



NZ GROWN

WHAT IS IT?

The NZ Grown logo is a trademark of the Buy New Zealand Made Campaign Ltd which is a membership based organisation owned by Business New Zealand.

The campaign has a single, strong focus:- to encourage New Zealanders to buy locally-produced goods. The campaign is an established brand, which uses direct marketing and main stream advertising to spread its message and enlist support.

It helps local producers achieve success in their own country - a vital first step before they take on the export challenge. It also helps to keep jobs and capital in New Zealand.

WHAT DOES IT MEAN?

NZ Grown is just that! Any meat, produce or seafood that is grown in New Zealand.

WHY IS IT IMPORTANT?

Recent research completed by Research International shows
8 OUT OF 10 KIWIS PREFER TO PURCHASE NZ MADE

Tourists and locals want to buy NZ made products and the logo helps to identify them as such.

Join the growing number of industry leaders and innovators using the Buy NZ Made logo and you can leverage off the highly recognised brand and gain a point of difference from competitors.

A range of merchandise is available to members, including stickers and point of sale material.

HOW CAN I GET THE LOGO?

Simply become a member of the Buy NZ Made Campaign, by filling in the provided form and sending this back to:-

P.O. Box 1925
Wellington
Freepost 4122

or fax back to 04 496 6555

HOW MUCH DOES IT COST?

You can get all this for just \$10.00 per permanent staff member with a min fee of \$150.00 and a max fee of \$5000.00 + gst per annum



SPECIAL OFFER FOR NZ GROWERS

Join now and receive the remainder of this year free (to 30 June)

WHERE YOU CAN USE THE LOGO?

The logo is available online for all paid up members to download in many different styles and formats such as EPS, PDF, GIF and Indesign* (*Mac only).

On your products

The logo works very well when clearly displayed on your products. It shows consumers your product is New Zealand made at a glance.

On your website

The logo works just as effectively on your website

If you are a grower, as well as displaying the logo on the front page of your website, it is a good idea to clearly mark all your New Zealand made products that are shown on your website

In your marketing material (such as brochures and posters)

Put the logo in a prominent position on your brochures, posters or any other marketing material particularly point of sale material.

TV, newspaper or radio advertising

When you advertise you are a member of the Buy NZ Made Campaign, consumers know your meat, produce and seafood products are NZ Made.

MEMBER BENEFITS

As well as the logo, there are many other member benefits including an online directory listing that can link to your own site and edit yourself.

New World, Four Square, Pak n Save, Fresh Choice and Super Value stores are some of the retail member outlets who will be promoting the logo.

Coming soon: An online shopping mall supporting business to business, grower to retailer and seller to consumer

To find out about all our member benefits, visit www.buynz.org.nz, or contact:-

Buy New Zealand Made Campaign Ltd
P.O. Box 1925
Wellington
Phone: 04 496 6557
Fax: 04 496 6555
Email: tsnow@buynz.org.nz



Fees for membership of the Buy New Zealand Made Campaign are annual and cover the period July 1 to June 30.

The annual fee is \$10.00 per employee with a minimum of \$150.00 and a maximum of \$5000.00 + gst. There is also a one-off registration fee of \$75.00

Discount
If you are a member of any of the listed organisations

CALCULATION FORM

Number of employees (Full or part time permanent staff incl owners)	_____
Annual licence fee	\$ _____
Discount %	\$ _____
Discount total	\$ _____
Annual fee (x \$10.00 per staff member with a min fee of \$150.00 and a max fee of \$5000.00)	\$ _____
Registration fee	\$ 75.00
Sub total	\$ _____
Plus GST	\$ _____
Total	\$ _____

The above membership fee covers the period until June 30 2009

Business NZ regional associations

Employers and Manufacturers Association (Northern),
Employers and Manufacturers Association (Central),
Canterbury Employers' Chambers of Commerce,
Otago Southland Employers Association.

Refer to the list on the right for affiliated organisations

Association of NZ Advertisers Inc
Aviation Industry Assn of NZ Inc
Building Service Contractors of NZ
Bus & Coach Assn NZ Inc
Casting Technology of NZ Inc
Cement & Concrete Assn of NZ
Coal Assn of NZ
Early Childhood Council
Economic Development Assn of NZ
Electrical Contractors Assn of NZ Inc
Electricity Networks Association
Federated Farmers of NZ
Fire Protection Assn
Footwear Industry Assn of NZ
Forest Industry Contractors Assn
Furniture Assn of NZ
Health Funds Assn of NZ
Healthcare Providers NZ
Horticulture New Zealand
Hospitality Assn of NZ
Independent Tertiary Institutions (incl. CCA & IDI)
Insurance Brokers Assn of NZ
Insurance Council of NZ Inc
Lighting Council NZ
LPG Association of NZ
Magazine Publishers Association
Major Electricity Users Group
Marine Industries Assn of NZ
Master Painters NZ Assn Inc
Master Plumbers, Gasfitters & Drainlayers NZ Inc
Meat Industry Assn of NZ
Motor Trade Assn (Inc)
Nat Assn of Retail Grocers & Supermarkets of NZ Inc
Newspaper Publishers Assn of NZ
Nursery & Garden Industry Assn
NZ Assn of Accredited Employers
NZ Assn of Private Education Providers
NZ Association of Bakers (Inc)
NZ Contractors' Federation
NZ Council for Infrastructure Development
NZ Fire Equipment Assn
NZ Food & Grocery Council
NZ Forest Owners Assn of NZ
NZ Institute of Management
NZ Paint, Ink, Resin & Adhesives Mfts Fed
NZ Pine Manufacturers Assn
NZ Retailers Assn
NZ Screen Council
NZ Seafood Industry Council Ltd
NZ Taxi Federation Inc
Outdoor Fabric Products of NZ
Petroleum Exploration Assn of NZ
Pharmacy Guild of NZ (Inc)
Plastics NZ
Port Companies of NZ
Poultry Industry Assn of NZ
PrintNZ
Radio Broadcasters Assn
Registered Master Builders' Fed
Researched Medicines Industry
Restaurant Assn of NZ
Retail Meat NZ
Retirement Villages Assn
Road Transport Forum NZ
Stevedoring & Ports NZ Inc
Textile Care Federation of NZ
Tourism Industry Assn NZ
Wood Processors Assn of NZ



MEMBERSHIP APPLICATION FORM

This application form is also available on line at www.buynz.org.nz

Please provide the following contact information and fill out your product details on the reverse of this form. We will invoice you for your payment

Date of application: _____

Registered business name:

Trading name: (if different to above)

Contact name: _____

Postal address: _____

Street address: _____

City: _____

Email: _____

Web address: _____

Phone number: _____

Fax number: _____

Mobile number: _____

Tick here if you do not wish to receive updates and information by email.

SEND THE COMPLETED APPLICATION FORM TO:-
Buy NZ Made
P.O. Box 1925
Wellington FREEPOST 4122

Consumer Categories

Adventure Equipment
Air Conditioning and Refrigeration
Animal and Veterinary
Arts and Crafts
Automotive Products
Baby Products
Bathroom and Laundry
Bedding and Manchester
Boating and Marine
Building and Construction
Business Services
Camping and Leisure
Care and Mobility Products
Carpets, Rugs, Mats and Flooring
Ceramics and Pottery
Cleaning and Chemicals
Clothing - Accessories
Clothing - Baby's and Children
Clothing - Men's
Clothing - Other
Clothing - Sports and Leisure
Clothing - Women's
Computer Products and Software
Educational Products
Electrical and Electronic
Environmental
Food and Beverage - Specialised
Food and Beverage - Beverage
Food and Beverage - Food
Food Catering Equipment
Footwear
Furniture - Accessories
Furniture - Bedroom
Furniture -Kids
Furniture - Lounge Dining Hall
Furniture -Other
Furniture - Outdoor
Furniture - Specialise
Garden Products
Giftware and Souvenirs'
Graphics, Displays and Exhibits
Haberdashery
Hardware
Health, Beauty and Alternative
Heating and Insulation

Home Ventilation Products
Home wares
Industrial and Safety Wear
Jewellery
Kitchens and Kitchenware
Landscaping Product
Leather Goods
Legal, Insurance and Financial
Lighting
Marketing and Promotions
Medical, Dental and Optical
Monuments and Statues
Music and Audio Visual
Office Furniture and Fittings
Online Retail
Painting and Decorating
Pest Control
Plastic and Rubber
Plumbing
Pool and Spa
Printing and Publishing
Retail
Security and Safety
Solar and Wind Power
Sports products and equipment
Stationary and Office Supplies
Storage and Packaging
Telecommunications
Toys, Hobbies and Games
Travel

Industrial Categories

Agriculture, Farming and Horticulture
Air Compressors
Air Conditioning
Aluminium Products
Apparel and Textiles
Building and Construction
Cable and Cable Accessories
Castings
Cleaning and Waste Management
Concrete and Cement
Cranes and Forklifts
Electrical
Electronic and Circuits
Engineering, Parts and Machines

Environmental
Fencing
Filters
Fire Equipment
Fishing
Fittings
Food and Beverage
Forestry
Foundry Engineering/Process
Gates and Gate Operations
Instrumentation
Insulation
Lighting
Food and Beverage - Specialised
Marine Fixtures and Materials Handling
Metal and Metal Fabrication
Motor Vehicles, parts and Aces
Paint and Paint Accessories
Plastic and Rubber
Plumbing
Power Generation
Security and Safety
Soil Testing Equipment
Steel and Steel Products
Storage, Packaging and Print
Tools and Tool Parts
Transformers
Transport Hydraulics
Valves
Water and Irrigation
Waterproofing Materials

DECLARATION

I hereby certify that the contents of this application are true and correct and acknowledge that our licence ceases if we do not comply with Buy New Zealand Made regulations which I have read and understand.

We agree that the use of the trade marks is conditional upon compliance with the regulations governing the use of the mark.

Date _____

Signed _____

ENTER YOUR PRODUCT INFORMATION

1) Enter a general Product Name in the product field
2) Select one category from the consumer and/or industrial lists on the left

Product 1 _____

Consumer Category _____

Industrial Category _____

Product 2 _____

Consumer Category _____

Industrial Category _____

Product 3 _____

Consumer Category _____

Industrial Category _____

Product 4 _____

Consumer Category _____

Industrial Category _____

Product 5 _____

Consumer Category _____

Industrial Category _____