



Helping Aotearoa shape a better food world

With 1800 dedicated people working closely with our partners across the food and primary production sectors, we offer the broadest range of food assurance services in Aotearoa.

People in the food and primary industry sectors work hard to uphold what Aotearoa stands for in food – a higher standard of quality and safety. We are proud to work with them, at every point in their food supply chains, to help them build and protect this enduring trust in food. We actively collaborate, sharing knowledge, resources and skills so that everyone benefits – not just in the immediate future, but for generations to come. With specialist knowledge and extensive experience, we are perfectly placed to deliver customised food assurance services designed for specific requirements and environments.

Industries we serve:

- Apiculture
- Biosecurity
- Dairy Farming
- Dairy Manufacturing
- Food Manufacturing
- Forestry
- Horticulture
- Livestock
- Meat
- Pharmaceutical
- Seeds
- Wine
- Central and local governments



We provide a broad range of services to Aotearoa's food and primary production sectors.

INSPECTION AND CERTIFICATION

We deliver audit, inspection, verification and certification services to both national and international standards across the food and primary production sectors. We undertake over 100 different types of audits across the food supply chain for primary producers, processors, manufacturers and retailers which enables access to their markets.

FOOD TESTING

We provide a comprehensive range of analyses for manufacturers from raw materials through to finished products including food, beverages, pharmaceutical and nutraceutical goods. Our dedicated team of experts are committed to delivering fast and accurate results for every test.

SPECIALITY TESTING

We offer an extensive range of testing services for contaminants, food and environmental samples. These include pesticide and veterinary medicine residues, persistent organic pollutants (POPs), contaminants of emerging concern (CECs), PFAS, plus forensic identification of foreign matter in foods.

SEED SERVICES

We provide a complete service for growers and merchants which includes inspection, verification and certification services in the field and in our specialist laboratories where we test for purity, germination, endophyte, pathogen testing and more.

PEST AND PLANT LABORATORIES

We provide plant pathology, entomology and nematology expertise to diagnose plant and seed diseases, and invertebrate pests to Aotearoa's seed, horticulture and food sectors, government agencies and local authorities. We provide identification and diagnostic services as well offering control and management advice.

ASSURANCE MARKS

We offer a range of Assurance Marks which provide independent and verified assurance tailored to meet the consumer needs of each food sector. These marks can be displayed on packaging to help shoppers identify the specific attributes of products or can provide verified supply chain transparency and authenticity covering the entire supply chain.

GLOBAL PROFICIENCY

Through Global Proficiency, we provide proficiency testing schemes, laboratory reference materials and related services to the dairy, milk, environmental, agricultural, food and beverage testing industries.

DIAGNOSTICS

AsureQuality Diagnostics is a contract manufacturer for veterinary and medical diagnostic kits. We offer warehousing and distribution of veterinary diagnostic products across Australasia and the Pacific.

BIOSECURITY SERVICES

We partner with government, industry and communities to implement operation solutions to issues affecting food security, economy and the environment. We have a legacy of working in partnership with MPI to help protect Aotearoa from the impact of pests and diseases.

ACADEMY TRAINING SERVICES

To support our partners, we offer high quality industry training to ensure that their staff are skilled and have the confidence to do their job well. The AsureQuality Academy is a recognised Private Training Establishment (PTE) Category 1 with the New Zealand Qualifications Authority (NZQA). Our courses are designed by industry experts to reflect New Zealand and International standards and delivered in an interactive environment for optimum learning outcomes.