



Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

Required Report - public distribution

Date: 10/4/2001

GAIN Report #NZ1039

New Zealand

Exporter Guide

Annual

2001

Approved by:

David Young

U.S. Embassy

Prepared by:

Vinita Sharma

Report Highlights: New Zealand's retail food sector continues to offer the best opportunities for new U.S. sales. Contact with New Zealand importers/distributors and participation in U.S. food shows are useful ways to develop markets for U.S. consumer food products in New Zealand. On December 7, 2001, all imported as well as domestic food where the final food contains detectable genetically modified DNA or protein, with some exceptions, must list the genetically modified product on the ingredients list.

Includes PSD changes: No
Includes Trade Matrix: No
Annual Report
Wellington [NZ1], NZ

Section I: Market Overview

New Zealand is a well-developed market of 3.8 million people, with an annual population growth rate of only about 0.5 percent. It is largely urbanized with two-thirds residing in the main urban areas, led by Auckland, Wellington, and Christchurch. Its society is diverse and multi-cultural: most New Zealanders are of European origin, with around 14.5 percent Maori, 5.6 percent Polynesian and 5 percent Asian. New Zealand is an English-speaking country with a strong and stable democracy.

The United States is New Zealand's second largest trading partner. New Zealand is an importer of US\$1.1 billion of agricultural products of which about two-thirds are consumer oriented products. The United States holds a 13-percent share of imported consumer oriented foods and beverages; the U.S. share has declined slightly since 1997 due to the very strong U.S. dollar. New Zealand can be a good export destination for certain new-to-export companies. U.S. products are seen as being of excellent quality and are usually appealing in the sense that they are "different" or "new". However, there is intense price-based competition from domestic products and those from Australia. Australia holds a 50 percent market share for imported consumer foods. Also, the retail supermarket sector is very competitive, dominated by only three companies.

New Zealand has a market economy with manufacturing and service sectors complementing an export-orientated agricultural sector. Over the past decade, energy based industries, horticulture and tourism have all expanded rapidly. With around one third of total goods and service output being exported, the economy is strongly trade-oriented. The largest export markets are Australia, the United States, Japan and the UK. Australia, followed by United States, is the largest source of imported foods and beverages.

Economic Growth

Economic activity in New Zealand slowed 2000/01, with GDP growing only 2.4 percent due to weakness in the U.S. and Asian markets. Despite slower world economic growth projected in 2001/02 than forecast earlier, New Zealand's GDP is forecast to grow at 2.3 percent (but revised down from 2.7 percent earlier). A relatively weak New Zealand dollar which has encouraged exports and tourism, and relatively strong private consumption and good commodity prices have kept the economy growing. The current account deficit is expected to fall to NZ\$ 4.2 billion in 2001/02 from NZ\$5.8 billion the previous year. The unemployment rate in 2001/02 may fall slightly to 5.3 percent. Per capita income is estimated at about US\$12,663. The exchange rate as of the end of September 2001 is NZ\$1=US\$0.41 (the same as a year earlier, but the dollar hit a record low against the U.S. dollar in early September 2000, and strengthened over most of 2001 before falling sharply after the September 2001 terrorist attacks in the United States).

Key economic indicators are:

- C Growth of New Zealand's trading partners has been revised downward from 3.5 to 1.5 % in calendar year 2001.
- C Consumer inflation is predicted at 2.6% in 2001/02.
- C Private consumption is anticipated to grow 2.5 per cent in 2001/02.

Advantages/Challenges for U.S. Consumer Food Exports to New Zealand

Advantage	Challenge
Familiar business environment, including language, communication and customs	Weak New Zealand dollar against U.S. dollar increases import costs for U.S. products
Minimum barriers to trade including low tariffs	Australian and Canadian exports pay no tariffs on consumer foods imported into New Zealand, while U.S. exports pay 0-7% tariffs.
U.S. products hold an image of 'new' and 'high quality'	Strict phytosanitary/sanitary regulations with regard to some fresh produce and meats.
U.S. counter seasonal production of fruits fills the market demand.	Large food multinationals, including U.S. firms, located in Australia supply many well-known brands of food products.

SECTION II: EXPORTER BUSINESS TIPS

- C Business practices are very similar to those in the United States. It is regarded as a common and courteous practice to make and keep appointments in a timely manner. Corporate officials ranging to the most senior level are usually reachable and available for business consultations.
- C New Zealand importers like to deal directly with U.S. manufacturers rather than brokers.
- C Local agents/distributors can be useful in facilitating and promoting exports of some U.S. consumer-ready foods to New Zealand.
- C New Zealand is a health conscious market; fat-free or other healthy, consumer foods have good sales potential.
- C Increases in immigration, travel and education have created opportunities for ethnic foods like Asian, Mexican and Indian.
- C Many New Zealand importers attend the Food Marketing Institute's (FMI) Supermarket Show in Chicago, the Produce Marketing Association (PMA) Show and other popular international shows like ANUGA and SIAL.

There are two domestic Food Trade Shows in New Zealand:

Hospitality Food and Wine Show:

Around 8,000 visitors visit this show. It is mainly attended by people from the hospitality industry and some local food importers/buyers. It takes place every September in Auckland. Contact details are as follows:

The XPO Group Ltd
 PO Box 9682 New Market
 Auckland, New Zealand

Tel: 64-9-300-3950

Fax: 64-9-379-3358

Internet Homepage: www.nationalhospitality.co.nz

Katrina Gordon Show

This local trade show takes place in major cities of New Zealand, including Auckland, Wellington, Christchurch and Queenstown in different months of the year. Contact details are:

Katrina Gordon Trade Shows

PO Box 8647

Christchurch, New Zealand

Tel: 64-3-348-2042

Fax: 64-3-348-0950

Internet Homepage: www.katrinagordon@kgts.co.nz

Food Standards and Regulations

In New Zealand all food standards and Food Standard Codes are developed and maintained by the Australia New Zealand Food Authority (ANZFA). This authority is responsible for developing, modifying and reviewing standards of food available in Australia and New Zealand and for a range of other functions including coordinating national food surveillance and recall systems, conducting research, assessing policies about imported food and developing codes of practice within industry.

ANZFA can be reached at following web site: <http://www.anzfa.gov.au>.

New Zealand labeling requirements are similar to U.S. requirements with the exception that metric measurement is required (although other measures can be noted). Nutritional information is not currently required but will be mandatory in December 2002; however, most major brand lines do include this information. Date markings are required on products with a shelf life of less than 90 days but this will be extended in December 2002 to products of up to 2 years shelf life. All labeling laws are approved by ANZFA but enforced in New Zealand by the Ministry of Health.

The joint Food Standards Code for Australia and New Zealand is replacing the existing food standards codes and food regulations and will be mandatory by 20 December, 2002.

Current New Zealand Food Regulations

Current New Zealand Food Regulations	Joint Australia/New Zealand Food Standards, mandatory from December 20, 2002
<p>General Requirements:</p> <ul style="list-style-type: none"> C Common name C Net contents required C Trading name and business (overseas address permitted) 	<ul style="list-style-type: none"> C Name must be prescribed name if one is prescribed in food Code (e.g. minced meat and honey) C Net content not covered. New net contents provision are being developed under the NZ Weights and Measures Regulations C Address of Supplier. Must be Australia or New Zealand. C Business address excludes postal address
<p>Statements of ingredients:</p> <ul style="list-style-type: none"> C List all ingredients if compound ingredients is greater than 25%. If less than 25% list only food additives. If less than 10%, a subsidiary ingredient need to be listed. C Water does not need to be listed if less than 3% of final food 	<ul style="list-style-type: none"> C List all ingredients if compound ingredients is greater than 5%. If less than 5% list only food additives in the final product. C Water does not need to be listed if less than 5% of final food.
<p>Date markings</p> <ul style="list-style-type: none"> C Required on food with a shelf life of less than 90 days and frozen shellfish 	<ul style="list-style-type: none"> C Required on food with a shelf life of less than 2 years (use by; best before; Baked on)
<p>Nutrition Labeling</p> <ul style="list-style-type: none"> C Nutrition information Panel (NIP) required only when nutrient claim is made C NIP for energy, protein, carbohydrate and any nutrient claimed 	<ul style="list-style-type: none"> C Requirement on all foods with exemptions including small packages, fruits, veges, meat, fish, alcohol C A more detailed NIP is required when a nutrition claim is made for: saturated fats as well as total fats, cholesterol, fatty acids, fibre, sugars or other carbohydrate
<p>Labeling requirements:</p>	<ul style="list-style-type: none"> C Mandatory advisory statements for foods with aspartame, quinine, caffeine or guarana. Mandatory declaration of allergens. All foods must have Nutritional Information Panel- some exemptions. C All foods must declare proportion of characterizing ingredients. GM foods words 'genetically modified' with name.
<p>No packed on date:</p>	<ul style="list-style-type: none"> C "Use by" used where food should not be consumed for health and safety reasons after this date. Illegal to sell after this date (but not if using 'best before').

Genetically Modified Food Labeling

On December 7, 2001, the new food standard relating to genetically modified (GM) food comes into effect. Under the standard, food or food ingredients, with certain exceptions, must be labeled on the ingredients list with the words 'genetically modified' if genetic material or protein from genetic modification is present in the final food (e.g., salt, genetically modified corn). A 'stock in trade' provision is being considered to exempt any food manufactured or imported before the December 7 date for a period of 12 months, however this is yet to be ratified. More information can be obtained from the ANZFA website.

It is the responsibility of the food businesses applying the food label, re-labeling food or selling the food to meet the requirements of this standard. As such, this includes manufacturers, packers, importers and where appropriate retailers. A stick on label is permitted to convey this information but it must not hide other information.

A number of exemptions exist for the labeling of GM food. These include:

- C **Highly refined foods** (from which novel DNA or novel protein is removed, e.g. refined sugars, oils etc)- unless they have additional GM labeling requirements.
- C **Additives and processing aids** (which do not contain novel DNA or novel protein) in the final food.
- C **Flavorings** at or below 1g/kg (0.1%) in the final food.
- C **The standard allows up to 10kg/kg (1%)** per ingredient of GM food where its presence in unintended.
- C **Food intended for immediate consumption from the point of preparation** (vending vehicles, restaurants, take away outlets, caterers, or self-catering institutions).

SECTION III: MARKET SECTOR STRUCTURE AND TRENDS

A. Retail Food Sector

The New Zealand food retail sector is a NZ\$10 billion (US\$4.1 billion) industry. About 85 percent of the retail product food sales are made through supermarkets (others are made through corner stores called dairies and convenience stores at gas stations). There are three major players which dominate the New Zealand grocery market.

1. Foodstuffs Ltd.: 100% New Zealand but independently owned, with 53% market share. Supermarket include New World, Pack N Save, Write Price.
2. Progressive: 100% Australian owned with 24% market share. The supermarkets include Foodtown, Countdown, Fresh Choice and 3 Guys
3. Woolworths: Owned by Dairy Farm International (Hong Kong based) with 21% market share, operating Big Fresh, Price Chopper and Woolworths
4. Super Value Ltd.: Run by Food Land Association (sister company of Progressive) with 2% market share, operating Super Value which are mainly located in the South Island.

New Zealand's top scanned grocery products:

Product	Category (US\$ million)	Annual % Growth (Nov 1999 to Nov 2000)
Wine	\$122	20.5%
Bread	\$102	0.4%
Cookies	\$ 96	3.6%
Fresh Milk	\$ 87	4.2%
Pet Food	\$ 81	4.6%
Carbonated Beverages	\$ 63	-0.8%
Breakfast Cereals	\$ 59	1.4%
Beer	\$ 49	15041.1% (*)
Natural Cheese	\$ 48	3.2%
Yoghurt & Dairy Food	\$ 40	5.1%
Frozen Poultry	\$ 36	0.3%
Bottled & Canned sauces	\$ 36	9.9%
Fruit Juice	\$ 33	-1.2%
Potato Chips	\$ 31	4.6%
Instant Coffee	\$ 31	3.5%

(*) Beer was allowed to be sold through supermarkets starting in 2000.

Industry/Product Trends

Retail food sales are being affected by New Zealanders' changing lifestyles. Emerging trends include:

- C New Zealand consumers are open to 'new' or 'unique' U.S. food products. Consumer ready foods continue to dominate the import market.
- C The traditional N.Z. 'starting from scratch' meals are in decline and heat & eat, frozen foods and ethnic carry-out food consumption is increasing.
- C The aging population and high media focus on health and diet foods will mean a shift towards a health conscious consumer with a desire for fresh foods, diversity of product, and a sophistication of choice.
- C The multi-cultural population will mean an increase in consumption of ethnic foods at home. Supermarkets are responding to this with increased shelf space and range of ethnic products with fresh, frozen and ready-to-eat meals.
- C The trend towards meat-free meals is growing, with one in two New Zealand consumers eating at least one meat-free meal per week.
- C The frozen meal category is worth NZ\$26 million (US\$11.7 million). Frozen foods made up 5.8% of scanned grocery products. Of this, frozen poultry comprised 26.6%, frozen vegetables 23.9%, frozen meals 7.7% and processed fish 7.6%.

- C A household spends an average NZ\$184 (US\$83.00) per week on food (77.9% is spent on home meals). Over the last 2 years this reflects a decline in spending on dairy and sweet products (spreads, beverages) while there has been an increase in vegetable, fruit and fish purchases.
- C Almost 51% of New Zealanders have access to the Internet at home. More than 12 percent internet users have purchased a product or service via the internet.
- C Due to busy lifestyles and demanding workplaces, the trend to eat out or use ready-to-eat and heat & eat meals is on the rise. Microwave ovens are present in 70 percent of homes. There are opportunities for U.S. exporters of prepared or microwave-ready meals, frozen and pack-to-plate foods and snacks. Strong competition exists, however, from Australian and New Zealand products.
- C 22 % of New Zealander's food dollar is spent on food away from home, in comparison to 45% in the U.S., 40% in Canada and 27% in the U.K.
- C The per capita spending on food outside the home in New Zealand is US\$552 in comparison to \$1,216 in the U.S., \$849 in Canada, \$591 in Australia and \$357 in Germany.

Domestic Industry Trends

Some food processing companies are moving operations offshore due to lack of investment in New Zealand. This has led to an increasing reliance on food imports in the last several years, especially products such as dry or packaged foods. Australia remains the major foreign supplier to the New Zealand food industry, with a 51% share in 2000. Heinz Wattie's, a producer of canned and frozen foods (mostly vegetables and sauces) has expanded production at its Hastings plant in New Zealand (some products are exported to Japan). But during 2001, Heinz Wattie's sold its french fry processing operations to the Canadian company McCains. Trans-Tasman baker Goodman Fielder has announced it will transfer US\$4 million worth of vegetable oil production from Australia to New Zealand. Goodman Fielder is currently producing 40,000 tons of products of butter substitutes (e.g. margarine) in New Zealand.

Local chicken production is expanding about 6 percent per year as chicken has become the top consumed meat (only canned poultry imports are to be allowed after November 1, 2001 due to new sanitary restrictions). Lamb production is expected to continue its long-term declining production trend as dairy production continues to rise due to its high profitability (led by strong export prices). Beef production is expected to recover slightly as good prices in the US have stimulated an increase in cattle numbers and slaughter. Although growing pork imports, especially from Canada, have limited local production over the last few years, a new sanitary restriction effective in August 2001, requires pork imports from suppliers like the U.S., Canada or Denmark to be cooked to certain temperatures either at origin or in New Zealand.

The New Zealand market for organic products, although small, is growing rapidly (estimated to have risen 250 percent since 1997). According to a major organics food importer, the New Zealand organic food market is about US\$80-100 million, of which at least 30 percent of consumption is imported. The United States is estimated to supply most of the organic imports, including snack foods, breakfast cereals, tomato products and others.

Trends in promotion/marketing strategies

A survey completed by AC Nielsen, a retail measurement service, studied which promotion strategies made a difference to what consumers chose to buy. The survey concluded:

- C that price reductions encouraged 90 percent of consumers to buy;
- C extra quantities for the same price encouraged 58 percent of consumers to buy;
- C multi pack discounts encouraged 55 percent of consumers to buy;
- C other promotions, including off shelf discounts, store cards, discounts, free tasting and competitions, ranged between 30-10 percent effectiveness in the survey.
- C The above indicates that the average New Zealand consumer is very price conscious.

Other popular marketing and promotion strategies used in New Zealand are:

- Linking food/beverage products with sports and famous teams. For example, one beverage company ran a competition where one drinker could win a trip to the World Cup with 15 friends;
- Linking products with famous movies or stars;
- C Food trade shows are also a popular promotional tool for N.Z. food manufacturers.

Fishery Products

Demand for canned fishery products is declining as consumers are shifting to fresh or vacuum packed (especially local salmon) or frozen sea foods. The U.S. supplies part of New Zealand's canned salmon imports but the strong U.S. dollar relative to the Canadian dollar has reduced U.S. sales over the last year. New Zealand is exporting more seafood products, aided by its weak dollar, so potential exists for niche U.S. fishery products if prices are competitive.

B. HRI/Foodservice Sector

Hotel restaurants were as little as a generation ago where people dined out. But a café culture and restaurants of international reputation are now firmly established throughout the country. Similarly, fast food operators offering burgers to kebabs are now part of the eating-out scene. Industry sales for this sector are made up from cafes and restaurants, pubs, taverns and bars, and takeaway food retailing. The total sector sales for the year ended March 2001 was NZ\$3.0 billion (US\$1.35 billion), up 12 percent. Growth in the foodservice industry by segment was as follows (sales in March 2000 in NZ dollars/percent annual growth to March 2000): coffee houses and unlicensed restaurants and bars (1.1 billion/10%); licensed and BYO restaurants and cafes (844 million/11%); fish and chips, chinese, hamburger, pizza, chicken (490 million/7%); caterers (318 million/33%); sandwich and lunch bars (161 million/11%); night clubs (109 million/16%); and ice cream shops (19 million/-22%). The total number of outlets in the foodservice industry in 2001 is estimated at 8,576, up 3 percent from 2000. The number of fast food outlets in 2001 is estimated to rise 3.5 percent to 2,307.

Home Meal Replacement trends in New Zealand are:

- 36% of New Zealanders dined out at least once a month in 1998 in comparison to 27% in 1994.
- 34% cook an evening meal three or fewer times per week.
- The higher a consumer's income, the less number of meals are prepared at home.
- Seven out of 10 people spend less than 30 minutes preparing dinner.

- Nearly 50% use prepared ingredients to make their dinner.
- One of the fastest growing categories is the frozen meals, which is up 19%.

Trends in promotional/marketing strategies

In the foodservice industry many successful outlets are multinational franchise brands, e.g., McDonalds, Burger King, Pizza Hut (last year it bought 53 New Zealand's Eagle Boys pizza outlets), Kentucky Fried Chicken and Starbucks. Franchising is a growing sector of the economy. Hotel brands also contribute to New Zealand's hospitality sector. Branded operations, i.e. companies specializing in hotel operations and marketing including owner/operators and specialist hotel chains are significant players in this marketplace.

Trends in tourism sales

- This sector has two important tourism trends. First, in winter (June-September) in the South Island (Queenstown), and Central North Island, where the two main ski areas are located. Second, in the summer (December--March) throughout the country, when annual holiday time is taken and the population tends to eat out more.
- December has been noted to be the most popular month to eat out in New Zealand.

C. Food Processing Sector

Overview

The food processing sector in New Zealand is dominated by dairy and meat (primarily beef and sheepmeat) processing. Both of these sub-sectors are heavily dependent on export earnings, and are strongly linked to upstream agricultural activities and farming.

Food processing besides dairy and beef is significant and diverse. It includes wine, beer, bakery products, vegetable and fruit, and snack foods, among others.

The top five mega brands in New Zealand supermarkets are all traditional New Zealand brands, these include Heinz Watties (canned and processed foods), Griffins (biscuits/snack food), Quality Bakers (bakery products), Anchor (dairy products), and Bluebird (snack foods).

A major challenge to U.S. consumer-oriented food exports to New Zealand is the significant output of products processed in Australia from multinational food companies (and then imported duty free into New Zealand), including many familiar U.S. brands. Kellogg's, Campbell's, Mars, Ocean Spray (using imported U.S. cranberries), Old El Paso, Neuman's, and others produce high quality products in Australia. Other companies process products nearby like Nabisco producing cookies in Indonesia.

Trends in Internet Sales

Internet sales in grocery stores are a relatively new feature to New Zealand consumers. E-Commerce is an emerging trend with several of the larger supermarket chains embarking on the electronic system. Woolworths, owned by Dairy Farm International, a Hong Kong based food company, was the first supermarket to launch on-line internet shopping in 1998. About 60 percent New Zealanders have access to the internet.

Section IV: Best High-value Product Prospects

- C Fresh fruits, especially grapes, stone fruits (nectarines, peaches and plums), oranges, and pears during New Zealand's off-season;
- C Snack foods, including nuts (almonds, pistachios, walnuts) and dried fruits (raisins, mixed fruit, dates, figs);
- C Beverages like fruit juices and flavored drinks (beverage market share for carbonated drinks is 30.3 percent; fruit juice is 15.6 percent, and instant coffee is 15.6 percent);
- C Health foods, such as high energy bars and drinks;
- C Organic foods, including cereals and snack products
- C Niche market food preparations, especially new products or those offering special nutrition or other conveniences, benefits or tastes (including ethnic foods);
- C Pet food, especially high quality or high nutrition;
- C Canned salmon

(Note: Most U.S. processed food products are re-packaged in New Zealand before sold at the retail level or are used for further processing)

The following market briefs produced by post provide more detail on certain food areas: organic products (NZ1033); fresh fruits (NZ0015); snack foods (NZ9028); and canned salmon (9027). Also, see the retail food report (NZ0065).

Section V: Key Contacts and Further Information

United States Embassy/Wellington

Foreign Agricultural Service

Mail: Office of Agricultural Affairs, PSC 467, Box 1, FPO AP, 96531-1001

Phone: (64) (4) 472-2068, ext 293

Fax: (64) (4) 473-0772

e-mail: agwellington@fas.usda.gov

Internet homepage: <http://www.usia.gov/posts/wellington>

List of Useful Government Agencies and Trade Associations

Australia New Zealand Food Authority (ANZFA)

Internet Homepage: <http://www.health.gov.au/>

Ministry of Agriculture and Fisheries (MAF)

Internet Homepage: <http://www.maf.govt.nz>

Ministry of Health

Internet Homepage: <http://www.moh.govt.nz>

Ministry of Foreign Affairs and Trade

Internet Homepage: <http://www.mfat.govt.nz>

New Zealand Grocery Marketers' Association

Enterprise House P.O. Box 11-543

Wellington

New Zealand

Phone: (64) (4) 473-3000

Fax: (64) (4) 473-3004

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: <http://www.restaurantnz.co.nz>

APPENDIX 1. STATISTICS**Table A. Key Trade and Demographic Information**

Agricultural Imports from All Countries (\$Mil)/U.S. Market Share (%)	\$1,103	12%
Consumer Food Imports from All Countries (\$Mil)/U/S Market Share(%)	\$726	13%
Edible Fishery Imports from All Countries (\$Mil)/U/S? Market Share(%)	\$48	3%
Total Population (Millions)/Annual Growth Rate (%)	3.85	0.5%
Urban Population (Millions)	3.25	
Number of Major Metropolitan Areas ²	1	
Size of the Middle Class (Thousands) ¹	970	
Per Capita Gross Domestic Product (US\$)	\$12,663	
Unemployment Rate (%)		5.3%
Per Capita Food Expenditure (US\$)	\$915	
Exchange Rate (US\$1=xx NZ\$)	2.4	

1. Middle class defined from annual income: NZ\$15,000 to NZ\$40,000

2. Under the definition 'in excess of 1 million' there is only one (Auckland 1,090,000), but New Zealand classifies itself as having 4 major metropolitan areas, which includes Wellington (346,000), Christchurch (341,000) and Hamilton (169,000).

Consumer-Oriented Agricultural Total

New Zealand Top 15 Ranking	Import		
	1998	1999	2000
	1000\$	1000\$	1000\$
Australia	337,001	376,654	372,699
United States	96,442	92,440	90,760
Ecuador	30,343	29,031	26,097
Canada	17,844	19,979	23,277
Thailand	13,675	15,823	15,353
Italy	13,471	12,540	13,544
Netherlands	10,573	13,632	12,147
France	13,022	17,660	11,922
United Kingdom	9,865	10,960	10,557
Japan	6,320	7,793	10,240
China (Peoples Republic of)	7,974	9,772	9,905
Turkey	6,861	7,241	8,386
Germany	7,742	7,286	8,079
Denmark	4,365	6,488	7,854
Philippines	5,437	7,332	7,712
Other	85,260	97,350	97,290
World	666,271	732,009	725,846

FISH & SEAFOOD PRODUCTS

New Zealand Top 15 Ranking	Import		
	1998	1999	2000
	1000 \$	1000\$	1000 \$
Thailand	18,030	17,496	17,863
Canada	6,437	6,797	6,974
Australia	5,586	5,042	4,308
Japan	2,292	1,784	2,140
South Africa	0	0	1,891
China (Peoples Republic of)	1,538	1,756	1,558
United States	2,097	1,840	1,334
Argentina	0	1,207	1,277
Korea, Republic of	711	1,080	1,180
India	1,002	990	1,153
Chile	751	1,054	979
United Arab Emirates	554	443	771
Spec Cats	423	623	746
Taiwan (Estimated)	30	122	709
Malaysia	434	818	683
Other	2,132	3,401	4,613
World	41,955	44,463	48,190

New Zealand imports of Agriculture, Fish & Forestry Products

	<i>Imports from the world</i>			<i>Imports from the U.S.</i>			<i>U.S. Market share</i>		
	1998	1999	2000	1998	1999	2000	1998	1999	2000
CONSUMER ORIENTED AGRICULTURAL TOTAL	666	732	726	96	92	91	14%	13%	13%
<i>Snack Foods (Excl Nuts)</i>	86	64	78	6	6	6	7%	7%	7%
<i>Breakfast Cereals & Pancakes Mix</i>	16	18	13	1	1	1	3%	1%	2%
<i>Red Meats, Fresh/Chilled/Frozen</i>	28	31	44	1	1	1	5%	2%	1%
<i>Red Meats, Prepared/Preserved</i>	11	14	16	2	1	1	14%	10%	6%
<i>Poultry Meat</i>	0	1	0	0	0	0	0%	0%	0%
<i>Dairy Products (Excl Cheese)</i>	16	16	21	1	1	1	3%	1%	0%
<i>Cheese</i>	8	7	7	1	1	1	8%	0%	0%
<i>Eggs & Products</i>	1	1	1	1	1	1	42%	36%	19%
<i>Fresh Fruit</i>	67	67	62	16	15	13	24%	22%	21%
<i>Fresh Vegetables</i>	11	12	11	1	1	1	4%	3%	3%
<i>Processing Fruit & Vegetables</i>	81	94	90	14	12	12	17%	13%	14%
<i>Fruit & Vegetable Juices</i>	18	20	17	3	3	2	17%	14%	12%
<i>Tree Nuts</i>	12	12	12	3	3	3	22%	22%	23%
<i>Wine & Beer</i>	66	82	76	1	1	1	1%	1%	1%
<i>Nursery Products & Cut Flowers</i>	4	5	5	1	1	1	8%	7%	8%
<i>Pet Foods (Dog & Cat Food)</i>	31	33	29	9	10	10	30%	31%	33%
<i>Other Consumer-Oriented Products</i>	211	237	244	40	40	42	19%	17%	17%
FISH & SEAFOOD PRODUCTS	42	44	48	2	2	1	5%	4%	3%
<i>Salmon</i>	7	7	7	2	1	1	26%	17%	16%
<i>Surimi</i>	1	2	2	1	1	0	12%	0%	0%
<i>Crustaceans</i>	16	14	13	1	1	1	0%	0%	0%
<i>Groundfish & Flatfish</i>	1	2	5	1	1	0	4%	2%	0%

	<i>Imports from the world</i>			<i>Imports from the U.S.</i>			<i>U.S. Market share</i>		
<i>Molluscs</i>	3	5	5	1	1	1	0%	7%	3%
<i>Other Fisher Products</i>	15	15	15	1	1	1	1%	2%	0%
<i>AGRICULTURAL PRODUCTS TOTAL</i>	1,021	1,111	1,103	145	139	132	14%	13%	12%
<i>AGRICULTURAL, FISH & FORESTRY TOTAL</i>	1,087	1,221	1,225	150	147	139	14%	12%	11%