

Part A: General

1. Introduction

Purpose

The purpose of this manual is to set out the Director-General (D-G) specifications for:

- branding of stock, farmed deer and certain specified products,
- the format and performance standards for official devices
- procedures for the production, security and handling by manufacturers and suppliers of official devices.

Application

The branding requirements of this manual will apply only to meat, (slaughtered cattle, goats, horse, pig and sheep), game meat (slaughtered deer), game (e.g. shot deer, hare, rabbit) and possum.

The requirements in this manual for container seals shall apply to all edible products that are exported with MAF official assurances (e.g. meat, game, game meat, possums, seafood, poultry, ostriches and emus).

Background

Branding of stock, farmed deer and certain products are required by Sections 35 and 36 of the Meat Act 1981 and pursuant regulations. Regulations have been made in respect of branding meat, game and game meat. Regulations have not been made in respect of branding seafood, poultry or product from any other avian species.

The brand includes carcass brands, carton seals, intervention seals and reduced sized inspection legends.

The brand and container seals are official devices and are part of the security of New Zealand product that has been found wholesome and fit for human consumption. These official devices also satisfy regulatory authorities and importers in an importing country that products comply with New Zealand law. Furthermore they can provide security against tampering and substitution while products are in transit.

Mandated certification is defined as:

- certificates or marks that are required by statute; or
- indicating a status under statute (e.g. registered); or
- indicating conformance to a legislative or government to government standard; or
- being required for access at the border of an importing country.

The words Ministry of Agriculture and Forestry, Te Manatu Ahuwhenua Ngaherehere, MAF and the MAF logo are protected. They are owned by the Ministry of Agriculture and Forestry (MAF) and shall be used in accordance with the law covering the use of brands, trademarks and emblems, in particular the Fair Trading Act 1986, the Flags, Emblems and Names Protection Act 1981 and the Trade Marks Act 1953. The production or use of any MAF devices by non-MAF persons must be approved by the D-G or those people who have delegated authority.

MAF Food is required to maintain a credible system of surveillance and control over the devices to assure the integrity of mandatory certification. MAF Food is responsible for certification and for approving, verifying and auditing the process, approving signatories and authorising supply of official devices. MAF Food acts on behalf of the New Zealand Government as the "competent authority" and is recognised by overseas authorities that depend on MAF assurances.

New Zealand's credibility in the marketplace, and MAF's credibility as the competent authority, must be protected. The use of MAF devices must not bring mandated certification into disrepute. All endorsements associated with an official device must be truthful and verifiable. Supplies of goods (including seals) bearing any official device or Government Coat of Arms can only be purchased from a MAF approved supplier.

2. Brands

2.1 General

2.1.1 Official legend

The Brand is the official legend that is stamped onto carcasses and meat, game and game meat products to indicate that the products are fit for human consumption.

2.1.2 Application

This section applies to meat, game, game meat and possums and their products.

2.1.3 Format

The Brand format shall comply with the requirements in Section 8 of this manual.

2.1.4 Legibility

All brands applied to any carcass or product shall be legible.

2.2. Colour of brands

2.2.1 Chocolate brown

All carcasses and product to which this section applies, produced in premises eligible to export shall be branded with Chocolate Brown inks except where an importing country has specified a different coloured brand, see Overseas Market Access Requirements.

2.2.2 Abattoir brands

Carcasses and product produced in abattoirs may be branded with the same coloured inks that are used for grade marking.

2.2.3 Inks

The inks used with any brand shall comply with Manual 15: Approvals, Fish Game Meat Chemicals: Section 2.

2.3 Number of brands

2.3.1 Minimum number of brands

All carcasses (export and domestic) shall have two brands applied on each side, one on the thigh and one on the shoulder.

2.3.2 Exemptions from minimum brands

Notwithstanding 2.3.1, fewer brands may be applied under the following circumstances:

- (a) All carcasses can have a minimum of one brand per side if boned at the premises of slaughter. This exemption does not apply to carcasses that are intended to be frozen and subsequently boned or cut.
- (b) Possum, rabbit and hare carcasses shall have one brand on each side.
- (c) Edible ovine carcasses designated for immediate rendering by boiling down (i.e. rendered same day, same premises) may be left unbranded subject to approval and adequacy of the supervision by the Technical Supervisor.
- (d) Carcasses hot-boned do not have to be branded.

Note: These exemptions do not apply to carcasses intended for cutting or boning at premises away from the slaughter premises, see also Overseas Market Access Requirements.

2.4 Security of brands

2.4.1 Abattoirs

- 2.4.1.1 All abattoir brands shall be uniquely numbered.
- 2.4.1.2 The responsibility for security of abattoir brands rests with ASURE New Zealand in accordance with other MAF specifications.

2.4.2 Export premises

- 2.4.2.1 All premises brands shall be uniquely numbered.
- 2.4.2.2 The responsibility for security of brands in slaughter premises rests with ASURE New Zealand, although MAF VA may undertake this task if it is more cost effective to do so.
- 2.4.2.3 The responsibility for security of brands in circuit premises rests with the MAF VA.

Circuit premises will include slaughter premises during periods when there is no Slaughtering taking place but supervision by the VA of other activities is on the same basis as circuit supervision.

2.4.2.4 In all premises, the party responsible for the brands shall:

- (i) Keep a master inventory of brands on the premises, and
- (ii) Keep a separate inventory of brands for each facility or part of the premises, and
- (iii) Know the number of brands issued for use.

2.4.2.5 Brands shall remain under the control of the responsible party (ASURE or VA) although they do not have to be physically released or secured by an inspector provided, in relation to slaughter premises:

- (i) Procedures are in place that will allow the release of brands only when an inspector is present, and
- (ii) Procedures are in place that will secure the brands before the last inspector departs.
- (ii) The following procedures are acceptable:

- security facilities are unlocked by the ante-mortem inspector.
- the “OZ” key system (Chubbs). Companies may install this system at their own cost. It is illegal to make key copies other than by the manufacturer upon receipt of a multisigned authorisation form. This particular type of key can be given to the company during the day and locked in a ASURE facility after hours. This is the only system whereby the company can hold a key to the security facility.
- post boxes to prevent retrieval once brands are deposited.
- revolving cylindrical cupboards which lock into place when closed, so preventing the retrieval of brands.
- time clock release mechanisms (with MAF seal on the setting mechanism).
- container seals or similar.

2.4.2.6 In the case of circuit premises, the brands shall be controlled to the satisfaction of the relevant Verification Agency Team Leader using procedures that will ensure security of brands equivalent to the procedures outlined in 2.4.2.5. As a minimum, the keys to secure facilities can not be held by any person responsible for production, they may be held by management or security personnel and released to production personnel on the same basis as the VA or ASURE.

2.4.3 Missing brands

If brands are missing the following actions shall be taken:

- implement an immediate search for the brand.
- notify the police if the search is unsuccessful.
- notify the Director of Animal Products, MAF Food.

2.4.4 Importing country requirements

Importing country requirements relating to the security of brands may differ from those outlined in this section, see also Overseas Market Access Requirements.

3 Seals

3.1 General

The official carton seal is the only method by which a full size inspection legend shall be displayed on the outside of cartons or other outer containers (e.g. casings casks) of meat, game and game meat, and their products.

3.2 Application

This section applies to meat, game, game meat and possums, and their products.

3.3 Use of carton seals

3.3.1 Placement of carton seals

Carton seals are not mandatory (see IS 6), but when used, cartons and other outer containers of edible product, shall be sealed with an official carton seal at the time of packing. The carton seal shall be placed on the main panel (such that the inspection legend appears on the main panel) but shall not cover any mandatory labelling information.

3.3.2 Number of seals per carton

More than one seal per carton may be required. The number will depend on the location of the main panel, the carton design and the method of closure. Access to the product shall not be possible without destroying a seal or damaging the carton.

Some carton designs do not facilitate security and may be unsuitable for use.

3.3.3 Defacing of seals on non-export product

Carton seals on product that has been sealed with a carton seal, and is subsequently consigned to the domestic market or to pet food, shall be defaced, see IS 6 and MAF requirements for pet food.

3.4 Repacking sealed product

3.4.1 Application

This section applies to the repacking of sealed product at the original premises, or at premises other than the original premises.

3.4.2 Repacking at the premises of origin

If the repacking is being carried out at the premises of origin the carton seals of that premises shall be used.

3.4.3 Repacking at premises other than the premises of origin

If the repacking is carried out in a licensed packing house or meat export premises, other than the premises of origin, the carton seals of the premises where the product is being repacked shall be used. If cartons from the originating premises are used for repacking the main panel shall be endorsed with the words "Repacked by". The Technical Supervisor of the Verification Agency shall be advised of any repacking in advance.

3.4.4 Repacking at an export store

If the repacking is carried out in a licensed export store, carton seals from the originating premises shall be used. The following conditions shall apply:

- (i) The Verification Agency representative at the licensed export store shall request sufficient carton seals for the repacking from the Technical Supervisor of the Verification Agency at the originating premises. The seals are to be conveyed by secure and controlled means to the Verification Agency representative at the licensed export store. Appropriate carton seal inventory records shall be kept.
- (ii) Any excess seals shall be returned by secure and controlled means to the Technical Supervisor of the Verification Agency at the originating premises.

3.5 Security of Carton Seals on Premises

3.5.1 General principle

Seals shall be stored in a lockable dry area under the direct control of the Verification Agency.

Storing seals under conditions of high temperature and/or excessive humidity can affect the adhesive.

3.5.2 Full time (continuous) Verification Agency supervision

- 3.5.2.1 Carton seals are to be dispensed to the company as and when required on a daily basis. Any unused seals shall be returned to Verification Agency control at the end of each day.

- 3.5.2.2 The Verification Agency shall be responsible for maintaining a register showing:
- (i) The number of carton seals received, the date of receipt, the serial numbers of those seals received and the signature of the receiving officer.
 - (ii) Any defective seals received.
 - (iii) The number of rolls issued daily per department, their serial numbers, the balance of stock held, and the signature of the person issuing the carton seals.
 - (iv) That a check has been carried out which reconciles the number of carton seals issued per department against the company production records. This check may be performed by company and audited by the VA.

Returns received at the end of the day can be secured in the same manner as brands, for reissue to the same department next day, without altering the register.

- 3.5.2.3 Investigate any significant discrepancy and report to the relevant Verification Agency Team Leader if there is no satisfactory explanation.

3.5.3 Part time (intermittent) Verification Agency supervision

- 3.5.3.1 The Verification Agency (VA) representative responsible for any premises shall exercise sufficient control and supervision of carton seals to ensure they cannot be misused.

- 3.5.3.2 The control system shall include:

- maintaining a register of carton seals and check against company production,
- calculating the number of carton seals issued per department at the rate specified in the Performance Based Verification Standard, or
- check against the company production records.

- 3.5.3.3 Investigate any significant discrepancy and report to the relevant Team Leader of the VA if there is no satisfactory explanation.

3.6 Intervention Seals

3.6.1 Restricted use

Intervention seals are only to be used by representatives of the Verification Agency when cartons or immediate containers have been officially opened for inspection purposes by the New Zealand Ministry of Agriculture and Forestry.

3.6.2 Carton resealing tape

Intervention seals may be used in addition to or in lieu of the official carton resealing tape.

3.6.3 Security

Intervention seals are to be kept secure and held at all times by the Verification Agency.

4 Reduced size inspection legend

4.1 Application

This section applies to meat, game, game meat and possums, and their products.

4.1.1 All product to be branded

4.1.1.1 Consumer packs (i.e. commercial portions intended for direct retail sale to the consumer) shall show the reduced-size legend.

- (i) Inspection legends may be printed on stick-on labels and insert labels provided the label bears normal commercial label information other than a company logo.

Note: insert labels are prohibited in some markets, see Overseas Market Access Requirements.

- (ii) The legend is to be legible by unaided observation. At least one legend on multi-legend shrink-wrap film is to be legible after wrapping and shrinking.

4.1.1.2 All canned product shall show a reduced size inspection legend. The legend may be embossed on the can or printed on the label. An embossed legend shall always be in the official controlled format.

4.1.2 Exemptions from mandatory labelling

Product does not have to show the reduced sized inspection legend under the following circumstances:

4.1.2.1 If the product is sold on the premises of origin, or

4.1.2.2 If the product is intended for sale on the domestic market, including Australia, in which case an exemption may be granted according to the provisions of S50(4) of the Meat Act 1981. An application to the Director of Animal Products, MAF Food, shall address the following:

- arrangements that effectively identify, and separate product intended for domestic use from product intended for export.
- quality control arrangements that satisfactorily minimize the risks of incorrect labelling of export product, and preclude the inadvertent export of domestic product.
- compliance with the labelling requirements of the Food Act 1981, and its regulations, or the Australian Food Standards Code.

4.1.2.3 If the product is packed into cartons or immediate containers sealed with carton seals, subject to the requirements of importing countries, these are not required to be branded, see also Overseas Market Access Requirements.

4.1.2.4 Exemptions do not apply in respect of canned products.

4.2 Format

Inspection legends printed on labels, wraps, inner bags, cans, inner cartons, sachets and other inner cartons shall be of the reduced-size which may be in a controlled or uncontrolled format.

4.2.3 Controlled format

A reduced sized inspection legend that bears a facsimile of the oval or pentagonal brand shall remain the official brand for packaging or labels and are subject to all appropriate controls for the production and operational use as required by this manual.

The production of the controlled official brand shall not occur outside of New Zealand.

4.2.4 Uncontrolled format

An uncontrolled format for a reduced size device can be used instead of the official controlled device.

The device:

- shall consist of the words 'New Zealand' 'Inspected' or 'Insp.' and the official number of the premises. These words shall be placed together but may appear vertically or horizontally and in any order. The words shall be legible.
- the words 'New Zealand' shall be replaced by 'Product of New Zealand' for game and game meat if the words 'Product of New Zealand' do not appear elsewhere on the packaging or label.
- shall not contain any other delimiters or borders.
- may be printed by non-approved printers including off shore printers.
- and printed materials are not subject to official security, or verification of inventory.
- may be used for the domestic market, and any foreign market that does not require the oval or pentagonal brands on packaging or labels.

Note: It is an offence to misuse the alternative brand and users should take prudent measures to protect their interests.

4.3 Security

4.3.1 Company secure facilities

Materials showing pre-printed legends in the official controlled format shall be held under company security. A designated company supervisor is to hold the key and ensure the facilities are secured when not under supervision. The Verification Agency is to hold the key at EU-listed premises.

4.3.2 Inventory

4.3.2.1 The licensee shall maintain an inventory of these materials, including all movements in and out of the facility. The records must be adequate to demonstrate that all stocks are accounted for and correct.

4.3.2.2 Inventory records shall provide a minimum three month history.

4.3.3 Security of point of use generated material

4.3.3.1 Labels with official controlled format reduced-size legends generated during production for immediate application to labels, wrapping and packaging shall have equivalent security.

4.3.3.2 Dies, hardware or software shall be made inaccessible when not under supervision, and records of numbers of items printed shall be kept.

5 Container seals

5.1 General

Security or high security container seals represent a guarantee from MAF Food Assurance Authority, (MAF Food) on behalf of the New Zealand Government that the product or byproduct contained within a consignment which bears an official container seal has not been subjected to tampering after application of the seal. MAF Food is required to maintain a credible system to support the integrity of official MAF approved security and high security seals.

The traditional security seal is more popularly known as the Tyden seal, a particular commercial product, which has been used by MAF for many years. Similarly, the traditional high security seal is known as the bolt seal after the commercial product.

5.2 Application

This section applies to all (edible) products intended for export (meat, game, game meat, seafood, poultry, ostriches, emus and possums), pet food intended for export and other (where consignments of byproducts are required to be sealed by the importing country).

5.3 Fixing of Seals

5.3.1 Security or high security seals on containers for export

5.3.1.1 All containers of export products and byproducts to which this section applies are to be sealed with an official MAF Food approved security or high security seal.

Note: Some overseas authorities require/indicate that a more 'secure' seal than the traditional security (tyden) seal is necessary on export shipments. For specific country requirements refer to Overseas Market Access Requirements or IAIS 002.4 in the case of seafood.

5.3.1.2 After the container is loaded and the container doors are closed, a security or high security seal is applied through the hole provided in the right hand (as you face it) door handle and locking latch.

5.3.1.3 *Application of the Tyden Seal*

- (i) The tyden seal is used by bending the metal strip and pushing the cut end into the open slot at the inside end of the ball until it clicks in position, then pull it back. Contact within the ball locks the metal strip closed. The seal is properly locked if the band moves freely back and forth 5mm and the tip of the seal is visible beyond the tip of the ball. The seal cannot be removed without breaking it.

- (ii) The locking mechanism of a tyden seal can be damaged if the seal is subjected to impact prior to use. Avoid throwing or dropping the seal prior to use.

5.3.1.4 *Application of high security seals*

The high security (bolt) seal is used by separating the two halves of the seal immediately prior to use to prevent the inadvertent coupling of unmatched seal serial numbers. The shafted end of the seal is inserted in the same position as the tyden seal and the two halves are clicked together. The locking of the seal shall be checked by rotating the two halves and attempting to separate them.

- 5.3.1.5 Different importing countries have different requirements as to the degree of supervision required by the Verification Agency during sealing of export containers. For specific country requirements refer to Overseas Market Access Requirements or IAIS 002.4 in the case of seafood.

5.3.2 Security or high security seals on containers for transfer of product within New Zealand.

- 5.3.2.1 Security seals shall be used to provide security during transport of casings casks from a licensed abattoir (where carton seals are not an option) to a further processing premises where an importing country requirement exists for secure transport. (See Overseas Market Access Requirements for specific country requirements).

The tyden seal has caused problems with the majority of cask types due to its physical diameter and length. A device called a tyden tie, in association with the tyden seal is authorised for use in this circumstance. The tyden tie and seal shall be applied as close to the cask as possible.

- 5.3.2.2 Security seals may be used to provide security during internal transfer of product or byproduct only when it is a requirement of any MAF Food specification. When MAF Food security seals are not required, companies may use their own seals.

The requirement for sealing of cartons and product with carton seals is now optional so that, unless specified, it is not always necessary to provide any security arrangements.

- 5.3.2.3 MAF Food approved seals shall not be used on containerised product that is transported within New Zealand between premises for further processing or for consolidation of an export consignment or if intended for the domestic market. Seals may only be used when the container is finally prepared for export.

Companies may use their own seals if they wish.

5.4 Security of Seals by the Verification Agency

5.4.1 Security of bulk supplies

Bulk supplies of security and high security seals shall be stored secured and controlled in a locked area under the direct control of the Verification Agency for distribution to representatives of the VA.

5.4.2 Managing bulk supplies

For bulk supplies the Verification Agency shall:

- 5.4.2.1 Keep a register of all seals, both security and high security seals.
- 5.4.2.2 Issue seals in numbered sequence.
- 5.4.2.3 Check seals prior to issue for compliance with the seal specification. Non complying/defective seals, including those returned from premises, shall be recorded on the register and held secure and controlled while awaiting secure and controlled dispatch to Technical Communications Manager MAF Food.
- 5.4.2.4 Advise the Technical Communications Manager MAF Food in writing of the details pertaining to all non-compliance with the seal specification at the time the non-compliance is discovered. Defective seals shall be held securely until advised by the Technical Communications Manager MAF Food of any action required.
- 5.4.2.5 Despatch seals by secure and controlled means directly to the Verification Agency representative who ordered the seals.

5.4.3 Managing supplies on premises

For seals on premises the Verification Agency shall:

- 5.4.3.1 Keep a register of all seals, security and high security seals.
- 5.4.3.2 Store all seals securely in a locked facility under the direct control of the Verification Agency.
- 5.4.3.3 Check seals prior to use for compliance with the seal specification (see Section 11). Non complying/defective seals, shall be recorded on the register and held secure and controlled until returned by secure and controlled means to the Verification Agency bulkstore.
- 5.4.3.4 *When the VA provides a continuous inspection cover:*
 - (i) Seals are to be dispensed to the company on an as and when required basis. On the proviso that they be used within the confines of the same licensed/approved premises unless the TS gives specific permission for use elsewhere. Any unused or damaged seals shall be returned by secure and controlled means to Verification Agency immediately.
 - (ii) Keep a register of all seals. Use shall be checked against company load out information.

5.4.3.5 *When the VA provides a part-time (intermittent) inspection cover:*

- (i) The VA representative responsible for any premises shall exercise sufficient control and supervision of seals to ensure they cannot be misused.
- (ii) Issue only sufficient seals for use until the next programmed inspection by a VA representative. On the proviso that they be used within the confines of the same licensed/approved premises unless the TS gives specific permission for use elsewhere.

5.5 Registers of Seals to be Kept by the Verification Agency

5.5.1 Bulkstore registers

Bulkstore registers shall include:

- the date seals were received in the controlled store
- the number of seals received
- the sequential numbers of the seals received
- the order number
- the date of despatch
- the premises to which the seals are sent
- the method of despatch
- the quantity despatched
- the sequential numbers sent
- return notification details.

5.5.2 Premises registers

VA registers at premises shall include:

- date seals were received on the premises
- quantity of seals received
- sequential numbers of seals held
- date of issue
- quantity and numbers of the seals issued
- any return notifications together with the reason for return
- container number the seal was applied to
- destination of the container
- the certificate shoulder number covering the container to which the seal was attached.

6. Approval to Manufacture Devices

6.1 Brands and Inspection Legend Material

6.1.1 Applications to the Director Animal Products

Manufacturers shall apply in writing to the Director (Animal Products) requesting approval to manufacture brands, carton seals, intervention seals or reduced size inspection legends.

6.1.2 Format of application

The application is to include:

- 6.1.2.1 The company name and address of the applicant, and
- 6.1.2.2 The name of the person in the company who will be responsible for all correspondence and,
- 6.1.2.3 The device (brand, carton seal, intervention seal or reduced size inspection legend) which the applicant wishes to manufacture and supply, and
- 6.1.2.4 A sample of the brand impression, in the case of brands; or a sample of the seal, in the case of carton seals and intervention seals; or a printed sample of a reduced size inspection legend, and
- 6.1.2.5 In the case of carton seals and intervention seals, written confirmation from the Verification Agency that the seal samples have been tested on containers of the type for which the seals are intended to be used. The manufacturer is to arrange suitable tests directly with Verification Agency staff at premises licensed under the Meat Act. The tests must demonstrate conformity with specifications and performance characteristics to the satisfaction of the inspector.

6.2 Container Seals

6.2.1 Registration of interest

Security or high security seals are supplied to MAF only through a registration of interest process.

6.2.2 MAF calls for registrations of interest

- 6.2.2.1 MAF Food will advertise for expressions of interest in the supply of security/high security seals to MAF Food prior to the expiry of any existing contract period. An assessment/industry consultative procedure shall ensue.
- 6.2.2.2 Alternatively, if the current approved manufacturer is providing seals to all required specifications and both MAF, in consultation with industry, and the

approved manufacturer agrees, the existing arrangement maybe extended for a specified period.

6.2.3 Registration of interest requirements

Any manufacturer seeking the contract shall supply 12 samples of the type of seal for which the registration of interest is made together with appropriate documentation in support of the registration of interest application. The samples shall demonstrate conformity with specifications and performance characteristics to the extent that can be evaluated from the samples.

6.3 Verification of approval

6.3.1 Letters of approval

Letters of approval authorising a manufacturer to:

- manufacture brands, or
- print carton or intervention seals, or
- print reduced size inspection material, or
- manufacture/supply security or high security seals

will be issued by MAF Food and include any special conditions relating to that approval. The names and addresses of approved manufacturers will be notified.

6.4 Sub-contracting

6.4.1 Application

6.4.1.1 An approved manufacturer of carton seals, intervention seals, reduced size inspection legend material, security or high security seals may sub-contract the production of dies, artwork, films or plates, that includes a MAF device or Government Coat of Arms, subject to complying with all requirements of this section.

6.4.1.2 An approved manufacturer may sub-contract the production of materials that do not include any MAF device or Government Coat of Arms, e.g. the fabric of carton seals or passenger pack seals or intervention seals or inspection legend material, to another supplier. In these circumstances the approved manufacturer is accountable for the sub-contracted material conforming to any specification required of the approved supply.

<p>In this regard, the principles of sub-contracting as outlined in ISO 9002 should be applied.</p>

6.4.2 Restrictions

- 6.4.2.1 An approved manufacturer shall not sub-contract any part of the manufacture, production or printing of brands, carton seals, intervention seals, reduced size inspection legends.
- 6.4.2.2 Sub-contractors who produce dies, artwork, film or plates that includes a MAF device or Government Coat of Arms shall:
- (i) Carry out their business only in New Zealand, and
 - (ii) Only produce the material for an approved manufacturer.

6.4.3 Sub-contractor conditions

Any sub-contractors shall be required, under the terms of the contract with the approved manufacturer, to meet all criteria and conditions, including any conditions of the MAF Food approval relating to the manufacturer, and shall agree to any external audit required of an approved manufacturer.

6.5 Obligations on Approved Manufacturers and Sub-contractors

6.5.1 Documented quality system

- 6.5.1.1 Any approved manufacturer, or sub-contractor shall have a documented quality system which will:
- ensure that all specifications relating to size, format, numbering and performance are consistently delivered in the MAF device specified in the letter of approval, and
 - include all aspects of the security arrangements outlined in Section 7.
- 6.5.1.2 The records of all production, and the details and specifications for each supply shall:
- be retained for not less than five years, and
 - verify that unique serial numbers are not reused within 3 years.

6.5.2 Notifying changes to the approval

The manufacturer or sub contractor shall notify the Director (Animal Products) if any of the details appearing in the notified list of approved manufacturers are no longer valid or if the approval is no longer required.

7. Security Arrangements

7.1 Application

The security arrangements required by this section will apply to the manufacture and supply of all MAF devices except printed reduced size inspection legend material.

7.2 Production and Supply Control

7.2.1 Production to order

MAF devices shall only be produced to order. The order shall be authorised by approved representatives of the Verification Agency. The order form must contain at the minimum:

- (i) The name and physical address of the Verification Agency to which the order is to be consigned.
- (ii) The quantity and type of device required.
- (iii) The name, address, imprint of the official Ministry of Agriculture and Forestry seal, the signature, and block name of a person authorised in writing by MAF Food to make such a requisition.
- (iv) The order number and/or unique mark identifying the order form.
- (v) The date of the order.

7.2.2 Manufacturers production inventory

Details of each production run shall be maintained and, as a minimum shall include:

- (i) The date of production.
- (ii) The order number and/or unique mark identifying the order form.
- (iii) The number of devices produced.
- (iv) The starting and finishing sequential numbers.
- (v) The number and details of any production rejected by the manufacturer for failing to meet any specification. The method by which the faulty production was destroyed is to be recorded.
- (vi) The despatch date and quantity supplied to each order received.
- (vii) The date notification, of delivery confirmation, was received.

7.2.3 Manufacturers inventory of supply

The details to be kept by the approved manufacturer shall include:

- (i) The date of receipt of the order from the Verification Agency.
- (ii) The order number or unique mark identifying the order form.
- (iii) The date and quantity of devices despatched to the receiver.
- (iv) The starting and finishing sequential numbers of devices despatched.
- (v) The date notification of delivery confirmation was received.

7.3 Dispatch and Receipt of Devices

7.3.1 Despatch to authorised person

All devices shall be despatched by secure and controlled means directly to:

- the person authorised by the Verification Agency to receive devices at a premises, or
- the person authorised by the Verification Agency to receive container seals at the VA bulk store.

7.3.2 Notice of despatch

At the time of dispatch, a notice of dispatch shall be sent under separate cover to a person authorised by the Verification Agency in the case of devices sent directly to premises, or to an authorised person at the Verification Agency bulkstore in the case of container seals.

7.3.2.3 If receipt of despatched devices is not received by the Verification Agency within 5 calendar days of the expected date of delivery, enquiries to determine the whereabouts of the consignment shall be instituted.

7.4 Reduced Size Inspection Legend Material

The manufacture and supply of reduced size inspection legend material is not as necessarily as strict as required for other MAF devices. Notwithstanding, security arrangements should be in place to ensure misuse of devices and misappropriation of the reduced size inspection legend material does not occur.

7.4.1 Supplies only to Licensees

An approved producer of printed material can only supply to a licensee. The Inspection legend can only be used by the licensee of premises licensed under the Meat Act 1981.

7.4.2 Licensees signed order

Printing of any material bearing the Inspection legend cannot be performed without an order signed by the licensee or manager appointed on his/her behalf.

7.4.3 Inventories

An inventory must be maintained of licensees, date, type and number of all labels printed and despatched.

Printers should ensure that the composition of food contact wrapping material conforms to the appropriate requirements and that printing inks used are stable and do not contain substances which can migrate into the meat.

7.5 Security of Dies

7.5.1 Registers of dies

All dies used to print or stamp any device with the lettering MAF and NZMAF must be individually identified. A register of dies must be kept by the manufacturer and the supplier as the case may be. All dies, when not in use, must be stored under lock and key.

7.5.2 Destruction of dies

All dies and residual material relating to MAF devices shall be destroyed at the end of any contract to supply, or if the approval to supply is revoked by the D-G. Destruction of dies and seals shall be confirmed in writing to MAF Food.

7.5.3 Sub-contractor obligations

The requirements of this section relating to security and destruction of dies shall be included in any contract between an approved manufacturer and a sub-contractor.

7.6 Security of Devices

7.6.1 Secure storage of devices

7.6.1.1 Any MAF device stored by the manufacturer pending dispatch to the Verification Agency must be secure and controlled.

7.6.1.2 Any seals that are rejected by the manufacturer or supplier for any reason shall be held secure and controlled until destroyed.

7.6.2 Action in the event of breaches of security or lost seals

7.6.2.1 Notify the General Manager MAF Verification Agency, and the Programme Manager (Generic), MAF Food, in writing.

- 7.6.2.2 The local representative of the Verification Agency will be advised of any action required.

8. Brands

8.1 Application

The requirements of this section apply to any brand including single and multiple stamping devices, hot brands, and abattoir roller brands.

8.2 Oval Brands

8.2.1 Application

Oval brands are for use on game meat, meat and possum.

8.2.2 Description

8.2.2.1 The legend shall be oval, with the words NEW ZEALAND and INSPECTED or INSP (in upper case letters) and the official licence number of the premises in the centre. Refer to Appendix 1 for an example.

8.2.2.2 In the case of brands intended for stamping carcasses of young ovine animals, the legend may include the words LAMB or YEARLING as the case may be. The words are optional, but if used shall appear outside and beneath the oval.

8.2.2.3 In the case of brands intended for stamping possums, the word "POSSUM" shall appear outside and beneath the brand.

8.2.3 Dimensions

8.2.3.1 Full sized brand

The oval inspection legend shall be 65mm x 45mm, the words/letters are to be 8mm high and the figures/numbers are to be 10mm high. Tolerance in all dimensions of the inspection legend shall not to exceed +/- 0.5mm.

8.2.3.2 Reduced size possum brand

Oval is to be 18mm x 26mm, the words/letters are to be 4mm high and the figures/numbers are to be 5mm high. Tolerance in all dimensions is not to exceed +/- 0.25mm. Each letter in the term "POSSUM" is to be approximately 4mm.

8.3 Pentagonal Brands

8.3.1 Application

Pentagonal brands are for use on game (including feral rabbits and hares).

8.3.2 Description

8.3.2.1 The legend shall be pentagonal, with the words NZ and INSP (in upper case letters) and the official licence number of the premises in the centre. The lettering within the pentagonal brand may be either portrait or landscape. Refer to Appendix 1 for an example.

8.3.2.2 In the case of rabbits and hares the words “RABBIT” or “HARE” shall appear below the brand as the case may be.

8.3.3 Dimensions

The length of each side of the pentagonal inspection legend shall be 29mm, the words/letters are to be 8mm high and the figures/numbers shall be 10mm high. Tolerance in all dimensions of the inspection legend shall not to exceed +/- 0.5mm.

8.4 Abattoir Brands

8.4.1 Application

Abattoir brands are for use on carcasses and meat intended for the domestic market including Australia.

8.4.2 Description

8.4.2.1 The legend shall be circular, with the words INSPECTED or INSP (in upper case letters), the crown in the centre and the official licence number of the premises in the lower quadrant.

8.4.2.2 The legend may be incorporated into an industry roller brand for marking carcasses according to the type of animal, e.g. lamb, mutton. In these cases the type of animal, lamb mutton etc, shall be repeated at least 3 times between the appearance of the brand.

8.4.3 Dimensions

The circular inspection legend shall be 50mm in diameter, the words/letters are to be 8mm high and the figures/numbers are to be 10mm high. A reasonable tolerance is allowed.

8.5 Numbering of Brands

Every brand shall have a unique number. Manufacturers shall maintain a register of numbers issued to each premises.

9. Seals

9.1 Application

This section applies to both carton seals and intervention seals, see Appendix 1 for examples.

9.2 Format

Seals shall contain the following information:

9.2.1 Shoulder numbers

The shoulder numbers shall be placed in the top right hand corner. The prefix and number are to be contiguous:

- (i) Carton seals - AgM85
- (ii) Intervention seals – AgM800

9.2.2 The New Zealand Coat of Arms:

- (i) The words NEW ZEALAND MINISTRY OF AGRICULTURE and FORESTRY in upper case letters in the top left hand corner.
- (ii) The words “Official Carton Seal” or “Official Intervention Seal” (as the case may be) underneath the coat of arms.

9.2.3 A full size inspection legend:

- (a) **For game meat, meat and possum:**
the legend shall be oval, with the words NEW ZEALAND and INSPECTED or INSP (in upper case letters) and the official licence number of the premises in the centre. Refer to Appendix 1 for an example.
- (b) **For game (including feral rabbits and hares):**
the legend shall be pentagonal, with the words NZ and INSP (in upper case letters) and the official licence number of the premises in the centre. The lettering within the pentagonal brand may be either portrait or landscape. Refer to Appendix 1 for an example.
- (c) **For intervention seals:**
the legend shall be oval, with the words NEW ZEALAND and INSP (in upper case letters) and the words: Opened and closed by an Inspector appointed by the Minister of Agriculture, in the centre.

9.2.4 Serial numbers

A unique serial number in the bottom right hand corner, see Section 9.4.

9.2.5 Colours

9.2.5.1 Carton seals:

- (i) All lettering shall be black, or optionally all red for non-EU product.
- (ii) The background colour shall be white or near white.

9.2.5.2 Intervention seals:

- (i) All lettering shall be black.
- (ii) The background colour shall be green, colour specification PMS 3292.

9.2.6 Patent numbers

Patent numbers are permitted on cartons seals provided they do not obscure mandatory information. Note: patent protection does not include any of the specifications for carton seals, these remain the property of MAF.

9.3 Dimensions

9.3.1 Overall dimension

Seals shall be 125mm to 155mm long, and 46mm to 55mm wide.

MAF Food strongly recommend a fixed dimension of 154mm x 54 mm.

9.3.2 Dimensions of the coat of arms

The coat of arms shall be 20mm x 20mm.

The correct reproduction is identified as "B" on the "Official New Zealand Coat of Arms" publication. This is available from the Department of Internal Affairs, alternatively contact MAF Food Animal Products Group for a photocopied version.

9.3.3 Oval inspection legend

The oval inspection legend shall be 65mm x 45mm, the words/letters are to be 8mm high and the figures/numbers are to be 10mm high. Tolerance in all dimensions of the inspection legend shall not to exceed +/- 0.5mm.

9.3.4 Pentagonal inspection legend

The length of each side of the pentagonal inspection legend shall be 29mm, the words/letters are to be 8mm high and the figures/numbers shall be 10mm high. Tolerance in all dimensions of the inspection legend shall not to exceed +/- 0.5mm.

9.4 Serial Numbers

The seals shall be serially numbered, each individual seal shall be unique and no number shall be repeated within three years.

9.4.1 Number format and sequence

9.4.1.1 The number shall contain 2 letters and 7 digits, the alpha prefix and the number are to be contiguous (e.g. XA0000000).

9.4.1.2 The first letter is assigned by MAF Food Animal Products Group to identify the approved printer and shall be used in the numbering of all seals.

9.4.1.3 The second letter and 7 digits shall be used sequentially.

9.4.1.4 The alpha numeric sequence shall commence at A0000001.

9.4.2 Licence number not to form part of the unique number

The licence number of the premises on the seal shall not form part of the unique identifying number. Different premises shall not receive seals with the same alpha-numeric number.

9.4.3 Sequence may revert

The letter and digits may revert to the commencing alpha numeric sequence after 3 years.

9.5 Performance of Seals

9.5.1 General principle

The carton seal is an integral part of the security of New Zealand meat, game and game meat and the integrity of the system for validating certification. After being applied to a carton or container a seal shall not be able to be reused and shall be destroyed on opening of the carton or container.

9.5.2 Material strength

The material shall be such that the seal is destroyed (or capable of being destroyed) if reasonable force is applied to the removal of the seal after it has been applied to a carton. Seals may be produced with security perforations to enable the

use of strong material that withstands handling but pulls apart during opening of the carton.

9.5.3 Adhesives

The adhesive shall be freezer/ chiller grade, capable of being used in a temperature range of $-25\text{ }^{\circ}\text{C}$ to $+30\text{ }^{\circ}\text{C}$ and shall be sufficiently strong so as to tear the carton (or container) or cause the seal to destruct if removal is attempted.

9.5.4 Indelible printing

The materials used in producing the design and lettering on the carton seal shall be indelible and no part of the design or lettering shall be able to be removed without damage to the carton seal being readily apparent.

9.5.5 Over branding of seals

The surface of the seal shall accept over branding with printing inks. When over branding of cartons seals has occurred, the over branded information shall not be able to be removed by either water or solvents.

10 Reduced Size Legend Material

10.1 Specifications

10.1.1 Dimensions

Reduced inspection legends can be any proportional size that is equal to, or smaller than, half the size of the full-size legend. The dimensions of the legends are given in Section 8.

10.1.2 Adhesive labels

Pre-printed adhesive labels can not be reused. Any attempt to remove an adhesive label on which an Inspection legend is printed must result in the destruction of label.

10.2 Legibility

10.2.1 The legend is to be legible by unaided observation. At least one legend on multi-legend shrink-wrap film is to be legible after wrapping and shrinking.

10.2.2 Printing may be by any means that gives an accurate and consistent result, except hand drawing.

10.3 Eligible printers

10.3.1 Approved printers

Printing is restricted to approved printers. A list of approved printers is given in Section 12.

10.3.2 Printing at point of use

10.3.2.1 Licensees of premises are deemed to be approved printers.

10.3.2.2 Licensees shall only print reduced-size legends on-site for use on-site, i.e. they cannot print for other premises.

10.3.2.3 Licensees shall not print full-size legends.

10.4 Labels

10.4.1 Mandatory information included

Except for embossed cans, inspection legends shall not be printed on any label material that does not include mandatory label information, see Overseas Market Access Requirements.

Inspection legends may be printed on stick-on and insert labels as part of a standard commercial label, i.e. a label containing commercial information about the product.

10.5 Composition of materials

10.5.1 Wrapping material

The composition of food contact wrapping material shall conform to the requirements in IS 6: Section 13.3.

10.5.2 Inks

Printing inks used on any label which may have direct or indirect contact with product shall be stable and shall not contain substances that can migrate into the product.

11 Container Seals

11.1 Application

This section applies to both security seals and high security seals. All Seals shall meet the following manufacturing specifications.

These specifications, in descending order of weighting, may be taken into account when determining a successful registration of interest.

11.1.1 Acceptability of seals

11.1.1.1 Seals shall be listed on the USA & UK Customs "Acceptable Seal" List.

11.1.1.2 Written evidence of listing on the USA & UK Customs "Acceptable Seal" list shall be provided to MAF Food.

11.2 Functional Security

11.2.1 Substitution

Component parts shall be difficult to counterfeit or substitute.

11.2.2 Tamperproof

11.2.2.1 The seal shall provide a clear indication of any evidence of tampering.

11.2.2.2 The seal shall be unable to be disjointed without irreversible deformation.

11.2.2.3 The length of the seal shall not enable a sealed container to be opened or partially opened, without the seal being broken, or otherwise showing obvious damage.

11.2.3 Incapable of reuse

All seals shall only be able to be removed by a destructive method, and shall be incapable of being successfully reused or restored in the sealed condition, following such tampering.

11.3 Utility

11.3.1 Safety design

The design of the seal should ensure that the legitimate handling of the seal does not expose a user to the risk of injury, and users should be safe-guarded against exposure to any unpleasant or hazardous material liable to be released on breaking a seal.

11.3.2 Ease of use

The seal shall be easily applied as some container fittings do not align accurately.

11.3.3 Placement

Correct placement should be relatively simple and capable of being checked easily.

11.3.4 Checking

Ability to check the seal is engaged properly, after locking and allow for quick verification.

11.3.5 Manufacturers instructions as to use

Seals shall be accompanied by advice on the correct method(s) for their effective use, and any safety precautions required, during removal, if necessary to ensure correct application/removal.

11.3.6 Resistant to destruction

11.3.6.1 Seals shall have a high level of resistance to corrosion for use in hostile environments, such as prolonged exposure at sea.

11.3.6.2 Seals shall be flameproof.

11.3.7 Colours

If coloured, the colour of the exterior coating shall be green; PMS 3292.

11.3.8 Security packing

All seals are to be packed in such a manner that they are to be readily accessible in strict sequential numerical order whether as an entire pack or part pack.

11.4 High Security Seal

11.4.1 Dimension

11.4.1.1 The seal shall measure less than 90mm in length when locked.

11.4.1.2 Diameter of the top and base of the seal shaft, if circular shall not be less than 22mm in one dimension.

11.4.2 Construction

11.4.2.1 Seals shall be of two piece solid steel or similar product.

11.4.2.2 Heavy duty cutters shall required for removal.

11.4.2.3 Enough of the main shaft shall lie within the body of the seal to prevent the seal being vulnerable to tampering.

A flat seal back is strongly recommended.

11.4.2.4 Shaft and body shall be adjoined prior to use if the seal comprises two sections.

11.5 Unique Seal Numbers

11.5.1 Unique numbers

Seals shall be serially numbered, each seal shall be unique and no number shall be repeated within three years.

11.5.2 Number format

11.5.2.1 *Security seals*

The number shall contain NZMAF followed by 7 digits, the alpha prefix and the number shall be contiguous (e.g. NZMAF0000000).

11.5.2.2 *High security seals*

The number shall contain NZMAF followed by 8 digits, the alpha prefix and the number shall be contiguous (e.g. NZMAF00000000).

11.5.3 Alpha numeric sequence

11.5.3.1 The alpha numeric sequence shall commence at NZMAF(X)000001 or NZMAF(X)0000001 as the case may be. Where (X) is the numeral assigned by MAF Food to the approved manufacturer.

11.5.3.2 The first number shall be assigned by MAF Food to identify the approved manufacturer and shall be used in the numbering of all seals.

11.5.3.3 The second and following numbers shall be used sequentially.

11.5.3.4 The non assigned digits may revert to the commencing numeric sequence after 3 years

11.6 Patent Numbers

Patent numbers are permitted on security and high security seals provided they do not obscure mandatory information.

Note: patent protection does not include any of the specifications for approved seals, these remain the property of MAF.

Manual 15: Approvals

Brands-Inspection Legend Material-Container Seals

Appendix 1 – List of Approved Manufacturers

Amendment 5

April 2006

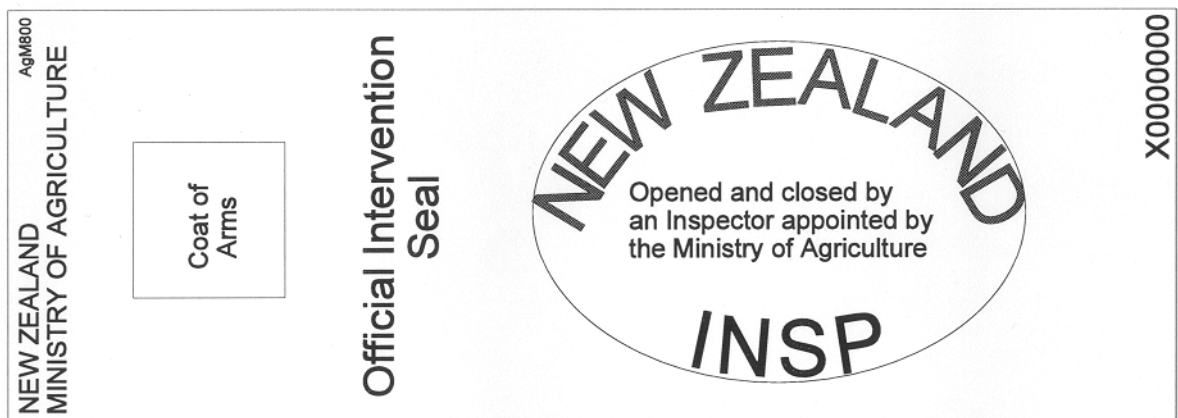
For a list of approved manufacturers please click on the link below:

<http://www.nzfsa.govt.nz/animalproducts/registers-lists/index.htm>

Appendix II – Examples of Legends



Official carton seal format. Example relates to packing houses (PH).



Official intervention seal format.



Official full size brand format for export meat (example), game meat and possum.



Official pentagonal brand, format for game including rabbits and hares.

Note: The measurements of these examples are approximate only.

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