

# Food and beverage business handbook

GO-TO GUIDE FOR LAUNCHING AND SCALING A FOOD VENTURE IN TARANAKI





# Taranaki has a thriving food and fibre sector built upon entrepreneurship and collaboration.

The food and fibre sector is one of the largest in Taranaki, accounting for more than 20% of GDP and 11,000 jobs. It has been highlighted in the regional economic development strategy, **Tapuae Roa**, as one of our key economic futures.

Te Puna Umanga Venture Taranaki is committed to helping food businesses in the region to start, develop, and succeed and we offer a range of services and initiatives to support your next steps.

This handbook provides an overview of our work in the food and fibre sector, as well as a range of helpful resources to enable food and beverage businesses along their journey. The handbook is not an exhaustive list of all the available information, but it will set you on the right course to learn more about what is required to run a food business.

## TE PUNA UMANGA VENTURE TARANAKI ENTERPRISE SUPPORT

Our Venture Taranaki Enterprise Advisors are here to help your business succeed, with free confidential advice, mentoring, and connections to funding and grants. Every business is unique, and we encourage you to connect with our Enterprise Advisors for tailored support.

Complete the Enterprise Support Enquiry Form on our website to get started.

**[Venture Taranaki » Taranaki, New Zealand](#)**

## CAPABILITY DEVELOPMENT

Venture Taranaki delivers the Regional Business Partners programme on behalf of MBIE in Taranaki.

This programme offers co-funding for capability training and development and our Enterprise Advisors can help to connect you with a range of training providers, including those with specific food expertise, including:

- **[Rise Growth Lab](#)**
- **[Beverage and Food Gurus Limited](#)**

## FOOD FOR THOUGHT NETWORKING EVENTS

We host twice-yearly networking and speaker events for food sector businesses. To keep up to date with future events, follow our Venture Taranaki **[social media channels](#)** or sign up to receive updates through our monthly enterprise email newsletter.

## BRANCHING OUT

Branching Out is our flagship food and fibre project, which equips Taranaki landowners, growers, businesses, and value chain participants with the knowledge, tools, and support to explore and implement high-value alternatives to traditional land use.

To date, the project has demonstrated the successful cultivation of over a dozen trial crops, including garlic, hemp, angelica, and kūmara, across 13 trial sites in Taranaki. Alongside growing trials, Branching Out is also securing pathways to market and supporting the development of in-region processing infrastructure.

**[Visit our website](#)** to find out more or to contact the project team directly.



# Compliance

Compliance is essential for food businesses in New Zealand to ensure food safety, meet legal obligations under the Food Act 2014, and protect public health. It also builds customer trust, reduces risk, and sets a strong foundation for sustainable growth and market access.

**Food business | NZ Government** Ministry for Primary Industries has information on how to start and run a food business: learn how to register, verify your business, and manage risks. Here you can read about food safety, food recalls, and requirements for food and beverage production, testing, storing and transporting.

## **My food rules tool - New Zealand Food Safety**

New Zealand Food Safety's role is to protect public health by ensuring that food produced, sold, and exported from New Zealand is safe and suitable to eat.

The My Food Rules tool is a free resource to help you understand what rules you need to follow when making or selling food.

## FOOD BUSINESS REGISTRATION

Once you have understood the rules you need to follow, the next step is registration through your relevant local council. Each Council has a different process which you can find below:

- **New Plymouth District Council**
- **Stratford District Council**
- **South Taranaki District Council**

## LABELLING AND HEALTH CLAIMS

One key thing to consider is the information that is visible on packaging, such as health claims. Clear and accurate labelling helps consumers make informed choices and protects them from misleading information.

### **Packaging rules - New Zealand Food Safety**

MPI has detailed information about what can go into food sold in New Zealand and food labelling.

### **Health claims – New Zealand Food Safety**

Health claims are voluntary statements that refer to a relationship between a food and a health benefit. MPI provides an overview about health and nutrition content claims for food and drink and how they are regulated in New Zealand.

### **Barcodes – GS1**

A barcode is a necessary requirement for selling through retail outlets, distributors, and to export products internationally. It also enables you to streamline inventory management and to better track sales.

### **Navigate Food**

One organisation that can support you through the labelling and compliance process is Navigate Food (based in Wellington).



## AVAILABLE VERIFICATION AGENCIES IN NEW ZEALAND

Once your business is registered, your it will need to be checked by a verifier to ensure that safe and suitable food is being produced. Find details below of New Zealand based verifiers:

- [All Systems Go Auditing Limited](#)
- [AsureQuality Limited](#)
- [Auditing Solutions NZ Limited](#)
- [BSI New Zealand Limited](#)
- [Eurofins Food Analytics NZ Limited](#)
- [Food Safety Quality & Labelling Limited](#)
- [Quality Auditing Specialists Limited](#)
- [SGS New Zealand Limited](#)
- [Telarc Limited](#)

If you need further support for your food enterprise, please contact the Te Puna Umanga Venture Taranaki Enterprise team on [business@venture.org.nz](mailto:business@venture.org.nz)

# Industry support

There are plenty of industry organisations that work to support food and beverage businesses across New Zealand. Learn more and connect with them below.

## **MPI – Importing and Exporting**

As a producer you may need to import ingredients for your product or aim to one day export your product outside of New Zealand. MPI has a range of helpful information about both importing and exporting.

## **Bioresource Processing Alliance (BPA)**

The BPA is a government funded research and development initiative aimed at transforming low-value biological by-products from sectors like agriculture and marine industries into high-value products. Supported by research partners, AgResearch, Scion, Plant & Food Research and Callaghan, BPA provides access to funding for R&D to develop new or innovative products.

## **New Zealand Food Innovation Network**

The New Zealand Food Innovation Network (NZFIN) aims to help businesses bridge the gap from ideas and research through to market and export. They provide a network of connected open-access facilities, expertise, equipment, and partnerships for applied innovation and commercial manufacturing.

## **Food and Beverage Accelerator**

NZFIN has also partnered with Rise Growth Lab to deliver the Food and Beverage Accelerator. This accelerator is designed to drive profitable growth by offering in-depth training across all aspects of food businesses, personalised coaching, and access to an export network and supportive community.

## **Jumpstart**

Jumpstart is a series of online sessions targeted at early-stage food and beverage entrepreneurs, covering all the essential steps to develop a successful business.

## **Link Eight – Product sourcing and manufacturing**

Link Eight is a strategic sourcing company that can connect food and beverage producers with contract manufacturers and assist with industrial product sourcing and factory consultancy.

## **Food Ticker**

Sign up to Food Ticker for daily news, updates and insights about the food and fibre industry in New Zealand and internationally.

If you need any further information or support, get in touch with **Te Puna Umanga Venture Taranaki**, once we receive your enquiry, you will be connected with Enterprise Advisor to discuss next steps for your business.



## ABOUT TE PUNA UMANGA VENTURE TARANAKI

Te Puna Umanga Venture Taranaki is the regional development agency for Taranaki. The organisation is responsible for regional development strategy, enterprise and sector development, investment and people attraction, and major project initiatives which contribute to the inclusive and sustainable growth of the region. Venture Taranaki is a registered charitable trust and a New Plymouth District Council Controlled Organisation, supported by the three District Councils of the Taranaki region.

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