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Welding force of a micro dots against rural crime

Friday, 24 November 2006, 4:56 pm

Press Release: Federated Farmers

Media release

Embargoed until 6pm 25 November 2006

New initiative aims to wield force of a million micro dots against rural crime

A national initiative to spread a million microdots across farm property is being launched to fight rural crime.

The initiative aims to particularly help farmers and their families avoid facing personal risks when confronting intruders, and to cut the theft of possessions at high risk.

Nearly six out of 10 farmers report having had to call police over a five year period. More than three out of ten have been hit by crime twice or more and 14% more than three times.

The major problems are machinery theft (29%) and personal property theft (26%).

The thieves' intrusion onto rural properties also potentially poses major personal risks for farmers, 85% of whom have told Federated Farmers in a random national survey they are prepared to personally protect their farms from intruders before police arrive.

Now Federated Farmers and Auckland based company Recordit are launching an initiative to deter thieves – by spraying possessions on each farm with thousands of micro dots, called DataDotDNA. Each dot is between only 0.5 and 1 mm in diameter but carries a unique number linking property to individual farms.

Where the technology has been used on cars overseas, the number stolen has fallen by up to 93%.

Federated Farmers' crime and security spokesperson, Keith Kelly, who farms at South Auckland, says members will be made a special offer on the DataDot DNA kits. They'll also receive a free farm gate sign warning would-be thieves that property on the farms is identified in a way which allows police to identify the owner of stolen property within seconds.

Each participating farm's unique DataDotDNA identification number is registered on Recordit's national database, which can be accessed by police from any police computer nationwide over a secure link.

"We want a million micro dots across farms nationwide, and whole districts bristling with warning signs telling the thieves not to bother," Mr Kelly says.

ADVERTISEMENT "Some farms have more than a million dollars in equipment and protecting them with these tiny dots, at the cost of a few hundred dollars, or less, is a great investment. Every farm in the country should have this protection."

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Business Wire

New Record Price Paid for Foxton Beach Property

12:38 pm | Harcourts

Oceanagold Raises A Further A\$30 Million

12:35 pm | OceanaGold

Top Performing Wind Farm Expansion on Schedule

12:15 pm | TrustPower

Giant Silver Fern to Be Built on Los Angeles Beach

12:08 pm | Made From New Zealand

Keep Safe Over The Holidays

12:04 pm | Federated Farmers

Biosecurity Blunder Lets Down NZ

12:03 pm | Federated Farmers

Retailers braced for an unprecedented weekend

10:37 am | Newmarket Business

Association

More join Buy NZ Made

10:32 am | Buy New Zealand Made

Association says survey results are no surprise

9:39 am | Retirement Villages Association

Santa Fe proves economy on Aussie test run

9:37 am | Hyundai

Kiwis Reminded to Stay Safe Online

9:28 am | Telecom New Zealand

Application to acquire up to 100% of The Warehouse

9:07 am | Foodstuffs Limited

Don't use email to brag about office party antics

9:02 am | Bizibox

MFAT Lowers Fiji Travel Advisories

8:36 am | Flight Centre

A world leader to be available in NZ

5:20 pm | Sharp

More 

Recordit's Managing Director, Peter Haszard, says the microdots, deploying technology used by spies in world war two and the cold war, but with a patented new adhesive making it almost impossible for them to be removed, have already helped police instantly identify recovered stolen property – and make arrests.

The Government is working on details of a scheme, announced in January 2005, which will see micro dots sprayed onto all new and newly imported vehicles as part of a battery of measures, including compulsory immobilisers, to fight a rising tide of vehicle thefts, costing more than \$130 million a year. About 30% of the stolen vehicles are never recovered and are "rebirthed" through the sale of stolen parts.

Mr Haszard says farmers particularly face a major problem in quad bike, motor cycle and equipment theft.

"With Federated Farmers, we're keen to help the farmers give thieves a million messages not to bother stepping onto a property. Every item of major value will have DataDots – some in places they'll never be seen. The micro dots make it uneconomic for thieves to remove them all. And as case histories show, if you're caught with an item police can tell in seconds if it's stolen. The thief is in instant hot water. We hope this initiative makes rural life a lot safer. The evidence is thieves can't stand the dots."

Some insurance companies were now offering premium discounts and nil-excess on claims for stolen property protected by DataDotDNA.

Federated Farmers published its rural crime survey, based on 220 respondents chosen at random nationwide, in January 2003. Summary findings of another crime study, being conducted by Victoria University and AC Neilson for the Ministry of Justice, and expected to include rural and urban crime figures, are expected to be published in December this year and the full report early next year.

ENDS

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New Zealand News

  **Check Out Scoop's Audio and Video Podcast Feed**

NEW ZEALAND LEAD:



No Right Turn: Yadegary's Plight One Example Of Indefinite Detention - Over the past few months, I've made several posts about the plight of Thomas Yadegary, imprisoned without trial for over two years because he refuses to cooperate in his own deportation back to persecution and possibly death in Iran. Like many, I am appalled that we can continue to hold a man in jail for over two years without trial. But what's more appalling is that Thomas Yadegary isn't the only person held in this fashion, nor has he been held the longest. See... No Right Turn: Not Just Thomas Yadegary



Defence: Goff Swishes Past Sinai To Pay Tribute To Kiwi Peacemakers - Defence Minister Phil Goff today visited North Camp on the Sinai to talk with Kiwi Defence Force personnel serving on the border of the Gaza Strip.

"Christmas is a hard time to be away from family. I wanted to acknowledge the appreciation of Government and New Zealanders to the commitment, and sacrifice, made by the more than 400 Kiwi defence force personnel. See... Xmas Visit by Goff to Kiwi Troops in Sinai



Kiwi Pride: Plans Afoot For Waitangi Day Fern In LA - Waitangi Day is set to go global in 2007 when a giant sand



sculpture of a Silver Fern will be created on Santa Monica beach in Los Angeles. The massive icon is being built to launch Made From New Zealand, a new brand representing New Zealand ideas, creativity and entrepreneurship. See... [Giant Silver Fern to Be Built on Los Angeles Beach](#)



Hollow Men: "Vast Right Wing Conspiracy" Responds To Nicky Hager's Book - *By New Zealand Business Roundtable chairman, Rob McLeod:* Nicky Hager's recent re-heating of the vast right wing conspiracy theory raises a significant question in relation to business lobbying, which his book makes no attempt to explore. That is: what was the motivation and purpose of those in business whom he demonises? See... [Lobbying: Self-Interest or National Interest?](#)
ALSO:

- [Scoop Blogwatch - Is Bassett A Fifth Columnist?](#)



Arts: CAT Scan Stares Hungrily At Fish - Toi o Tahuna fine art gallery are currently holding an exhibition in their Arrowtown gallery showcasing new art creators Iconix Art. This new form of art uses state-of-the-art three-dimensional processing. The striking images have been meticulously and painstakingly captured and executed using CAT scanning processes. See... [CAT scan art at Arrowtown fine art gallery](#)



Media/Politics: Parliamentary Hard Hitter Steps Into TV3 Political Editor's Position - Duncan Garner has been appointed as 3 News' new Political Editor, effective from early January. Garner, who has been a 3 News political reporter for the past four years, will take over the role from Stephen Parker, who has decided to take a break from political reporting. See... [New Political Editor For 3 News](#)

MORE HEADLINES:

- [Application to acquire up to 100% of The Warehouse](#)
- [Metservice Gives The All Clear To Santa](#)
- [The Quit for New Year's Top Ten Quit list](#)
- [Heavy rain causes swimming warnings](#)
- [Offer to Host World Netball Champs Confirmed](#)



Foreign Affairs: Australian Keen For More NZ Firefighters - The Victorian Department of Sustainability and Environment today made its second formal request for New Zealand firefighters, Internal Affairs Minister Rick Barker and National Rural Fire Officer Murray Dudfield said today from Melbourne. "The heat and vastness of the fires is difficult to comprehend. The fire front stretches 600 kilometres and covers 660,000 hectares." See... [More Kiwi firefighters to be deployed to Victoria](#)

RECOMMENDED VIDEO:



Kiwi Doco News: Sandor Lau's Squeegee Bandit Doco Releases Feb 1st - This bold new film by Sándor Lau is a documentary about Starfish, who survives by washing car windows at intersections on the mean streets of South Auckland. He's a born hustler with an extreme personality, magnetic charisma, infectious humour, and a vicious temper.

 **Video:** [Kiwi Doco Squeegee Bandit Releases Feb 1st](#)



Silly Season: Giraffe Shipped - Orly, a young 4-metre-tall giraffe, takes an extra high final look around before he was shipped from Lyttelton yesterday to a new home at Keystone Wildlife Reserve north of Auckland. The giraffe was one of two males from Canterbury's Orana Wildlife Park to be transferred, presenting a tall order for handlers and staff of Pacifica Shipping at the port of Lyttelton. See... Room

With a View

ALSO:

- Orana Wildlife Park - NZ's only open range zoo begins new era



Christmas: Spirit Of Season Celebrated In Fairy Lights - The winners of The Warehouse Light Up Your Home competition have got the Christmas decorating bug and are already designing improvements and additions for next year's display. Graham and Evelyn Leighton of Upper Hutt were today named overall winners out of hundreds of entries

from around the country. Their festive home lighting display has been a year in development and uses more than 50,000 bulbs. See... The Warehouse 'Light Up Your Home' Winner

ALSO:

- Telecom - Santa Takes a Fashionable Turn for Young Kiwis
- Land Transport - Holiday driving – facts, figures and tips



Satire: Lyndon Hood Collates The Headlines - Kiss of John Key Turns National Party Into Beautiful Princess : Helen Clark Remains Predictably Agitated After Fiji Prime Minister Overthrown Over Corruption Allegations, Foreshore Legislation : Report Attributes Prison Van Death To Multiple Corrections Failings; Murderer Also Implicated : Wine Competition Leads To Whine Competition : Christmas Party Had... See... Lyndon Hood: The Week In Headlines

MORE SCOOP REPORTS:

- Sludge - Sludge Report #173: Meanwhile Down At t'Bank
- Lyndon Hood - Scoop Satire: Internet Clippings
- Scoop - Full Coverage: Fiji Coup
- Manning/Hood - Audio: PM, Foreign Minister on Fiji Sanctions
- Selwyn Manning - Qarase Concedes - Military Achieves Political Coup

Scoop Multimedia

SCOOP SPECIAL REPORT:



Scoop Video: Interview With Tonga's Most Controversial Man - *Tonga's pro-democracy leader, Clive Edwards*, is one of the island nation's most controversial figures. He's hated by Nobles, loathed by many, his views banned by Tongan authorities. In the wake of riots that tore through Tonga's capital Nuku'Alofa, where mobs ransacked and burned the town to destruction, Edwards called for the government to relent to pressure and open the parliament to an open and free election. Scoop here publishes an extended interview with the Tongan people's representative.

Scoop Video Hated & Loathed, Scoop IV's Clive Edwards

PLUS:

🔊 Scoop Audio & Text Report: Selwyn Manning on BBC Radio reports: How Fiji's military commander Commodore Frank Bainimarama has intensified threats to overthrow the Fijian government unless it meets his demands. *ALSO:* NZMFAT Travel Advisory: Fiji Travel High Risk

🔊 KiwiFM Audio: Wammo talks to Scoop's Selwyn Manning about Pacific insecurity, what it was like reporting on the Tonga riots that destroyed Nuku'Alofa, and whether a military coup is being planned in Fiji.

RECOMMENDED AUDIO:

🔊 KiwiFM Audio: Selwyn Manning talks to Wallace Chapman about how NZ has recommitted to RAMSI: The move sends a signal out with ever increasing importance. The state of the Pacific is now extremely fragile. What's really shaping up across the Pacific Arc of Instability?

🔊 Scoop Audio: Selwyn Manning talks to Radio Adelaide's Peter Godfrey about tax cuts for Kiwi businesses; Brent Todd faces pokie charges; and 50,000 bulbs turn spotlight on Kiwi Christmas winners.

🔊 Scoop Audio: Scoop's Lyndon Hood wraps up the political year on The Wire with 95bFM's Richard Beniston.

🔊 Scoop Audio: PM Wraps Up 2006 Scoop's Kevin List reports that at the last post-cabinet press conference for 2006 the Prime Minister took a short wander down memory lane and preferred to be upbeat about the fading year.

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