

BIO GRO NZ



ANNUAL REPORT
FOR 2019



ABOUT BIOGRO

As New Zealand's largest organic certifier for organic produce and products since 1983, we certify over 830 farmers, producers and manufacturers here and across the Pacific. We aim to simplify organic certification through innovation by allowing producers to display Aotearoa's most trusted organic logo, giving consumers trust in the mark of a genuine organic product.

MISSION AND VISION

BioGro's mission is to enable a sustainable and ethical future for producers and consumers

Our founding philosophy and values are as fundamental to our success now as they were 35 years ago;

- Integrity and belief in what we do
- A total commitment to and passion for organics
- Care of our clients, our staff and environment

ANNUAL REPORT

Transparency is important to us, and we want to make sure you can see the progression we make year-on-year with help from your constructive feedback collated through the Annual Satisfaction Survey.

Thank you for your continued support. It is your passion and commitment to organics that allows us to create a voice for the sector here in New Zealand.



KEY OUTAKES

Below you will find a collation of targets we were able to achieve over 2019.

825

Total number of licensees

CUSTOMER ACHIEVEMENTS

One of our biggest priorities is to ensure that we simplify the certification process and provide a seamless service to our customers.

92%

Average certificates issued before their expiry

103

New Licensees



QUALITY ASSURANCE

The quality of our systems are of utmost importance and is continuously evolving with the needs of our overseas accreditations and growing clients.

6

Complaints were received and dealt with accordingly

INTERNAL TRAINING

Our internal training systems have been updated and improved to ensure all staff are receiving exceptional training

SWNZ

In conversations with the SWNZ team to better align our certification programmes

EMPLOYMENT

As our licensee number grows, so does our certification and audit team to meet your requirements

CUSTOMER SATISFACTION

Each year we monitor how satisfied our licensees are through an annual survey, to assess improvements we can make to our service.

83% Satisfied or above

We're extremely happy to see that licensees are satisfied overall, and most of this stems from the customer service received from our amazing team and the certification process.

94% likely to remain certified

Despite this, we are aware of some ongoing problems in regards to resourcing and some of our systems. We have plans in place and look forward to sharing these improvements with you.

80% likely to recommend



MARKETING & COMMUNICATIONS

We continue to be at the forefront of organics by ensuring there is a platform to learn, educate and share knowledge.

33 Media Publications

34 Notifications to licensees

620,000 Social media reach

12 Discussion days attended

90,000 Website views

9 Events attended