

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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New Zealand

Exporter Guide

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Report Highlights:

New Zealand's imports of consumer-oriented agricultural products have trended upward over the past several years and in 2014 it reached US\$392 million in comparison to US\$124 million in 2006. The United States had a market share of 15% in consumer-oriented products exported to New Zealand. Leading imports of consumer-oriented food products from the United States include lactose, food preparations, petfood, frozen meat, fresh grapes, dry almonds, fresh oranges, bread/pastry products, and raisins.

Post:
Wellington

SECTION I: MARKET OVERVIEW

Overview

New Zealand lies in the southwest Pacific Ocean, consisting of two main islands and several smaller islands. It is comparable in size to Japan and has a population of 4.55 million people (2014). It is a largely urbanized society with over half of the population residing in the four largest cities: Auckland, Wellington, Christchurch and Hamilton. According to Statistics New Zealand, approximately one-third of New Zealanders live in Auckland.

| Economic Indicators | | | | |
|----------------------------|--------------|-------------|-------------|-------------|
| | 2011 | 2012 | 2013 | 2014 |
| Population | 4.40 million | 4.45million | 4.50million | 4.55million |
| Per Capita GDP | 31,978 | 32,352 | 33,287 | 34,211 |
| GDP Growth (%) | 1.5% | 1.9% | 2.3% | 3.2% |
| Unemployment Rate | 6.3%* | 6.8% | 5.9% | 5.7% |
| Consumer Price Inflation | 1.8%* | 0.9% | 1.6% | 0.8% |
| Food Price Inflation | 2.9%* | -1.0% | 1.5% | 1.0% |

Source: Stats New Zealand, Reserve Bank of New Zealand and Global Trade Atlas.

Notes: GDP is a March 31 year using a chain volume series in 1995/96 prices; () Year ending Sept/Oct 2011

Source: Statistics New Zealand

The majority of New Zealanders are of European descent. However, the country has an increasingly multi-cultural population.

New Zealand is highly dependent on the primary sector with agricultural products accounting for approximately 55% of total exports. The figure increases to 65% when forestry and seafood are included. An estimated 80-90% of New Zealand's primary production is exported.

| US and New Zealand: Bilateral Total Agricultural Exports (US Dollars) | | | | | | |
|--|-------------|-------------|-------------|-------------|-------------|-------------|
| | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 |
| US Exports to NZ (million) | \$220,554 | \$252,427 | \$298,212 | \$385,289 | \$424,362 | \$481,453 |
| NZ Exports to US | \$1,561,087 | \$1,671,622 | \$2,008,247 | \$2,243,787 | \$2,151,942 | \$2,685,910 |

Source: Year ending December, Global Trade Atlas

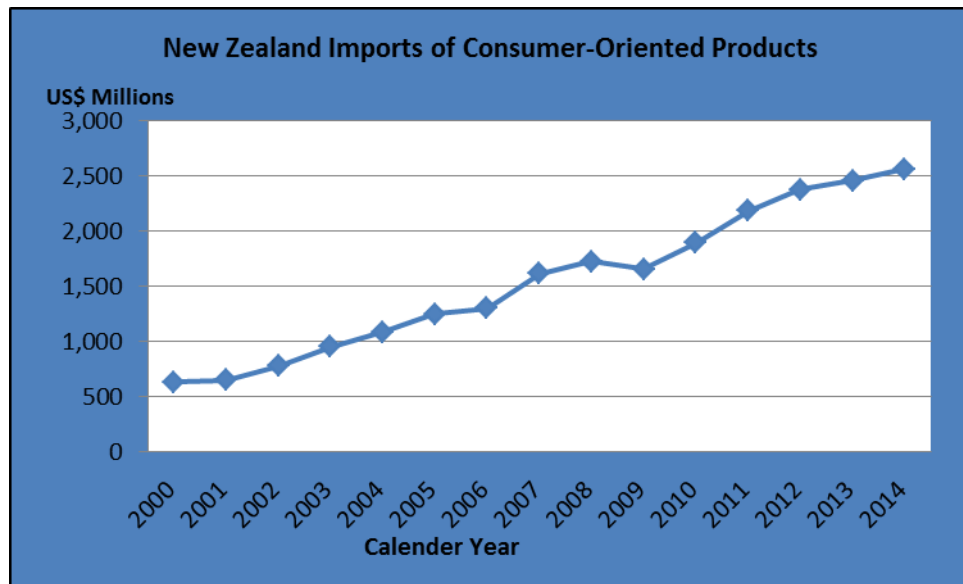
China is New Zealand's top destination for agricultural, forestry and fishery exports followed by United States and Australia. Leading exports include beef meat, dairy products (milk protein concentrate, casein, and caseinates), wine, sheepmeat, lumber, fresh apples, and kiwifruit. By contrast, New Zealand ranks as the 42th largest market for U.S. agricultural exports. Leading U.S. agricultural exports to the New Zealand market include lactose products, food preparations, pet food, frozen pork, dry almonds, animal feed, fresh grapes, fresh oranges, whey and milk products, nuts, citrus fruits and stone fruit.

New Zealand is the largest market for U.S. lactose products, sixth largest market for U.S. pet food, the seventh largest for USA fresh fruits (peaches, plums and nectarines) and the 12th largest market for fresh oranges.

Consumer-Oriented Food Product Trade

As shown in the graph below, New Zealand’s imports of consumer-oriented agricultural products have trended upward over the past several years. In 2014, U.S. exports of consumer-oriented food products to New Zealand reached US\$392 million in comparison to US\$130 million in 2006. Australia is the leading supplier of consumer-oriented food products with a 36% market share, followed by the United States at 15.5% and China at 4%.

Leading consumer-oriented imports from Australia include, food preparations (including food crystals, powders, nut pastes etc.), bread/pastry products, wine, cocoa products, frozen meat, non-alcoholic beverages, sugar confectionery, cat and dog food etc. Leading imports from the United States include lactose, food preparations, dog and cat food, frozen meat, fresh grapes, dry almonds, fresh oranges, bread/pastry products, raisins etc. Top imports from China include sugar confectionery products, bread/pastry products, peanuts, frozen vegetables, apple juice, cookies, pasta, sauces, fresh garlic etc. (Source: Global Trade Atlas)



Source: Global Trade Atlas

Advantages and Challenges for U.S. Consumer Food Exporters

| Advantages | Challenges |
|--|--|
| Familiar business and cultural environment and no language barriers | New Zealand labeling laws are different from those in the U.S. |
| U.S. products tend to enjoy a quality reputation along with novelty status | Growing competition from Malaysia and China in the consumer-oriented food category |
| Minimum barriers to trade including | Strict phytosanitary/sanitary regulations with regard to |

| | |
|---|---|
| low tariffs ranging between 0 and 5% | fresh produce and meats |
| Opportunities to market U.S. fresh products during New Zealand's off-season due to the counter seasonal nature of the markets | Consumer foods imported from Australia are duty free, while U.S. products are assessed tariffs between 0 and 5%. Some Canadian products have preferential tariff treatment. |
| Some supermarkets make individual buying decisions | |
| Ease of doing business and size of market make it a good fit for new-to-export and small to medium companies | New Zealand retail market is highly consolidated and dominated by two supermarket chains |
| NZ practices a science-based approach to trade | Distance from United States results in high transportation costs |

SECTION II: EXPORTER BUSINESS TIPS

- New Zealand is a well-developed market. Establishing good working relationships with importers/distributors is key to entering the New Zealand marketplace. Approximately 90% of all imported food products are purchased and distributed within New Zealand by importers/distributors.
- New Zealand supermarkets mainly purchase imported products from importers and distributors rather than importing directly. In the case of Foodstuffs, interested U.S. exporters should contact each of the regional offices directly as they can make buying decisions independently of each other. (Please see Section V for contact information.)
- Tariffs assessed on U.S. food products range from zero to 5%. Tariff rates can be checked at on the New Zealand Customs website. [New Zealand Working Tariff Document](#)
- General sales tax (GST) on domestic and imported products is 15%.
- The cost of international freight can be a fairly significant percentage of the final cost of a product. U.S. exporters can contact freight forwarders in the United States to determine transportation cost. New Zealand importers and distributors can arrange shipment with the help of customs brokers in New Zealand.
- For complete guide on import duties and charges, please check this link [New Zealand Customs duties and charges](#)
- High quality products with innovative packaging and unique features that are price competitive tend to do well in the New Zealand market.
- Fresh U.S. produce is an especially welcome addition to New Zealand retail shelves during winter in the Southern Hemisphere.
- Innovative, environmentally-friendly packaging has an advantage in retail food products.
- New Zealand has strict food standards and labeling requirements that are set out in the Australia New Zealand Food Standards Code. U.S. exporters are encouraged to review the Food and Agriculture Import Regulations and Standards (FAIRS) report for New Zealand which contains detailed information on New Zealand's food standards, labeling requirements, import regulations, etc. This report can be viewed at the following site: <http://www.fas.usda.gov/scriptsw/attacherep/default.htm>

SECTION III: MARKET STRUCTURE AND TRENDS

Retail Grocery Sector

The retail grocery market in New Zealand is well-developed with supermarkets, small-scale grocery

stores, fresh food specialty stores and convenience stores in all of the major population centers. New Zealand's food expenditures were valued at over NZ\$25 billion (US\$19.7 billion) and include expenditures in supermarkets, convenience stores.

Two supermarket chains, Foodstuffs (NZ) Limited and Progressive Enterprises Limited, dominate the New Zealand retail sector. Foodstuffs (NZ) Ltd. has an estimated 55% share of the New Zealand grocery market and Progressive Enterprises has an estimated 43% share.

New Zealand Retail Market Distribution

| Supermarket Group | Ownership | Market Share | Store Names |
|----------------------------|---|--------------|---|
| Foodstuffs (NZ) Ltd | New Zealand owned; made up of three independently owned co-operatives | 55% | <ul style="list-style-type: none"> • New World- Full service supermarkets • Pak'n'Save- Foodbarn/retail food warehouses • Write Price- Foodbarn/retail food warehouses • Four Square- Convenience grocery stores • On the Spot- Convenience stores |
| Progressive Enterprises | Owned by Woolworths Limited (Australia) | 43% | <ul style="list-style-type: none"> • Woolworth- Full service supermarkets • Woolworth Quick & Micro- Convenience stores |
| Independent Grocery Stores | New Zealand Owned | 2% | <ul style="list-style-type: none"> • Ethnic Shops • Asian Grocery stores • Independent Green Grocers |

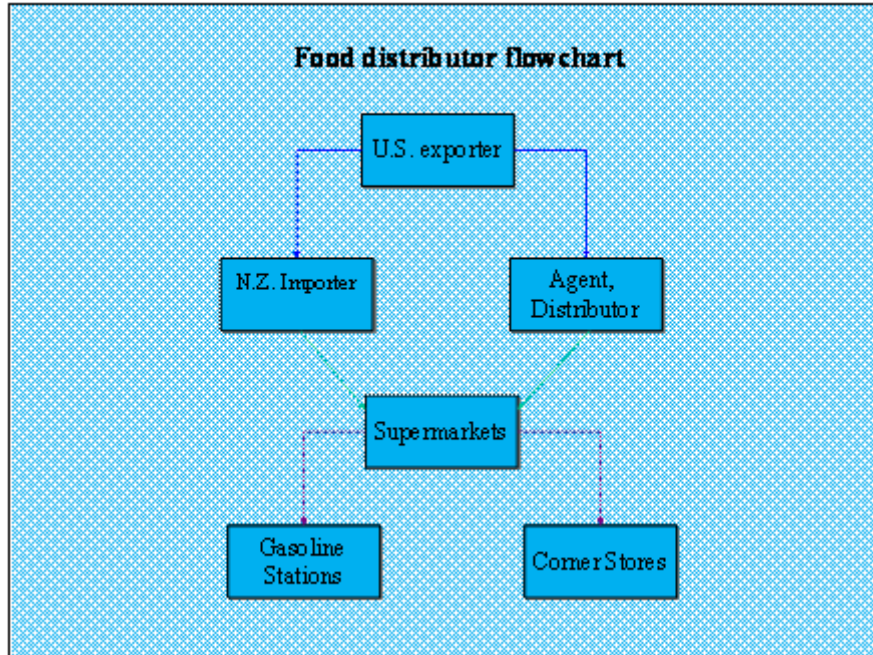
Source: Coriolis Research, June 2010

Foodstuffs (NZ) Limited has 722 stores including 139 New World, 50 Pak N Save, 282 Four Square, 147 On the Spot, 3 Write Price, 2 Shoprite, 78 Liquorland 3 Raeward Fresh Food, 18 Henry's Beer and Wine stores. The organization is comprised of cooperatives: Foodstuffs North Island Ltd, and Foodstuffs South Island Limited. Interested U.S. exporters should contact each of the regional Foodstuffs offices as they make some buying decisions independently of each other. (Please see Section V for contact information.)

Progressive Enterprises Limited, a subsidiary of the Australian company Woolworths Limited, has a 46% share of the New Zealand grocery market. Progressive Enterprises has, 171 Countdown, and 22 Woolworths Micro and Quickstop convenience stores.

U.S. exporters interested in supplying the New Zealand market can work with importers, distributors or import brokers that target food category/merchandise managers at major wholesalers and supermarket chains. Indicative margins (as a guide only) for New Zealand importers/distributors are as follows:

- Importers: 5-20% of gross margin (i.e. percent of wholesale value)
- Distributors: 10-30% of gross margin (if funding promotional activities)
10-20% of gross margin (if not funding promotional activities)
- Supermarkets: 15-20% of the wholesale value (depending on the category)
- Independent Grocers: 30-40% of the gross margin



Market Trends

- In New Zealand, obesity rates are steadily rising. Between 1997 and 2007, the New Zealand adult obesity rate rose from 19% to 26.5%. However, at the same time the total amount of sugars consumed in New Zealand dropped from 114 grams per day to 107 grams per day, indicating that New Zealand appears to be embracing a balanced low sugar, low-carb lifestyle. (*Supermarket News, 2014*)
- A recent AC Nielsen research survey taken during a 30-day period in December 2014 has listed the following Top 10 favorite snacking habits in New Zealand (*FMCG Dec 2014*):
 - Fresh Fruit – 69%
 - Chocolate – 67%
 - Potato Chips/Tortilla Chips – 62%
 - Cookies – 61%
 - Bread/Sandwich – 56%
 - Cheese – 56%
 - Crackers – 50%
 - Nuts/Seeds – 46%
 - Vegetable – 44%
 - Yogurt – 42%

The research shows a massive untapped opportunity to gain market share in the nutritious, ready-to-go easy-to-eat snacks and meal alternatives.

- The health food category, including gluten free and organic products is worth NZ\$400 million and growing about 20% per annum (*FMCG, Dec 2015*).
- The same survey also revealed that 28% of New Zealanders prefer snack foods that are low in sugar or are sugar-free; 26% prefer natural flavors, 26% will opt for GMO free snacks and 25% prefer their snackfoods to be free from artificial colors and flavors (*FMCG Dec 2014*)
- The food retailing markets in New Zealand, while shoppers are getting more sophisticated and expect great value and a pleasant shopping experience, to retain customers, here are five trends food retailers are adopting (*Nielsen, February 2015*):
 - Supermarket growth rate is 1.9% in value and 0.6% in volume, two supermarket chains (Foodstuffs and Progressive) adopted aggressive marketing in 2015 - toys promotion with every purchase. More such promotions is expected in 2016 to find new ways to drive growth outside of pure price based promotions.
 - Convenient store layouts – easy store movement, self-checkouts are now prevalent in most supermarkets.
 - Promotions remain high – In New Zealand, shoppers spend \$59 out of \$100 on promotional sales items in the supermarket, one of the highest in the world.
 - Rise of private label – In New Zealand, private label accounts for 14 percent of supermarket sales. Private label continue to invest in brand management activities and innovation to compete with supplier brands.
 - Online grocery sales – Grocery sales were expected to grow 14.6% to NZ\$2.2 billion in 2015. Typically consumers are drawn to purchasing online because the price is favorable, retailers will be finding a commercial model that closes the price gap between bricks and mortar and online.
- A Coriolis research report, identified some emerging trends in consumption growth and consumer food product demand in New Zealand, providing an indicator of those U.S. food and beverage product exports which have the strongest prospects in the New Zealand market.. These products include:
 - Best – Salmon, Honey, Spirits, Cookies, Pet food, Cherries
 - Better – Chocolate, Frozen French fries, Beer, Alcoholic cider, Avocados, Berries
 - Good - Jams & jellies, Capsicum, Peas, frozen & dried, Sugar confectionery, Soups & broths, Fresh onions, Prepared fish, Beef jerky

Some of these products are already exported from the U.S. to New Zealand. This report can be seen at <http://www.med.govt.nz/sectors-industries/food-beverage/pdf-docs-library/information-project/coriolis-report-investors-guide.pdf>

- New Zealand is the sixth largest market for U.S. pet food. In 2014, total pet food imports in the world was \$204 billion. In New Zealand, out of this, Australia had 44 percent market share, followed by United States at 22 percent and Netherlands 7 percent.

SECTION IV: BEST CONSUMER ORIENTED PRODUCT PROSPECTS FOR U.S. EXPORTERS

| Product Category | Total Imports from world 2014 (US \$'000) | 5 Year Average Annual Import Growth | Import Tariff Rate | Key Constraints over Market Development | Market Attractiveness for U.S. |
|--|---|-------------------------------------|--------------------|---|---|
| <i>Fresh Grapes</i> | \$35,278 | 14.36% | Free | NZ is a small market; competition from Chilean and Australian grapes. | High growth potential. Consumers want fruits to be available year round. |
| <i>Fresh Fruits (apricots, cherries, peaches, plums)</i> | \$1,789 | 13.23% | Free | Some consumers have a slightly negative quality perception of imported fresh fruits. | U.S. can supply counter-seasonal fruit. Consumers want fruits to be available year round. |
| <i>Pears</i> | \$5,192 | 1.12% | Free | Consumer resistance to unfamiliar varieties. | NZ is one of the first markets to get the fresh pear crop. |
| <i>Citrus Fruit</i> | \$24,828 | 7.28% | Free | Small market | New Zealand consumers appreciate quality of U.S. citrus. |
| <i>Fruit and vegetable Juice</i> | \$39,433 | -2.54% | 0-5% | U.S. products are expensive compared to products from some competitor countries. | Value-added juices/ concentrates with health and nutritional benefits have potential to grow. |
| <i>Processed Fruits & Vegetables</i> | \$254,288 | 4.64% | 0-5% | U.S. products are not always price competitive with product from China and other competitors. | U.S. has a reputation of supplying good quality product. To be successful, product must be price competitive. |
| <i>Dry Fruit (dates, figs, raisins)</i> | \$33,469 | 4.64% | Free | U.S. is price competitive in raisins; faces tough competition in dates/figs category. | Expanding demand for good quality and healthy foods. |

| | | | | | |
|---|-----------|--------|------|---|--|
| <i>Dry Nuts (almonds/ walnuts/pistachios)</i> | \$74,662 | 20.39% | Free | Competition from Australia and other countries; need to be price competitive to maintain market share. | U.S. dry nuts are considered high quality. Market share can be expanded if price competitive and promoted as healthy and nutritional snack food. |
| <i>Snack food (confectionery, cocoa product, cookies)</i> | \$281,329 | 4.21% | 0-5% | Australia is a leading supplier. Australia and New Zealand enjoy similar tastes/flavors in snack items. | Strong demand for convenience and snack food. |
| <i>Breakfast Cereal</i> | \$54,072 | 7.54% | Free | Strong competition from Australia. | Strong demand. |
| <i>Pet Food</i> | \$102,397 | 8.28% | 0-5% | Price competitive products from Australia. | Strong demand for premium products. |
| <i>Wine and Beer</i> | \$177,935 | 8.20% | 5% | Lack of importers handling U.S. wines | American style Zinfandel and Cabernet Sauvignon have potential to expand in this market. |

SECTION V: KEY CONTACTS

Agricultural Affairs Office

Foreign Agricultural Service
U.S. Department of Agriculture
American Embassy
29 Fitzherbert Terrace
Thorndon Wellington
Tel: +64-4-462-6030
Fax: +64-4-462-6016
Email: agwellington@usda.gov

Foodstuffs (North Island) Co-operative Society Limited

PO Box 38-896
Kiln Street,
Silverstream
Wellington, New Zealand
Attn: Shanon Kelly, Group Grocery Manager
Tel: +64-4-527-2510; DDI – 64-04-527-2655
Email: Shannon.kelly@foodstuffs.co.nz

Auckland:

PO Box CX12021

Auckland,

New Zealand

Attn: Bruce Robertson, Import Grocery Buyer and Ashley Miranda, Import Grocery Buyer

Tel: +64-9-621-0286; 021 512 948

Email: bruce.robertson@foodstuffs.co.nz; Ashley.miranda@foodstuffs.co.nz; Michelle Gibbs
0274838806

Foodstuffs (South Island) Co-operative Society Limited

167 Main North Road,

Papanui

Christchurch, New Zealand

Attn: John Greenwood, Import Grocery Buyer ; Tim Donaldson –Retail brands manager (email-
tim.donaldson@foodstuffs-si.co.nz)

Tel: +64-3-353-8648

Email: john.greenwood@foodstuffs-si.co.nz

Progressive Enterprises

Private Bag 93306

Otahuhu

Auckland, New Zealand

Attn: Steve Mills, Merchandise Manager,

Tel +64-9-255-2335;

Email: steve.mills@progressive.co.nz

Progressive Enterprises

Private Bag 93306

Otahuhu

Auckland, New Zealand

Attn: Graham Walker, Business Manager (*Home brand*); Steve Donahue, General Manager, Tel: 09-255-2268 Dave Chambers, Managing Director Tel: 09-255-2269
Tel: +64-9-275-2621 Tel: 09-275-2788
Email: graham.walker@progressive.co.nz

Food Standards Australia New Zealand (FSANZ)

108 The Terrace
Wellington 6036
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Tel: 64-4-978-5631
Fax: 64-4-473-9855
Internet Homepage: www.foodstandards.govt.nz

New Zealand Food Safety Authority (NZFSA)

68-86 Jervois Quay
PO Box 2835
Wellington
NEW ZEALAND
Phone: +64 4 463 2500
Fax: +64 4 463 2501
Email: Rebecca.mcgill@nzfsa.govt.nz
Internet Homepage: <http://www.nzfsa.govt.nz>

Ministry of Agriculture and Fisheries (MAF)

PO Box 2526
Wellington
New Zealand
Tel: 64-4-474-4100
Fax: 64-4-474-4111
Internet Homepage: www.maf.govt.nz

Restaurant Association of New Zealand

P.O. Box 47 244
Ponsonby
Auckland, New Zealand
Phone: 64-9- 378-8403
Fax: 64-9- 378-8585
Internet Homepage: www.restaurantnz.co.nz

|

APPENDIX 1. STATISTICS

Table A. Key Trade and Demographic Information

| | |
|---|--------------------------|
| Agricultural Imports from All Countries US\$ millions (2014) U.S. Market Share | \$4,172 11% |
| Consumer Food Imports from All Countries US\$ millions (2014) U.S. Market Share (%) | \$2,561 15% |
| Edible Fishery Imports from All Countries US\$ millions (2014) U.S Market Share (%) | \$173 5% |
| Total Population (Millions) (Dec 2014) | 4.55million |
| Annual Growth Rate (June 2014) | 0.85% |
| Urban Population (Millions) (2014) | 3.7 |
| Number of Major Metropolitan Areas ¹ | 1 |
| Per Capita Gross Domestic Product (US\$/2013) | \$34,211 (NZ\$23,263) |
| Unemployment Rate (%) (Dec 2014) | 5.6% |
| Percent of Female Population Employed (Sept 2014) | 47% |
| Exchange Rate (Nov 2015) | US\$1 = NZ\$1.47 |

Source: Statistics New Zealand

1/ There is only one city in NZ with a population in excess of one million – Auckland with a population of 1.46million. New Zealand has three other large metropolitan areas (June 2010- latest available): Wellington region (483,200), Christchurch region (565,800), and Hamilton region (411,500).

Table B. and C - New Zealand Consumer-Oriented Food Product Imports and New Zealand Fish & Seafood Product Imports to New Zealand

| CONSUMER-ORIENTED AGRICULTURAL IMPORTS | | | | FISH & SEAFOOD PRODUCTS IMPORTS | | | |
|---|-------------|-------------|-------------|--|-----------|-----------|-----------|
| (US\$000) | 2012 | 2013 | 2014 | (US\$000) | 2012 | 2013 | 2014 |
| Australia | \$1,008,349 | \$962,265 | \$919,100 | Thailand | \$54,901 | \$48,405 | \$46,483 |
| United States | \$329,284 | \$363,612 | \$392,303 | China | \$22,298 | \$25,134 | \$31,830 |
| China | \$102,693 | \$104,766 | \$108,790 | Vietnam | \$12,493 | \$17,640 | \$21,620 |
| Singapore | \$88,888 | \$97,228 | \$96,418 | New Zealand | \$3,805 | \$12,667 | \$15,319 |
| Netherlands | \$67,138 | \$69,817 | \$74,125 | Australia | \$11,699 | \$7,838 | \$7,609 |
| Thailand | \$60,232 | \$67,531 | \$77,315 | United States | \$5,128 | \$7,211 | \$5,946 |
| France | \$56,070 | \$61,056 | \$65,515 | Canada | \$8,970 | \$5,553 | \$7,101 |
| Philippines | \$58,140 | \$55,204 | \$44,490 | Malaysia | \$2,617 | \$2,516 | \$4,498 |
| Canada | \$53,729 | \$51,647 | \$57,028 | Japan | \$1,371 | \$1,909 | \$1,321 |
| Germany | \$53,398 | \$46,865 | \$79,673 | Fiji | \$1,745 | \$1,745 | \$1,503 |
| Denmark | \$31,390 | \$42,516 | \$48,156 | India | \$1,706 | \$1,650 | \$3,542 |
| Italy | \$34,742 | \$36,126 | \$41,566 | Korea South | \$1,779 | \$1,614 | \$2,086 |
| Indonesia | \$23,662 | \$33,351 | \$34,555 | Philippines | \$723 | \$1,419 | \$4,748 |
| United Kingdom | \$27,896 | \$30,812 | \$30,654 | Peru | \$309 | \$948 | \$1,185 |
| Finland | \$21,662 | \$28,464 | \$27,440 | Argentina | \$1,704 | \$860 | \$329 |
| Other | \$361,860 | \$405,019 | \$464,278 | Other | \$5,314 | \$5,539 | \$1,832 |
| World | \$2,379,133 | \$2,456,278 | \$2,561,407 | World | \$136,562 | \$142,648 | \$173,437 |

Source: Global Trade Atlas

Table D. New Zealand Imports of Agriculture, Fish & Forestry Products

| New Zealand Imports (Millions of U.S. Dollars) | Imports from the World | | | Imports from the U.S. | | | U.S. Market Share | | |
|--|-------------------------------|-------|-------|------------------------------|------|------|--------------------------|------|------|
| | 2012 | 2013 | 2014 | 2012 | 2013 | 2014 | 2012 | 2013 | 2014 |
| CONSUMER-ORIENTED AGRICULTURAL TOTAL | 2,379 | 2,456 | 2,561 | 329 | 364 | 392 | 14 | 15 | 15 |
| Snack Foods (Excl. Nuts) | 299 | 286 | 281 | 7 | 8 | 9 | 2 | 3 | 3 |
| Breakfast Cereals & Pancake Mix | 61 | 60 | 54 | 0 | 1 | 1 | 1 | 1 | 2 |
| Red Meats, Fresh/Chilled/Frozen | 127 | 158 | 198 | 23 | 22 | 21 | 18 | 14 | 11 |

| | | | | | | | | | |
|--|--------------|--------------|--------------|------------|------------|------------|-----------|-----------|-----------|
| Red Meats, Prepared/Preserved | 35 | 35 | 38 | 3 | 4 | 4 | 9 | 11 | 11 |
| Dairy Products (Excl. Cheese) | 125 | 141 | 138 | 38 | 46 | 55 | 31 | 32 | 40 |
| Cheese | 32 | 34 | 42 | 6 | 5 | 7 | 17 | 16 | 17 |
| Eggs & Products | 2 | 5 | 4 | 1 | 2 | 1 | 26 | 47 | 20 |
| Fresh Fruit | 140 | 148 | 151 | 37 | 35 | 39 | 27 | 24 | 26 |
| Fresh Vegetables | 14 | 15 | 18 | 1 | 1 | 1 | 5 | 7 | 8 |
| Processed Fruit & Vegetables | 238 | 245 | 241 | 31 | 34 | 38 | 13 | 14 | 16 |
| Fruit & Vegetable Juices | 42 | 36 | 39 | 5 | 3 | 3 | 11 | 8 | 8 |
| Tree Nuts | 57 | 64 | 75 | 15 | 18 | 25 | 26 | 29 | 34 |
| Wine & Beer | 165 | 176 | 178 | 2 | 2 | 3 | 1 | 1 | 1 |
| Nursery Products & Cut Flowers | 7 | 7 | 9 | 0 | 0 | 0 | 5 | 4 | 3 |
| Pet Foods (Dog & Cat Food) | 86 | 94 | 102 | 28 | 34 | 37 | 32 | 37 | 37 |
| Other Consumer-Oriented Products | 942 | 955 | 980 | 130 | 143 | 143 | 14 | 15 | 15 |
| FISH & SEAFOOD PRODUCTS | 137 | 143 | 173 | 5 | 7 | 6 | 4 | 5 | 3 |
| Salmon | 8 | 7 | 14 | 1 | 3 | 3 | 17 | 41 | 18 |
| Crustaceans | 41 | 47 | 57 | 20 | 27 | 41 | 0 | 0 | 0 |
| Groundfish & Flatfish | 2 | 1 | 2 | 8 | 1 | 9 | 0 | 0 | 1 |
| Molluscs | 13 | 13 | 13 | 1 | 1 | 1 | 5 | 8 | 4 |
| Other Fishery Products | 72 | 75 | 87 | 3 | 3 | 3 | 4 | 4 | 3 |
| AGRICULTURAL PRODUCTS TOTAL | 3,676 | 3,864 | 4,172 | 385 | 424 | 481 | 10 | 11 | 12 |
| AGRICULTURAL, FISH & FORESTRY TOTAL | 3,968 | 4,181 | 4,552 | 401 | 443 | 503 | 10 | 11 | 11 |

Source: *Global Trade Atlas*

APPENDIX 2: DOMESTIC TRADE SHOWS

There are three major domestic Food Trade Shows in New Zealand:

Fine Food Show (New Zealand –June 26-28, 2016, Auckland)

The Fine Food New Zealand show was first organized in 2010. It followed the same format as Fine Food Australia, which has been running successfully for many years in the annually alternating locations of Sydney and Melbourne. Fine Food is an international event and attracts companies from Europe, Australia, Asia and New Zealand. This show focuses on food and beverage, as well as hospitality products. This show is a trade-only event, and all visitors from the food industry are invited to the show.

For more information please contact the Foreign Agricultural Service office at the U.S. Embassy in Wellington:

Foreign Agricultural Service
U.S. Embassy
29 Fitzherbert Terrace
Thorndon
Wellington 6011
New Zealand
Atn: Vinita Sharma
Tel: +64-4-462 6030
Email: Vinita.sharma@usda.gov

You may also contact the show organizers directly at:

Exhibition Sales Manager
Fine Food Show New Zealand
PO Box 47213, Ponsonby,
Auckland
Atn: Gail Lorigan
Tel: +64-9-376-4603
Email: gail@finefoodsny.co.nz

Katrina Gordon Show (major metropolitan centers)

This local food show takes place in 16 major cities of New Zealand, including Auckland, Wellington, Christchurch and Queenstown in different months throughout the year. For more information, contact:

Katrina Gordon Trade Shows
PO Box 8647
Christchurch, New Zealand
Tel: 64-3-348-2042
Fax: 64-3-348-0950
Web: www.katrinagordon.co.nz