

NEW ZEALAND

Enza bears fruits of cold chain effort

Leading New Zealand pipfruit exporter Enza says it has strengthened its partnership with cold chain monitoring company Sensitech to boost quality and efficiency

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Managing the cold chain is critical to maintaining quality for major New Zealand apple and pear exporter Enza International. The company exports around 95 per cent of its annual production, which sits in the order of 4.5m cartons, to markets all over the world. Reflecting its on-shore quality standards, all of its growers are GlobalGAP-certified while every coldstore and packhouse facility contracted by Enza is BRC-certified.



Fruit is monitored in the orchard in in-field bins

To carry the high standards through to market, the company must keep a tight rein on the entire supply chain process. To this end, it has a well-established relationship with cold chain monitoring company Sensitech's Auckland office for using TempTale4 temperature monitors on every shipment. Over the past year, Enza has begun to work even more closely with Sensitech by taking advantage of the company's radio-frequency (RF) capabilities, thereby bringing greater efficiencies to its export process.

More than 3,000 containers of apples and pears are currently dispatched from New Zealand by Enza for a range of destinations, including Asia, the UK, Europe, the US and

smaller ports elsewhere in the world, with trips varying between 21 and 42 days. Each container is equipped with a TempTale4 monitor, and temperatures are recorded repeatedly throughout the voyage before the data loggers are automatically downloaded at the receiving port. As part of Sensitech's service, reader infrastructure is installed at each receiving site where the transmission is easy to catch, such as the port, the port office and the re-packing facility.

"Sensitech's radio frequency system has dramatically improved our efficiency," says Duncan Park, national quality manager for Enza International in New Zealand. "We



Data loggers are downloaded at port of arrival

can quickly monitor quality at the receiving site, target our inspections accordingly and react much more quickly based on the results of those inspections."

According to Mr Park, even after 50 years of doing business internationally, Enza is still learning new things about shipping its product globally, whether it be planning for delays that may occur at large ports like Tanjung Pelepas in Malaysia, or understanding the slight warming of containers as the vessels slow down while passing through the Panama Canal.

"The best move Sensitech made two years ago was to improve the speed of its ColdStream database," says Mr Park. "Where it used to take me 30 seconds

to download a monitor, now I can get the information in three or four seconds. When my product is half-the-world away waiting for disposition, timing of decisions is critically important."

Sensitech also supports Enza earlier in the supply chain through monitoring of its in-field bins at the orchards, as well as its coldstore and the packhouse. While this data collection effort is done electronically with TempTale4 monitors, the data is compiled to give Enza a complete picture of its on-shore storage process. Information can easily be accessed through the ColdStream Reporting Portal, where reports are delivered according to the



The system enables quick decision-making

customer's needs, whether it be comparing supply chain segments, products, routes or storage areas.

More in-depth meetings are now conducted quarterly between Sensitech and Enza to review the complete programme both on-shore and during export. One result of this has been that Enza has begun to replace its fleet with state-of-the-art refrigerated vehicles.

"What's most important to us at Enza is that our partners and customers know that we take our quality very seriously," says Mr Park. "Quality is demonstrated in our entire process – we take the time and perform the due-diligence necessary to prove that commitment every day." ■