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Speeding Up Certificates of Origin: What Seed & Grain New Zealand Members Need to Know

Seed & Grain New Zealand recently partnered with Trade Window to make export documentation simpler, faster and more cost-effective for our members. If you joined the recent webinar with Trade Window's team, you'll have seen firsthand how digital Certificates of Origin (COOs) can speed up a process that's traditionally been manual, paper-based and take up hours with 3rd party approvals and wait times.

For those who couldn't attend (and for those who'd like a refresher) here's a practical overview of what this partnership means for your export operations.

Why This Matters for Seed & Grain Exporters

Certificates of Origin are a core compliance document for many seed and grain shipments. They:

- Confirm the country of origin of your goods
- Support preferential tariff claims under Free Trade Agreements (FTAs)
- Reduce delays at the border
- Protect your reputation with overseas buyers

Traditionally, COO processing has involved manual forms, printing, scanning, and waiting for third-party approval, often adding hours (or days) to shipment timelines.

Trade Window's digital TradeWindow Origin platform changes that.

Who Is Trade Window?

TradeWindow is a software provider offering solutions and support for exporters, importers, freight forwarders, and customs brokers to move away from inefficient trade processes and begin the journey to digital transformation, streamlining business processes and driving profitability.

TradeWindow is listed on both the New Zealand Stock Exchange and the Australian Stock Exchange, with over 500 customers across the primary industries, manufacturing and logistics segments.

The Key Benefits for Members

Super-Fast COO Processing

Once your goods are pre-approved in the system, certificates can be generated and approved in minutes, not hours.

That includes:

- Last-minute amendments
- After-hours and weekend access

One recent case study shared during the webinar showed one transportation logistics service provider saving **50–75 hours per month** simply by removing waiting time from the approval process.

Fully Digital

The platform:

- Stores your pre-approved goods
- Saves consignee and exporter details
- Reduces manual data entry
- Minimises errors
- Keeps all certificates in one searchable record

If you're already using Trade Window's Prodoc export documentation platform, the Certificate of Origin integrates via API, so the approved certificate flows straight back into your shipment document pack.

24/7 Access

Once goods are verified, you can generate certificates anytime, including outside standard business hours.

For seed and grain exporters dealing with tight vessel cut-offs and seasonal pressure, that flexibility can make a real difference.

Supported Free Trade Agreements

Trade Window Origin supports all New Zealand FTAs requiring third-party verification, including:

- ASEAN Agreement
- China Free Trade Agreement
- UAE CEPA
- UK FTA
- RCEP
- Certificate of New Zealand Origin (self-declaration)

For seed and grain exporters, most products qualify as wholly obtained goods, which makes the goods verification process straightforward.

How the Goods Approval Process Works

Before going live, your goods are verified and loaded into the system. For seed products, this typically involves:

- Product name
- HS code
- Origin criteria

Bulk uploads are available, making it easy to onboard multiple varieties or HS codes at once.

Importantly:

- There is no charge for goods verification.
- Trade Window's onboarding team assists with setup.
- Members gain access to the Trade Training Academy for training and guidance.

Exclusive Member Benefit

As part of the Seed & Grain NZ partnership:

- 15% discount per Certificate of Origin for new Trade Window customers
- No charge for goods certification
- Full onboarding support

This partnership was established specifically to give members access to faster, more cost-effective COO services.

Is This Right for Your Business?

If you:

- Regularly process Certificates of Origin
- Experience delays with manual approvals
- Manage multiple varieties or HS codes
- Export under Free Trade Agreements to access reduced tariffs
- Need after-hours and weekend flexibility

...it's worth exploring.

Even if you're an existing Trade Window customer, you are encouraged to check if you're getting the most value from the platform.

Next Steps

If you'd like to:

- Book a personalised demo to discuss the specific goods and markets you export to
- Understand how this integrates with your current process and workflows
- Access the member discount

Please reach out directly through the Geed & Grain NZ membership webpage [here](#).

Export documentation shouldn't slow your shipments down. With the right systems in place, compliance can be fast, reliable and seamless.

And in a sector where timing is everything, that's a real competitive advantage.

To view the on-demand recording of the webinar, please [register here](#).