

# MANUFACTURING ELIGIBILITY GUIDE



Q1.

Are all of the materials and/or components used in your finished product 100% created in New Zealand from material 100% grown, extracted and produced in New Zealand?

YES →

The product is likely to qualify.

NO ↓

NO ↑

Q2.

Are your key materials/components that form the essential character of the finished product made here with other minor parts imported?

YES →

Do the imported minor materials / components make up the majority of the product?  
..or when combined together form a key or essential characteristic of the finished product?

NO ↓

YES ↓

Q3.

Have the imported key materials/components been through a **significant manufacturing process in another country** and form the essential character of your finished product?

YES →

The product is unlikely to qualify for the New Zealand Made Kiwi trademark.

NO ↓

Q4.

Do the imported materials/components go through a **significant manufacturing process in New Zealand** that the form in which there are incorporated into the finished product is distinctly different from the original imported form?

NO →

You may still be eligible for the New Zealand Made Kiwi trademark on the product, **but a risk of breaching the Fair Trading Act exists.** You should seek advice from a lawyer familiar with the Fair Trading Act.

YES →

**UNSURE?**

Get advice from a lawyer who is familiar with the Fair Trading Act being using our New Zealand Made Kiwi trademark.

*This chart should be used as a guide only*

# HEALTH PRODUCTS ELIGIBILITY GUIDE

Q1.

Are all of the ingredients used in your finished product *100% grown or produced in New Zealand* and combined to create the finished product in New Zealand?

YES

NO

Q2.

Are your key ingredients *by volume or importance* grown or produced in New Zealand, but all or some preservatives or additives in the final product imported?

YES

NO

Q3.

Are any of the key ingredients *by volume or importance* imported?

NO

YES

Q4.

Are your key active ingredients imported in their raw format ie: not processed?

NO

YES

Q5.

Do those raw ingredients go through a **significant manufacturing process in New Zealand** so that your finished product is distinctly different from the raw ingredients?

YES

The product is likely to qualify.



The product is unlikely to qualify for the New Zealand Made Kiwi trademark.

You may still be eligible for the New Zealand Made Kiwi trademark on the product, but a risk of breaching the Fair Trading Act exists. You should seek advice from a lawyer familiar with the Fair Trading Act.

UNSURE?

Get advice from a lawyer who is familiar with the Fair Trading Act being using our New Zealand Made Kiwi trademark.

# FOOD ELIGIBILITY GUIDE

Q1.

Are all ingredients used in your finished product  
*100% grown in New Zealand?*

YES →

NO ↓

Q2.

Are your key ingredients *by volume and importance* to the product grown or produced in New Zealand, but all or some preservatives, additives in the final product imported?

YES →

NO →

The product is likely to qualify.



The product is unlikely to qualify for the New Zealand Made Kiwi trademark.

**UNSURE?**

Get advice from a lawyer who is familiar with the Fair Trading Act being using our New Zealand Made Kiwi trademark.

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# NZCODE ELIGIBILITY GUIDE

Q1.

Are you *developing* the codebase used in your software service in New Zealand?

YES →

NO ↓

Q2.

Is there a *substantial* technical code build effort required to deliver your software service?

YES →

NO ↓

Q3.

Are the *key software features* that form the essential character of your software service made here with other *minor integrations* developed overseas?

YES →

NO →

The software service is likely to qualify.



The software service is unlikely to qualify

for the New Zealand Code Kiwi trademark.

**UNSURE?**

Get advice from a lawyer who is familiar with the Fair Trading Act being using our New Zealand Coded Kiwi trademark.

*This chart should be used as a guide only*

*Buy New Zealand Made Campaign v2.20 October 2020*