies and trade associations



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Steps One to Three

STEP ONE

- 1.1 Place the package on a level surface.



STEP TWO

- Roll the package back and forth lengthwise for six full rotations to allow the product to be sufficiently aerated. (1 full rotation shown)



STEP THREE

- Carefully and slowly lift the bag into a vertical position.



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Steps Four to Six

STEP FOUR

■ Open the upper end of the package along the seam so there are no remaining edges that could restrict the natural flow required in step five below.



STEP FIVE

■ 5.1 Lift the open bag and rest it on the edge of the calibrated container and allow all product to gently flow into the calibrated container.



■ 5.2 To enhance product aeration, lift calibrated container and rest it on the edge of the second container. Allow product to gently flow into second container.



STEP SIX

■ 6.1 Return product to the calibrated container using the method in 5.2 above.



■ 6.2 Minimise bumping or knocking the container as this will cause the material to compress.
■ Level of the surface material.



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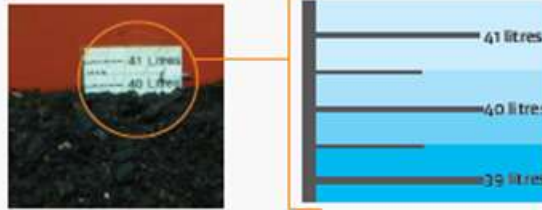
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Steps Seven and Eight



STEP SEVEN

■ Calculate the actual volume of the product from the graduated strip on the container.



STEP EIGHT

■ Document actual volume.
■ Retain documents for a period of 6 months.

date/time	product name	stated quantity on packaging	measured quantity	signature
20/6/13 13:30	X compost	40L	41L	x
21/6/13 15:00	Potting mix	40L	40L	x



Outcomes

- Industry accepted the new methodology
- Greater Consistency
- Review of NZS 4454
- And.....



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Thank You For Your Attention

Any Questions?



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