
THE AGRICHAIN CENTRE

OUR CAPABILITIES

December 2024



AGRICHAIN-CENTRE.COM

38J William Pickering Dr, Albany, Auckland 0632, New Zealand

PO Box 101 245, North Shore Mail Centre, Auckland 0745, New Zealand

T +64 9 414 4536 | W www.agrichain-centre.com | E info@agrichain-centre.com

WHO WE ARE

The AgriChain Centre operates in the Agribusiness and Food Supply Chain sectors, offering practical service delivery and project management competence relating to maintaining secure, safe, sustainable, and profitable food supply chains.

Our Vision is to become the most customer centric service provider in our business categories in New Zealand and the South Pacific. We will achieve this by applying our strategic competence and functional skills to solving our customers' problems, and the problems of their customers.

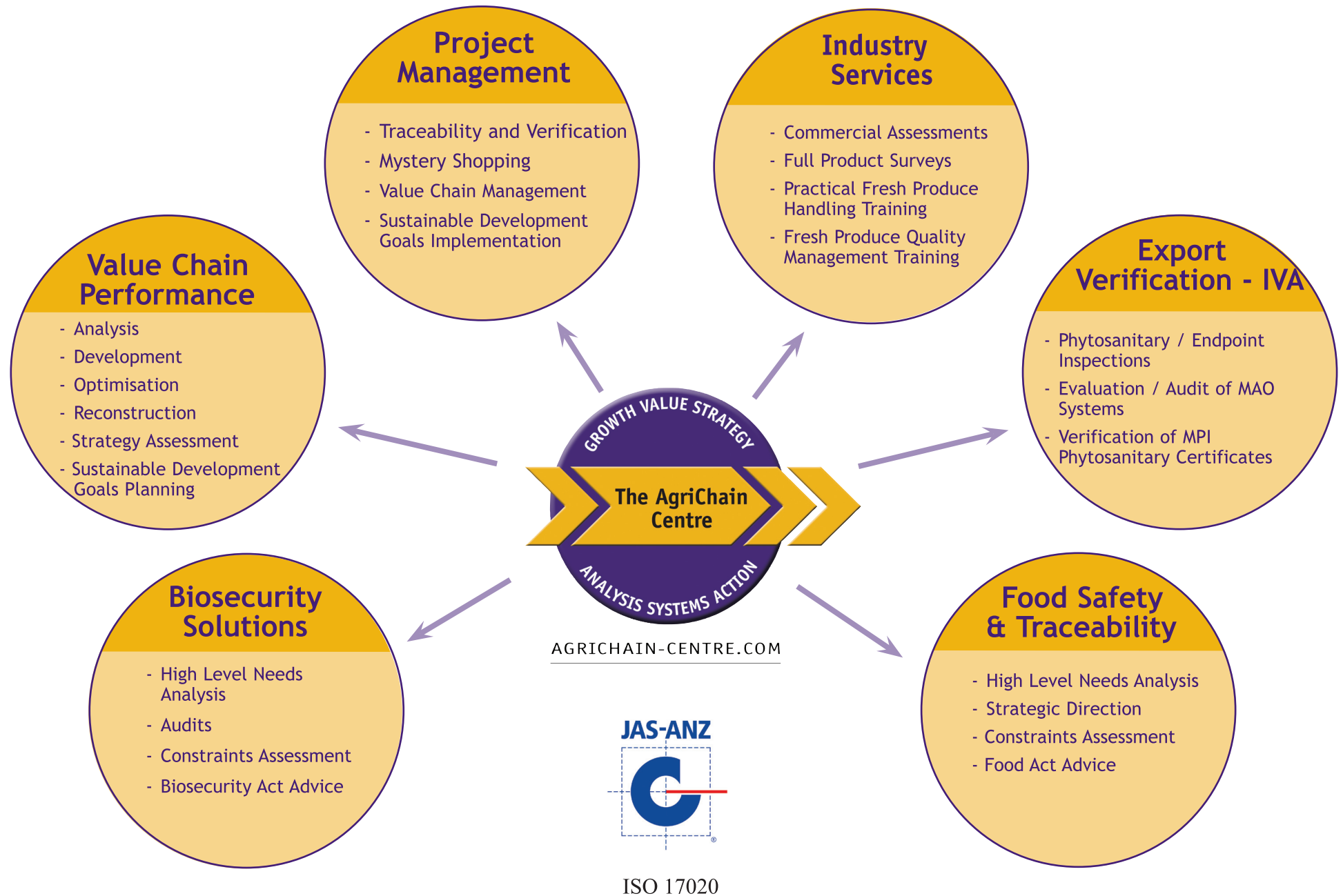
Through our success, we contribute to improved product & process quality, enhanced business governance, resilient & innovative supply chains, and long-term business sustainability, in alignment with the United Nation's Sustainable Development Goals.

Our team works along the entire fresh food value chain, ranging from its rural origins, through to its urban based logistics networks, covering the commercial & regulatory processes. We leverage our technical expertise & multi-cultural sensitivities to develop an appropriate solution for every client, that produces customised outcomes which are focused on your business, and your success.

The AgriChain Centre team covers your local needs, with our national reach, from our offices in the North & South Islands.



CORE COMPETENCIES



SOME OF THE THINGS WE DO

COMPETENCY	WHAT COULD BE INVOLVED	OUTCOMES
Survey	Designing, implementing, and managing a national mystery shopping programme for a high impulse fruit crop.	<ul style="list-style-type: none"> • Better understanding of crop quality management improvements needed in the value chain • Insights gained on consumer purchasing behaviours
	Assessing the commercial quality of imported fruit.	<ul style="list-style-type: none"> • Clear understanding of product quality • Sales strategy guidance on a per line basis
IVA	Assisting clients to achieve / maintain their Ministry Approved Organisation (MAO) status with MPI.	<ul style="list-style-type: none"> • MAO site and system audits • Supporting documentation written or reviewed and amended
	Loadout supervision and Phytosanitary Endpoint Inspections for produce exporters.	<ul style="list-style-type: none"> • Phytosanitary certificates issues and/or verified • Compliance with MPI export regulations
Project Management	Structured resource planning and management of client projects, using our produce and fresh food industry knowledge to achieve client and project outcomes.	<ul style="list-style-type: none"> • Engagement with clients to advance client goals and industry knowledge • Strategic reviews and market diagnostic studies within the Fresh Produce and Food Industries
Value Chain Strategy	Assisting government with the introduction of a regional Value Chain strategy into a Pacific Island economy, and developing a framework for improving long term agricultural outcomes.	<ul style="list-style-type: none"> • Implementation of capacity building projects in developing countries
Food Safety & Traceability	Working with industry partners to develop the 2024 New Zealand Fresh Produce Food Safety System, as well as the associated Network Initiative	<ul style="list-style-type: none"> • Improved cooperation between industry value chain partners • Heightened clarity on risk management matters • Facilitated communications and clarification of roles
	Chairing a Horticultural Advisory Group, providing direction on industry food safety matters.	<ul style="list-style-type: none"> • Industry communications on food safety matters • Improved industry alignment on food safety • Identification and support of relevant food safety projects
Biosecurity	Facilitating and developing a Biosecurity Preparedness Plan for industry in relation to unwashed and washed Returnable Plastic crates (RPCs) used in fresh produce logistics.	<ul style="list-style-type: none"> • Increased industry awareness • Potential consequences are better understood • Practical guidelines available
	Operating manual updates and site audits for a multi-site agribusiness company.	<ul style="list-style-type: none"> • Continued compliance with Ministry for Primary Industries (MPI) requirements

OUR BOARD

EXECUTIVE DIRECTORS

Anne-Marie Arts

MBA, Dip. Bus. (Marketing), B. Hort.Sc., NZCQA

Managing Director

Anne-Marie was a founding director of the business in 2000. Her professional interests revolve around post-harvest management systems and quality management of fresh food, particularly fresh produce. Anne-Marie is the New Zealand representative on the Food Safety Committee of the International Federation for Produce Standards. She is also a member of the International Society for Horticultural Science.

Dr Hans Maurer

DBA, MBA, Dip. Bus (Marketing), B. Hort., MRSNZ, CMInstD

Director, Strategy & Marketing

Hans was a founding director of the business in 2000. His focus is business leadership and providing strategic advice to key clients. Hans' professional interests revolve around all strategic value chain aspects of international agribusiness, particularly in the marketing challenges related to fruits and vegetables. Hans is an Executive Committee member of United Fresh Incorporated, and Chair of the International Federation for Produce Standards' (IFPS) Information Management & Standardisation Committee. Hans is also a professional member of the Royal Society Te Apārangi, and a chartered member of the Institute of Directors.

NON-EXECUTIVE DIRECTORS

Peter Luxton

BBS, DBA, CDC

Independent Director & Board Chair

Peter acts as our Independent Director, with a focus on providing an objective and independent perspective of all issues arising before the Board. As Board Chair, Peter ensures all Board actions are robust, follow best practice, and are in line with all regulatory and legal requirements.

Helene Maurer

BCom

Director

Helene joined the Board in January 2021, enabling The AgriChain Centre to maintain a medium to long-term planning horizon, and ensuring that the issues that occupy Millennials' and Generation Z's interests are considered, as the company enters its third decade of operation.

Who we have worked with

