

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## **New Zealand**

### **Exporter Guide**

#### **Annual**

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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 2013 reached US\$329 million in comparison to US\$124 million in 2006. The United States had a market share of 14%. Leading imports of consumer-oriented food products from the United States included lactose, products of natural milk constituents, dog and cat food, frozen meat, fresh grapes, almonds dried, bread/pastry products, fresh oranges 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 4.48 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				
	2009	2010	2011	2012
Population	4.32 million	4.37 million	4.40 million	4.44million
Per Capita GDP	31,384	31,864	31,978	32,352
GDP Growth (%)	-1.9%	-0.4%	1.5%	1.9%
Unemployment Rate	7.3%	6.8%	6.3%*	6.8%
Consumer Price Inflation	2.0%	4.0%	1.8%*	0.9%
Food Price Inflation	0.9%	4.2%	2.9%*	-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.

Source: Global Trade Atlas

US and New Zealand: Bilateral Agricultural Exports (US Dollars)						
	2007	2008	2009	2010	2011	2012
US Exports to NZ	\$197,781,825	\$233,229,268	\$220,554,302	\$252,427,957	\$298,212,814	\$385,289,279
NZ Exports to US	\$1,730,347,233	\$1,833,228,538	\$1,561,087,052	\$1,671,622,871	\$2,008,247,437	\$2,243,787,484

Source: Year ending December, Global Trade Atlas

China is New Zealand's top destination for agricultural, forestry and fishery exports followed by Australia and United States. 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 46<sup>th</sup> largest market for U.S. agricultural exports. Leading U.S. agricultural exports to the New Zealand market include lactose products, food preparations, frozen pork, fresh grapes, live horses, whey and milk products, nuts, citrus fruits and stone fruit. New Zealand is the sixth largest market for U.S. pet food, the seventh largest for USA peaches, plums and nectarines, and 11<sup>th</sup> largest market for fresh grapes.

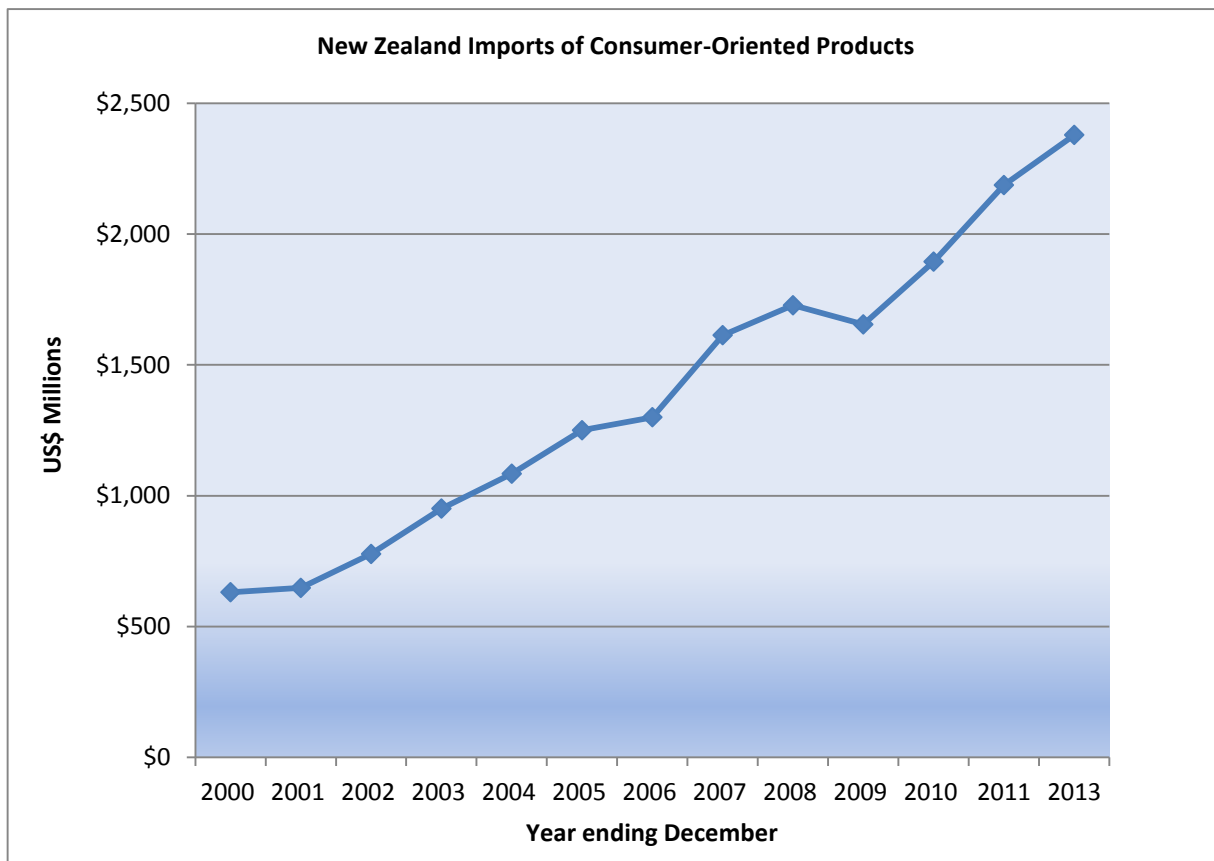
## Retail Grocery Sector

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 2013 were valued at over NZ\$23 billion (US\$18.5 billion) sales included supermarkets, convenience stores (*FMCG magazine, 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 2013, imports reached US\$329 million in comparison to US\$124 million in 2006. Australia is by far the leading supplier of consumer-oriented food products with a 42.5% market share, followed by the United States at 14% and China at 4.5%.

Leading consumer-oriented imports from Australia include, food preparations (including food crystals, powders, nut pastes etc.), bread/pastry products, wine, cocoa products, cereal, non-alcoholic beverages, sugar confectionery, cat and dog food etc. Leading imports from the United States include lactose, products of natural milk constituents, dog and cat food, frozen meat, fresh grapes, almonds dried, bread/pastry products, fresh oranges, 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 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 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"> <li>• New World- Full service supermarkets</li> <li>• Pak'n'Save- Foodbarn/retail food warehouses</li> <li>• Write Price- Foodbarn/retail food warehouses</li> <li>• Four Square- Convenience grocery stores</li> <li>• On the Spot- Convenience stores</li> </ul>
Progressive Enterprises	Owned by Woolworths Limited (Australia)	43%	<ul style="list-style-type: none"> <li>• Woolworth- Full service supermarkets</li> <li>• Woolworth Quick &amp; Micro- Convenience stores</li> </ul>
Independent Grocery Stores	New Zealand Owned	2%	<ul style="list-style-type: none"> <li>• Ethnic Shops</li> <li>• Asian Grocery stores</li> <li>• Independent Green Grocers</li> </ul>

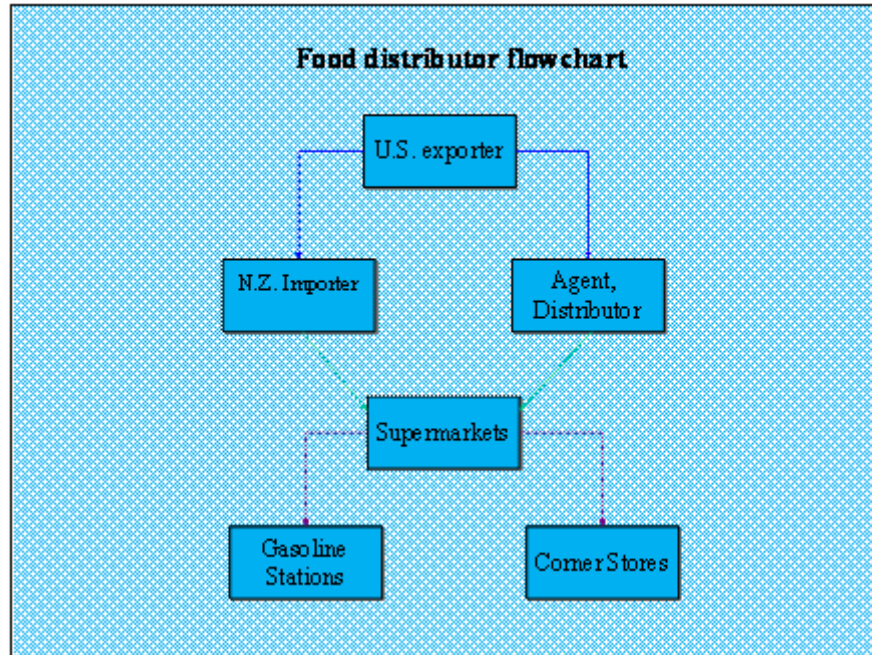
Source: Coriolis Research, June 2010

Foodstuffs (NZ) Limited has 713 stores including 139 New World, 50 Pak N Save, 300 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, 167 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 basket 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, identified New Zealand's potential growth and export of food and beverage products. They are:
  - 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>

- 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*).
- According to Nielsen Online Retail report, approximately 45% of the 1.8 million online shoppers researched merchandise through their smartphones, of those 29% made purchases through their smartphone devices. (*FMCG, Aug 2013*)
- Statistics New Zealand 2012 data reveals – 50% of the New Zealand labor force was older than 42 years of age, compared to 36 years in 1991 and 39 years in 2001. (FMCG Sept, 2013)
- Pet foods trends – In 2013 total dog food market in New Zealand was estimated to be NZ\$123 million (major categories are- dry dog food accounted for NZ\$ 56 million; wet dog food NZ\$47 million; canned dog food NZ\$17 million). On the other hand cat food market accounted for NZ\$197 million (major categories are- Dry cat food – NZ\$79 million; Canned cat food – NZ\$63 million; Pouch cat food – NZ\$35 million) (*FMCG April, 2013*)



#### SECTION IV: BEST CONSUMER ORIENTED PRODUCT PROSPECTS FOR US EXPORTERS

Product Category	Total Imports from world 2012 (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>	\$29,220	8%	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>	\$4,571	-3%	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>	\$4,943	8.5%	Free	Consumer resistance to unfamiliar varieties.	NZ is one of the first markets to get the fresh pear crop.
<i>Citrus Fruit</i>	\$21,188	3.5%	Free	Small market	New Zealand consumers appreciate quality of U.S. citrus.
<i>Fruit and vegetable Juice</i>	\$41,649	-2.9%	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 &amp; Vegetables</i>	\$244,781	5.9%	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>	\$31,528	10%	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>	\$56,781	15%	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>	\$298,659	9%	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>	\$61,289	9%	Free	Strong competition from Australia.	Strong demand.
<i>Pet Food</i>	\$86,113	8%	0-5%	Price competitive products from Australia.	Strong demand for premium products.
<i>Wine and Beer</i>	\$164,992	2%	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  
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29 Fitzherbert Terrace  
Thorndon Wellington  
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Email: [agwellington@usda.gov](mailto:agwellington@usda.gov)

### ***Foodstuffs (Wellington) Co-operative Society Limited***

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Email: [shanon.kelly@foodstuffs-wgtn.co.nz](mailto:shanon.kelly@foodstuffs-wgtn.co.nz)

### ***Foodstuffs (South Island) Co-operative Society Limited***

167 Main North Road,  
Papanui  
Christchurch, New Zealand  
Attn: John Greenwood, Import Grocery Buyer  
Tel: +64-3-353-8648  
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### ***Foodstuffs (Auckland) Co-operative Society Limited***

PO Box CX12021  
Auckland,  
New Zealand  
Attn: Bruce Robertson, Import Grocery Buyer and Ashley Miranda, Import Grocery Buyer  
Tel: +64-9-621-0286;  
Email: [bruce.robertson@foodstuffs.co.nz](mailto:bruce.robertson@foodstuffs.co.nz); [Ashley.miranda@foodstuffs.co.nz](mailto:Ashley.miranda@foodstuffs.co.nz)

### **Progressive Enterprises**

Private Bag 93306  
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Attn: Steve Mills, Merchandise Manager,  
Tel +64-9-255-2335;  
Email: [steve.mills@progressive.co.nz](mailto:steve.mills@progressive.co.nz)

### **Progressive Enterprises**

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Attn: Graham Walker, Business Manager (*Home brand*)  
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**Ministry of Agriculture and Fisheries (MAF)**

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Internet Homepage: [www.maf.govt.nz](http://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](http://www.restaurantnz.co.nz)

## APPENDIX 1. STATISTICS

**Table A. Key Trade and Demographic Information**

Agricultural Imports from All Countries US\$ millions (2012) U.S. Market Share	\$3,675 10.5%
Consumer Food Imports from All Countries US\$ millions (2012) U.S. Market Share (%)	\$2,379 14%
Edible Fishery Imports from All Countries US\$ millions (2010) U.S Market Share (%)	\$136 4%
Total Population (Millions) (Oct 2013) Annual Growth Rate (June 2013)	4.48million 0.85%
Urban Population (Millions) (2011)	3.2
Number of Major Metropolitan Areas <sup>1</sup>	1
Per Capita Gross Domestic Product (US\$/2012 (NZ\$26,476)	\$33,096 (NZ\$26,476)
Unemployment Rate (%) (June 2013)	6.4%
Percent of Female Population Employed (Sept 2012)	47%
Exchange Rate (Nov 2013)	US\$1 = NZ\$1.25

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. New Zealand Consumer-Oriented Food Product Imports**

Country	Imports (US\$)		
	2010	2011	2012
Australia	\$896,695,654	\$964,548,072	\$1,008,349,350
United States	\$193,024,671	\$250,713,155	\$329,283,676
China	\$79,819,437	\$97,730,032	\$102,693,021
Singapore	\$28,448,125	\$65,155,476	\$88,888,015
Netherlands	\$36,865,275	\$58,063,125	\$67,137,919
Thailand	\$47,959,397	\$58,725,159	\$60,232,115
Philippines	\$48,259,504	\$52,248,769	\$58,140,167
France	\$34,621,542	\$40,670,868	\$56,069,708
Canada	\$44,380,848	\$56,376,634	\$53,728,938
Germany	\$20,640,820	\$41,346,777	\$53,398,108
Italy	\$31,427,770	\$35,665,042	\$34,742,405
Denmark	\$21,742,666	\$28,079,214	\$31,389,963
United Kingdom	\$22,714,856	\$25,348,349	\$27,895,616
Fiji	\$21,896,263	\$23,701,008	\$24,118,993
Indonesia	\$13,747,060	\$20,750,977	\$23,662,153
Others	\$352,626,654	\$362,284,768	\$359,403,296
<b>Total from the World</b>	<b>189,4870,542</b>	<b>2,187,407,425</b>	<b>2,379,133,443</b>

Source: Global Trade Atlas

**Table C. New Zealand Fish & Seafood Product Imports**

Country	Imports (US\$)		
	2010	2011	2012
Thailand	42529554	45667203	54900573
China	17396105	25718205	22297945
Vietnam	9126234	13168688	12492751
Australia	9271704	16483141	11698888
Canada	9029064	6414394	8970256
United States	3619499	5864732	5128367
New Zealand	1454827	3378675	3805454
Malaysia	2954810	2835265	2616809
Korea South	1365966	1149458	1779490
Fiji	1300398	1703803	1744867
India	1444631	1218551	1706147
Argentina	2158669	1882233	1703631
Japan	3575921	1307329	1370627
Indonesia	710604	536736	964292
Philippines	234266	650384	722995

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		
	2010	2011	2012	2010	2011	2012	2010	2011	2012
<b>CONSUMER-ORIENTED FOODS</b>	1,895	2,187	2,379	193	250	329	10%	11.5%	14%
Snack Foods (Excl Nuts)	273	296	298	4	4.5	7	1%	1.5%	2%
Breakfast Cereals & Pancake Mix	46	52	61	0.24	0.39	44	0.5%	0.75%	
Red Meats, Fresh/Chilled/Frozen	110	126	126	14	19	23	13%	15%	18%
Red Meats, Prepared/preserved	28	32	35	3	4	3	11%	12%	9%
Dairy Products (Excl. Cheese)	68	80	NA	7	21	NA	11%	27%	NA
Cheese	28	32	32	1	4	5	4%	13%	17%
Eggs & Products	1	1	2	0.20	0.47	0.64	12%	28%	25%
Fresh Fruit	128	127	139	34	33	37	27%	26%	26%
Fresh Vegetables	20	22	14	0.96	1.8	0.74	4%	8%	5%
Processed Fruits and Vegetables	218	237	244	22	31	33	10%	13%	14%
Fruit & Vegetable Juices	44	46	41	8	4	4	18%	9%	11%
Tree Nuts	43	53	56	9	8	14	22%	16%	26%
Wine & Beer	138	152	165	1	1	1	0.7%	0.7%	1%
Nursery Products & Cut Flowers	6	7	6	0.27	0.4	0.3	4%	5.5%	5%
Pet Foods (Dog & Cat Food)	75	87	86	28	24	27	37%	28%	32%
Other Consumer-Oriented products	661	830	942	58	90	130	9%	11%	14%
<b>Fish &amp; Seafood Products</b>	112	137	136	3	5	5	3%	4%	4%
Salmon	7	6	8	1	1	1	15%	24%	17%
Crustaceans	32	39	41	0.15	0.32	.19	0%	0%	0%
Ground & Flatfish	0.83	1	2	0.01	0.33	0.8	1%	2%	0%
Molluscs	11	13	13	0.56	0.68	.70	5%	5%	5%
Other Fishery Products	59	76	71	1	3.5	3	3%	4.5%	4%
<b>AGRICULTURAL PRODUCTS TOTAL</b>	<b>2,886</b>	<b>3,500</b>	<b>3,675</b>	<b>252</b>	<b>298</b>	<b>385</b>	<b>9%</b>	<b>8.5%</b>	<b>10.5%</b>
<b>AGRICULTURAL,</b>	<b>3,119</b>	<b>3,777</b>	<b>3,966</b>	<b>265</b>	<b>312</b>	<b>400</b>	<b>8.5%</b>	<b>8%</b>	<b>10%</b>

<b>FISH &amp; FORESTRY TOTAL</b>		<b>2</b>	<b>7</b>				<b>%</b>		
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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  
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New Zealand  
Atn: Vinita Sharma  
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You may also contact the show organizers directly at:

Exhibition Sales Manager  
Fine Food Show New Zealand  
PO Box 47213, Ponsonby,  
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### ***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](http://www.katrinagordon.co.nz)