Required Report - public distribution

Date: 12/18/2012

GAIN Report Number: NZ2016

New Zealand

Exporter Guide

Annual

Approved By:
Joseph Carroll, Ag Counselor

Prepared By:
Vinita Sharma, Marketing Analyst

Report Highlights:
New Zealand's imports of consumer-oriented agricultural products have trended upward over the past several years and in 2011 reached US$250 million in comparison to US$124 million in 2006. The United States had a market share of 11%. Leading imports of consumer-oriented food products from the United States included food preparations, dog and cat food, fresh grapes, pears and oranges, frozen meat products, almonds and other nuts.

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 4.44 million people. 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				
	2008	2009	2010	2011
Population	4.27 million	4.32 million	4.37 million	4.40 million
Per Capita GDP	32,134	31,341	30,828	31,0221
GDP Growth (%)	3.0%	-1.5%	-0.5%	1.6%
Unemployment Rate	4.7%	7.3%	6.8%	6.4%*
Consumer Price Inflation	3.4%	2.0%	1.7%	4.6%*
Food Price Inflation	9.1%	0.9%	4.2%	1.1%*

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.

Source: Global Trade Atlas

US and New Zealand: Bilateral Agricultural Exports (US Dollars)						
	2006	2007	2008	2009	2010	2011
US Exports to NZ	$161,417,258	$197,781,825	$233,229,268	$220,554,302	$252,427,957	$298,212,814
NZ Exports to US	$1,642,788,113	$1,730,347,233	$1,833,228,538	$1,561,087,052	$1,671,622,871	$2,008,247,437

Source: Year ending December, Global Trade Atlas

The United States is New Zealand's top destination for agricultural, forestry and fishery exports followed by Australia and Japan. Leading exports include meat, dairy products (milk protein concentrate, casein, and caseinates), wine, lumber, fresh apples, and kiwifruit. By contrast, New Zealand ranks as the 55th 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, fresh fruit and dry fruit, and prepared sauces. New Zealand is the sixth largest market for U.S. pet food, the seventh largest for USA peaches, plums and nectarines, and 11th largest market for fresh grapes.

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 in 2012 were valued at over NZ $28 billion (US$22.4 billion) *(Food and Grocery Council, NZ)*

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. Imports have been steadily increasing in New Zealand. In 2011, it reached US$250 million in comparison to US$ 124 million in 2006. Australia is by far the leading supplier with a 44% market share followed by the United States at 11.5% and China at 4.5%.

Leading consumer-oriented imports from Australia include bread/pastry products, food preparations (including food crystals, powders, nut pastes etc.), wine, sugar confectionery (including white chocolate), cat and dog food, cookies, prepared foods like cereal, non alcoholic beverages etc. Leading imports from the United States include food preparations, dog and cat food, fresh grapes, frozen meat products,fresh oranges, various sauces and mixed condiments, almonds fresh and dried, fruit mixtures, dry fruits and nuts, fresh pears etc. Top imports from China include sugar confectionery products, peanuts, pasta, frozen vegetables, fresh garlic, juices, cookies, tomato paste, preserved peaches and sauces 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 low tariffs ranging between 0 and 5%	Strict phytosanitary/sanitary regulations with regard to 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

Market Structure

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 42% 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	53%	• 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 Woolsworths Limited (Australia)	46%	• Woolworth- Full service supermarkets • Woolworth Quick & Micro- Convenience stores
Independent Grocery Stores	New Zealand Owned	1%	• Ethnic Shops • Asian Grocery stores • Independent Green Grocers

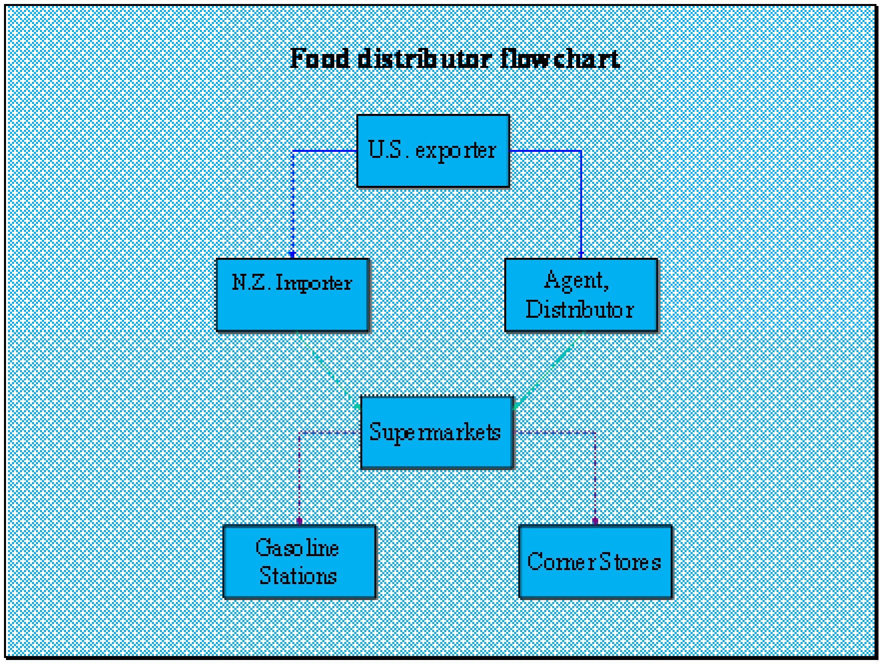
Source: Coriolis Research, June 2010

Foodsuffs (NZ) Limited has 713 stores including 49 Pak N Save, 137 New World, 281 Four Square, 130 On the Spot, 3 Write Price, 2 Shoprite, 78 Liquorland, 16 Henry's Beer; 17 On the Spot Express. The organization is comprised of three regional cooperatives: Foodstuffs (Auckland) Co-operative Society Limited, which covers the middle to upper North Island; Foodstuffs (Wellington) Co-operative Society Ltd, which covers the southern half of the North Island; and Foodstuffs (South Island) Co-operative Society Limited, which covers the entire South Island. 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, 164 Countdown, and 22 Woolworths Micro and Quickstop convenience stores. Progressive Enterprise announced in September 2012, it is set to launch two pharmacies along with Countdown stores. Most purchasing decisions are made at its headquarters in Auckland but some are made by Woolworths Australia.

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

- Following are the Australian food store trends popular in New Zealand (FMCG, Oct 2012)–
    - Barn style retailing – New Zealand supermarket chain particularly, Pak N Sav has a unique format of 'pile them high'. Shoppers in this store are not necessarily looking for a huge amount of choice in these stores, but the products and brands they are familiar with at lowest possible price.
    - Clear retailer identities – New Zealand and Australia have duo-poly in supermarkets. In New Zealand market, there seems to be greater emphasis on the shopper target. For bulk supermarket needs (Pan N Save stores); whereas stores such as New World Metro and Countdown are for customer shopping in various trips and smaller quantity.
    - Clean Store policies – Providing shoppers with an experience that appeals to the senses through in-store theatre, use of sensory elements, etc helps to dial up the emotional response and encourage them to become more emotionally involved in the decision.
    - Cross category merchandising – cross category merchandising and bundling encourage trial and increase baset size, e.g. meat departments, along with seasoning and sauces.
    - Price sensitivity – Household with children seems to be more price sensitive. In New Zealand 45% household have children, in comparison with Australia of 36%.

- Coriolis Research report of November, 2012, indentified New Zealand's potential growth and export of food and beverage products. They are:

    - <u>Best</u> – Salmon, Honey, Spirits, Cookies, Pet food, Cherries
    - <u>Better</u> – 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

- In July, 2012, Weight Watchers' Plates of our Nation, research surveyed 1,000 New Zealanders and found 65 percent of New Zealanders are overweight or obese. It also found, that 82 percent of Generation-Z respondents do not use fresh ingredients in their dinners and 42 percent of New Zealanders eat until over full.
- Universities of Otago and Auckland's study shows that taxing fizzy drinks and fatty foods and subsidizing fruit and vegetables could have significant health benefits for New Zealanders. The study analyzed data from 32 high-income countries, predicted that for every 1 percent hike in price of soft drinks, it could decrease consumption by up to 24 per cent. *(Foodworks Directory, December, 2012).*
- Following are the top 10 consumer shopping trends in New Zealand for 2011 *(FMCG, June 2011):*

1) *Humane consideration* – A number of surveys revealed that New Zealand consumers are placing more importance on humane or ethically produced food i.e. free-range, cage-free and cruelty-free products.
2) *Smart phones* – Smart phone technology is becoming popular, from searching food products or purchasing goods online to in-store information and promotions. One growing trend used by retailers, is to have store wine lists and suggested food matches available on phones to help shoppers choose the best option.
3) *Seasonal foods* – There is a growing trend to purchase local produced seasonal foods, instead of stocking many food items all year round.
4) *Craft Beer* – While beer consumption in New Zealand dropped 2.2 percent in 2010, sales of craft, boutique and imported beers showed strong growth. Consumers are drinking less but are often looking for more choice, variety and taste in their beer.
5) *Cooking at home* – Due to economic slowdown in New Zealand, consumers are often cooking at home. Popularity of cooking shows on Television, consumers are becoming adventurous and looking for a range of ingredients and opting out of ready-made meals.
6) *Gourmet sausages* – There is a growing trend in New Zealand to buy gourmet sausages made from quality ingredients. Consumers are moving away from low quality meat used in sausages.
7) *Comfort food revival* – Popularity of electrical gadgets like Slow Cookers etc has encouraged consumers to go back to hearty/comfort foods such as Lasagna, meatballs, stews, macaroni-cheese and fish pies.
8) *Gluten Free food* – In New Zealand, 1 percent of the population suffer from coeliac disease and are required to eat gluten free diet, however, marketing of gluten free as a 'healthier' choice is attracting consumers to look for gluten free products.
9) *Healthy snacking* – New Zealand consumers are looking for healthier snacks like healthy bars, nuts, fruits and mineral water to replace processed foods such as cakes and cookies.
10) *Vegetarian options* – Another growing trend is eating less meat and opt for vegetarian diet, trends such as "meatless Monday" or "Tofu Tuesdays" are part of the trend to eat less meat. Some schools and households are going meat-free at least one day week.

- New Zealand consumers are considered price conscious shoppers. More than half the supermarket items scanned through the checkouts in New Zealand are products that are on specials or discounted, compared to 25 percent in the United States. *(NZ Herald, Oct 2011)* .

- It is estimated that one in four New Zealanders suffer from some form of food intolerance, including gluten. The findings also confirm that New Zealand has the world's highest rates of allergy or food intolerance sufferers, including asthma, coeliac, wheat, dairy and egg allergies. The most common foods that accounted for 90% of all allergies or intolerances are: milk and dairy products; wheat and other gluten products such as rye, spelt, and barley; eggs; peanuts, walnuts and cashew nuts; fish and shellfish; soy products.(Euromonitor, Nov 2011)

Section IV: Best Consumer Oriented Product Prospects for US Exporters

Product Category	**Total Imports from world 2011 (US $'000)**	**5 Year Average Annual Import Growth**	**Import Tariff Rate**	**Key Constraints over Market Development**	**Market Attractiveness for U.S.**
Fresh Grapes	$25,142	10%	Free	NZ is a small market; competition from Chilean and Australian grapes.	High growth potential. Consumers want fruits to be available year round.
Fresh Fruits ***(apricots, cherries, peaches, plums)***	$4,741	2.5%	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.
Pears	$3,902	1.8%	Free	Consumer resistance to unfamiliar varieties.	NZ is one of the first markets to get the fresh pear crop.
Citrus Fruit	$19,924	6.5%	Free	Small market	New Zealand consumers appreciate quality of U.S. citrus.
Fruit and vegetable Juice	$46,489	11%	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.
Processed Fruits & Vegetables	$237,554	9.5%	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.
Dry Fruit ***(dates, figs, raisins)***	$28,675	9.5%	Free	U.S. is price competitive in raisins; faces tough competition in dates/figs category.	Expanding demand for good quality and healthy foods.
Dry Nuts ***(almonds/ walnuts/ pistachios)***	$53,562	15.5%	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.
Snack food ***(confectionery, cocoa product, cookies)***	$296,293	14%	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.
Breakfast Cereal	$52,168	10.5%	Free	Strong competition from Australia.	Strong demand.
Pet Food	$87,305	11%	0-5%	Price competitive products from	Strong demand for premium products.

				Australia.	
Wine and Beer	$138,624	5%	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 (Wellington) Co-operative Society Limited
PO Box 38-896
Kiln Street,
Silverstream
Wellington, New Zealand
Attn: Eve Kelly, Purchase Manager; Andrew Loveridge
Tel: +64-4-527-2510; 04-527-2655
Email: eve.kelly@foodstuffs-wgtn.co.nz

Foodstuffs (South Island) Co-operative Society Limited
167 Main North Road,
Papanui
Christchurch, New Zealand
Attn: Graham May, Purchase Manager
Tel: +64-3-353-8648
Email: gmay@foodstuffs-si.co.nz

Foodstuffs (Auckland) Co-operative Society Limited
PO Box CX12021
Auckland,
New Zealand
Attn: Mr. Tony Olson, Purchase Manager
Tel: +64-9-621-0641
Email: tolson@foodstuffs.co.nz

Progressive Enterprises
Private Bag 93306
Otahuhu
Auckland, New Zealand
Attn: Graham Walker, Business Manager
Tel +64-9-275-2621
Email: graham.walker@progressive.co.nz

Food Standards Australia New Zealand (FSANZ)
108 The Terrace
Wellington 6036
New Zealand
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 (2010) U.S. Market Share	 $3,500 8.5%
Consumer Food Imports from All Countries US$ millions (2010) U.S. Market Share (%)	 $2,187 11.5%
Edible Fishery Imports from All Countries US$ millions (2010) U.S Market Share (%)	 $137 4%
Total Population (Millions) (Sept 2012) Annual Growth Rate (Sept 2012)	4.44million 0.6%
Urban Population (Millions) (2011)	2.9
Number of Major Metropolitan Areas[1]	1
Per Capita Gross Domestic Product (US$/2012)	$25,033 (NZ$31,292)
Unemployment Rate (%) (Sept 2012)	7.3%
Percent of Female Population Employed (Sept 2012)	58.2%
Exchange Rate (Nov 2010)	US$1 = NZ$1.25

Source: Statistics New Zealand

1/ There is only one city in NZ with a population in excel 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. New Zealand Consumer-Oriented Food Product Imports

Country	Imports (US$)		
	2009	2010	**2011**
Australia	780,277,235	896,695,654	964,548,072
United States	171,956,436	193,024,671	250,713,155
China	67,294,115	79,819,437	97,730,032
Singapore	15,099,417	28,448,125	65,155,476
Thailand	38,530,420	47,959,397	58,725,159
Netherlands	35,410,583	36,865,275	58,063,125
Canada	41,281,971	44,380,848	56,376,634
Philippines	43,524,558	48,259,504	52,248,769
Germany	20,834,525	20,640,820	41,346,777
Ireland	34,559,644	44,000,332	41,327,368
France	33,489,937	34,621,542	40,670,868
Italy	34,630,598	31,427,770	35,665,042
Denmark	13,737,849	21,742,666	28,079,214
United Kingdom	20,684,082	22,714,856	25,348,349
Other	303,633,248,	344,269,645	371,409,385
Total from the World	1,654,944,618	1,894,870,542	2,187,407,425

Source: Global Trade Atlas

Table C. New Zealand Fish & Seafood Product Imports

Country	Imports (US$)		
	2009	2010	2011
Thailand	34,673,092	42,529,554	45,667,203
China	12,290,996	17,396,105	25,718,205
Australia	7,435,723	9,271,704	16,483,141
Vietnam	7,397,183	9,126,234	13,168,688
Canada	5,741,761	9,029,064	6,414,394
United States	4,413,844	3,619,499	5,864,732
New Zealand	2,625,523	1,454,827	3,378,675
Malaysia	2,331,207	2,954,810	2,835,265
Russia	38,675	901,611	2,773,509
Argentina	4,795,564	2,158,669	1,882,233
Fiji	1,186,303	1,300,398	1,703,803
Japan	2,180,935	3,575,921	1,307,329
India	1,188,004	1,444,631	1,218,551
Korea South	1,028,419	1,365,966	1,149,458
Other	6,576,518	6,162,176	7,832,393
Total from the World	93,903,747	112,291,169	137,397,579

Source: Global Trade Atlas

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

New Zealand Import (In millions of dollars)	Imports from the World			Imports from the U.S.			U.S. Market Share		
	2009	2010	2011	2003	2010	2011	2009	2010	2011
CONSUMER- ORIENTED FOODS	1,654	1,895	2,187	171	193	250	10%	10%	11.5%
Snack Foods (Excl Nuts)	232	273	296	3	4	4.5	1%	1%	1.5%
Breakfast Cereals & Pancake Mix	38	46	52	0.25	0.24	0.39	1%	0.5%	0.75%
Red Meats, Fresh/Chilled/Frozen	105	110	126	14	14	19	13%	13%	15%
Red Meats, Prepared/preserved	26	28	32	2	3	3	10%	10%	12%
Dairy Products (Excl. Cheese)	60	68	80	4	7	21	7%	11%	27%
Cheese	31	28	32	0.36	1	4	1%	4%	13%
Eggs & Products	1	1	1	0.14	0.20	0.47	8%	12%	28%
Fresh Fruit	116	128	127	29	34	33	27%	27%	26%
Fresh Vegetables	18	20	22	0.77	0.96	1.8	4%	4%	8%
Processed Fruits and Vegetables	203	218	237	18	22	31	9%	10%	13%
Fruit & Vegetable Juices	45	44	46	13	8	4	30%	18%	9%
Tree Nuts	30	43	53	7	9	8	23%	22%	16%
Wine & Beer	120	138	152	1	1	1	1%	0.7%	0.7%
Nursery Products & Cut Flowers	6	6	7	0.32	0.27	0.4	5%	4%	5.5%
Pet Foods (Dog & Cat Food)	69	75	87	29	28	24	41%	37%	28%
Other Consumer-Oriented products	547	661	830	48	58	90	9%	9%	11%
Fish & Seafood Products	94	112	137	4	4	6	5%	3%	4%
Salmon	5	7	6	2	1	1	47%	15%	24%
Surimi	0	0	0	0	0	0	0	0	0
Crustaceans	24	32	39	0.02	0.15	0.32	0%	0%	0%
Ground & Flatfish	0.61	0.83	1	0.03	0.01	0.33	0%	1%	2%
Molluses	7	11	13	0.42	0.56	0.68	6%	5%	5%
Other Fishery Products	56	59	76	1	1	3.5	3%	3%	4.5%
AGRICULTURAL PRODUCTS TOTAL	**2,448**	**2,886**	**3,500**	**220**	**252**	**298**	**9%**	**9%**	**8.5%**
AGRICULTURAL, FISH & FORESTRY TOTAL	**2,653**	**3119**	**3,772**	**232**	**265**	**312**	**8.75%**	**8.5%**	**8%**

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 22-24 June, 2014, Auckland
Fine Food Show New Zealand was first organized in 2010 in New Zealand. It followed the same format as Fine Food Show Australia, which has been running successfully in metro cities in Australia. Fine Food is an international event and attracts companies from Europe, Australia, Asia and New Zealand. This show focuses on food and beverage and hospitality products. This show is a trade only event, visitors from the food industry are invited to the show.

For more information please contact Foreign Agricultural Service office:

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@finefoodsnz.co.nz

Foodstuffs Food Show, Palmerston North (July, 2013)

This is a trade-only show that exclusively targets Foodstuffs Limited supermarket store owners/buyers and distributors from the Upper North Island and from the South Island. Foodstuffs Limited operates more than 721 supermarkets throughout New Zealand and controls about 54 percent of New Zealand's retail/supermarket food trade. This show alternates between fresh-produce showcase (including seafood, deli, butchery, fresh produce and bakery) and retail/grocery foods (packaged foods). Foodstuffs Food Show 2012 will focus on retail/grocery food products. Contact details are:

Foodstuff Food Show
Silverstream

Wellington, New Zealand
Atn: Joanna Fefita
Tel: +64-4-527-2607
Email: Joanna.fifita@foodstuffs-wgtn.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