

## Standards – good practice and real benefits



**Ensure quality** – with standards in place you ensure good practice and reliable quality.



**Access global markets** – break down barriers to trade, open new doors to offshore markets and give exporters a competitive edge.



**Foster innovation** – new standards are developed to reflect the latest technologies, innovation and community needs.



**Ease and efficiency** – documented processes manage risk and support consistency, reliability and interoperability.



**Establish trust and credibility** – secure consumer confidence with assurance that end products are good quality and safe to consume.



**Keep people safe and improve wellbeing** – reduce accidents and injuries, ensure good quality care, and safe and reliable products and services.

**Discover primary industry standards @ [www.standards.govt.nz/search](http://www.standards.govt.nz/search)**

## What does Standards New Zealand do?

As New Zealand's national standards body we:

- lead development of standards and standards-based solutions
- bring together relevant stakeholders to tailor consensus-based standards solutions that are practical, relevant, and widely recognised and supported
- sell and enable access to New Zealand, joint Australian/New Zealand, and international standards
- coordinate New Zealand's representation in International Organization for Standardization (ISO) and International Electrotechnical Commission (IEC) committees.

**Talk to us if you are interested in:**

- developing a standard
- getting access to standards
- taking part in a standards development committee.

### Get in touch

0800 782 632

[engagement.SNZ@mbie.govt.nz](mailto:engagement.SNZ@mbie.govt.nz)

[www.standards.govt.nz](http://www.standards.govt.nz)



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# Standards in the primary sector

Improving standards  
for a better New Zealand



## Why do we need standards in the primary sector?

New Zealand's primary sector is a key part of our economy, and finding new, smarter ways of working will support industries to remain sustainable.

By streamlining processes, increasing efficiency and developing safety measures, standards contribute to New Zealand's export potential and creating environmentally sustainable practices.

Standards help to promote effective farming methods while ensuring that everything in the supply chain – from farm to fork – meets adequate levels of safety and quality. Standards also foster sustainability and sound environmental management that contribute to a better future.

## Who benefits from standards?

**Industry** – Farmers, manufacturers, forestry owners and food producers benefit from standards. By providing guidelines for agreed good practice and specifications for tools, machinery and other products and processes, standards ensure production is seamless and facilitates global trade.

**Consumers** – Standards help increase efficiencies, sustainability and traceability in production. They also provide a common international language, widening opportunities for cross-border trade.

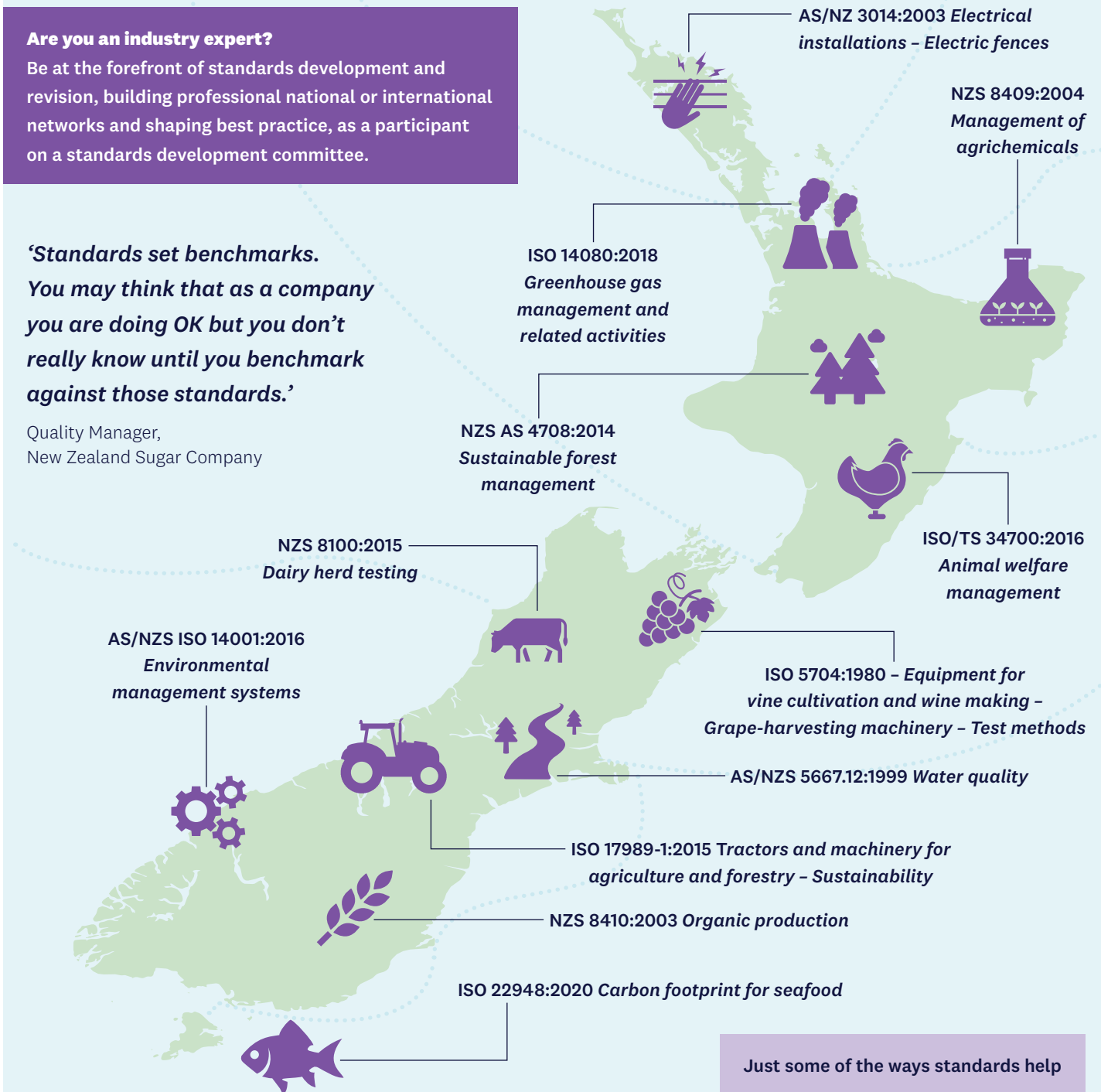
**Regulators** – Standards help organisations meet legal and industry requirements by setting benchmarks for the functional safety, traceability and quality of everything from the machinery and materials used to the final products. Developed through expertise and consensus, they provide a sound basis for implementing public policy.

### Are you an industry expert?

Be at the forefront of standards development and revision, building professional national or international networks and shaping best practice, as a participant on a standards development committee.

**'Standards set benchmarks. You may think that as a company you are doing OK but you don't really know until you benchmark against those standards.'**

Quality Manager,  
New Zealand Sugar Company



Just some of the ways standards help