



WHAT DOES ASIA WANT FOR DINNER?

July 2014

CORIOLIS
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WHAT DOES ASIA WANT FOR DINNER?

Emerging Market Opportunities for New Zealand food & beverages in East & South East Asia

July 2014; v1.00

Part of the Food & Beverage Information Project

www.foodandbeverage.govt.nz

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Ministry of Business,
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NEW ZEALAND
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NEW ZEALAND
FOREIGN AFFAIRS & TRADE

Ministry for Primary Industries
Manatū Ahu Matua



Background & Objectives

Why East & South East Asia?

How is New Zealand performing?

By market

By product

Where are the new/emerging opportunities?

Appendices

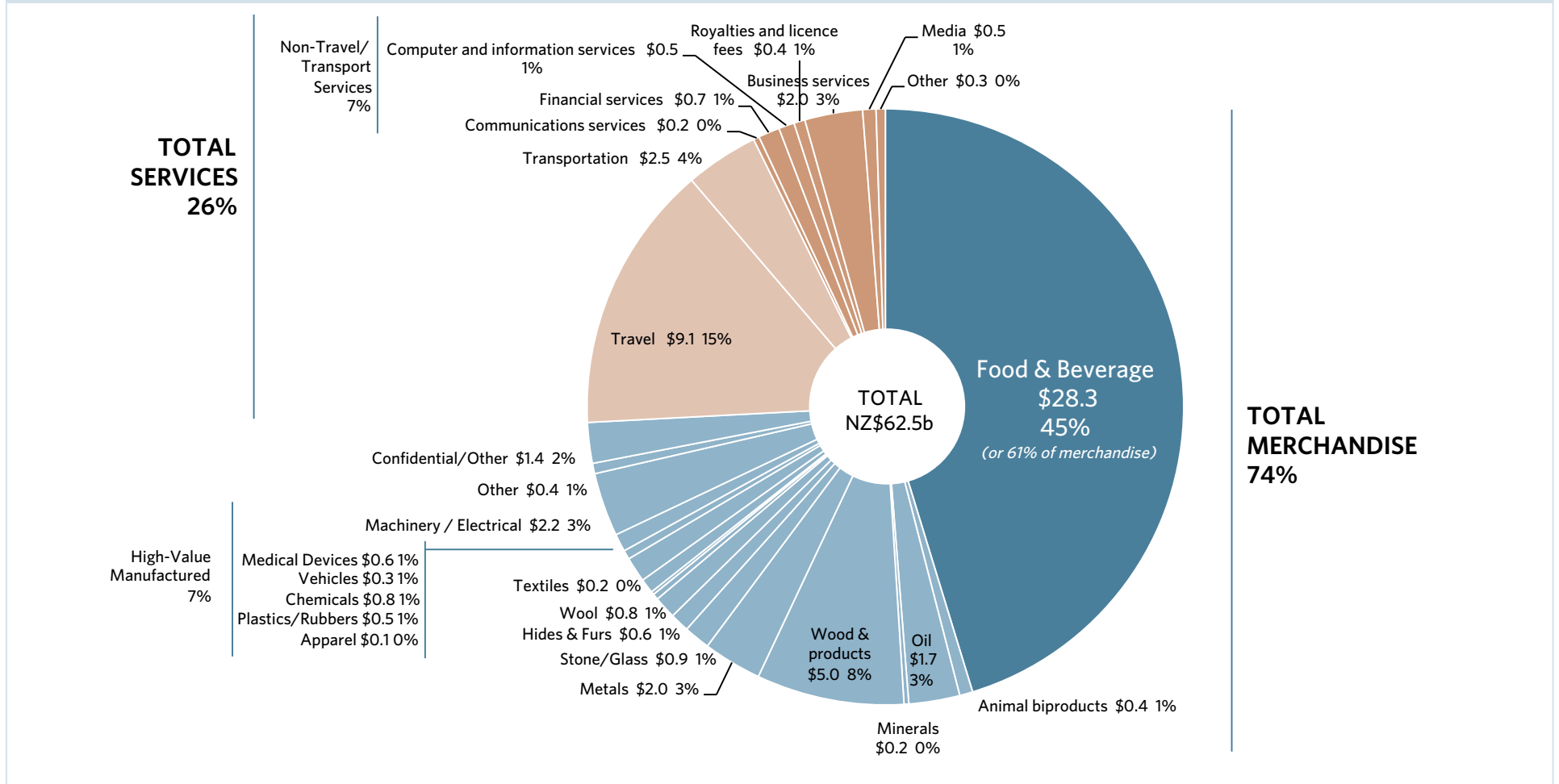
Project Background and Objectives

Background	Objectives	
<ul style="list-style-type: none"> - New Zealand has a clear comparative advantage in food & beverage (and the wider agricultural value chain). - New Zealand has a long history in producing and exporting food & beverages and they now account for 61% of New Zealand’s total merchandise trade exports. <ul style="list-style-type: none"> - However, New Zealand has a limited number of large export categories, including dairy, beef, lamb, seafood, apples and kiwifruit. - Wine has emerged in the last 20 years to become a billion dollar export. - As part of the Food & Beverage Information Project (iFAB), research was conducted in 2012 to highlight categories with the potential to “become the next wine industry.” - The results of this research, Emerging Growth Opportunities in New Zealand Food & Beverage Exports, is available here. - This reseach was hugely successful, far beyond the project expectations. It has been widely read by audiences ranging fom farmers to investment bankers, from students to CEOs. It has also been influential in government policy making. It is fair to say it changed the “nature of the dialogue” around F&B industry growth. - However, that research was not perfect. Key challenges to it were: <ol style="list-style-type: none"> 1. It was New Zealand focused rather than market lead. 2. It was backwards looking, in that it looked at historical performance to date, rather than projecting future demand. 	<ul style="list-style-type: none"> - Broadly speaking, the brief was to return to the Emerging Growth Opportunities methodology, but come at the problem from a market point-of-view; do an Emerging Market Opportunities report as a companion piece. - Aggregate together the countries of East & South East Asia into a market pool. - Aggregate together New Zealand and the other temperate climate countries into a competitive set. - Screen total E/SE Asia imports of food & beverages from New Zealand and its temperate climate competitors: <ol style="list-style-type: none"> 1. At a macro super-category level (e.g. meat, dairy) to provide big picture direction and context. 2. At a detailed trade code level (HS6) to identify specific products showing strongly growing demand. - Highlight categories with the potential to “become the next wine industry.” - Evaluate F&B export categories using fair, objective criteria. - Approach the categories from an external “investor” point-of-view. - Develop and highlight a short list of high growth potential opportunities. 	
<ul style="list-style-type: none"> - This report returns to the same territory, but directly addresses the first challenge, in that it asks “what does Asia want?” Asia is the fastest growing food market in the world and an increasingly important market to New Zealand. This research begins with Asian demand for F&B from extra-regional temperate climate countries, of which New Zealand is one. This peer group illustrates what New Zealand could hypothetically produce. - It also attempts, in places, to answer the second challenge, which is much more difficult to get right. Simple extrapolation of the future from the past is easy and often wrong. Complex models are also wrong but with a higher degree of accuracy. We treat forecasting with caution. 	<th data-bbox="1126 1007 2072 1075">Limitations</th> <ul style="list-style-type: none"> - Budget constraints. - Empirical, data driven approach means project still uses primarily past performance to predict future performance. - “Black Swan” events are unpredictable. For example, it is relatively simple to demonstrate that part of the current success of the New Zealand dairy industry derives from the 2008 Chinese milk scandal that led to an estimated 54,000 babies being hospitalised. - Non-commercialised scientific research and/or pre-market innovation is outside scope. 	Limitations

Food & beverages represent 45% of New Zealand's total exports of good and services

Total New Zealand exports of good and services by category

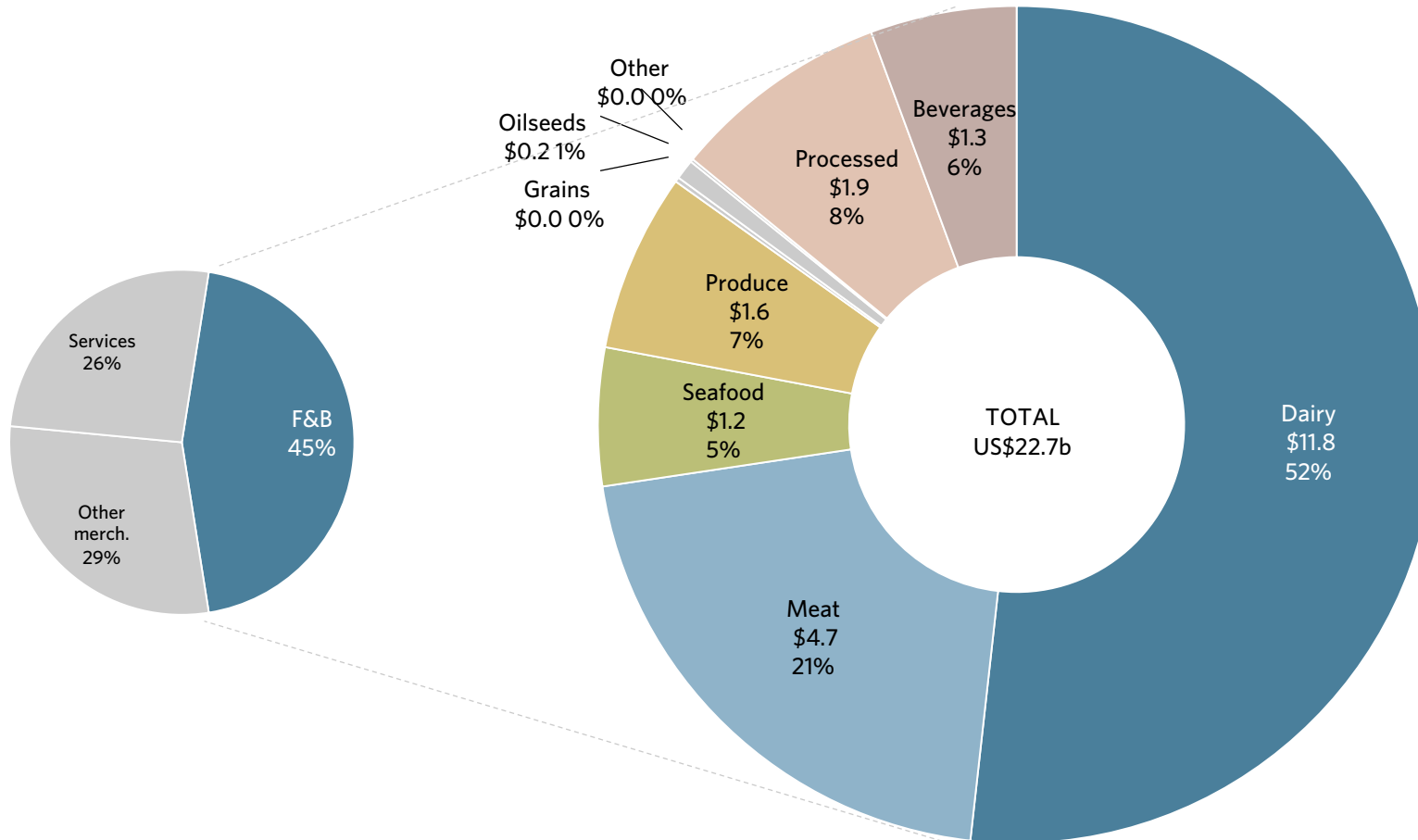
NZ\$b; 2013



Source: Statistics New Zealand (Infoshare database; Census of International Trade in Services and Royalties); Coriolis analysis

New Zealand exports a wide range of food & beverages, though exports are still dominated by traditional minimally-processed ingredients

Total value of New Zealand food & beverage (F&B) exports by defined super-category
US\$b; 2013

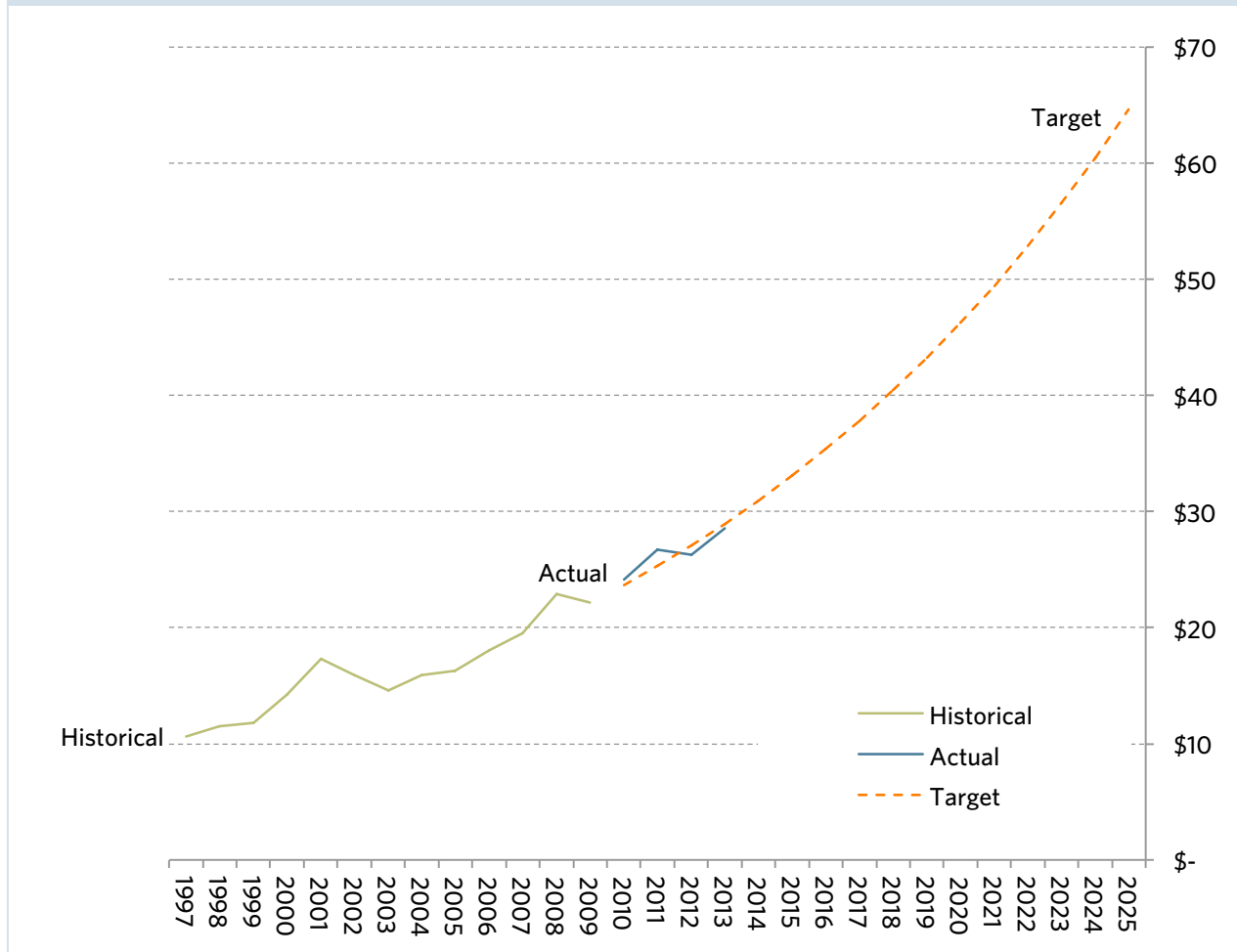


Source: Statistics New Zealand Infoshare database; UN Comtrade database; Coriolis classification and analysis

The New Zealand Government set the objective of doubling exports in real (inflation-adjusted) terms between 2009 and 2025; Food & Beverage performance has tracked well so far against this objective

Growth of New Zealand F&B export value: actual versus extrapolated target

NZ\$b; 1997-2013 actual; 2014-2025 target

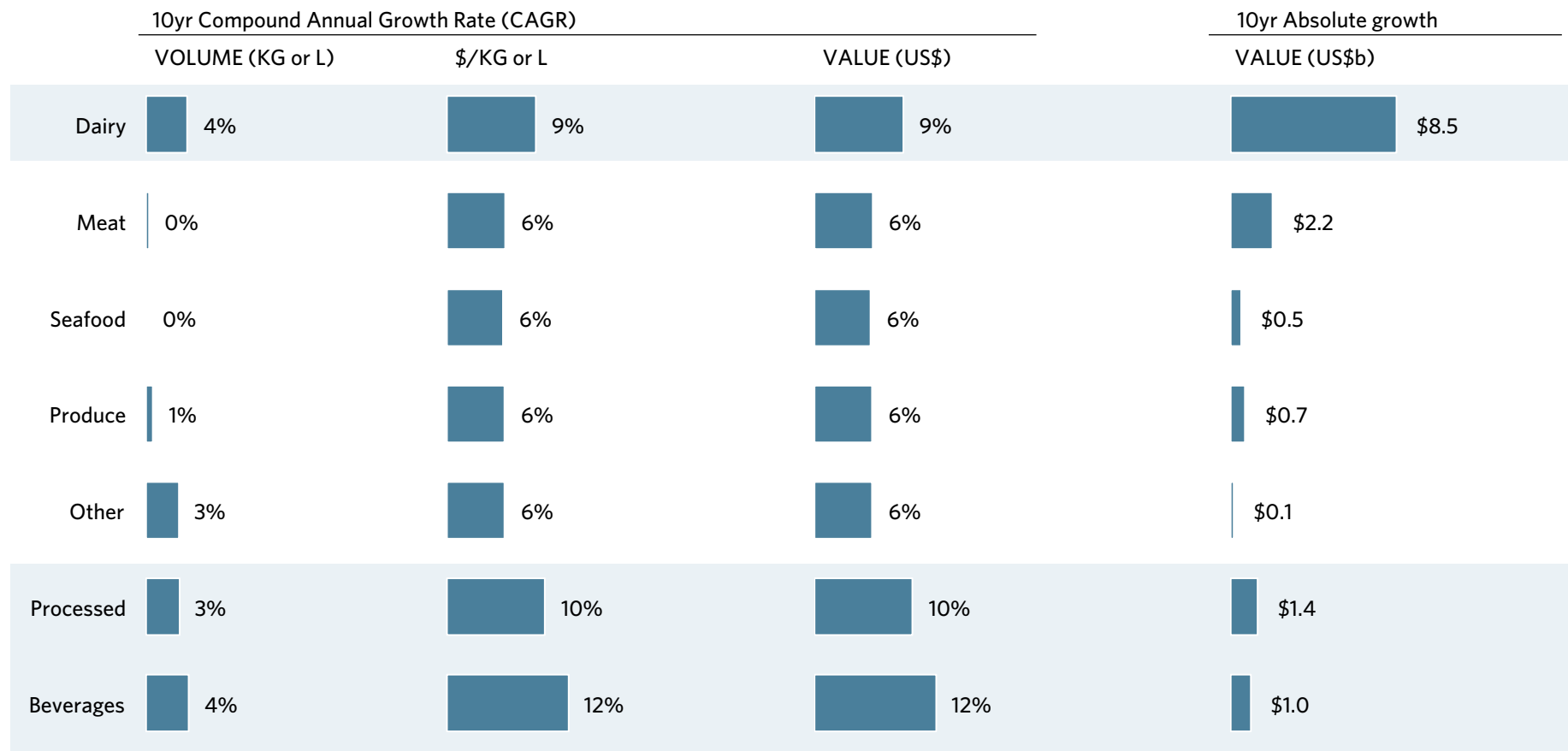


Notes/Assumptions

- “Essentially, the BGA Export Markets goal will require lifting the ratio of exports from today’s rate of 30% of GDP to 40% by 2025. This equates to doubling exports in real terms (or tripling exports in nominal non-inflation adjusted terms). This in turn equates to achieving a 7% per annum growth rate over the period.” MBIE
- We have simplified; the details and wording of the target were more complex than this and those interested in the subject should review the official statements and reports released as part of the Business Growth Agenda
- Historical data is actual, not inflation adjusted
- Target was effectively to double in inflation adjusted real dollars; to compare with actual we add inflation to the target
- Target assumes an average of 2.5%/annum inflation between 2009-2025; this compares with actual 2.7% since 2000 and 2.4% in the 1990’s
- Target growth rate is achieved using a compound annual growth rate (CAGR) between the 2009 actual and the calculated 2025 target
- This builds on a past unpublished Coriolis discussion piece in 2009 and other work since then
- A similar conclusion is reached in Riddet Institute’s [A Call to Arms](#) (see p11) in 2012

Growth has varied by category, with dairy, processed and beverages standing out; meat, seafood and produce are struggling to grow volume and achieving growth only through price increases

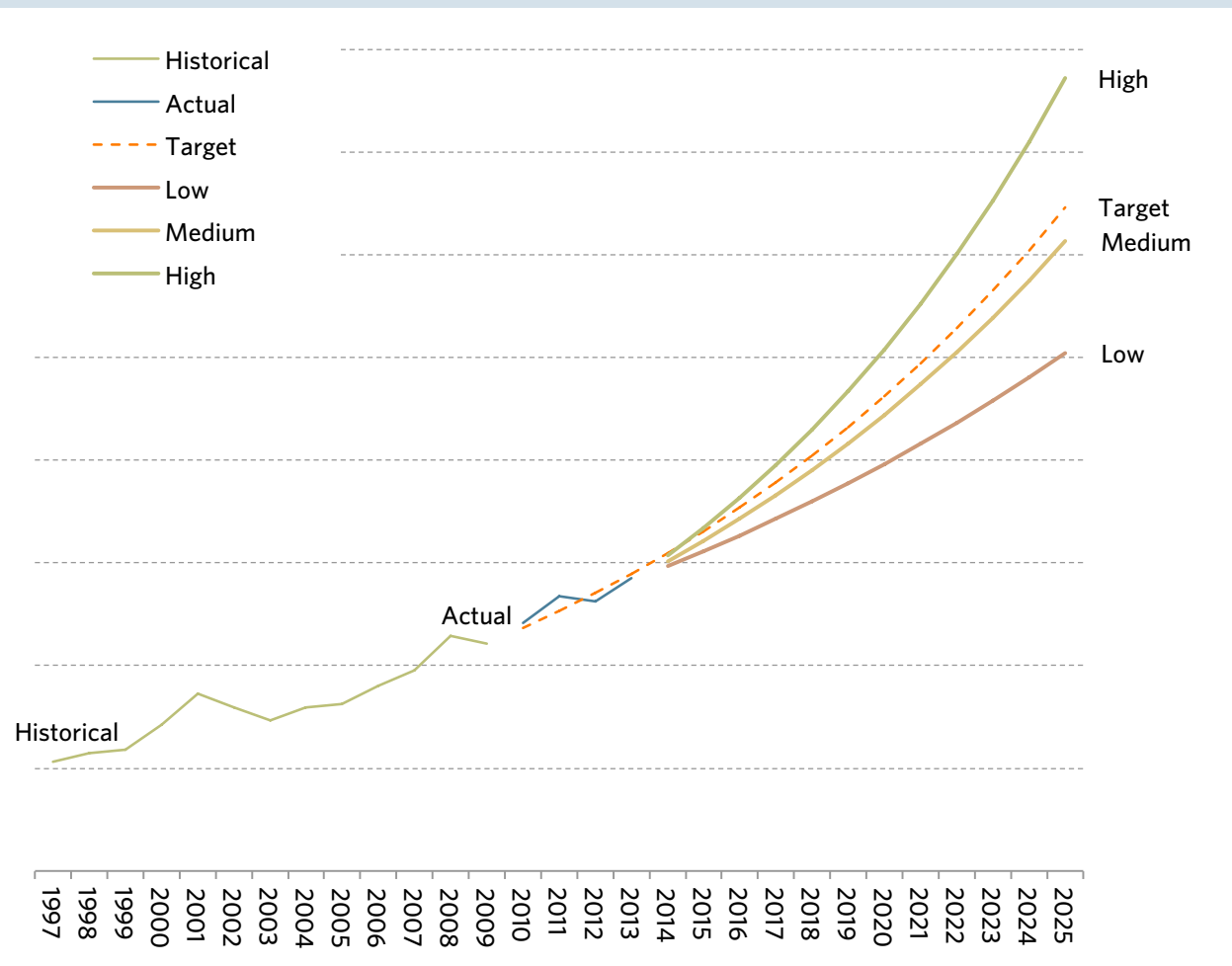
New Zealand food & beverage export growth across various growth metrics
US\$b; 2003-2013



Simple modeling under a range of growth rates indicates a potential gap against reaching this goal; the objective of this research is to put forward some preliminary product categories - that NZ does or can produce - with high indicated demand in Asia that have the potential to “fill the gap”

Growth of New Zealand F&B export value: actual versus extrapolated target

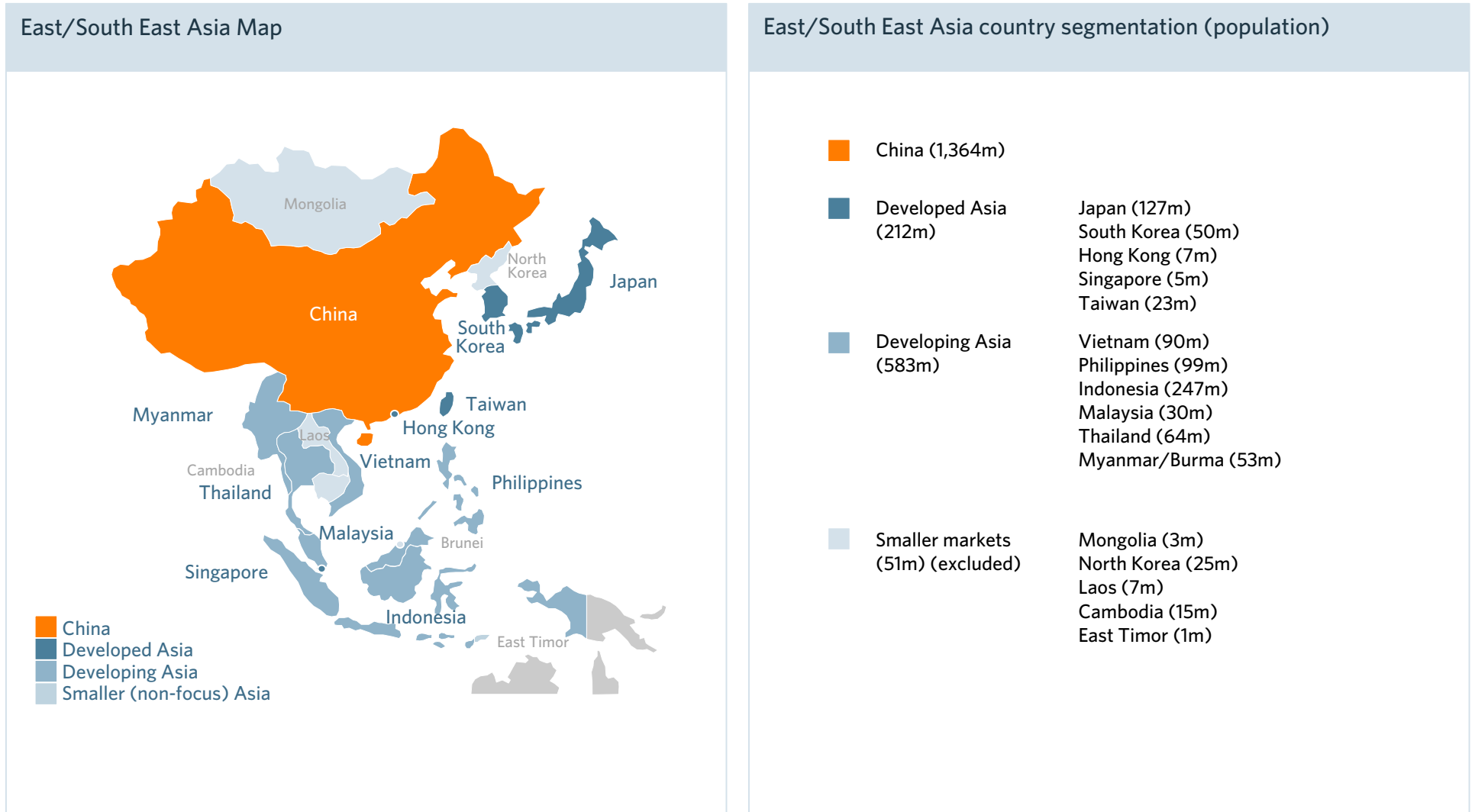
NZ\$b; 1997-2013 actual; 2014-2025 target



Notes/Assumptions

- See notes on page 6
- Projections are not inflation adjusted
- Growth rates built up at each super-category level (e.g. seafood)
- Super-category growth projected forward under three scenarios: low growth, medium growth and high growth
- Sector level industry body growth projections were consulted where available
- Too much should not be read into this analysis; it is a first pass model, not a newspaper headline
- A basic conclusion is that New Zealand has had a good run over the past decade, with a number of “stars aligning” for its food & beverage exports; maintaining that performance will be difficult going forward without some new thinking

This report focuses on ten key developed and developing markets of East and South East Asia



Background & Objectives

Why East & South East Asia?

How is New Zealand performing?

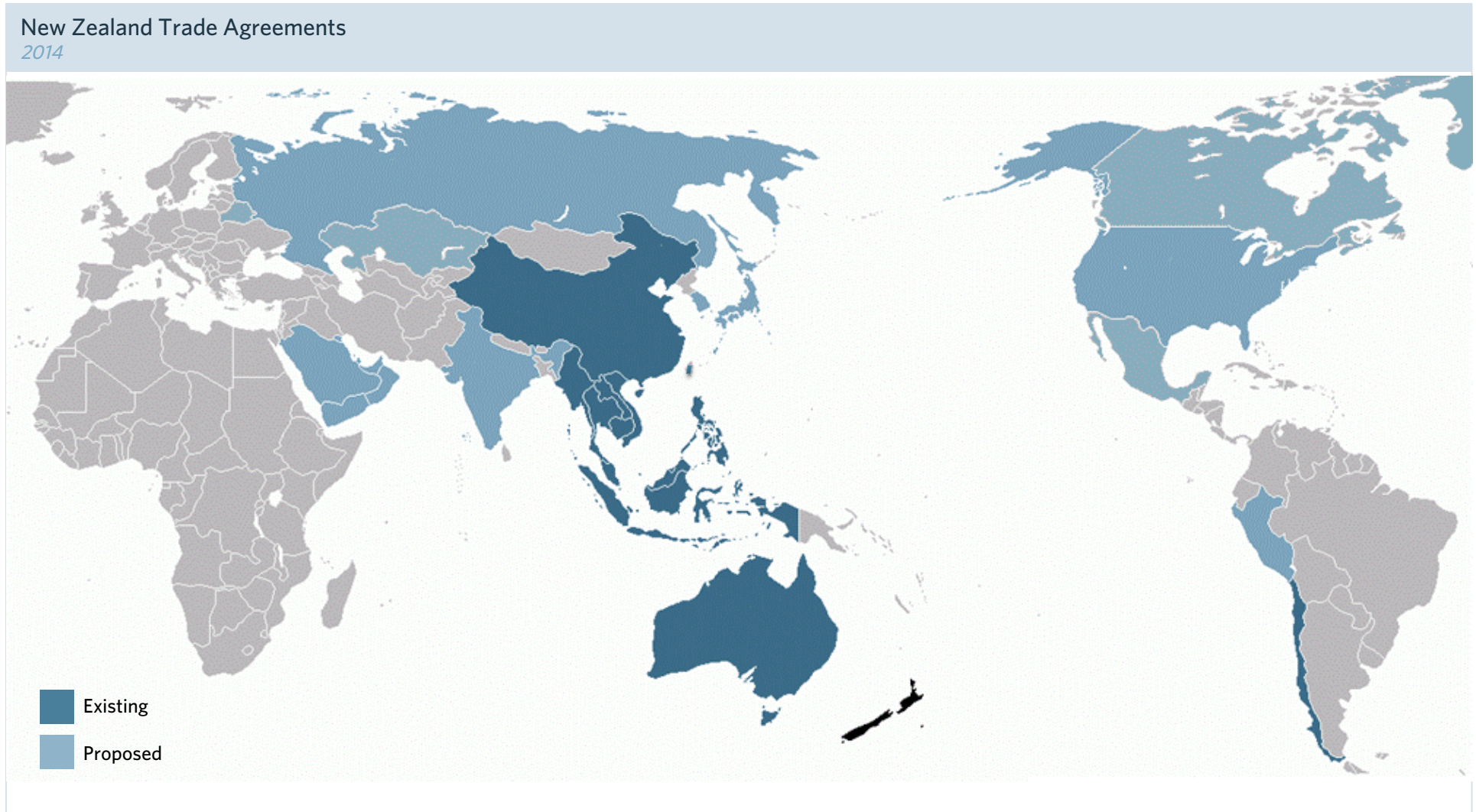
By market

By product

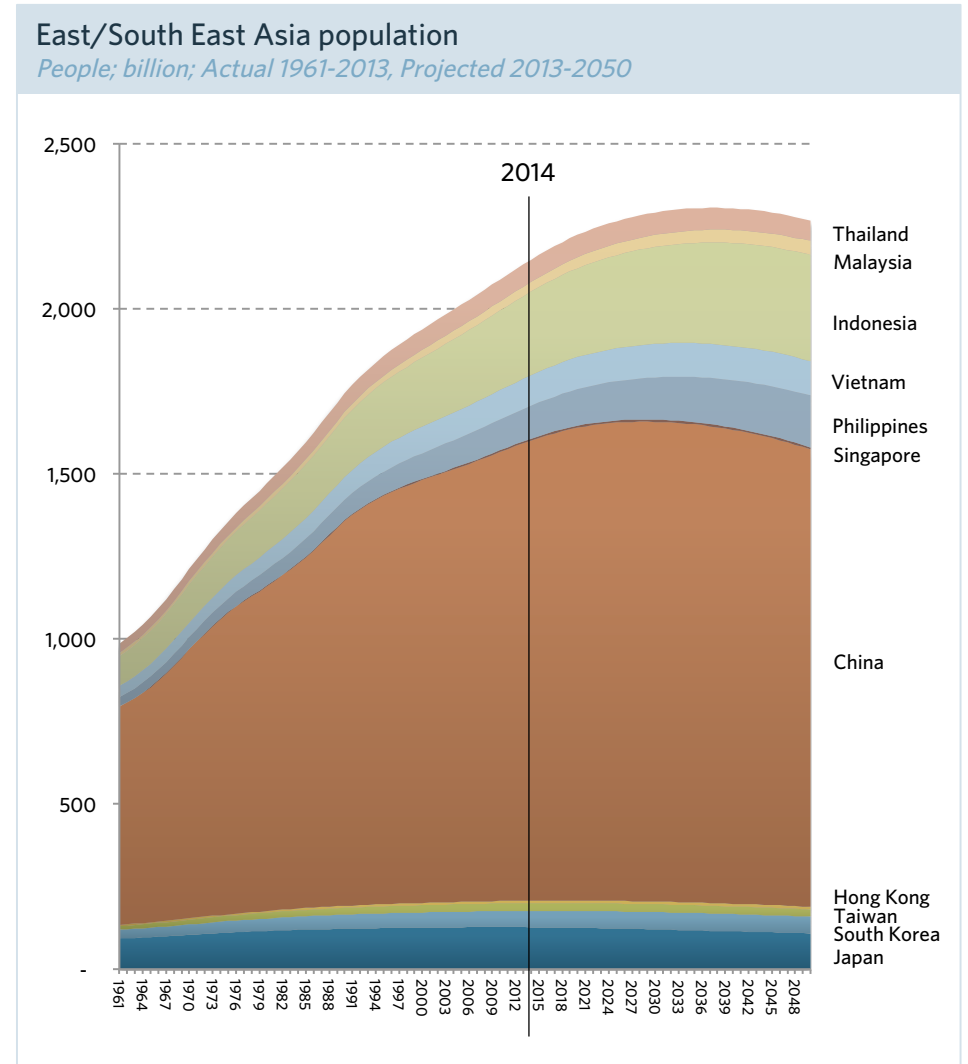
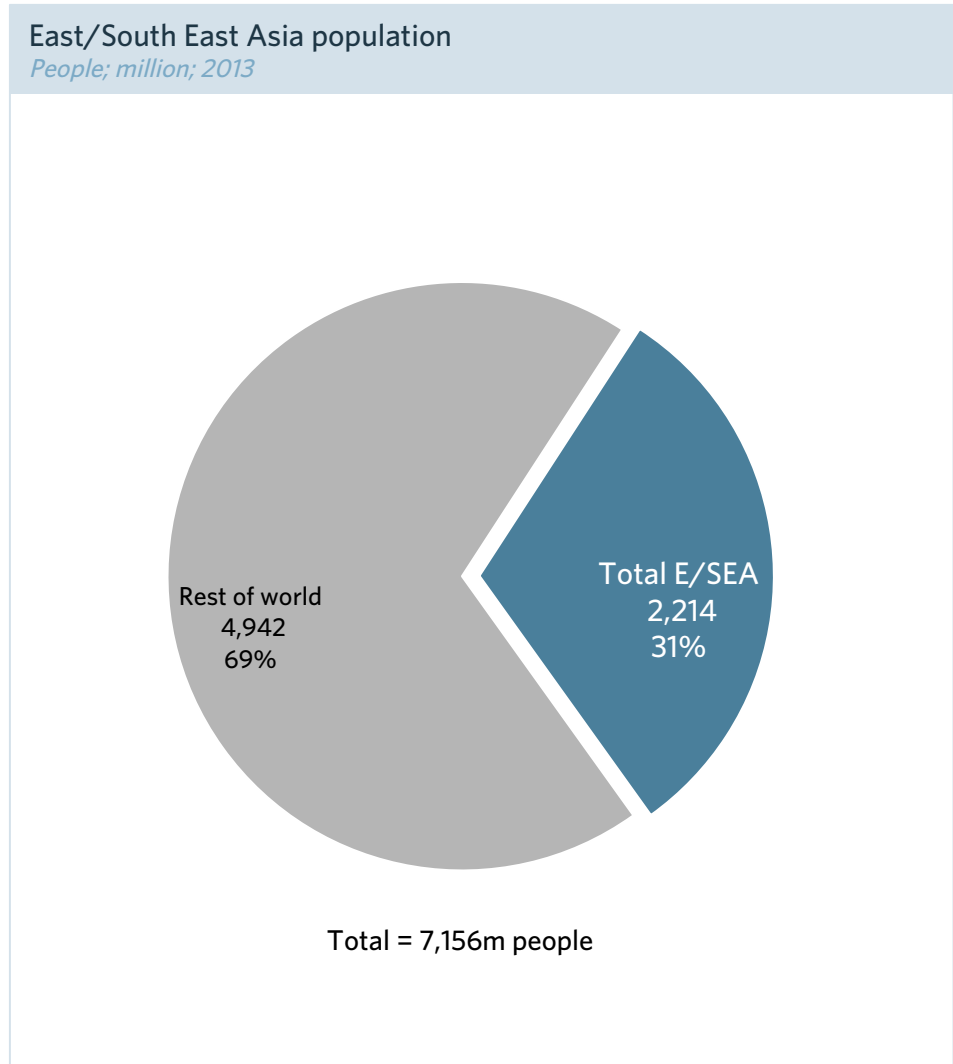
Where are the new/emerging opportunities?

Appendices

New Zealand is “on the doorstep” of Asia and has Trade Agreements and Economic Partnerships in place or under negotiation with all key and secondary E/SE Asian markets



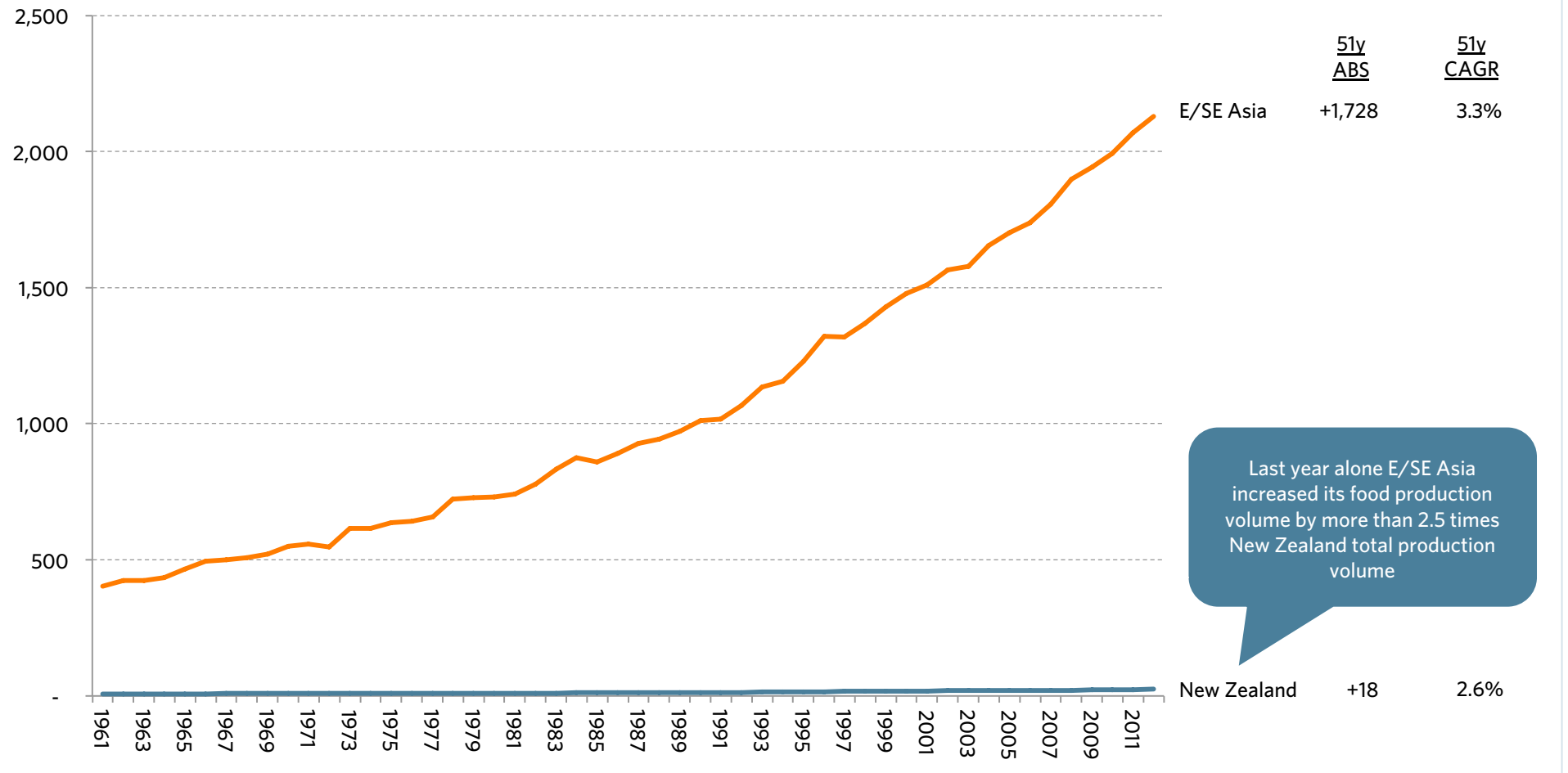
E/SE Asia represents 31% of global population, however only moderate population growth is expected going forward



It is important to recognise that E/SE Asia is a large and growing food producing region that dwarfs New Zealand in terms of absolute volume of food produced and market growth

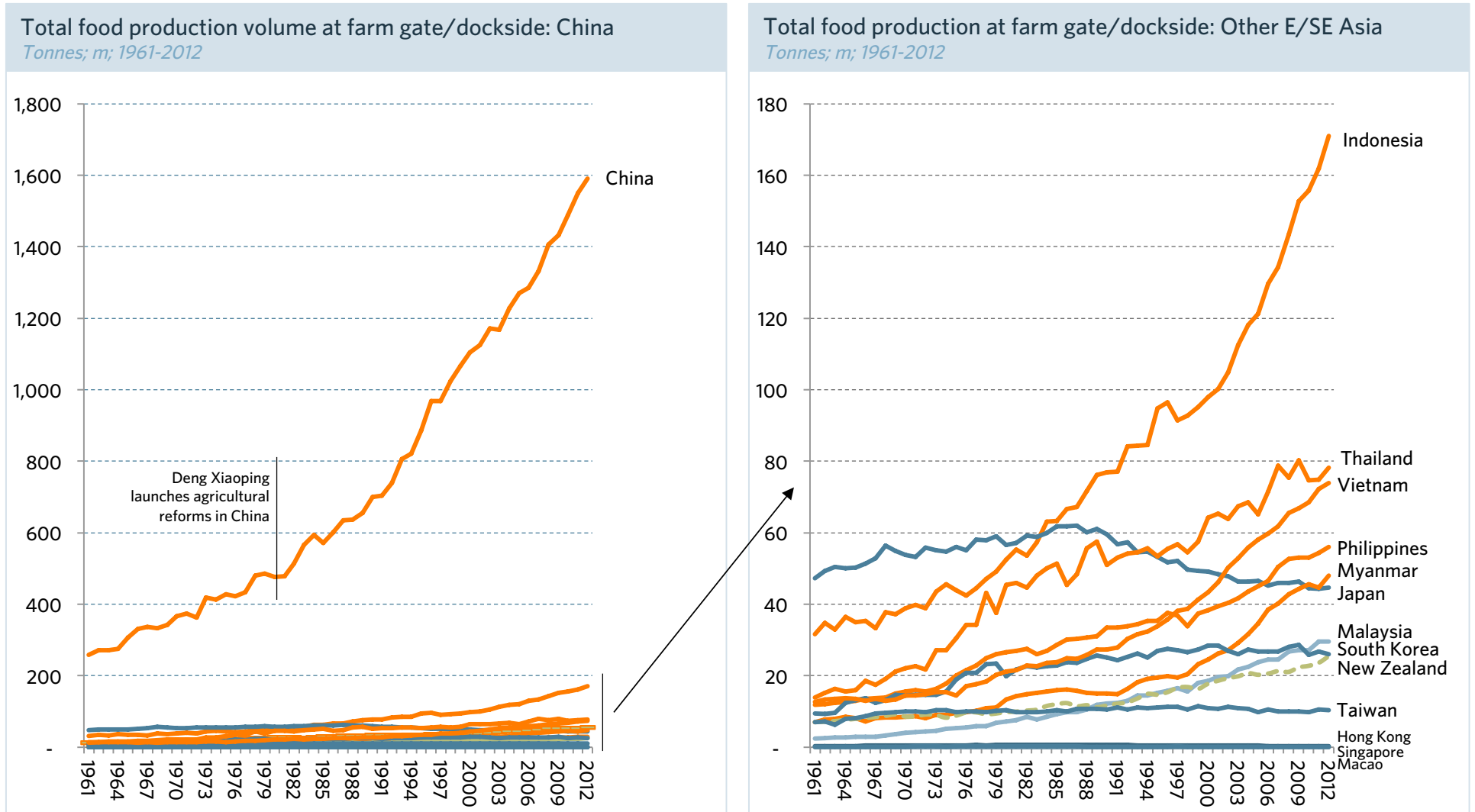
Total food production at farm gate/dockside: E/SE Asia vs. New Zealand

Tonnes; m; 1961-2012



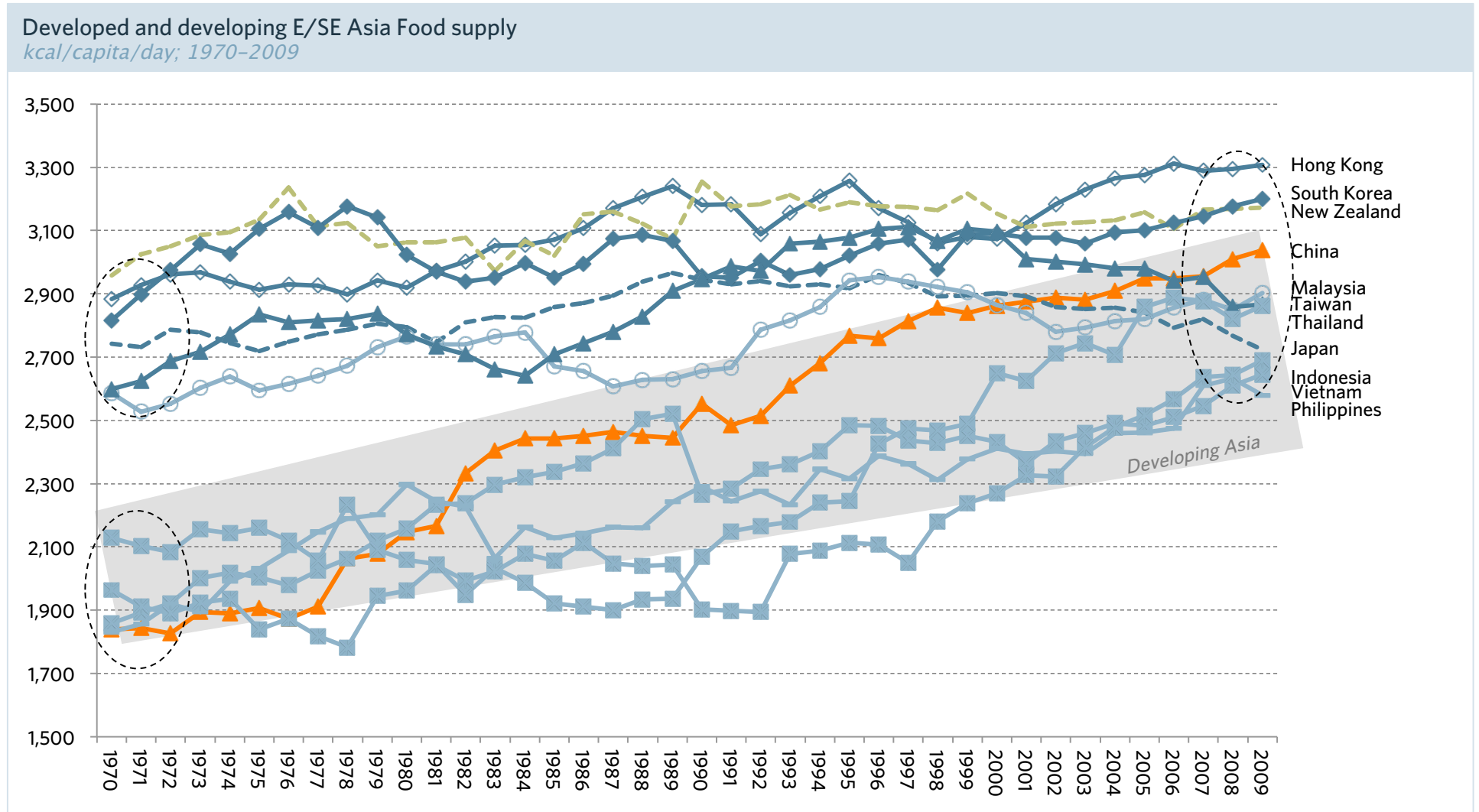
Source: UN Comtrade database; UN FAO AgStat database; UN FishStat database; Coriolis analysis

The countries of developing Asia have been increasing food production, while developed Asia is flat-to-declining; relative to this group, New Zealand is a smaller producer, similar in size to South Korea

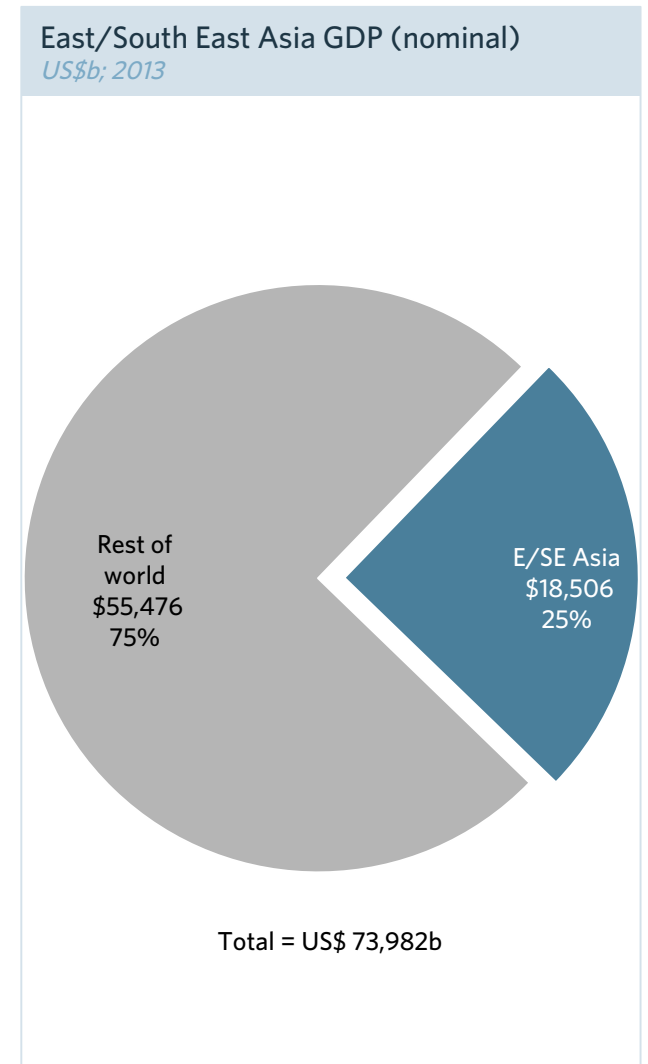
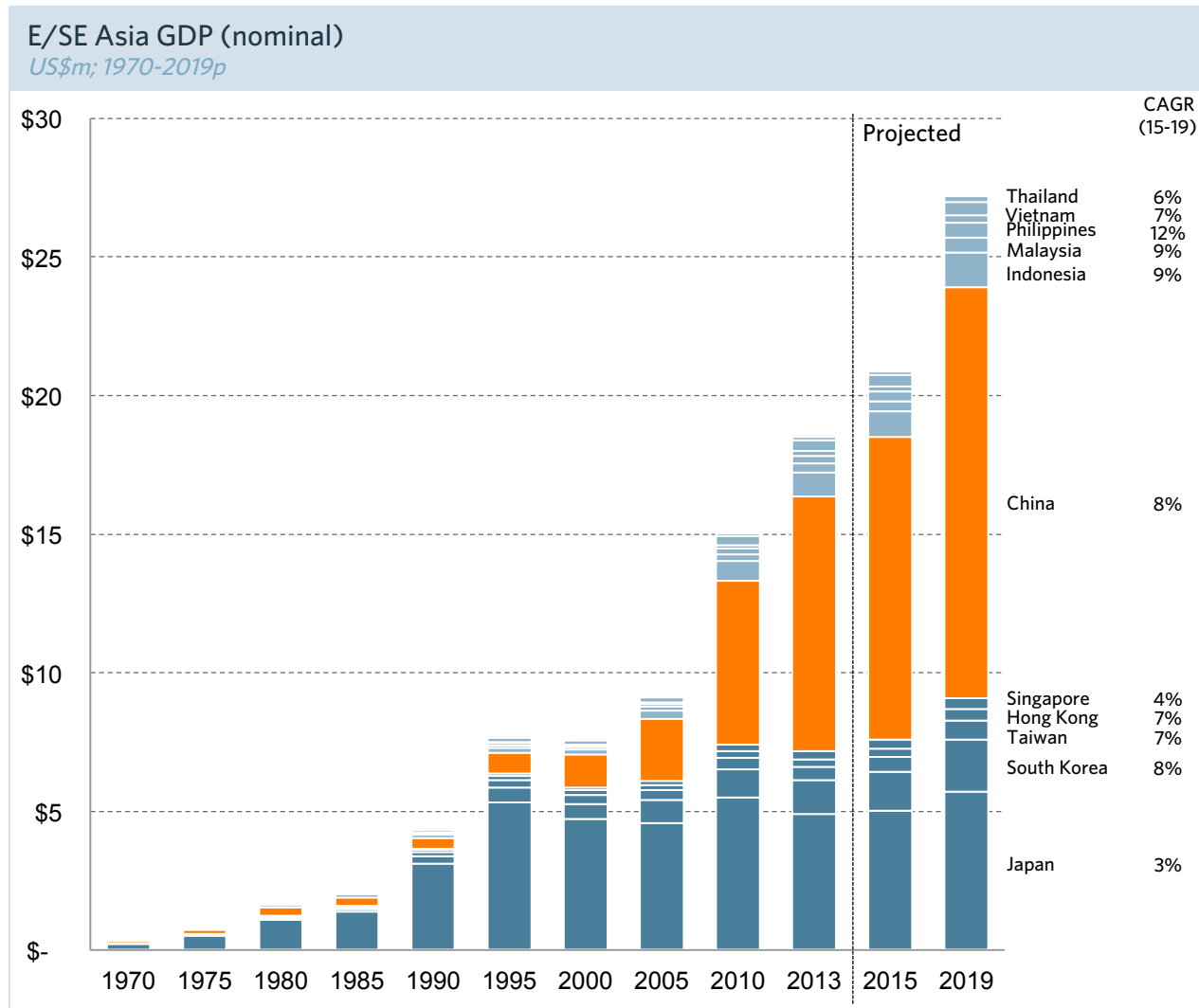


Source: UN Comtrade database; UN FAO AgStat database; UN FishStat database; Coriolis analysis

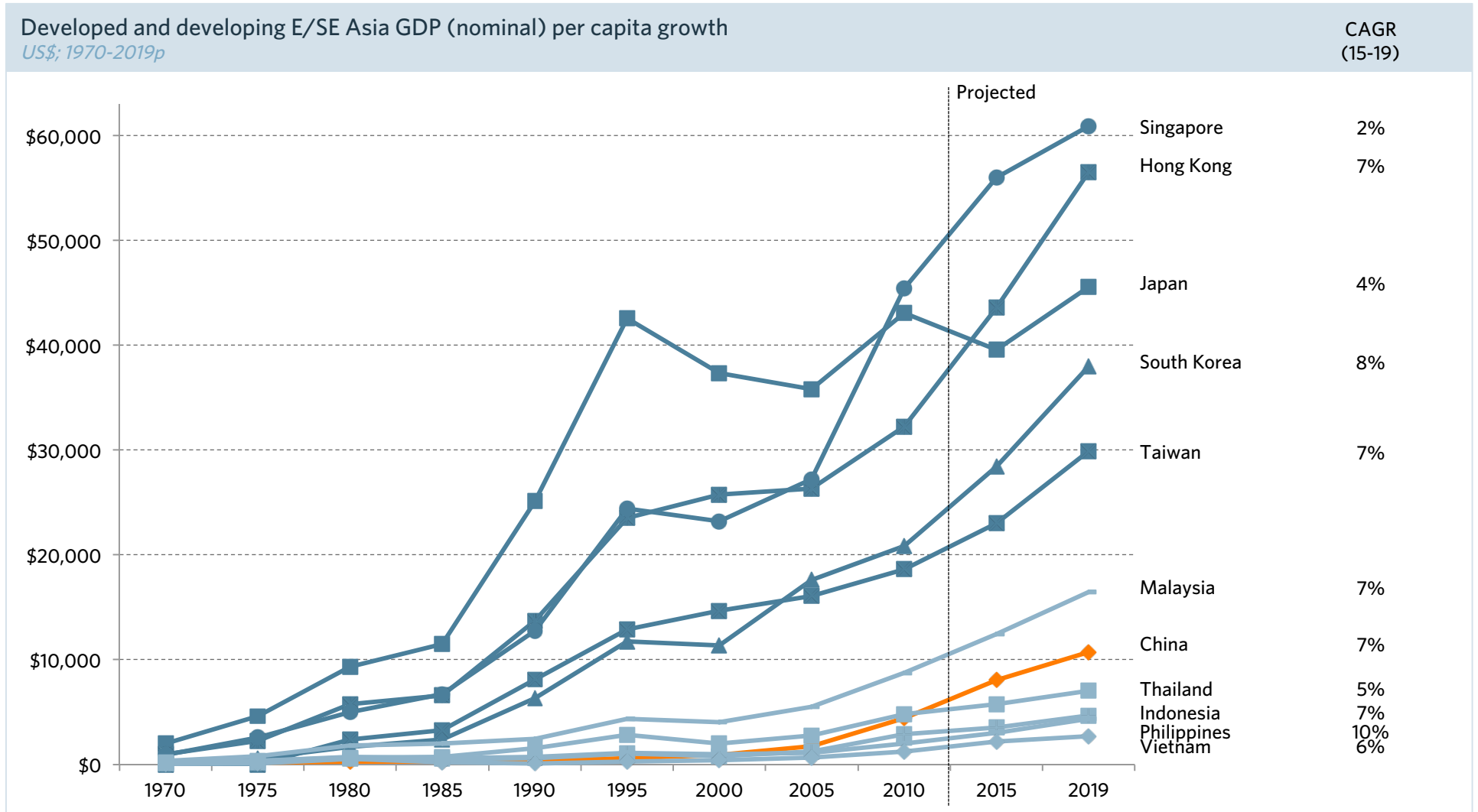
Calorie consumption is converging as Developing Asia increase their food supply, steadily matching and in some cases overtaking Developed Asian countries



Total E/SE Asia regional GDP is growing significantly and the region today represents 25% of global economic activity

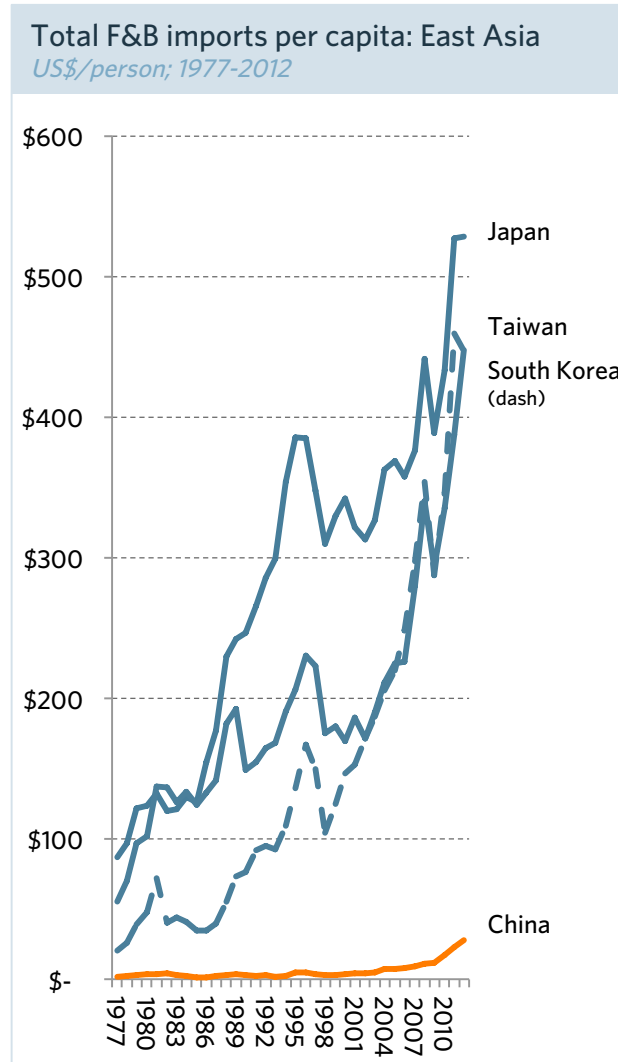
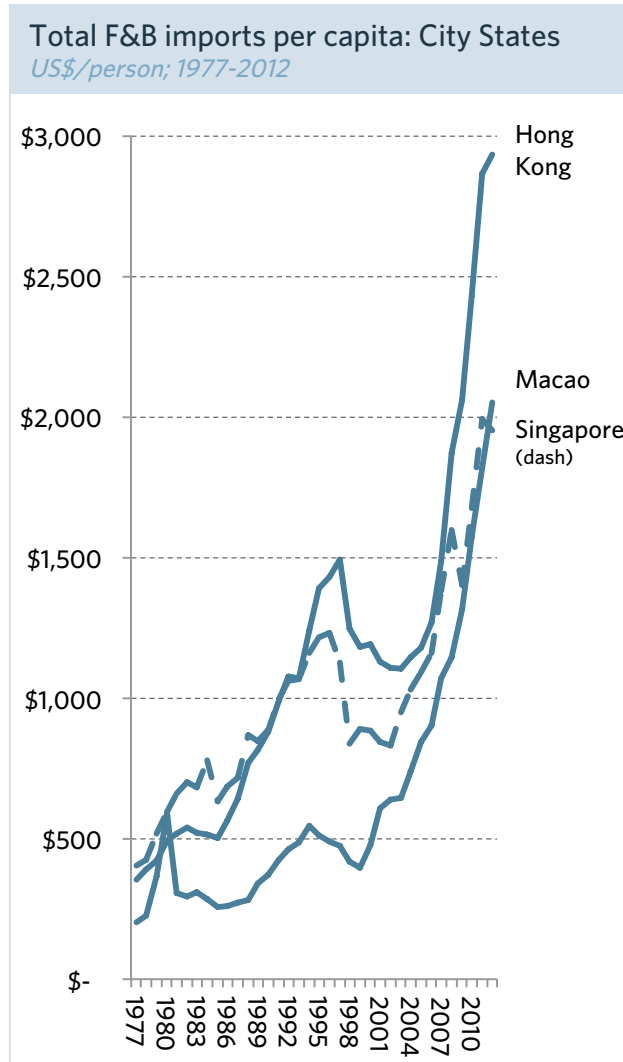


Per capita GDP (and therefore ability to afford imported food) is growing across the region



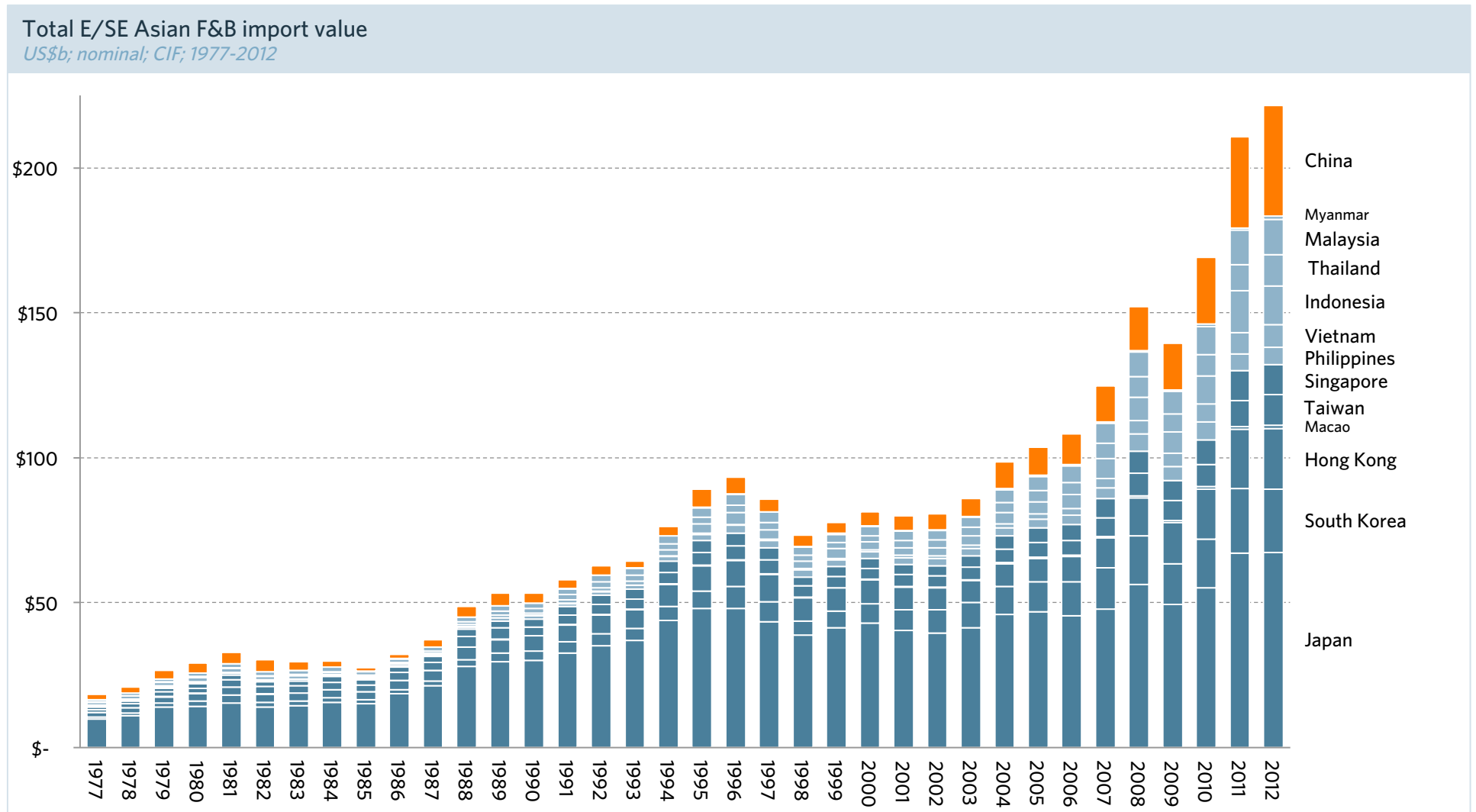
Source: IMF GDP projections (between 2010 - 2019); Coriolis analysis

E/SE Asia has been increasing food import value per capita over the past twenty-five years; the City States and developed East Asia spend the most per capita on imported food; Developing Asia the least



Source: UN Comtrade database; UN FAO AgStat database; UN FishStat database; Coriolis analysis

As a result, the total value of E/SE Asian food imports is increasing; the total market was worth over \$200 billion in 2012

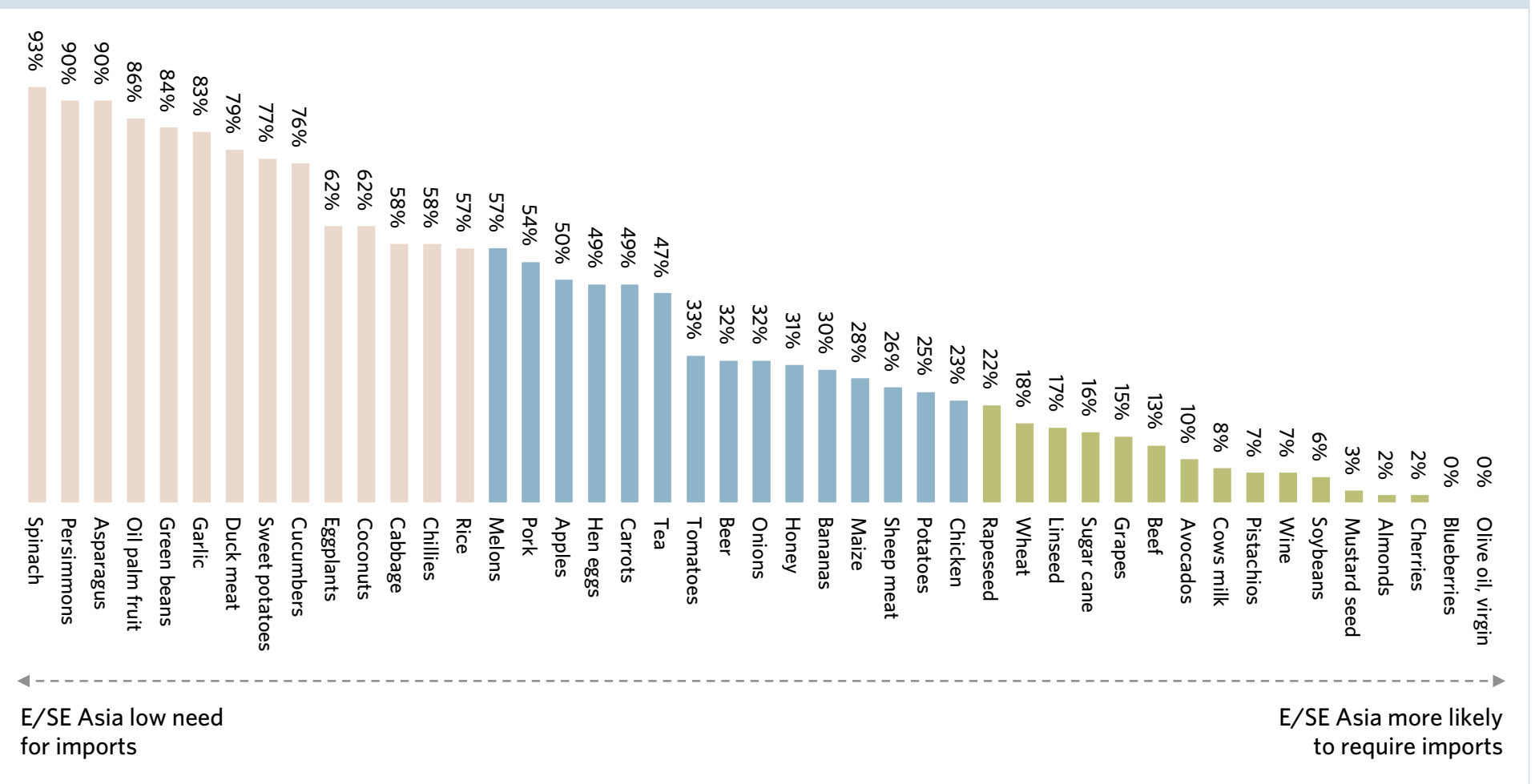


Source: UN Comtrade database; UN FAO AgStat database; UN FishStat database; Coriolis analysis

As a major food producing region, E/SE Asia's need for imported foods will vary by product

E/SE Asia share of total world production of select foodstuffs

% of tonnes; 2012



It is important to recognise that E/SE Asia doesn't need everything

Primarily produces itself;
low imports

- Duck meat
- Soy sauce
- Garlic
- Chillies
- Eggplant
- Asparagus
- Spinach
- Cabbage
- Sweet potatoes
- Coconuts

NOT DEMANDED

- Fully stocked and supplied
- Highly competitive + cost of freight; why bother?
- Imported products need to be unique, differentiated and defensible
- Likely trade flow is in the opposite direction (i.e. arriving as imports)

Produces itself;
imports a lot more

- Soybeans
- Wheat
- Maize
- Linseed
- Pork
- Beef
- Sheep meat
- White fish
- Milk powder
- Cooking oils

CORE IMPORTS

- Suppliers need scale and comparative advantage
- Many require lots of land
- Likely to become more competitive going forward
- Hard to break into "late in the game"
- Most of NZ's core F&B exports are in this category

Primarily imports;
Low/no production

- Salmon
- Barley
- Blueberries
- Raspberries
- Pistachios
- Virgin olive oil
- Champagne
- Brandy
- Whiskey

EMERGING OPPORTUNITIES

- Focus here for new market entry opportunities
- Likely geographic and climatic barriers
- Provenance, origin or brand may matter
- Products will be defensible

Analysis of the trade data (presented later) highlighted four types of product that E/SE Asia demands from peer group; products that do not fit in these categories may struggle to achieve success in the market

EXAMPLES: HS6 based trade categories with more than US\$200m in imports into E/SE Asia from temperate peer group
US\$; 2012

CORE IMPORTS Current NZ core exports primarily here	EMERGING OPPORTUNITIES Potentially desirable and defensible categories for future NZ export growth		
1. Raw material ingredients to fill regional production shortfall	2. Unique products it cannot or does not produce in quantity	3. Premium, fresh/perishable, counter-seasonal produce	4. Branded, status products with provenance
Soya beans Soya bean oil/flour Wheat Rapeseed Canola oil Beef Milk powder Maize Barley Chicken Pork Cheese, mozzarella, etc. Cheese, cheddar, etc. Butter Whey Lactose Milk albumins Sheep Malt, not roasted Fish fillets, frozen	Atlantic or Pacific salmon Clawed lobster (Homarus sp.) Some rock lobster (Jasus sp.) Some crab species Trout Cod Almonds Walnuts Pistachio nuts Olive oil, virgin	Cherries Kiwifruit Fresh grapes Blueberries Oranges Apples Some fish species (e.g. migratory)	Wine Champagne Brandy/Cognac Whiskey Beer Mineral water Coffee, roasted Infant formula Chocolate, assorted Sweet biscuits

Background & Objectives

Why East & South East Asia?

How is New Zealand performing?

By market

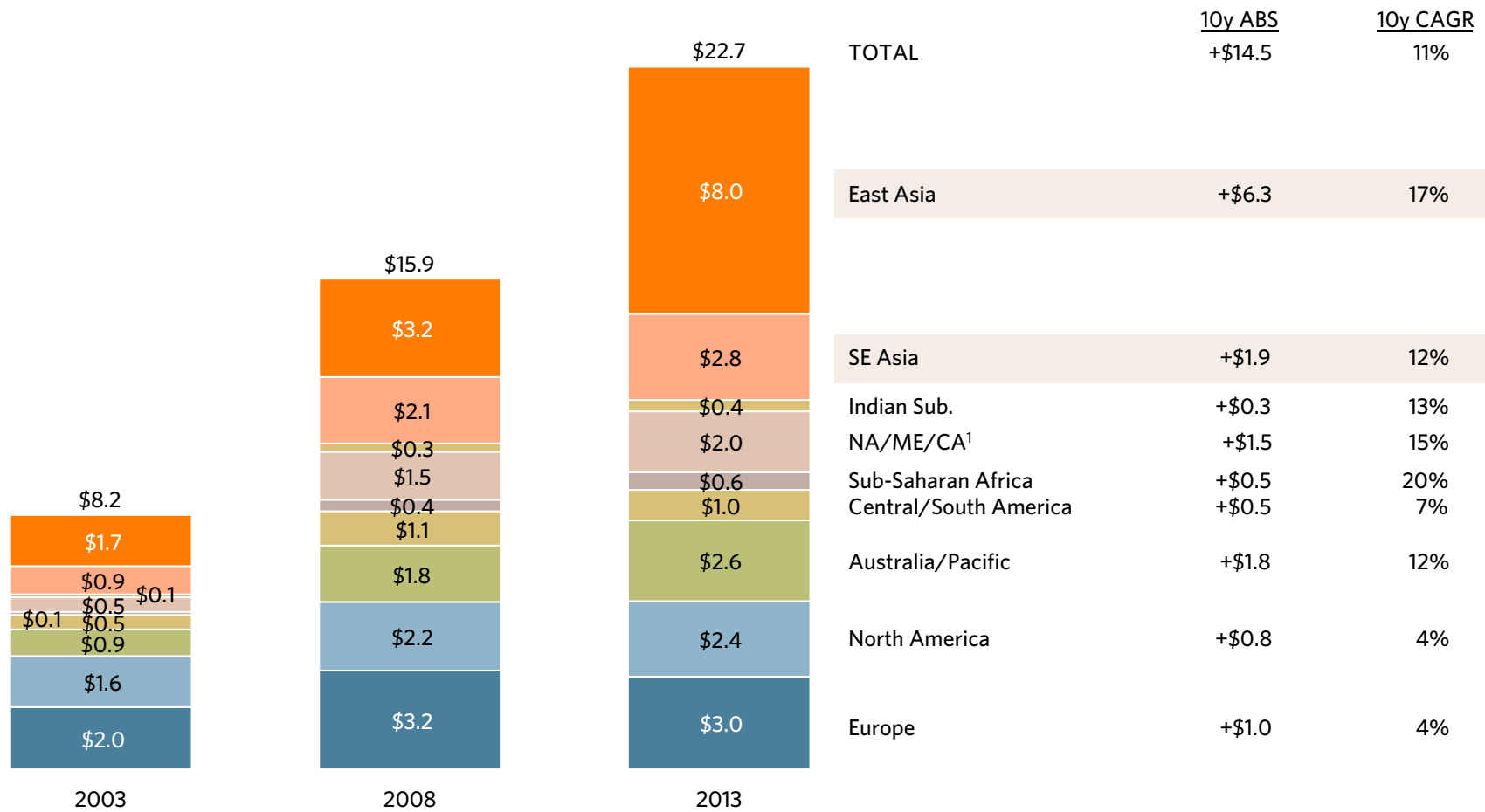
By product

Where are the new/emerging opportunities?

Appendices

New Zealand's food & beverage export growth has come from non-traditional markets, particularly East and South-East Asia

Total value of New Zealand food & beverage (F&B) exports by defined geographic super-region
US\$b; 2003-2013

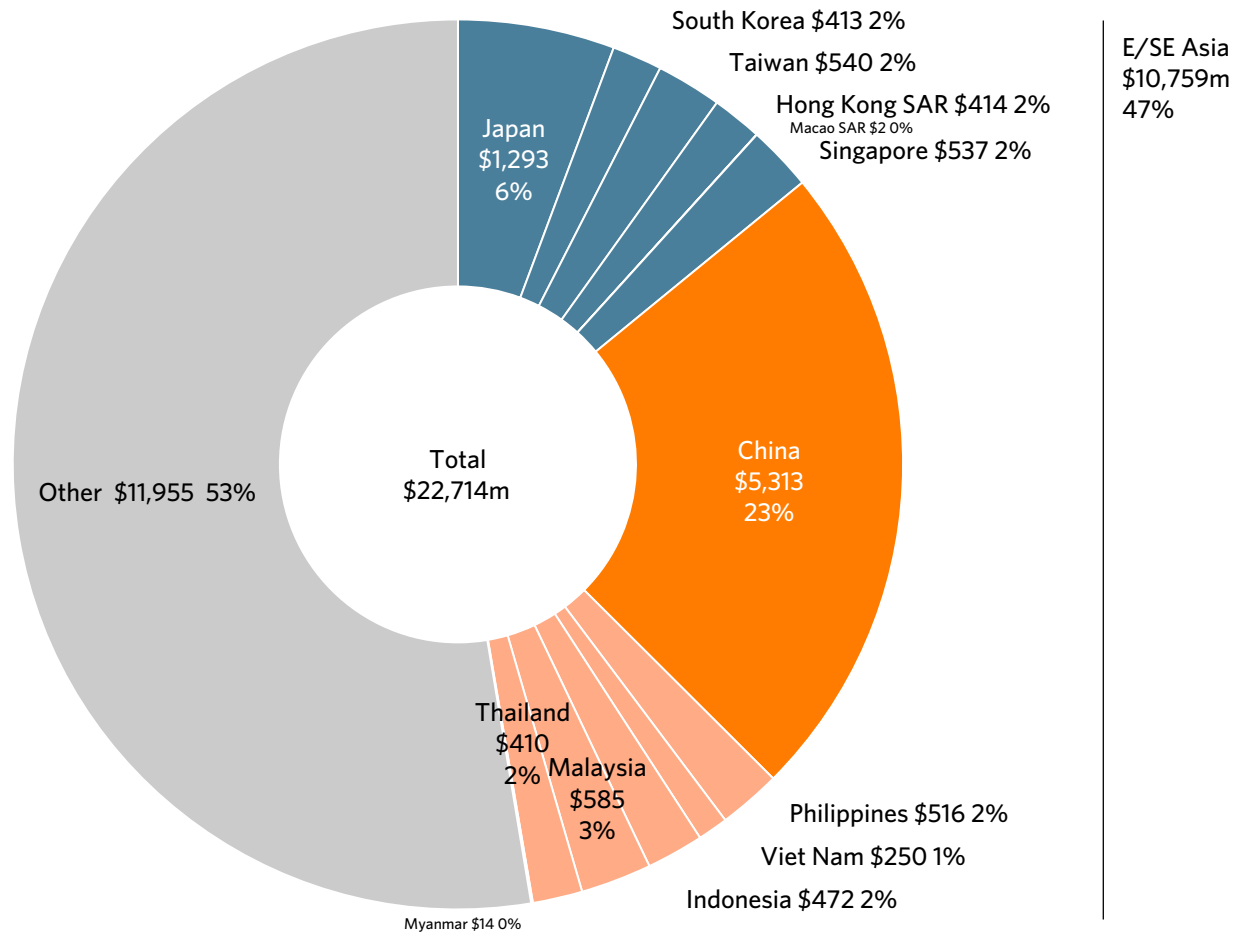


1. NA/ME/CA = North Africa/Middle East/Central Asia

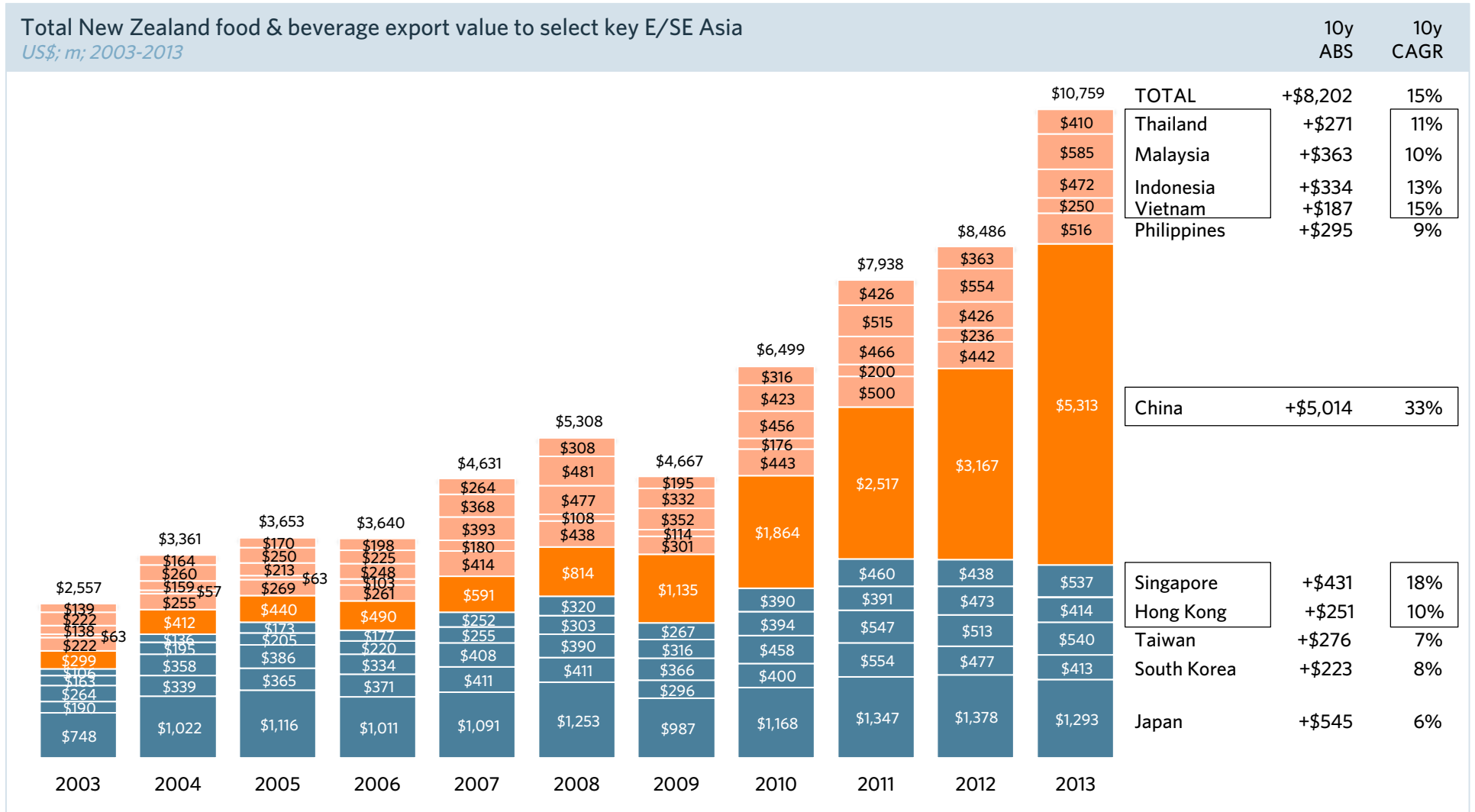
Source: UN Comtrade database; Coriolis classification and analysis

E/SE Asia now represents 47% of New Zealand's food & beverage export value; China on its own takes 23% of all New Zealand F&B exports (by value)

Total New Zealand food & beverage export value: select key Asia and other
US\$; m; 2013



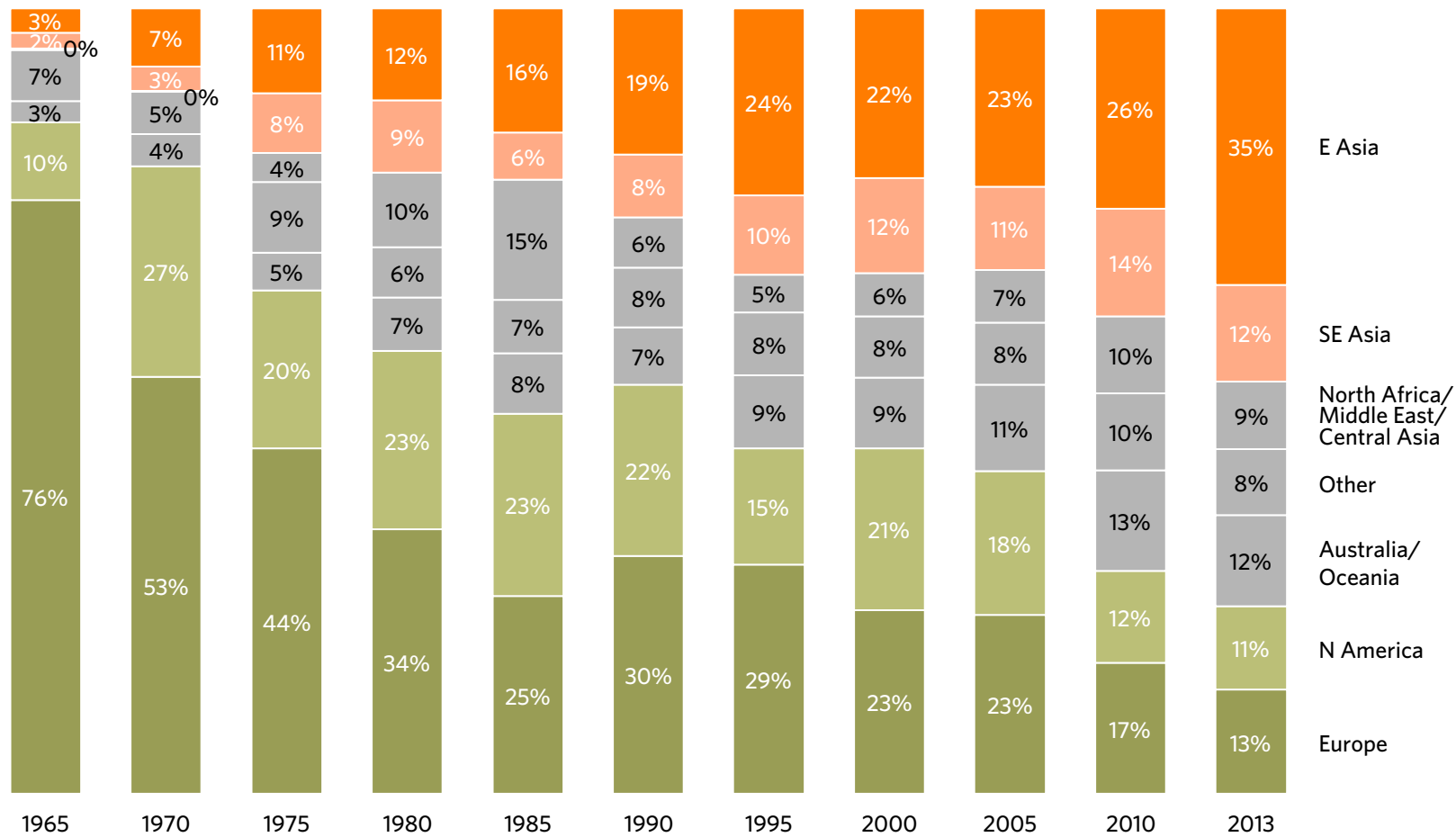
New Zealand F&B exports have shown strong growth to E/SE Asia over the past decade; China stands out for absolute growth while SE Asia and the City States stand out for double digit rates of growth



NOTE: Myanmar and Macao shown on chart and in totals but not labeled for readability
 Source: UN Comtrade database; Coriolis analysis

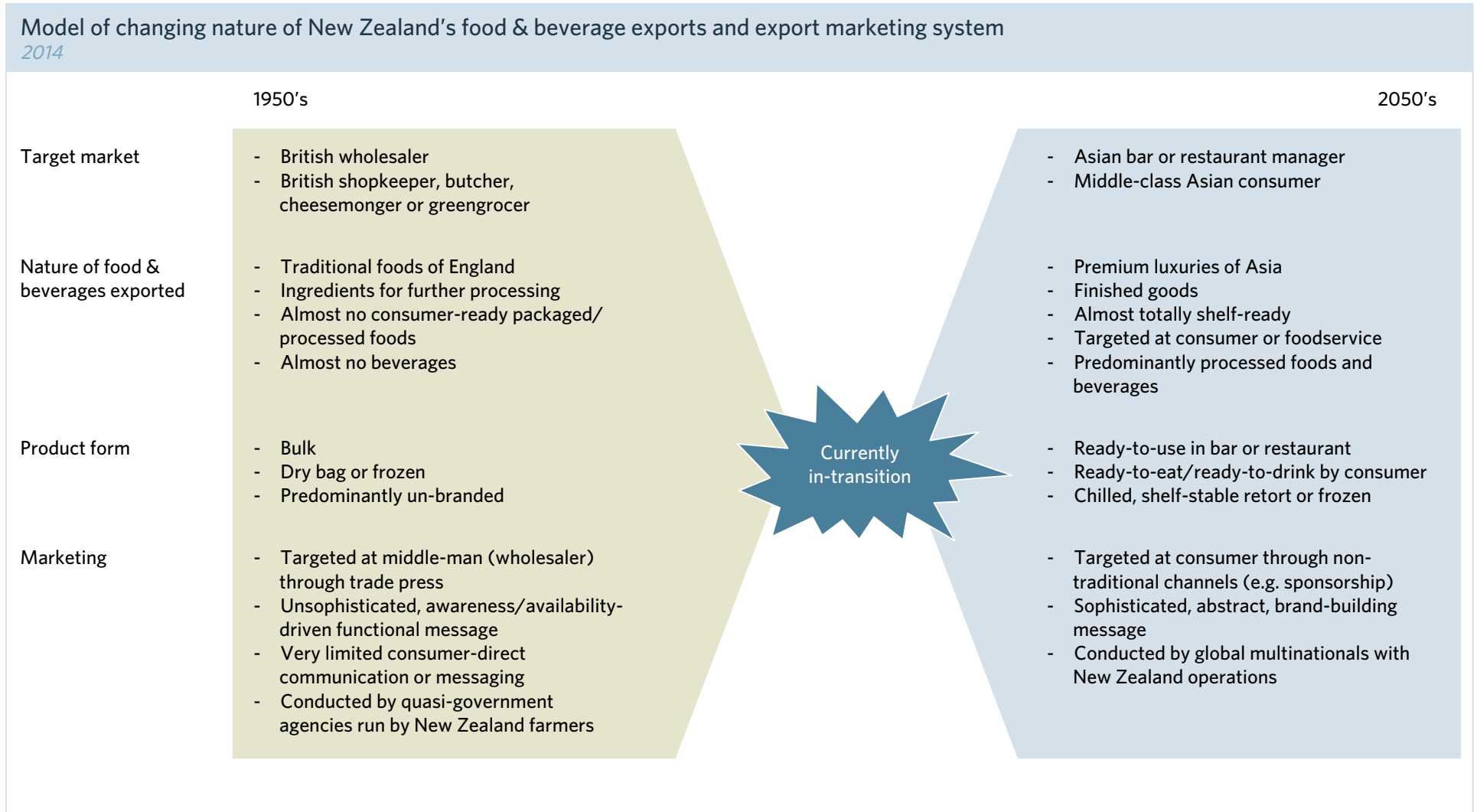
New Zealand is in the middle of a fundamental transition from feeding Westerners to feeding the Asia-Pacific region

Share of NZ F&B export value by region
% of US\$; 1965-2013



Source: UN Comtrade database; Coriolis analysis

This shift in market is leading to a corresponding shift in products and industry structure



However, as a temperate climate country colonised by Britain, New Zealand today produces temperate climate foods derived in most cases from its European heritage

EXAMPLES OF WHAT NEW ZEALAND
PRODUCES IN REASONABLE QUANTITY

Milk from Holstein-Friesian, Jersey and other cows
Beef from Angus, Hereford, Holstein-Friesian and other cows
Meat from Merino, Romney and various cross-breed sheep
Apples bred primarily from British genetics
European vegetable species (e.g. carrots)
Honey from European honeybee breeds*
Avocados from Californian genetics
Wine from French grape genetics using Australian techniques
Kiwifruit from Chinese seeds
Wheat from Anglo-American genetics
Maize from Anglo-American genetics
Rapeseed from Canadian genetics
Pork using English genetics
Chicken from Anglo-American genetics

EXAMPLES OF WHAT NEW ZEALAND
DOES NOT PRODUCE IN ANY QUANTITY

Coffee beans
Cocoa beans
Black pepper and tropical spices
Milk from camels or water buffalo
Shrimp
Carp
Asian vegetables (e.g. Choy Sum)
Durian, mangos, bananas, plantains & pineapples
Other tropical fruit
Rice
Soybeans
Tofu
Duck
Fermented rice drinks

* Nectar collected is from both introduced and native species

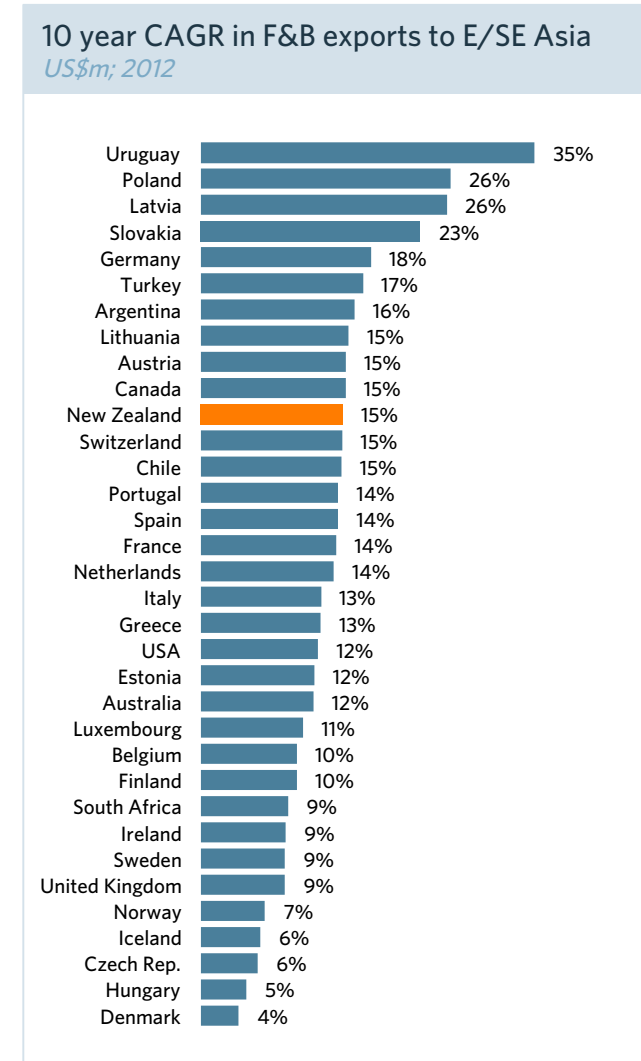
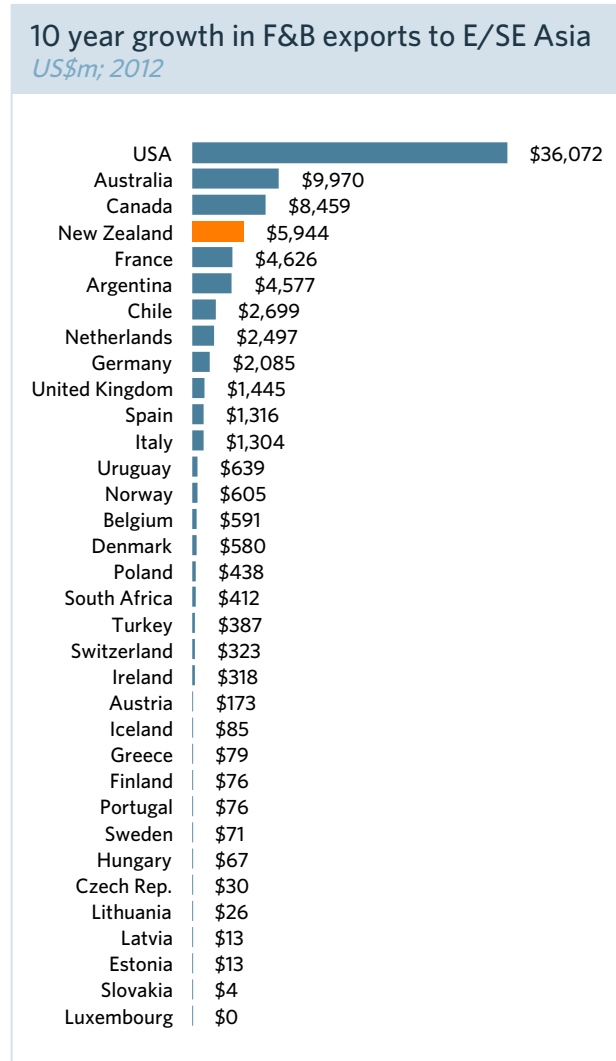
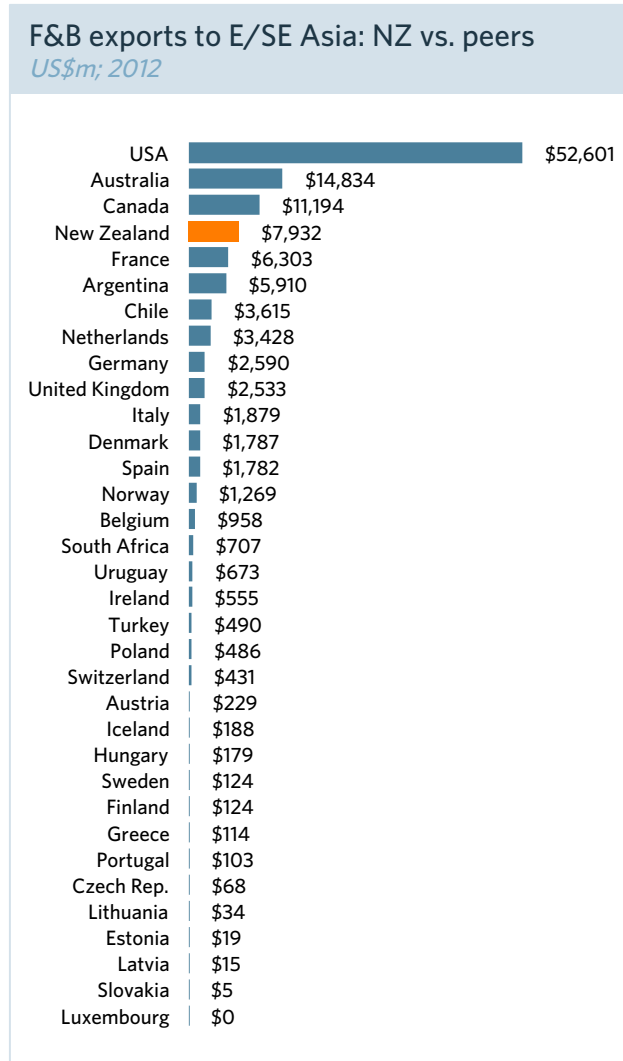
In marketing its food & beverages to the world, New Zealand competes primarily with its peer group of 33 other temperate climate countries; we use this group as a benchmarking universe for this project

Defined peer group for benchmarking food & beverage export performance in Asia

2014



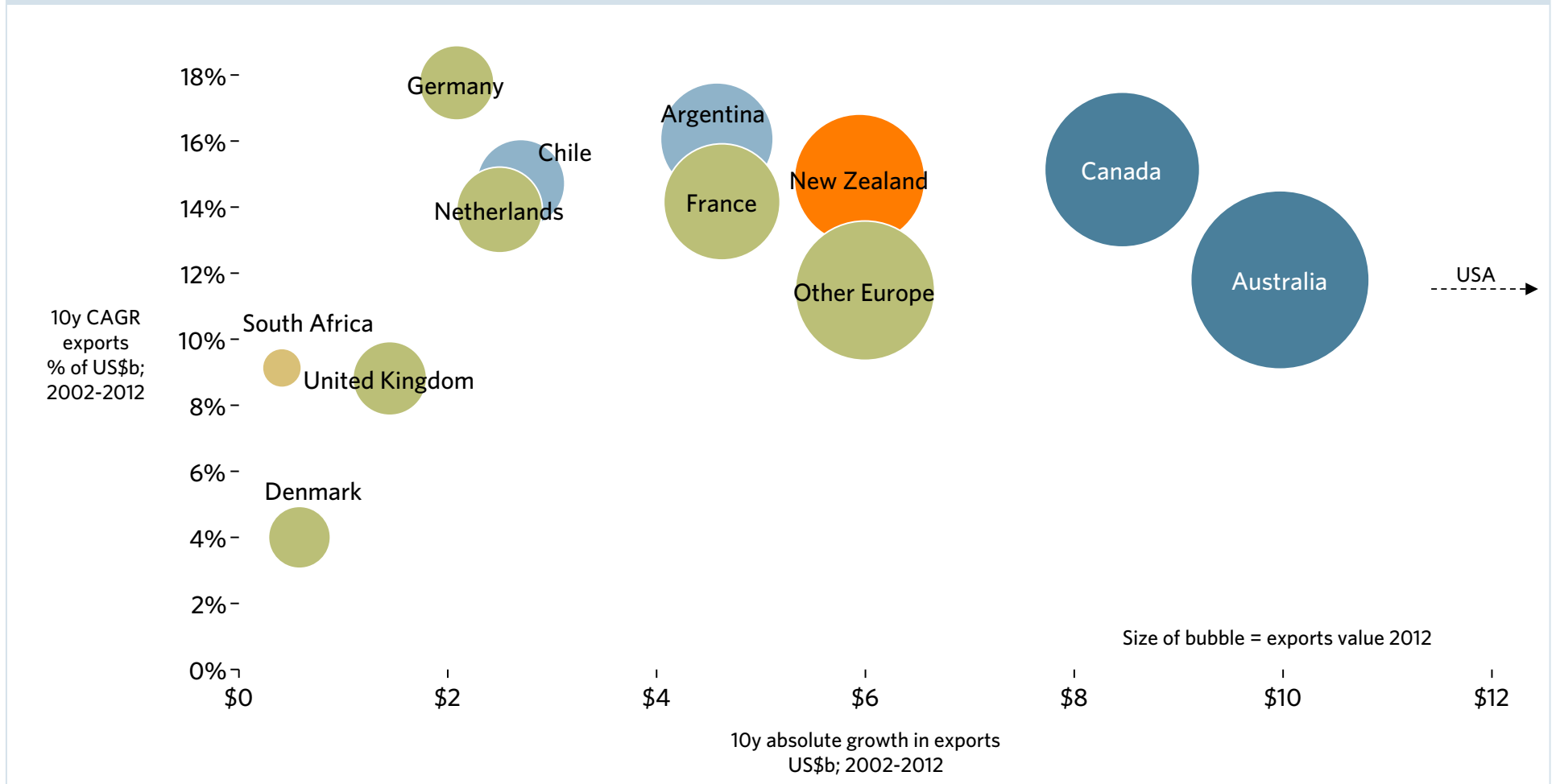
Relative to this group, New Zealand's overall F&B export performance into E/SE Asia is excellent and the country has driven strong growth over the past decade; however the rate of growth was not exceptional



Note: Uses 2012 not 2013 as 2013 data only available for a few countries as of 4/2014
Source: UN Comtrade database; Coriolis analysis

New Zealand's overall export growth performance has exceeded all size peers and is only exceeded by much larger countries

E/SE ASIA EXPORT GROWTH MATRIX: 10y absolute value growth vs. 10y CAGR value growth vs. exports to E/SE Asia in 2012
US\$b; 2002 vs. 2012

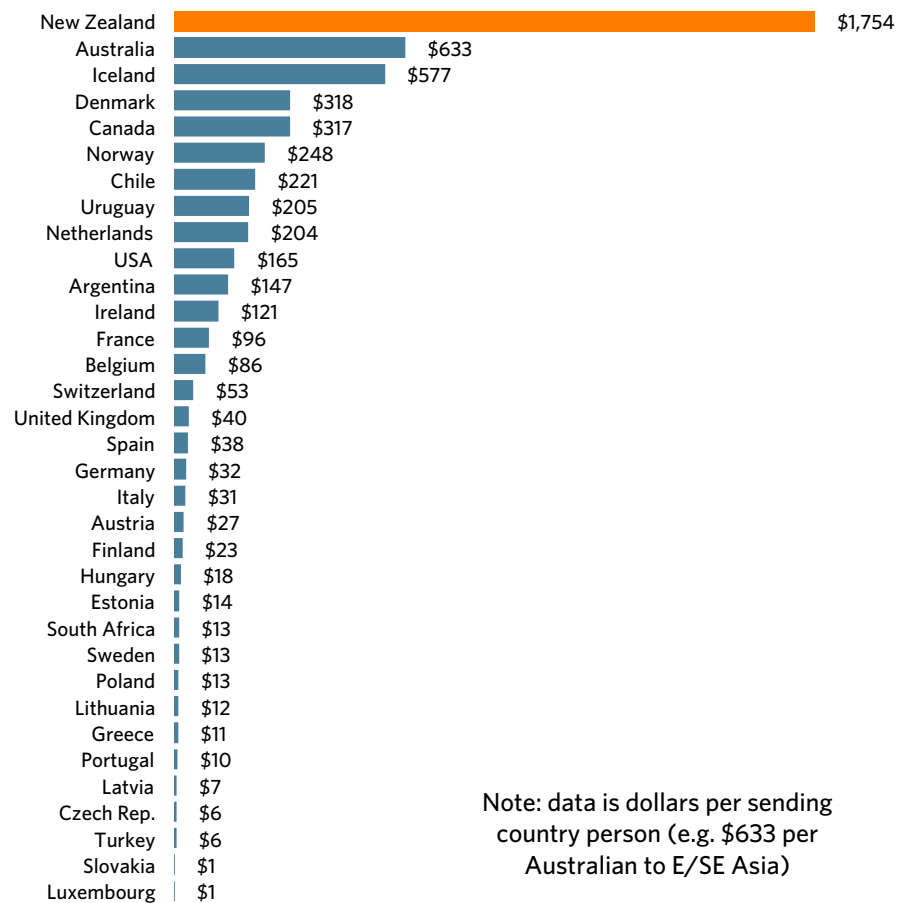


Note: Uses 2012 not 2013 as 2013 data only available for a few countries as of 4/2014
 Source: UN Comtrade database; Coriolis analysis

New Zealand's performance to E/SE Asia per (sending) person and per (sending) square kilometre has also been excellent

Per sending person F&B exports to E/SE Asia: NZ vs. select peers

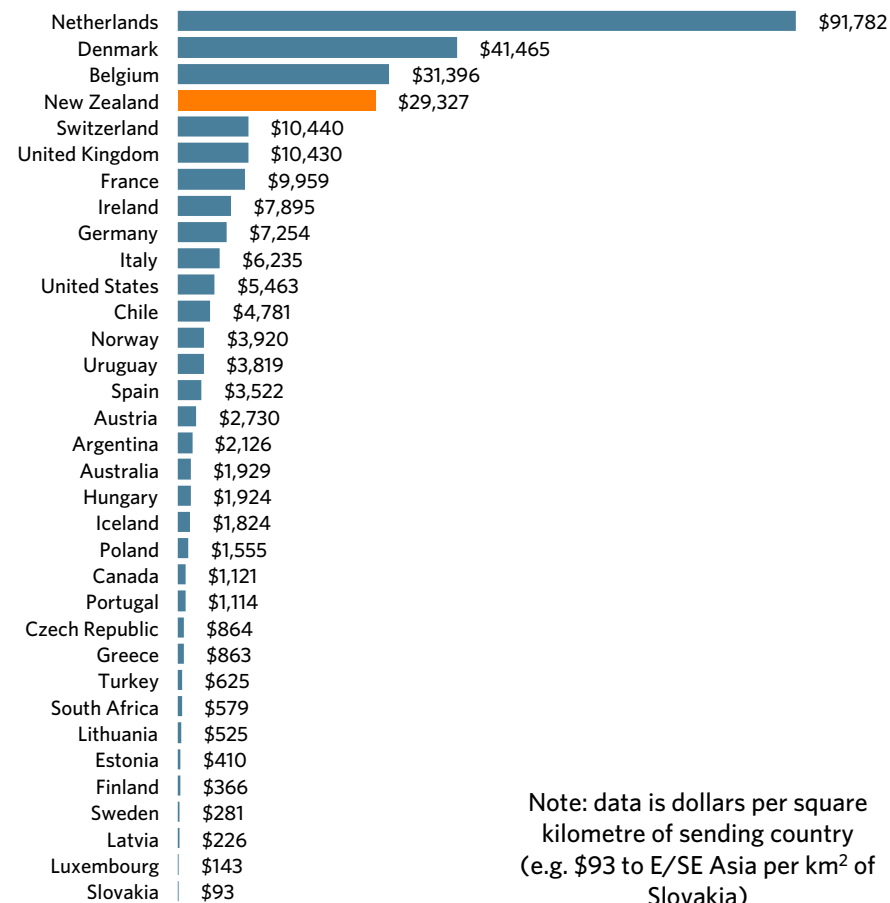
US\$m; 2012



Note: data is dollars per sending country person (e.g. \$633 per Australian to E/SE Asia)

F&B exports to E/SE Asia per square kilometre

US\$; km²; 2012

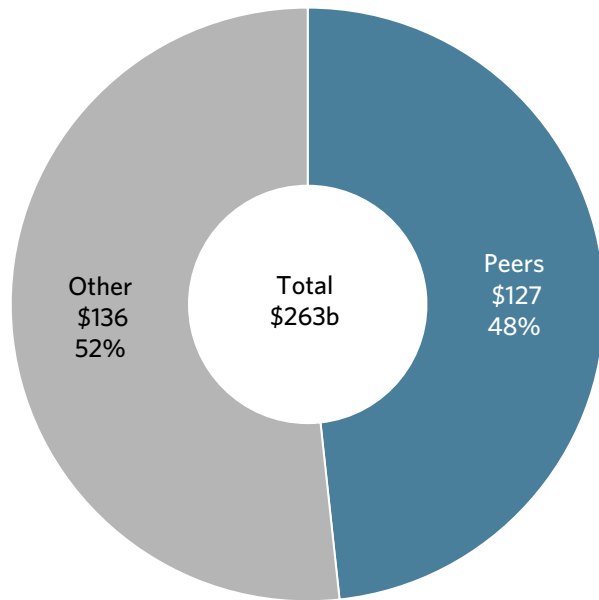


Note: data is dollars per square kilometre of sending country (e.g. \$93 to E/SE Asia per km² of Slovakia)

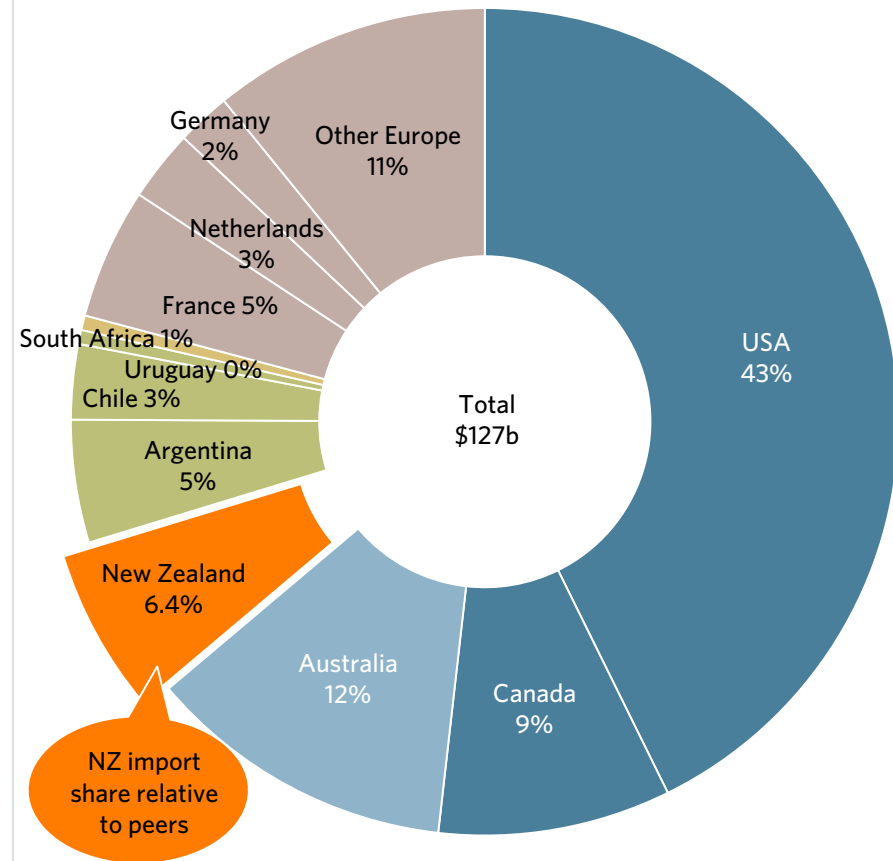
Note: Uses 2012 not 2013 as 2013 data only available for a few countries as of 4/2014
Source: UN Comtrade database; Coriolis analysis

The defined peer group represents 48% of total E/SE Asian F&B import value; New Zealand captures 6.4% of overall temperate-climate peer group share; this share is used going forward to measure NZ performance

Total E/SE Asia F&B import value; defined NZ peers and other
US\$b; 2012



Share of defined NZ peers E/SE Asia F&B import value
US\$b; % of US\$; 2012



Note: Uses 2012 not 2013 as 2013 data only available for a few countries as of 4/2014
 Source: UN Comtrade database; Coriolis analysis

Background & Objectives

Why East & South East Asia?

How is New Zealand performing?

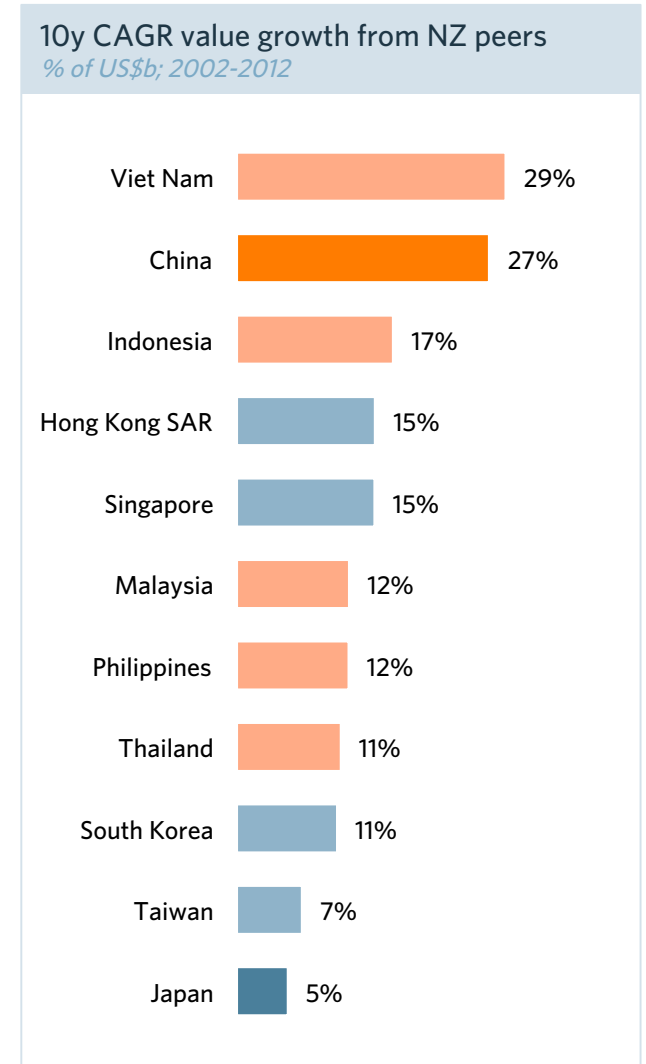
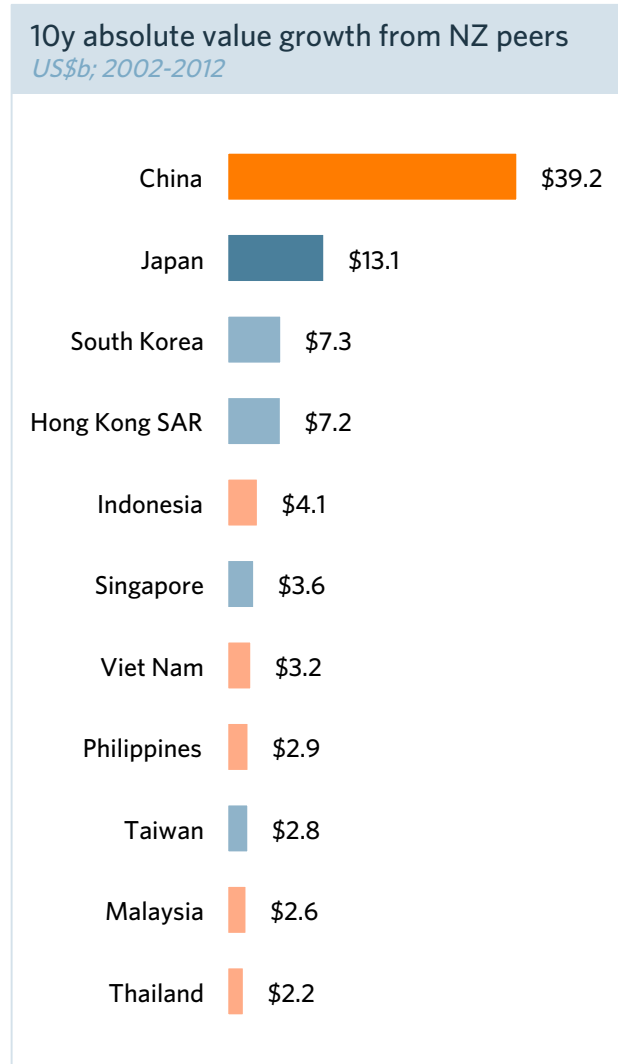
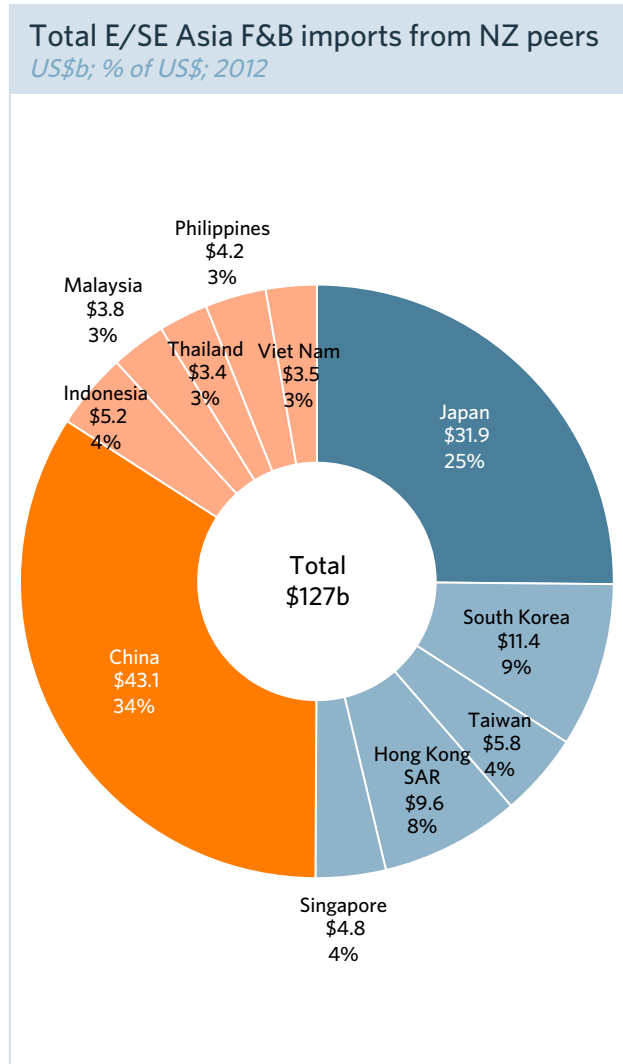
By market

By product

Where are the new/emerging opportunities?

Appendices

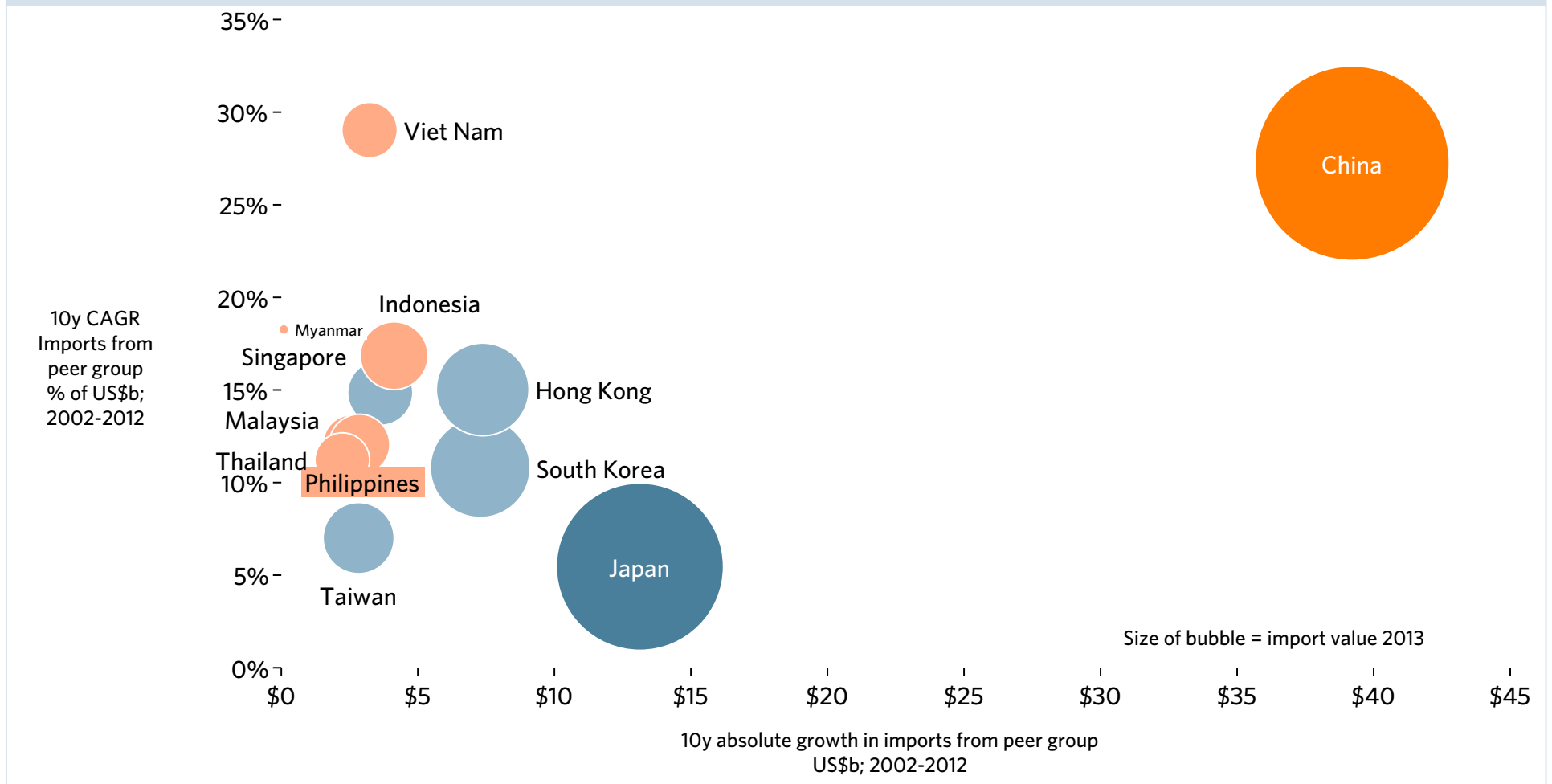
The countries of E/SE Asia import \$127b in food & beverages from NZ's peer group; Japan and China stand out as the largest markets, while Viet Nam, China and Indonesia stand out for growth



Note: Uses 2012 not 2013 as 2013 data only available for a few countries as of 4/2014
 Source: UN Comtrade database; Coriolis analysis

China stands out as the key growth market overall

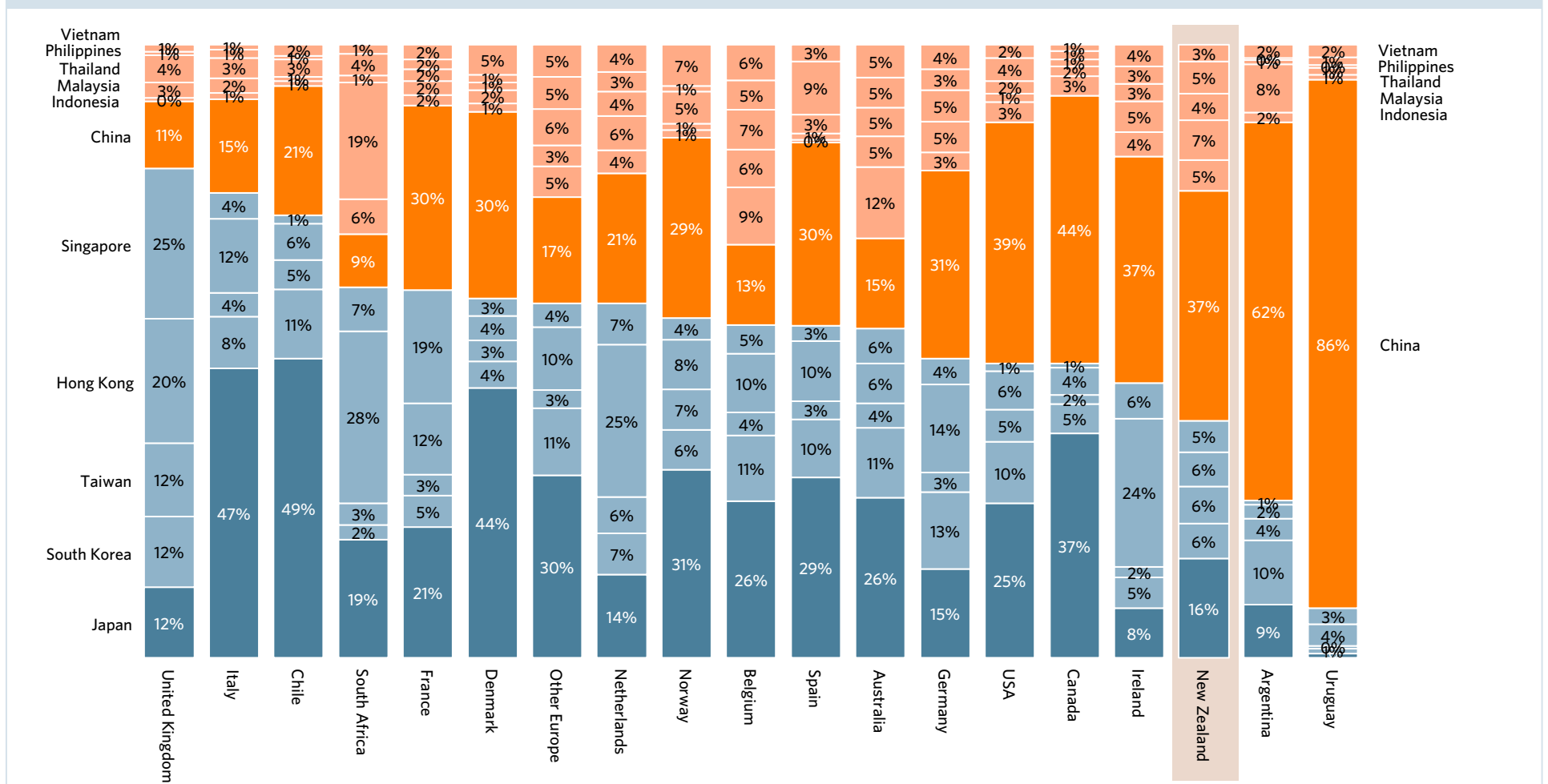
E/SE ASIA IMPORT GROWTH FROM PEERS MATRIX: 10y absolute value growth vs. 10y CAGR value growth vs. imports into E/SE Asia in 2012
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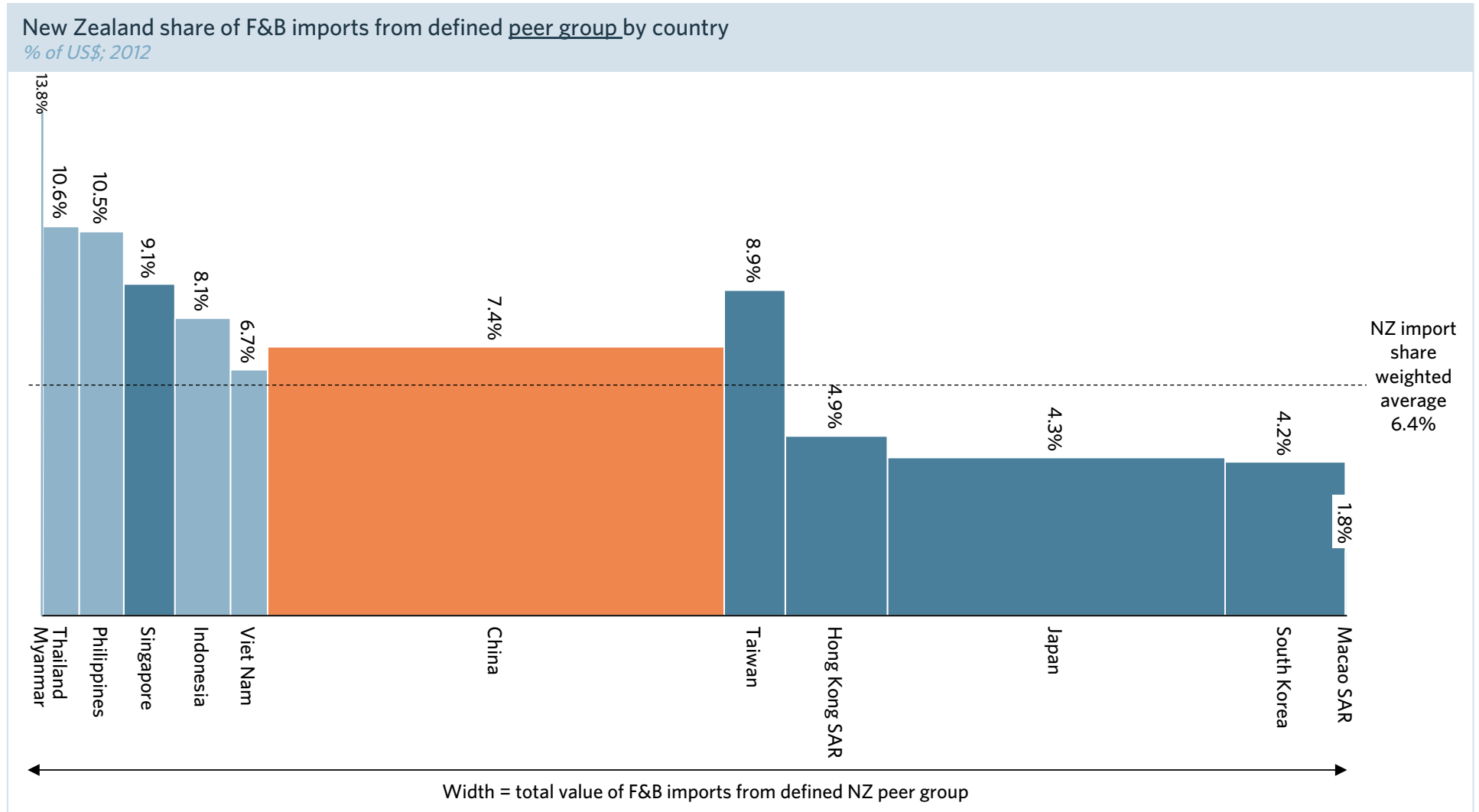
New Zealand market mix is over-weighted to developing Asia relative to peers

F&B exports value share to E/SE Asia by country: New Zealand vs. select peer group
% of US\$, 2012



Note: Uses 2012 not 2013 as 2013 data only available for a few countries as of 4/2014
Source: UN Comtrade database; Coriolis analysis

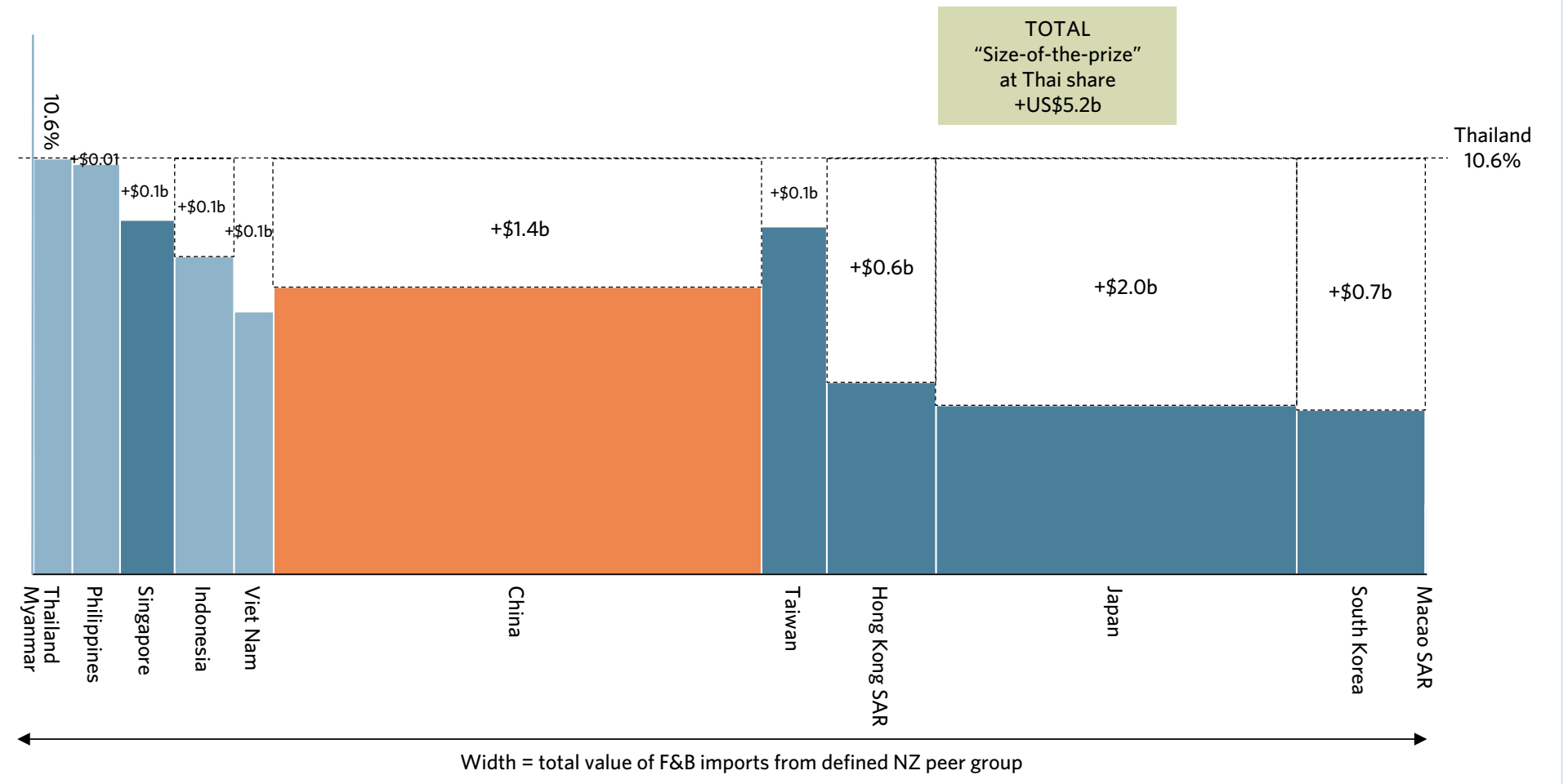
Drilling in on New Zealand's "share of peer group" by market shows variable performance; NZ performs well in South-East Asia, Taiwan and China, but underperforms in Japan, South Korea and Hong Kong



Note: Uses 2012 not 2013 as 2013 data only available for a few countries as of 4/2014
 Source: UN Comtrade database; Coriolis analysis

If NZ could move “peer group share” performance up to current Thai levels (10.6%), there is a US\$5.2b “size-of-prize” available; Japan, China, South Korea and Hong Kong stand out as key opportunities

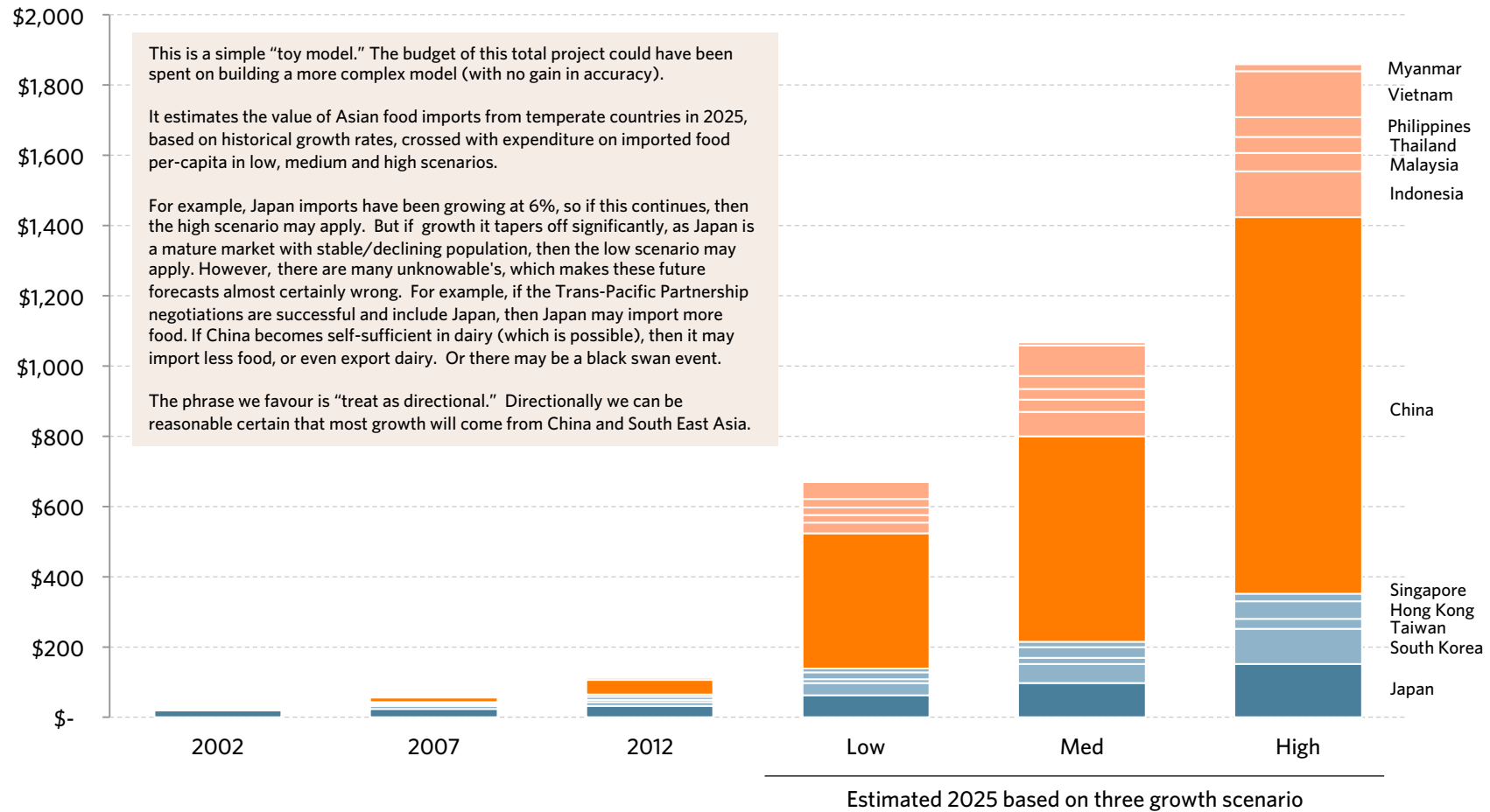
2012 Size-Of-Prize analysis: If New Zealand could lift “peer group share” to level achieved in Thailand
 % of US\$; 2012



Note: Uses 2012 not 2013 as 2013 data only available for a few countries as of 4/2014
 Source: UN Comtrade database; Coriolis analysis

Modeling E/SE Asian food import from peers forward - under three growth scenario - suggests in all cases that China will account for the bulk of growth over the next decade plus

Forecast/estimated total E/SE Asia food & beverage imports from defined temperate climate peer group in 2025: three scenarios
US\$b; nominal/not inflation adjusted; 2002-2012a; 2025e



Note: Uses 2012 not 2013 as 2013 data only available for a few countries as of 4/2014
 Source: UN Comtrade database (2002-2012); Coriolis analysis, modelling & estimates (2025)

Objectives & Scope

Why East & South East Asia?

How is New Zealand performing?

By market

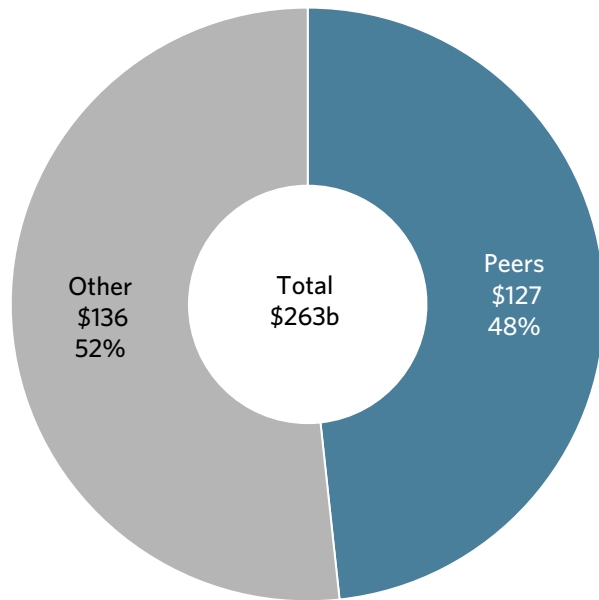
By product

Where are the new/emerging opportunities?

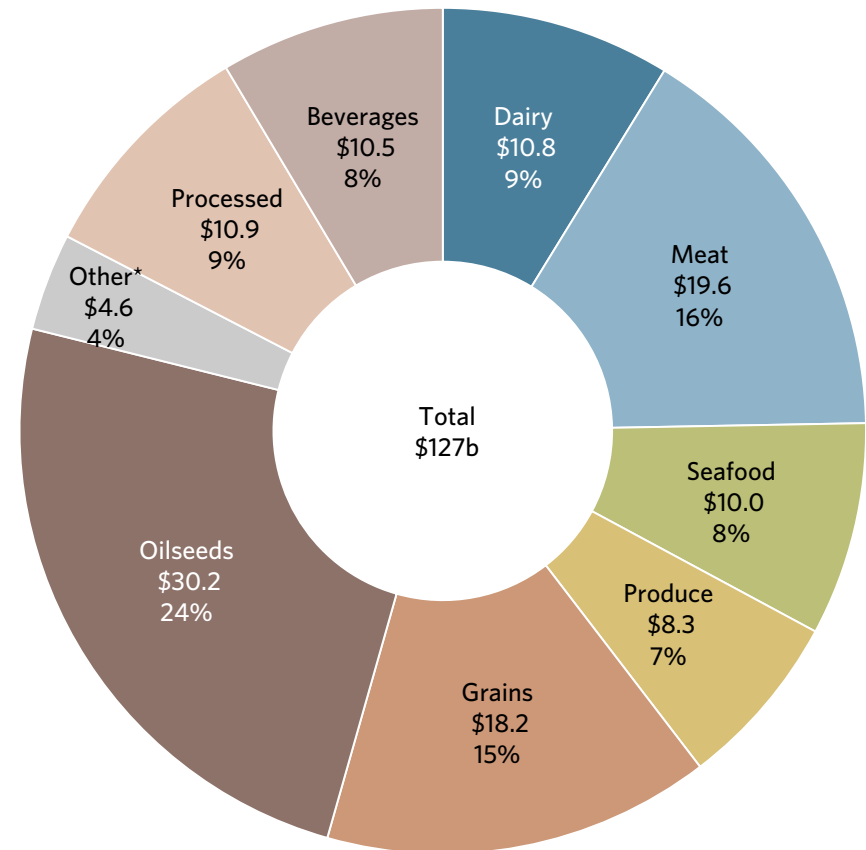
Appendices

E/SE Asia imports a wide range of F&B across all major categories from temperate-climate peer group

Total E/SE Asia F&B import value; defined NZ peers and other
US\$b; % of US\$; 2012



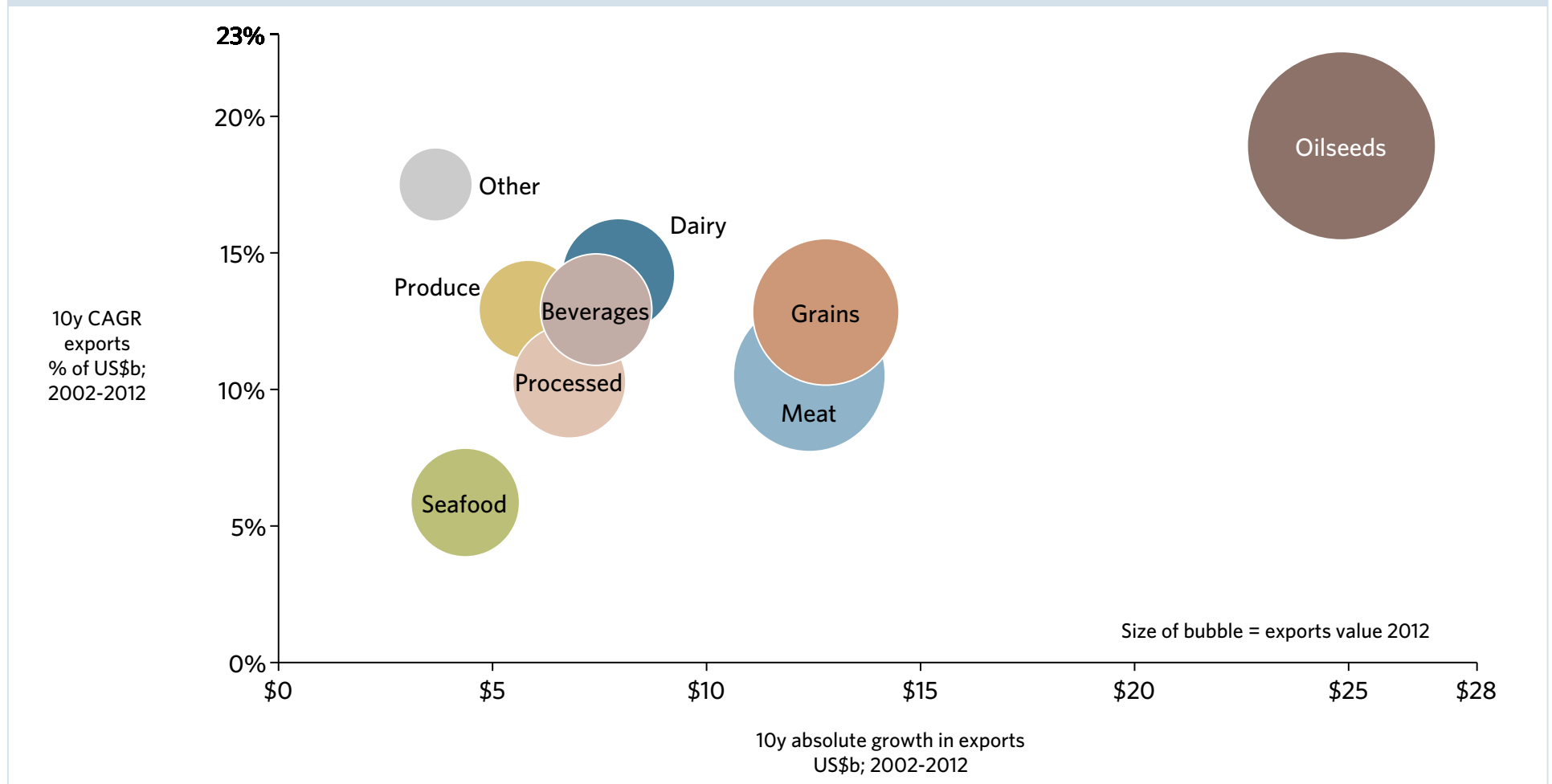
Share of defined NZ peers E/SE Asia F&B import value by product
US\$b; % of US\$; 2012



* Other includes Soybeans, oil crops, vegetable oils & fats, etc. Note: Uses 2012 not 2013 as 2013 data only available for a few countries as of 4/2014
 Source: UN Comtrade database; Coriolis analysis

Import growth from peers has varied by category; while all are growing, oilseeds (soybeans) is the growth standout

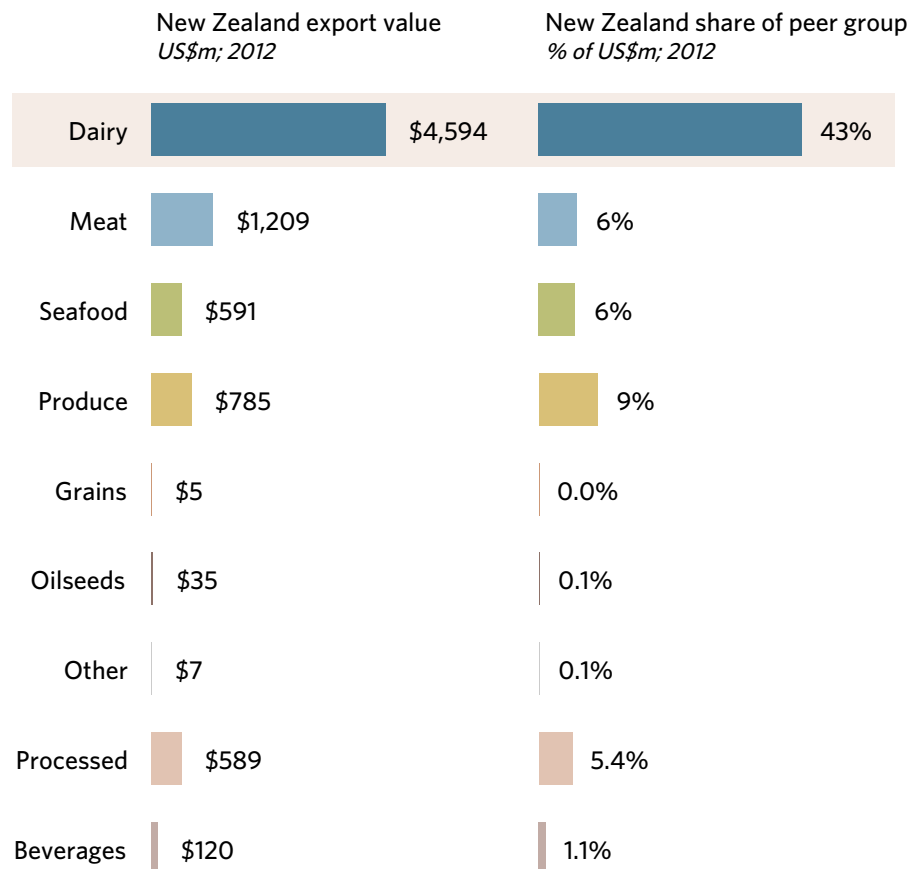
E/SE ASIA IMPORT GROWTH MATRIX: 10y absolute value growth vs. 10y CAGR value growth vs. exports to E/SE Asia in 2012 by product
US\$b; 2002 vs. 2012



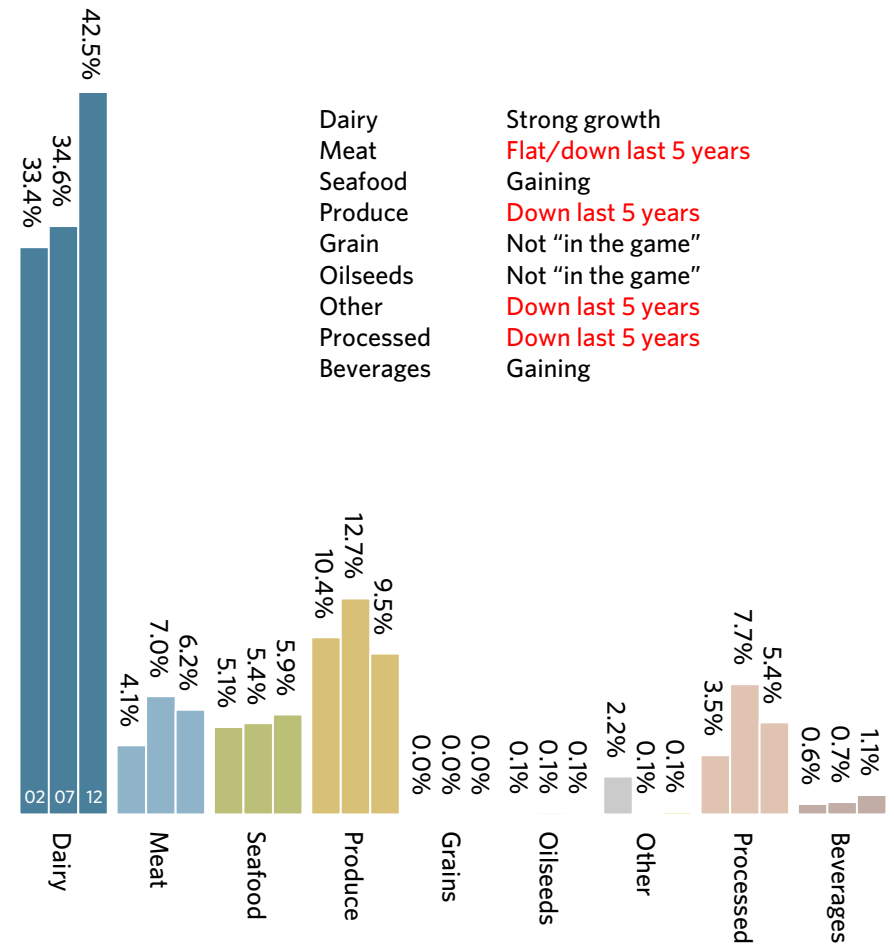
Note: Uses 2012 not 2013 as 2013 data only available for a few countries as of 4/2014
 Source: UN Comtrade database; Coriolis analysis

New Zealand's peer group share varies by category, with dairy being the key standout; New Zealand is gaining share in E/SE Asia from peers in dairy, seafood & beverages; poor performance in other categories

New Zealand export value to E/SE Asia & share of peer group
US\$m; 2012

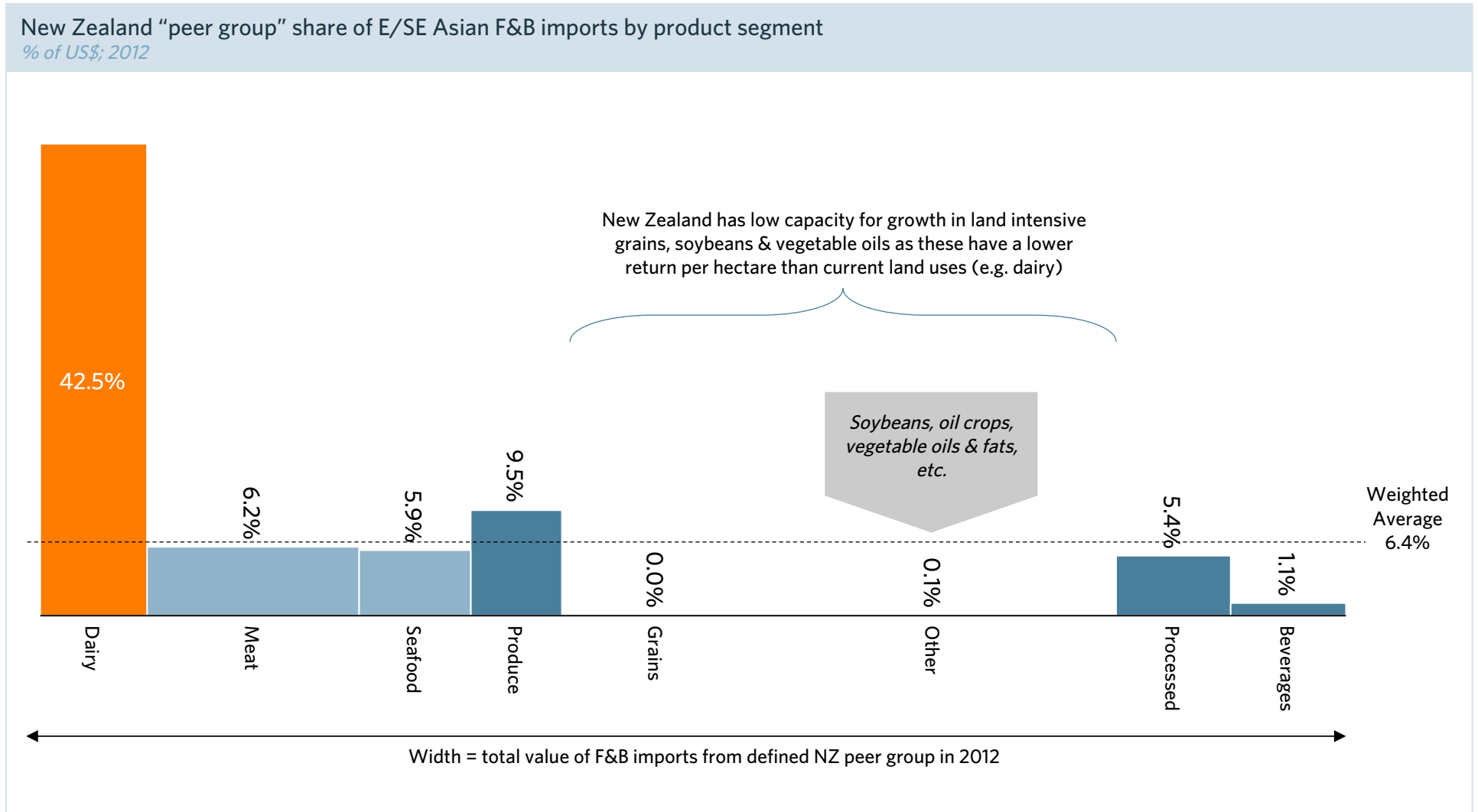


New Zealand share of peer group by category
% of US\$; 2002 vs. 2007 vs. 2012



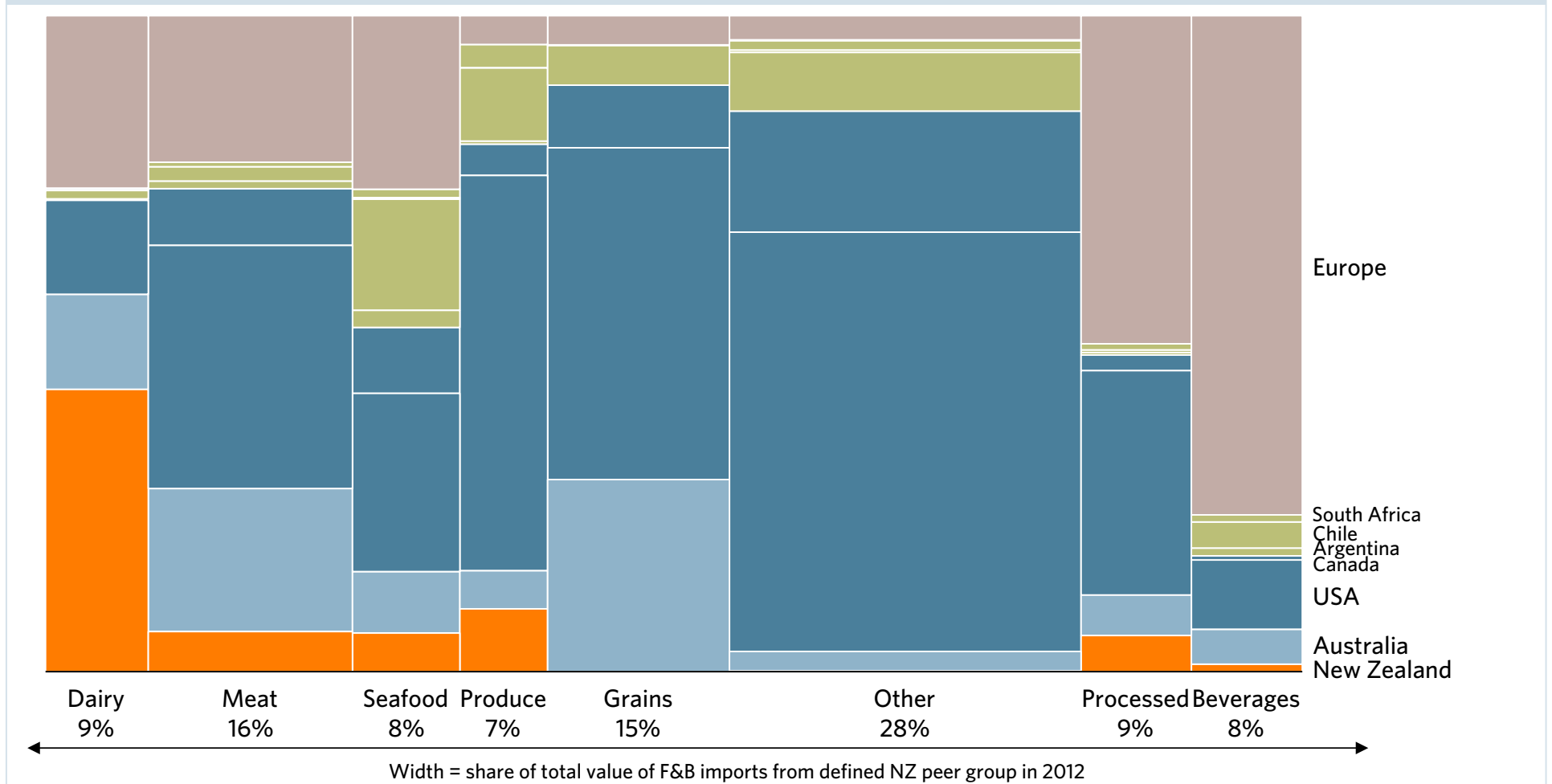
Note: Uses 2012 not 2013 as 2013 data only available for a few countries as of 4/2014
Source: UN Comtrade database; Coriolis analysis

The overall average of 6.4% New Zealand “peer group” export share into E/SE Asia hides dramatic variation by segment; NZ performs strongly in dairy and is “in the game” in meat, seafood, produce and processed

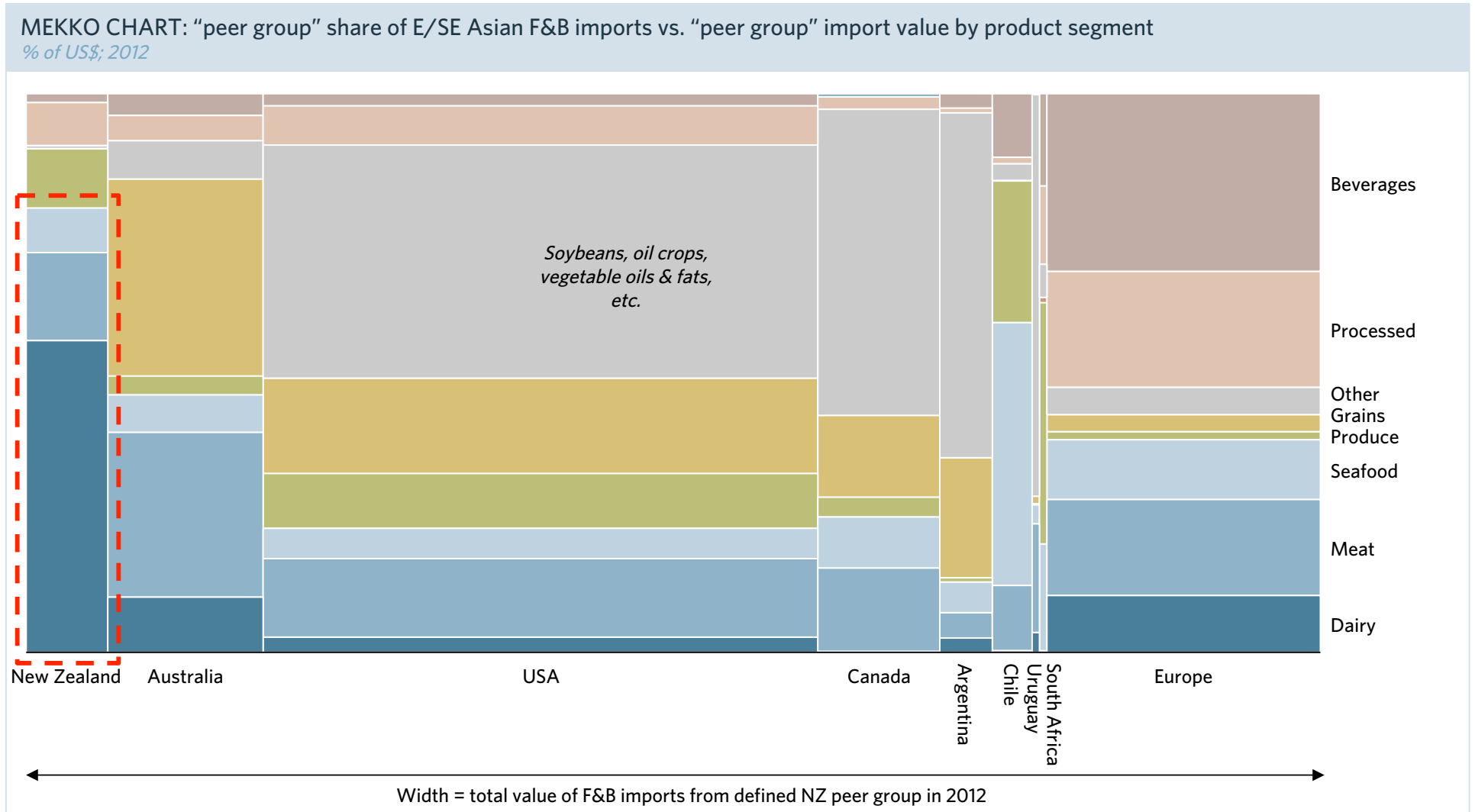


The United States, Australia and Europe stand out as key competitors across all categories

MEKKO CHART: "peer group" share of E/SE Asian F&B imports vs. "peer group" import value by product segment
% of US\$; 2012



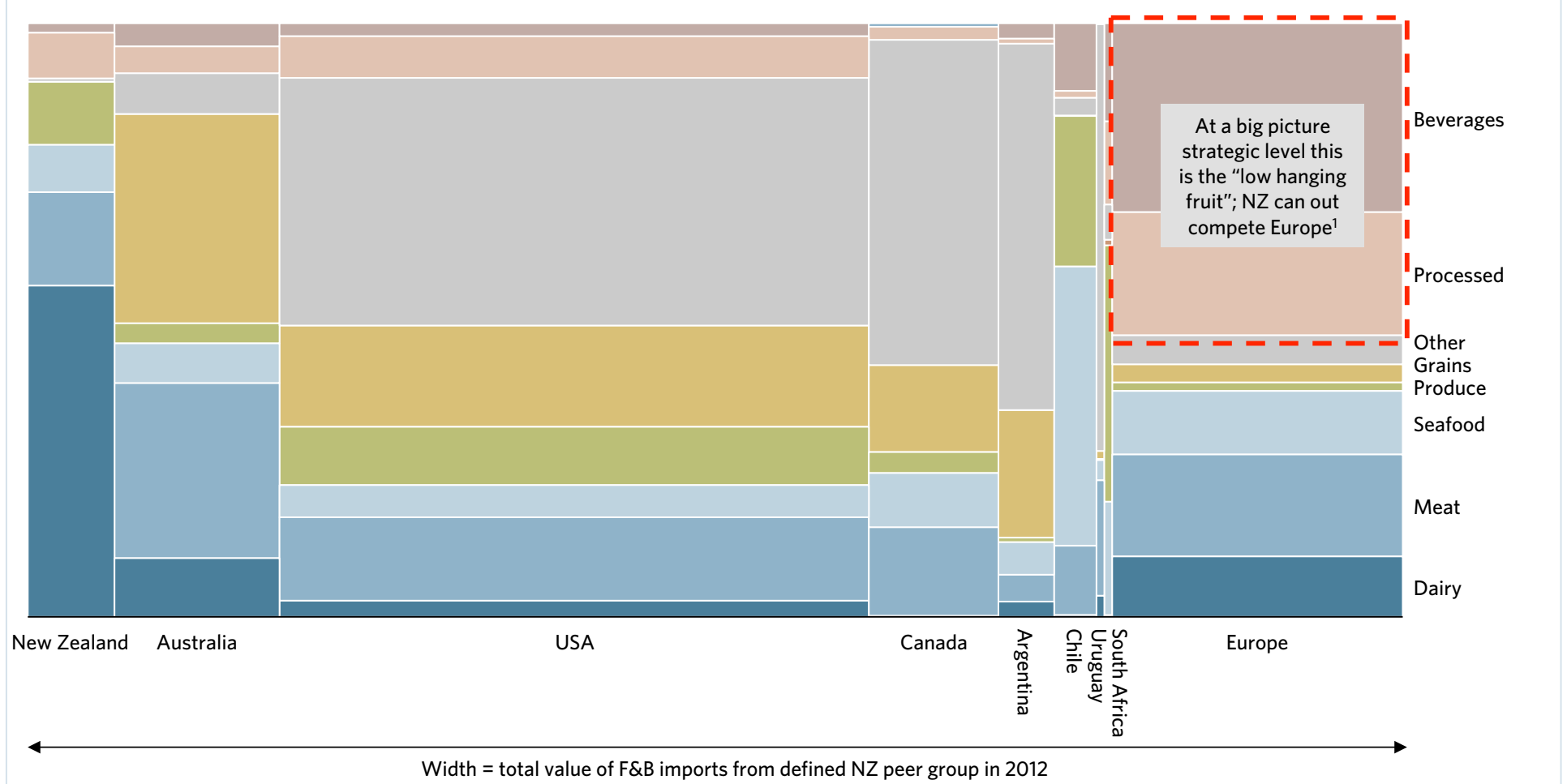
New Zealand is over-weighted to ingredient proteins (dairy, meat & seafood) relative to competitors



Source: UN Comtrade database; Coriolis classifications and analysis

Europe suggests opportunities in processed foods and beverages

MEKKO CHART: "peer group" share of E/SE Asian F&B imports vs. "peer group" import value by product segment
 % of US\$; 2012

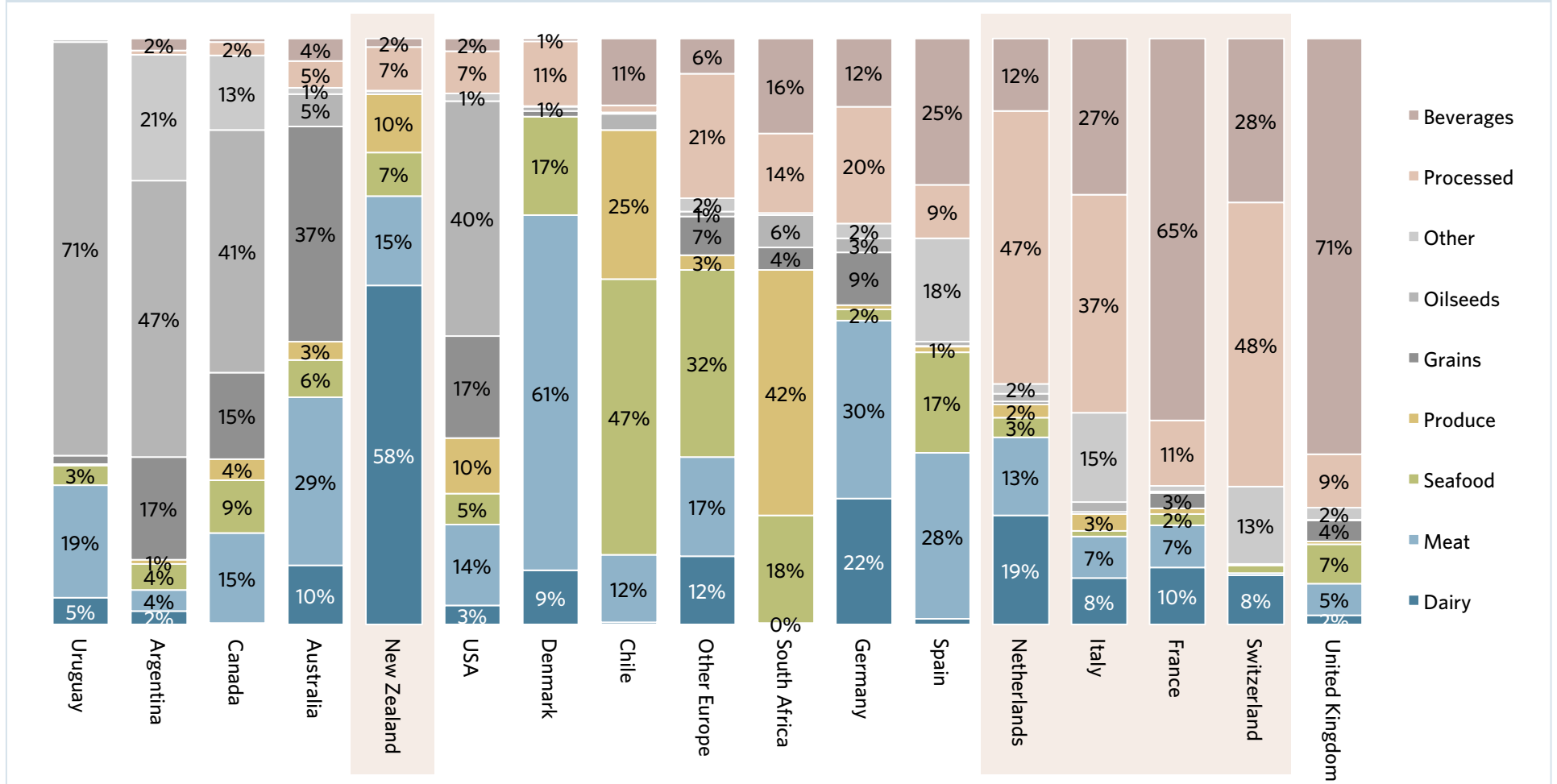


1. Europe is, in this case, the "Sick Man of Europe"

Source: UN Comtrade database; Coriolis classifications and analysis

Relative to most peers, New Zealand's export mix is currently overweighted to raw material ingredients;
European peers suggest transforming these into shelf ready processed foods and beverages

Export mix by category to E/SE Asia by key peer group country
% of US\$, 2012



Source: UN Comtrade database; Coriolis classifications and analysis

Conducting a category-level qualitative scorecard for New Zealand highlights processed foods and beverages as having strong potential for further export growth

QUALITATIVE SCORECARD: indicators that New Zealand has strong potential for further export growth to E/SE Asia

Model; 2014

Category	OVERALL	New Zealand			E/SE Asian markets				
		Positive production or input metrics	Capable of strong production growth	Fit with NZ core competencies	Growing Asia imports from peers	Potential for value added	Country of origin important	Key competitors have high costs (vs. NZ)	"Room to grow" in the market ¹
Dairy	◐	◐	◐	●	◐	◐	●	◐	○
Meat	◐	○	○	●	◐	◐	◐	○	●
Seafood	○	○	○	◐	○	◐	○	○	◐
Produce	◐	◐	◐	●	◐	◐	◐	○	◐
Grains	○	○	○	○	◐	○	○	○	○
Oilseeds	○	○	○	○	●	○	○	○	○
Other	○	○	○	○	◐	○	○	○	○
Processed	●	◐	●	◐	◐	●	◐	◐	●
Beverages	●	●	●	◐	◐	●	●	●	●

1. Small share in a large market with a clear, incremental pathway to growth
Source: Coriolis past work; Coriolis analysis and estimates

Background & Objectives

Why East & South East Asia?

How is New Zealand performing?

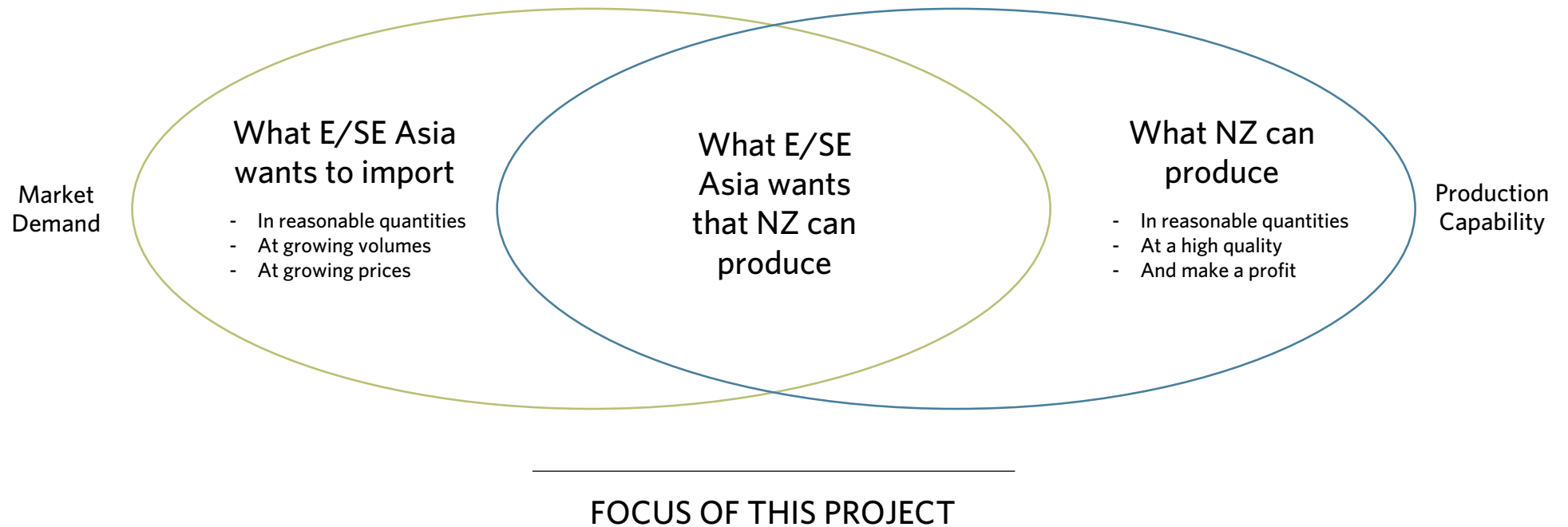
By market

By product

Where are the new/emerging opportunities?

Appendices

This project seeks to identify and highlight high potential opportunities in the intersection of what E/SE Asia wants and what New Zealand can produce



The project now breaks apart the nine super-categories (e.g. meat) into its 586 component sub-category level trade codes (e.g. frozen bovine livers) for further fine-grained analysis

Trade code category definitions used in the iFAB Food & Beverage Information Project <i>As of 2014</i>				Comments/Notes
Super-Category	Defined as these 2 or 4 digit HS Codes	Number of HS6 sub-categories	Example sub-categories	
Dairy	0401-0406, 1702, 3501, 3502	25	Grated or powdered cheese Whole milk powder	<ul style="list-style-type: none"> - Global trade is recorded and measured using the "Harmonized Commodity Description and Coding System", shortened to Harmonized System (HS) - This system came into effect in 1988 and is maintained by the World Customs Organization in Brussels, Belgium - Codes are common globally at the 2, 4 and 6 digit level; beyond this individual countries can set their own sub-codes at the 10 digit level - Sending country and receiving country trade codes are the same up to the 6 digit level, but will vary at the 10 digit level - Therefore global trade can be compared at the 2, 4 or 6 digit trade code level, but not at the 10 digit level - The codes are semi-regularly revised; products that did not exist (at any scale) when the codes were developed are generally caught in "catch-all" other codes, generally including the text "nes" (Not Elsewhere Specified); these nes codes are excellent markers for innovative products
Meat	02, 1601, 1602, 1605	64	Frozen bovine tongues Sheep offal, fresh or chilled	
Seafood	03	87	Frozen trout Chilled Yellowfin tuna	
Produce	07, 08	109	Kiwifruit Garlic, fresh	
Grains	10, 11	46	Barley Oats,	
Oilseeds, vegetable oils, etc.	12	41	Soya beans Rape seed	
Other	09	32	Black tea Vanilla	
Processed foods	17 (partial), 18, 19, 20 (partial), 21, 0407-0408	150	Chewing gum Infant formula	
Beverages	2009, 22	32	Beer Apple juice	
TOTAL		586		

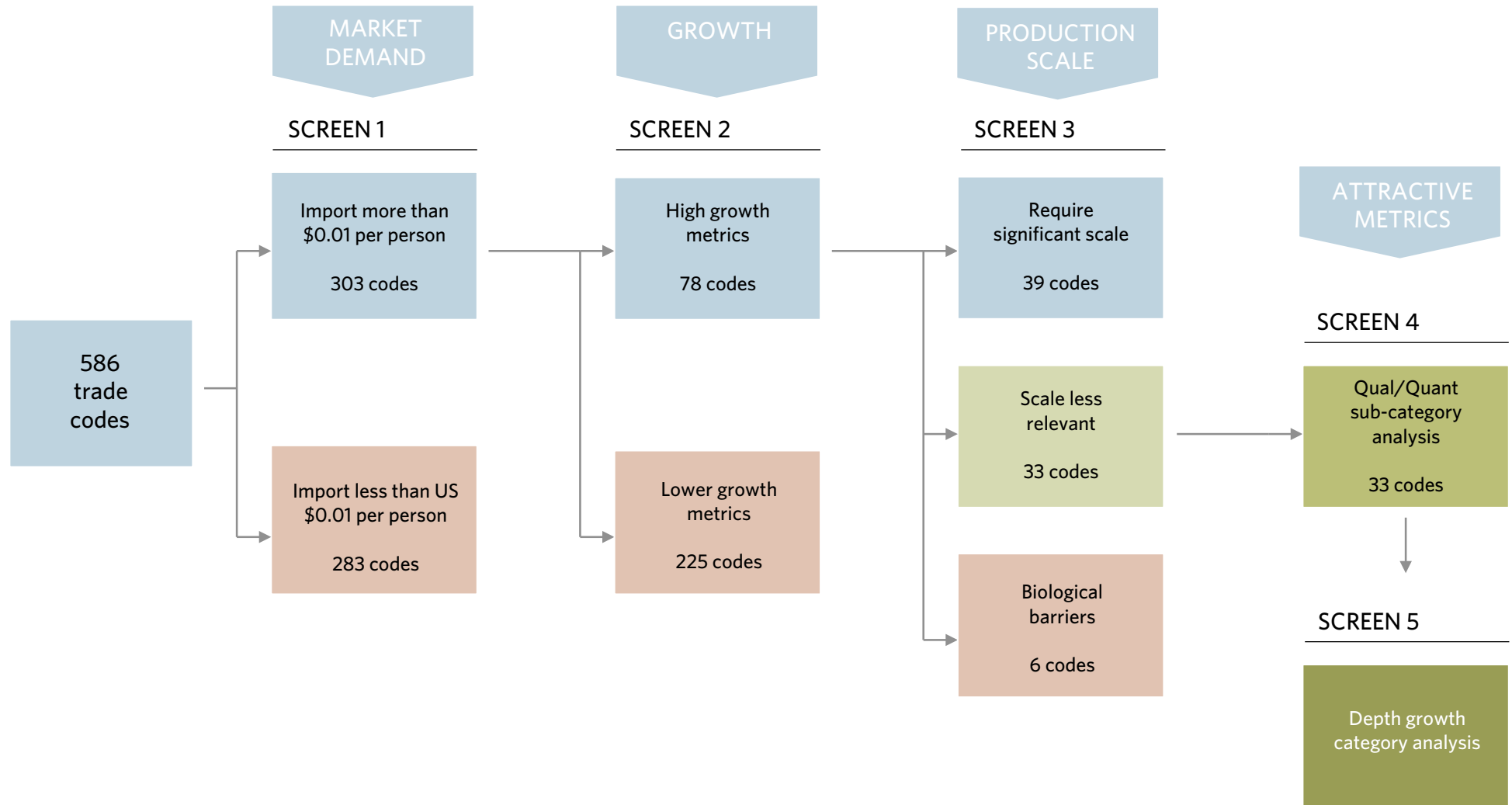
The sub-category analysis uses the same temperate-climate peer group as earlier

Defined peer group for benchmarking food & beverage export performance in Asia

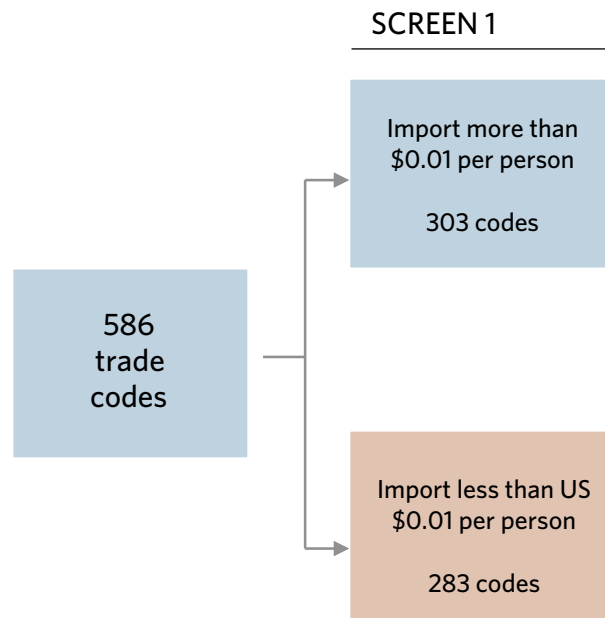
2014



The in-depth sub-category level analysis is structured as a five stage screening process



The first screen passes through 303 trade codes that have demonstrated demand and removes 283 trade codes that E/SE Asia doesn't want



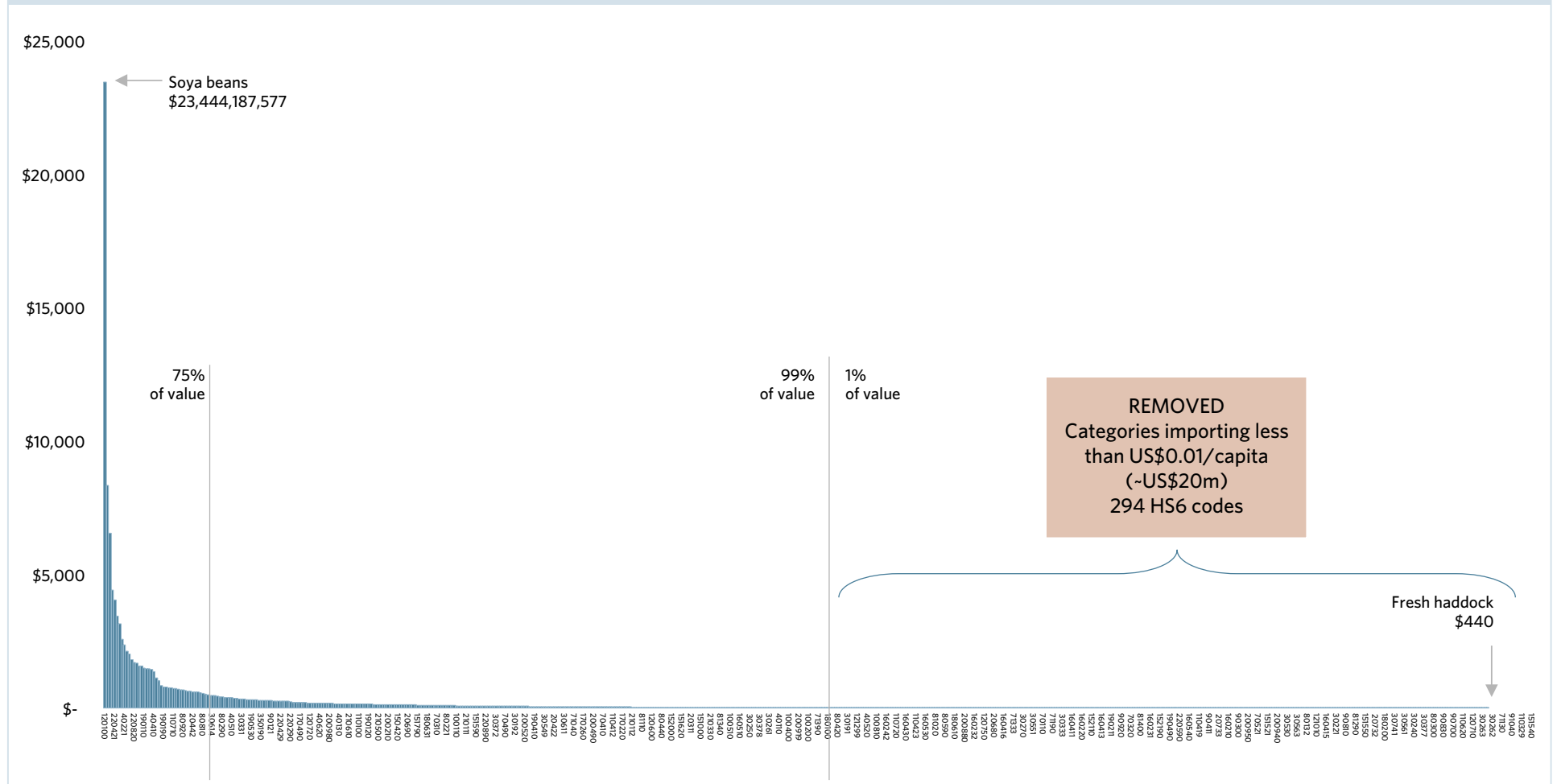
The trade data gives us clear indications of what E/SE Asia doesn't want: products where (1) they produce enough themselves or (2) where they don't eat it

EXAMPLES: HS6 based trade categories with less than one cent per capita imports into E/SE Asia from temperate peer group
US\$; 2012

NOT DEMANDED	Total value of all imports by E/SE Asia from temperate climate country peer group		
	Under \$1m	\$1-5m	\$5-20m
Produce enough themselves <i>High production /low imports</i>	Rice flour Carp, chilled Sesame oil Egg plant/Aubergine Brussels sprouts Spinach Watermelons Cucumbers Beans, fresh Sweet potatoes Asparagus, fresh Pickles (cucumber)	Soya sauce Ducks, whole frozen Green tea Garlic Leeks Dried apples Safflower seeds Scallops, chilled Chicory, fresh/chilled	Lettuce Tomatoes Vinegar Chewing gum Potato flour
Don't really consume <i>Low/no production /low imports</i>	Frogs' legs, chilled or frozen Sea bass, frozen Herrings, chilled Globe artichokes Rabbit offal Thyme/bay leaves	Anchovies, in brine Mate Tapioca Couscous Castor oil Red currants Apricots, fresh Tomato juice	Dairy spreads (040520) Blue vein cheese Caviar Vermouth Peanut butter Jams & jellies Marmalades Baking powder Canned spaghetti Stuffed pasta Raspberries, blackberries, etc., fresh Mustard seeds

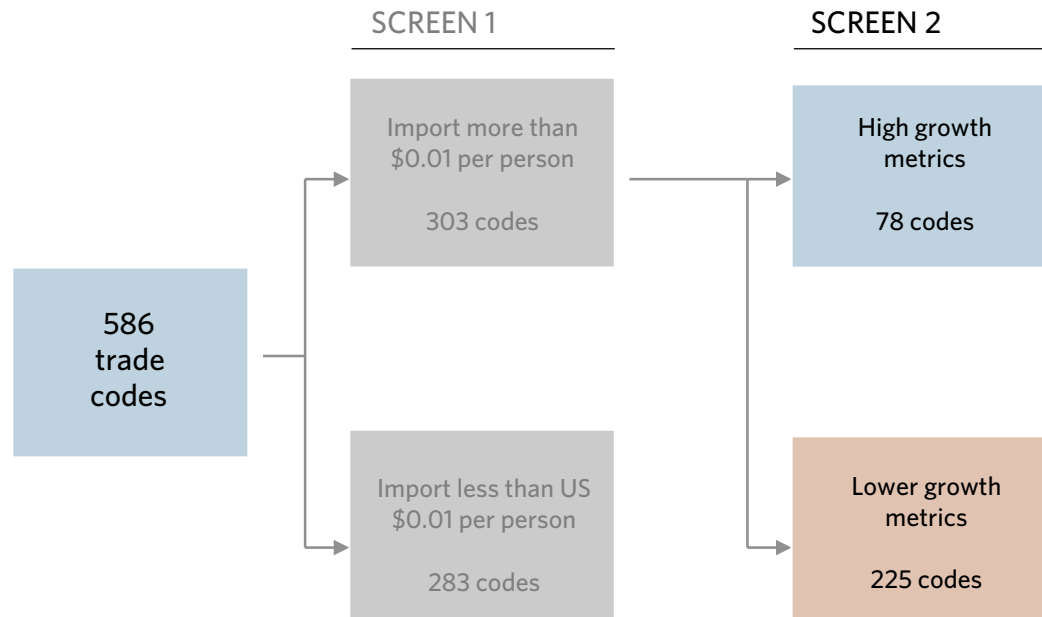
Therefore the first stage of the screen removed 294 categories where in aggregate E/SE Asia imported less than \$0.01 per person from the temperate climate peer group representing less than 1% of import value

Total export value of all 586 six digit food & beverage trade codes exports to E/SE Asia by NZ & temperate country peer group
US\$m; 2012



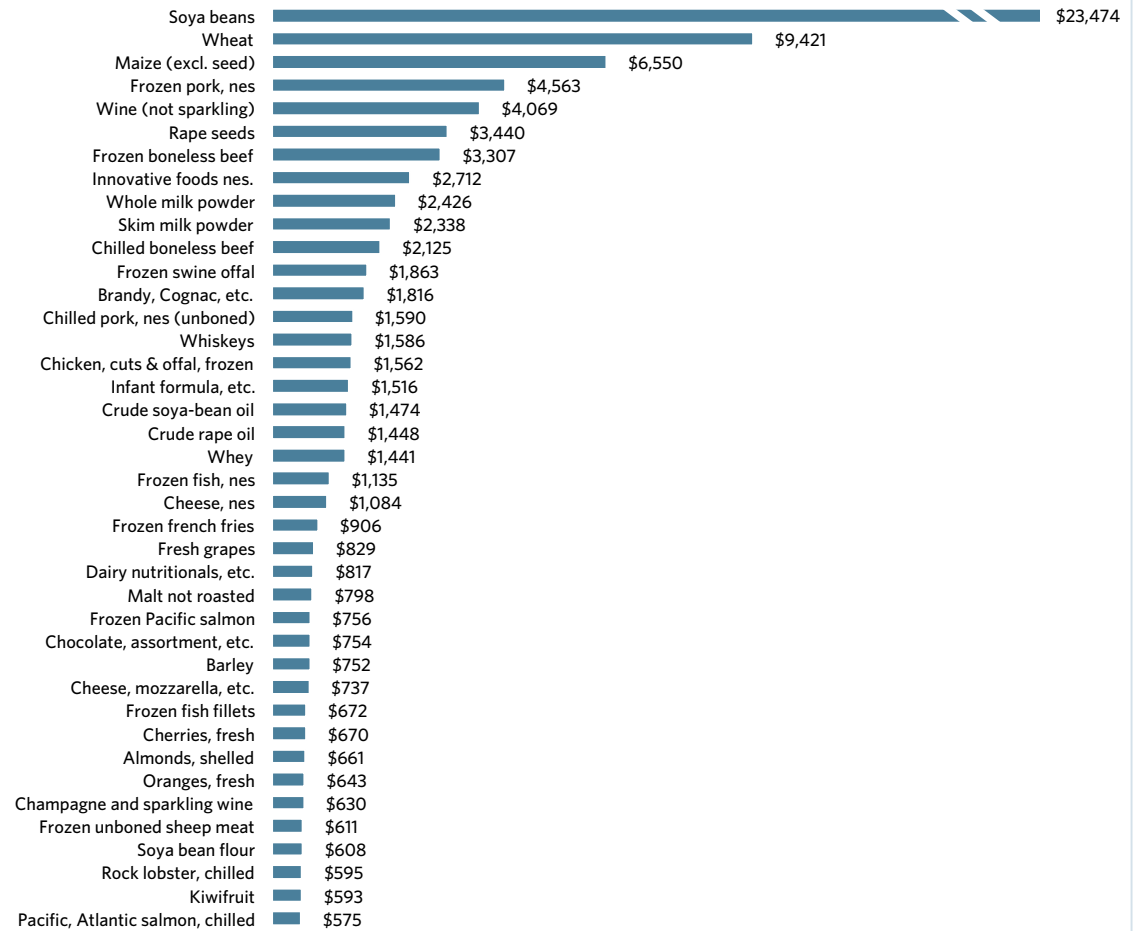
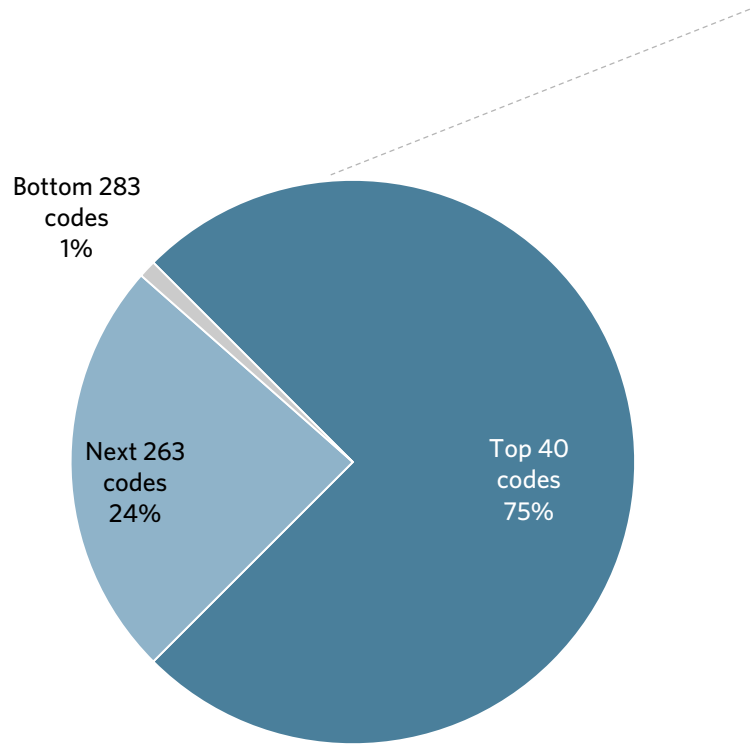
Source: UN Comtrade database; Coriolis classifications and analysis

The second screen analyses the categories across a range of growth metrics and passes through 78 codes with strong growth metrics



If we had used a purely size based screen (i.e. just looked at the largest), then the answer to “What Asia wants” is the following forty trade codes representing 75% of imports from temperate-climate peers

CORE IMPORTS: Top 40 F&B exports by value by temperate climate peer group to E/SE Asia
US\$m; 2012



Source: UN Comtrade database; Coriolis classifications and analysis

Instead, the screen used a range of quantitative criteria on the value of E/SE Asia's total import value from the temperate peer group over various periods (5 or 10 years)

Explanation of quantitative screening criteria used in Screen 2

2014

Variable	Time periods	Colour	Criteria	Details/discussion
Compound Annual Growth Rate (CAGR) export value	10 year 5 year		20% or more	<ul style="list-style-type: none"> - We need to approach high CAGRs on small starting values with some caution - Is the category growing its absolute export value over the medium /long term? - Categories growing their export dollars over a long period are more attractive and easier in which to grow (particularly new entrants)
			15 to 19%	
			Negative	
Absolute value growth	10 year 5 year		US\$500m or more	<ul style="list-style-type: none"> - Is the category growing its absolute export value over the medium /long term? - Categories growing their export dollars over a long period are creating wealth and employment in New Zealand - Need to be cautious with absolute growth as inflation can carry a large category along in absolute dollars
			US\$100-499m	
			Negative	
\$/unit (kg or l)	2010		US\$5 or more	<ul style="list-style-type: none"> - Is the product high value added per unit of absolute weight (or volume) relative to other categories? - All other things being equal, F&B categories with higher value per unit weight are more value added (e.g. infant formula vs. milk powder)
			Under US\$1	
CAGR \$/unit	10 year		8% or more	<ul style="list-style-type: none"> - Is the category achieving positive price gains? - F&B categories growing their price per unit weight are an indication of consumers being prepared to pay more for the product over time - Much better to be in a category with increasing prices than falling ones
			Negative	
Overall attractiveness	5/10y		High	<ul style="list-style-type: none"> - A forced ranking of all categories relative to each other - Uses combination of above factors
			Medium	
			Low	

Appendix 2 shows the Screen 2 results for all 303 HS6 codes evaluated

EXAMPLE
See Appendix 2 for
full details of screen

The image displays 18 screenshots of a data table, arranged in two rows of nine. Each screenshot shows a detailed view of a specific HS6 code, with columns for the code, description, and various metrics. The data is presented in a structured, tabular format, typical of a software application's data entry or review screen. The screenshots are arranged in a grid, showing a sequence of different HS6 codes and their corresponding data. The data includes numerical values, text descriptions, and status indicators, all presented in a consistent layout across the different screenshots.

Seventy-eight categories emerged from this purely external, market-demand driven screen; categories extend across the full range of temperate climate foods and beverages

RESULTS: Screen 2 - High growth HS6 trade codes imported from temperate climate peer group

Based on trade data from 34 countries; 2012

Dairy	Meat	Seafood	Produce	Grains & oilseeds	Processed foods	Beverages
Whole Milk Powder Skim Milk Powder Whey Cheese, Mozzarella Other milk fats Butter Milk albumins Milk/cream 6%+ Buttermilk, etc. Lactose (2 codes) Yoghurt	Chilled beef Frozen pig offal Chilled pig meat Frozen bone-in sheep Frozen bone-in beef Frozen sheep offal Chilled beef offal Gelatin Frozen ham/shoulder Edible fats, nes Pig & poultry fat	Rock lobster Frozen fish fillets Chilled salmon Fresh crabs Frozen crabs Frozen cod Frozen halibut Squid, not fresh Chilled claw lobster Chilled fish nes Chilled fish fillets	Kiwifruit Cherries Fresh grapes Almonds, shelled Pistachio nuts Dried peas Walnuts, whole Walnuts, shelled Almonds, whole Other nuts nes Avocados Fresh mushrooms Blueberries, etc. Hazelnuts	Rapeseeds Wheat Soya beans Crude rape oil Soya bean flour Cotton seeds Linseed Virgin olive oil Canola/Rape oil Groundnut oil	Innovative foods Infant formula Dairy nutritionals Chocolate, assorted Honey Choc. block Sweet biscuits Roasted coffee Cocoa powder Tea ext./essences Cocoa paste	Wine, bottle Whiskey Brandy/Cognac Champagne Beer Other non-alcoholic Wine, bulk Rum Other grape must

Another fifty-two categories “just missed the cut” having scored just under the required threshold

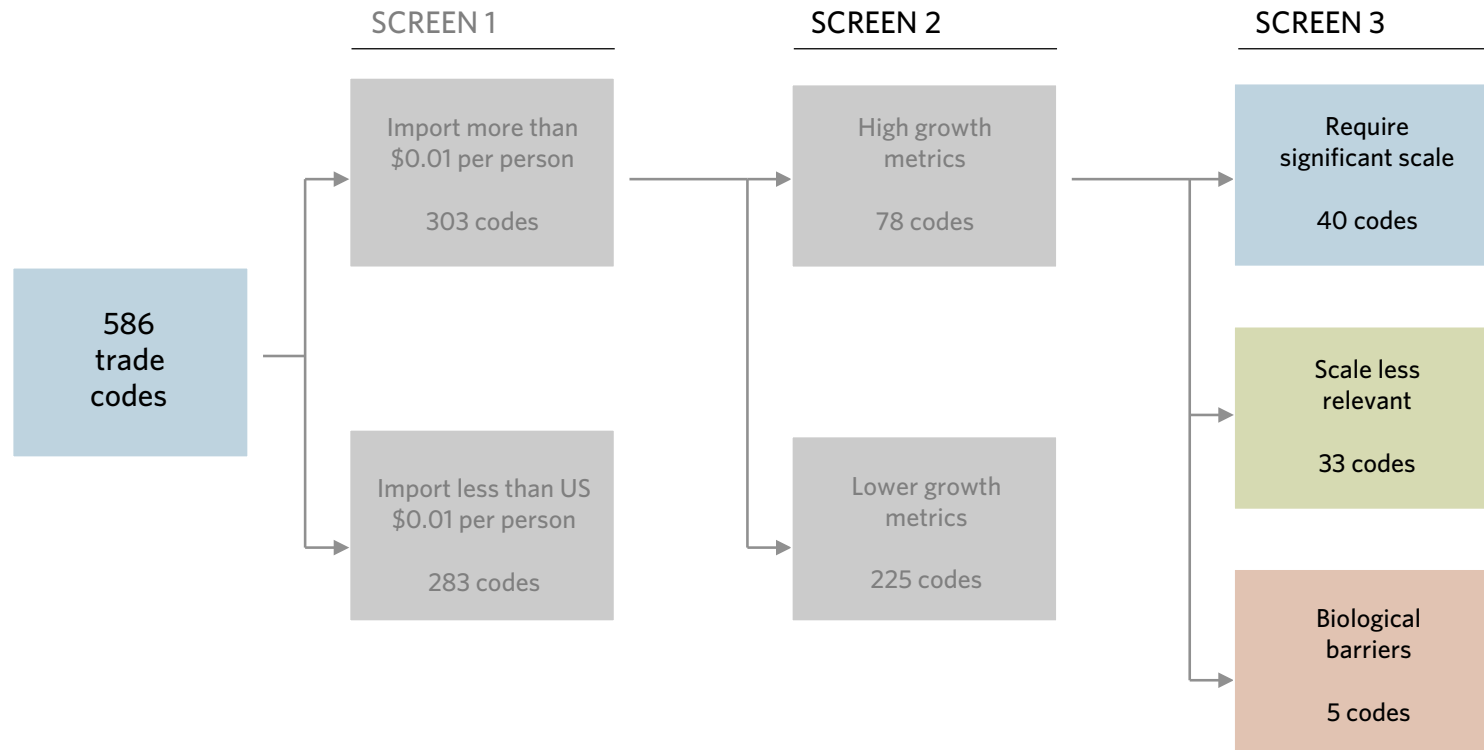
RESULTS: Just missed being in Screen 1 – Medium growth HS6 trade codes imported from temperate climate peer group

Based on trade data from 34 countries; 2002-2012

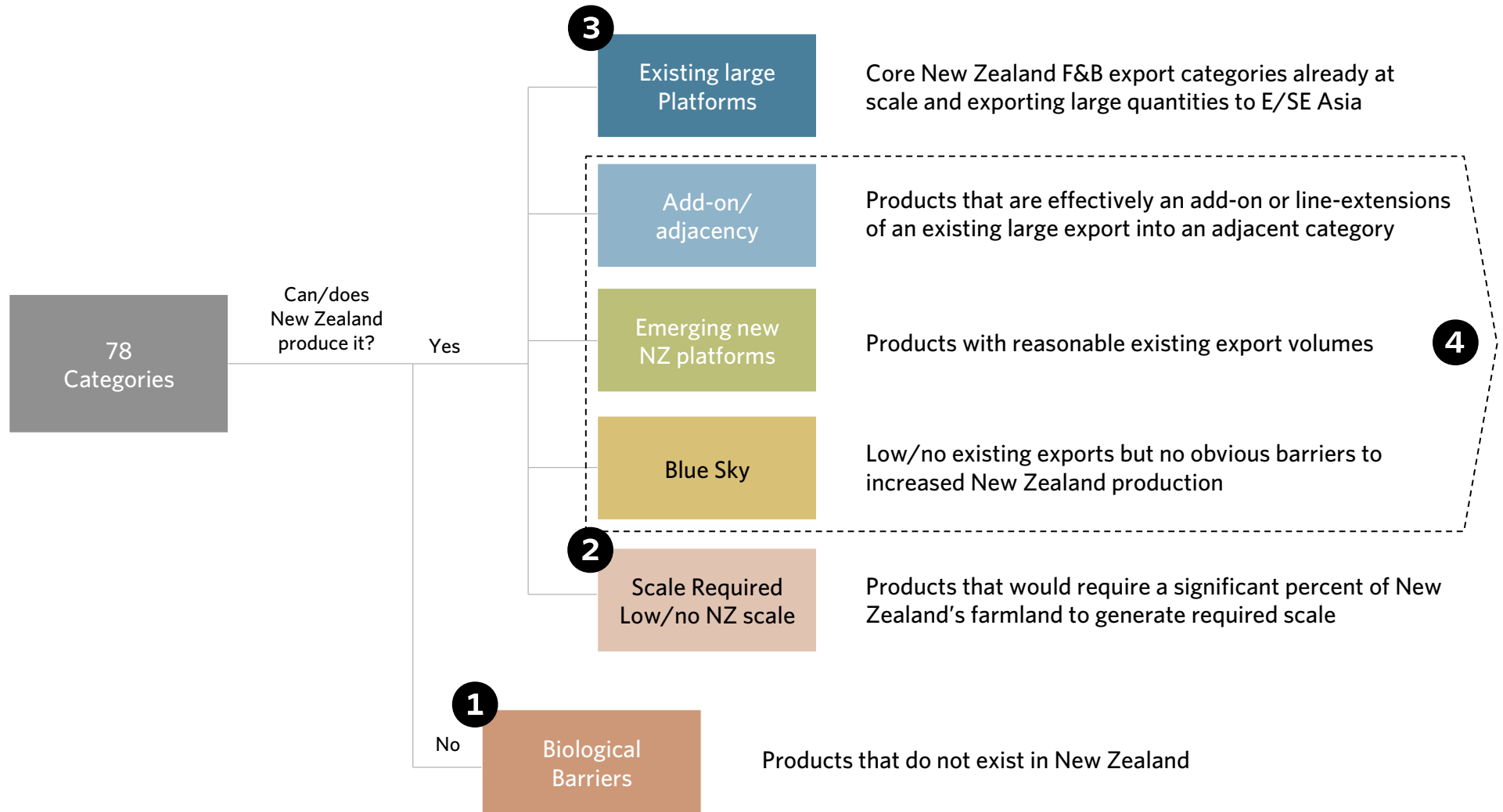
Dairy	Meat	Seafood	Produce	Grains & oilseeds	Processed foods	Beverages
Cheese, cheddar etc Processed cheese Grated cheese UHT milk Condensed milk	Fzn. pork nes Fzn. boneless beef Fzn. chicken cuts Fzn. Beef offal Beef/sheep fat Fzn. turkey, cuts Pork, salt/smoke Chil. sheep bone-in Chil. sheep b-less Fzn. sheep carcass Deer, other nes. Goat meat	Frozen fish nes. Fzn. Pacific salmon Aquatic invert. nes. Crab, prep/pres Fzn. Skipjack tuna Fzn. Shark Fish liver oils	Oranges, fresh Apples, fresh Other fruit nes. fzn. Ginseng roots Dried grapes Peanuts, shelled	Maize Milled rice Sunflower seeds Sunflower seed oil Crude linseed oil	Fzn. French fries Other baked goods Pasta, uncooked Protein conc. Trail mix, etc. Tea extracts Cocoa paste, pure Breakfast cereal Coffee extracts Inactive yeasts Inulin	Juice, single fruit nes Ethyl alcohol Denatured ethyl a.

This is the second place “silver medal list of what E/SE Asia has indicated it wants from the temperate climate countries; see appendix for full scoring details

The third screen analyses the 78 market-driven, high-growth categories against New Zealand's situation and capabilities



The 78 market-driven categories that emerged from E/SE Asian market demand were sorted (“triated”) against the current New Zealand situation and sorted into four broad categories

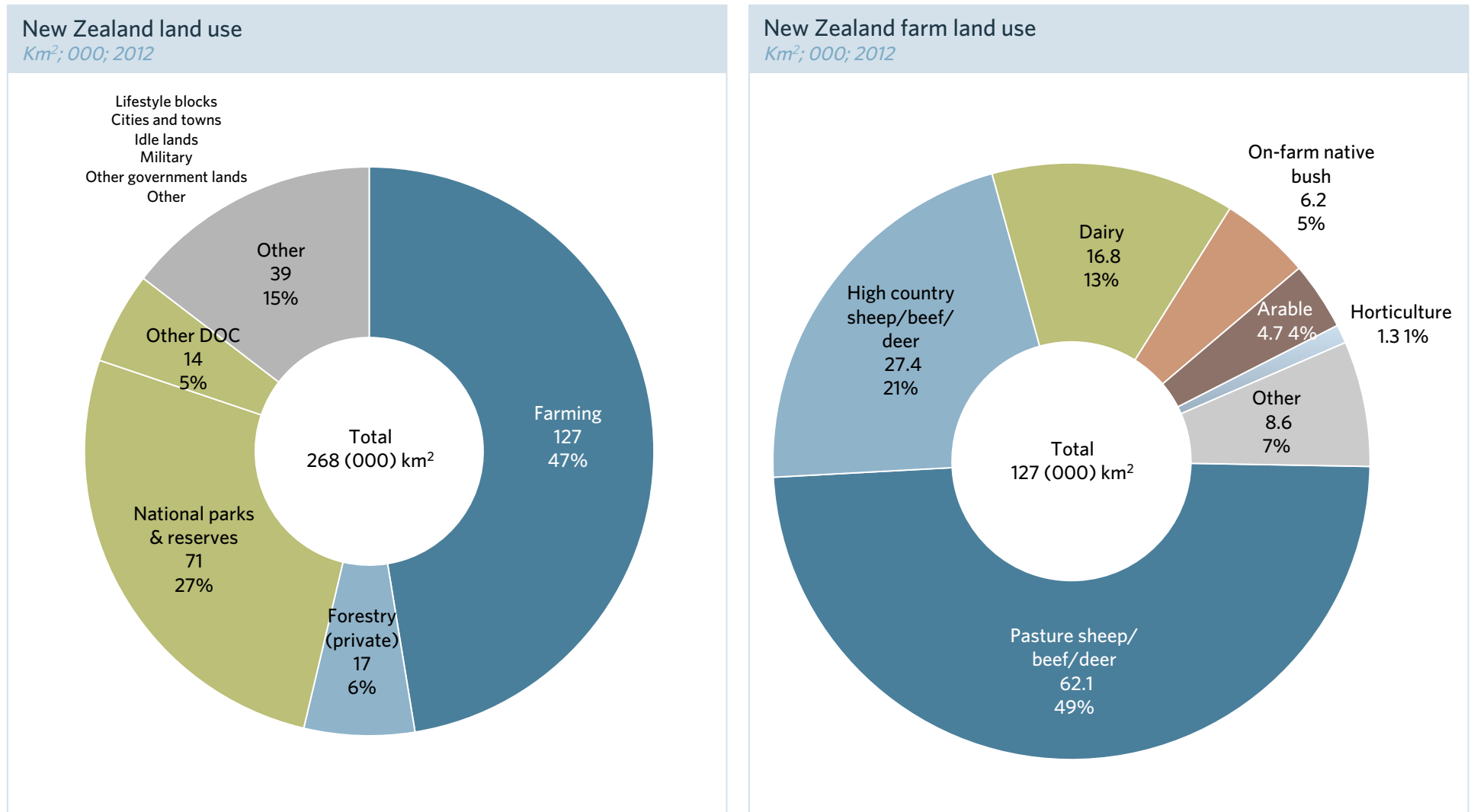


1. BIOLOGICAL BARRIERS: Five codes – all wild catch seafood - were removed, as New Zealand does not have the required species in its waters

High growth HS6 trade codes removed from screen as New Zealand has clear biological barriers to export growth
2014

HS6 Code	Product category	What is the issue?
030331	Frozen whole halibut (Reinhardtius hippoglossoides, Hippoglossus hippoglossus, Hippoglossus stenolepis)	<ul style="list-style-type: none"> - North Atlantic/North Pacific species - Not in New Zealand waters
030360	Whole frozen cod (Gadus morhua, Gadus ogac, Gadus macrocephalus), excluding livers and roes	<ul style="list-style-type: none"> - North Atlantic/North Pacific species - Not in New Zealand waters
030614	Frozen crab (Portunus sp., etc.)	<ul style="list-style-type: none"> - Native New Zealand crab species are too small and/or with little meat
030624	Fresh/chilled crab (Portunus sp., etc.)	
030622	Chilled clawed lobster (Homarus americanus; Homarus gammarus)	<ul style="list-style-type: none"> - Large North Atlantic species which can grow to 20kg - Not in New Zealand waters - New Zealand has related Metanephrops challengeri (aka. New Zealand scampi) which grows to 0.1kg (100g)

With almost 50% of New Zealand farmed, there is no potential to increase farm area; therefore any increase in raw production would need to come from changing existing land use

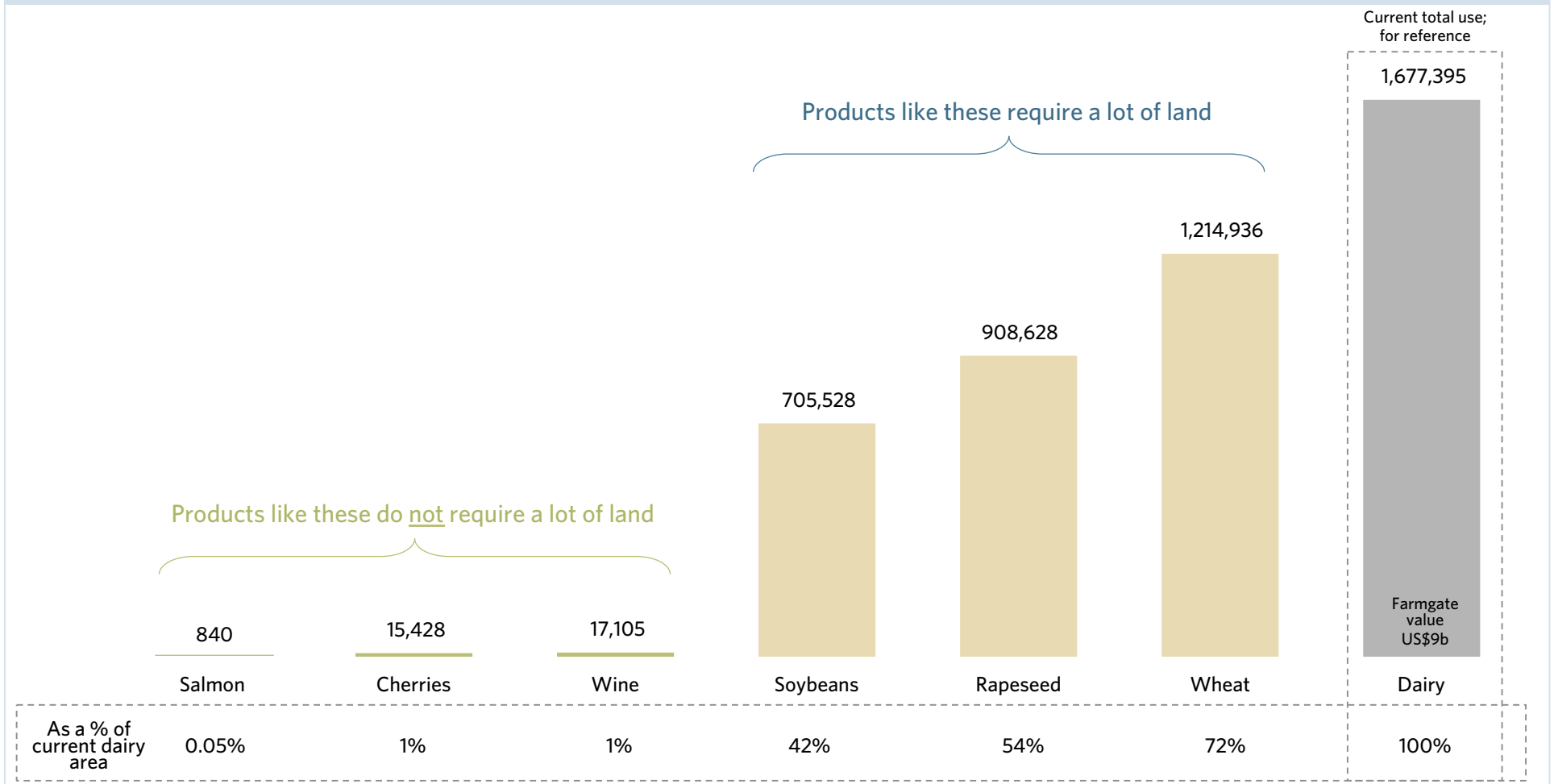


Source: Statistics New Zealand; Dairy NZ annual report; World Database of Protected Areas (<http://www.wdpa.org>); Department of Conservation Annual Report; Coriolis analysis and estimates

2. SCALE REQUIRED: Large land-intensive categories were therefore removed, as these would likely return less per hectare than current uses*

How much land would New Zealand need to use to generate one billion (US\$) in exports ?

Ha; 2012 or as available



* Note: this is based on common sense and "back-of-the-envelope" calculations; dairy farming is Dairy NZ "effective hectares"; Source: NZ Winegrowers; Aquaculture NZ; Statistics New Zealand; UN Comtrade database; UN AgStat database; MPI SOPI; Coriolis estimates and analysis

2. SCALE REQUIRED: Thirteen trade codes were removed as export success in Asia would require significant land-use change and a pre-existing level scale that New Zealand lacks

High growth HS6 trade codes removed from screen as New Zealand has clear scale barriers to export growth

2014

Defined Super-category	Defined scope	Screen 2 products removed as part of Screen 3	Why removed?
Wheat	Growing, harvesting, storing & transporting of wheat (Triticum spp.)	Common wheat, spelt and meslin (100190) (Note: Durum wheat did not pass screen)	<ul style="list-style-type: none"> - A scale game requiring a global-scale value chain of area, storage and transport infrastructure for success - Scaling up production for export to Asia would require very large amounts of New Zealand land - Growing wheat commercially for ~200 years; area flat-to-declining for last 50+ years
Soya beans	Soya beans	Soya beans (120100) Soya bean flour and meal (120810)	<ul style="list-style-type: none"> - A scale game requiring a global-scale value chain of area, storage and transport infrastructure for success - Scaling up production for export to Asia would require very large amounts of New Zealand land
Linseed	Linseed	Linseed (120400)	<ul style="list-style-type: none"> - New Zealand has historically and still produces small quantities
Oilseeds & ground nuts	Seeds used in oil production and associated products	Rape or colza seeds (120500) Crude rape, colza or mustard oil and fractions (151410) Rape, colza or mustard oil (excl. crude) (151490) Cottonseed (120720) Crude ground-nut oil (150810)	<ul style="list-style-type: none"> - New Zealand has historically and still produces small quantities
Pork & pig offal	Rearing and processing of pigs for meat	Chilled swine meat, nes (unboned) (020319) Frozen unboned hams, shoulders, etc. (020322) Frozen edible swine offal (excl. livers) (020649) Pig and poultry fat, chilled or frozen (020900)	<ul style="list-style-type: none"> - A scale game requiring a global-scale value chain for export success in Asia - New Zealand industry historically protected by biosecurity - New Zealand industry lacks access to cheap grain, cheap labour and is sub-scale

3. EXISTING LARGE: 27 trade codes associated with New Zealand's existing large product platforms were removed as these are at scale and assumed to be well and truly "on top of" their Asian market opportunity

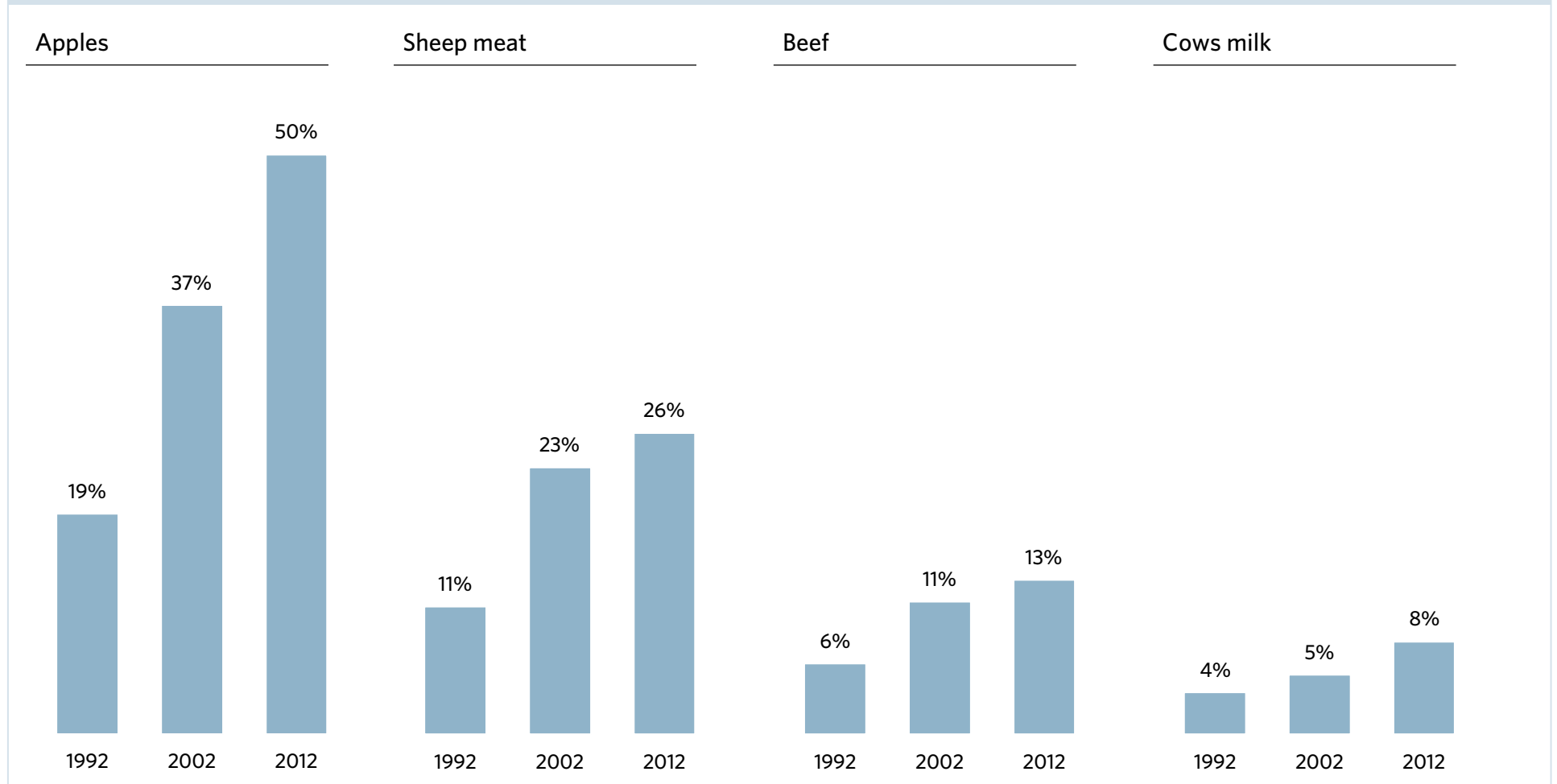
High growth HS6 trade codes removed from screen as New Zealand is already at scale in these products

2014

Defined Super-category	Defined scope	Screen 2 products removed as part of Screen 3	Why removed?
Dairy (11)	Processing raw milk received from dairy cows into transport-friendly ingredients for E/SE Asia	High fat milk & cream (040130) Milk powder (040210/040221) Buttermilk, etc. (040390) Whey (040410) Butter & other milk fats (040510/040590) Cheese, mozzarella-type, etc. (040610) Lactose (170211/170219) Milk albumin, incl. conc. of 2+ whey pro. (350220)	<ul style="list-style-type: none"> - Dairy conversions happening rapidly - Fonterra, Westland and other already fully engaged with Asia - Production mix can be rapidly changed from lower demand products not listed here to these - Industry at-scale and running on its own dynamic
Beef & sheep (7)	Pasture-fed ruminants processed into whole carcass or primal cuts & offal	Bovine meat, chilled & frozen (020130/020220) Unboned sheep meat (020442) Bovine offal, chilled (020610) Sheep offal (020690) Edible preparations of fats and oils, nes (151790) Gelatin & deriv; isinglass; etc. (350300)	<ul style="list-style-type: none"> - Supply constrained: sheep numbers falling and national beef herd shifting to dairy cull - SFF, Alliance, etc. already engaged with Asia - Production mix can be rapidly changed from lower demand products not listed here to these
Kiwifruit (1)	Kiwifruit picked and packed in a whole form and marketed by Zespri (x Aus)	Kiwifruit (081050)	<ul style="list-style-type: none"> - Zespri single-desk on exports to Asia - Industry at-scale and running on its own dynamic
Wild-catch seafood (5)	Seafood caught from the wild by trawlers and other fishing vessels	Chilled fish nes (030269) Chilled & frozen fish fillets (030410/030420) Rock lobster (030621) Cuttlefish and squid, not fresh (030749)	<ul style="list-style-type: none"> - Sustainable quota management system effectively means flat capture going forward; therefore low/no potential for major volume growth - Industry at-scale and running on its own dynamic
Wine (3)	Fermented and aged grape juice	Wine, bottled/retail (220421) Wine, bulk (220429) Other grape must, nes (220430)	<ul style="list-style-type: none"> - Industry at-scale and running on its own dynamic

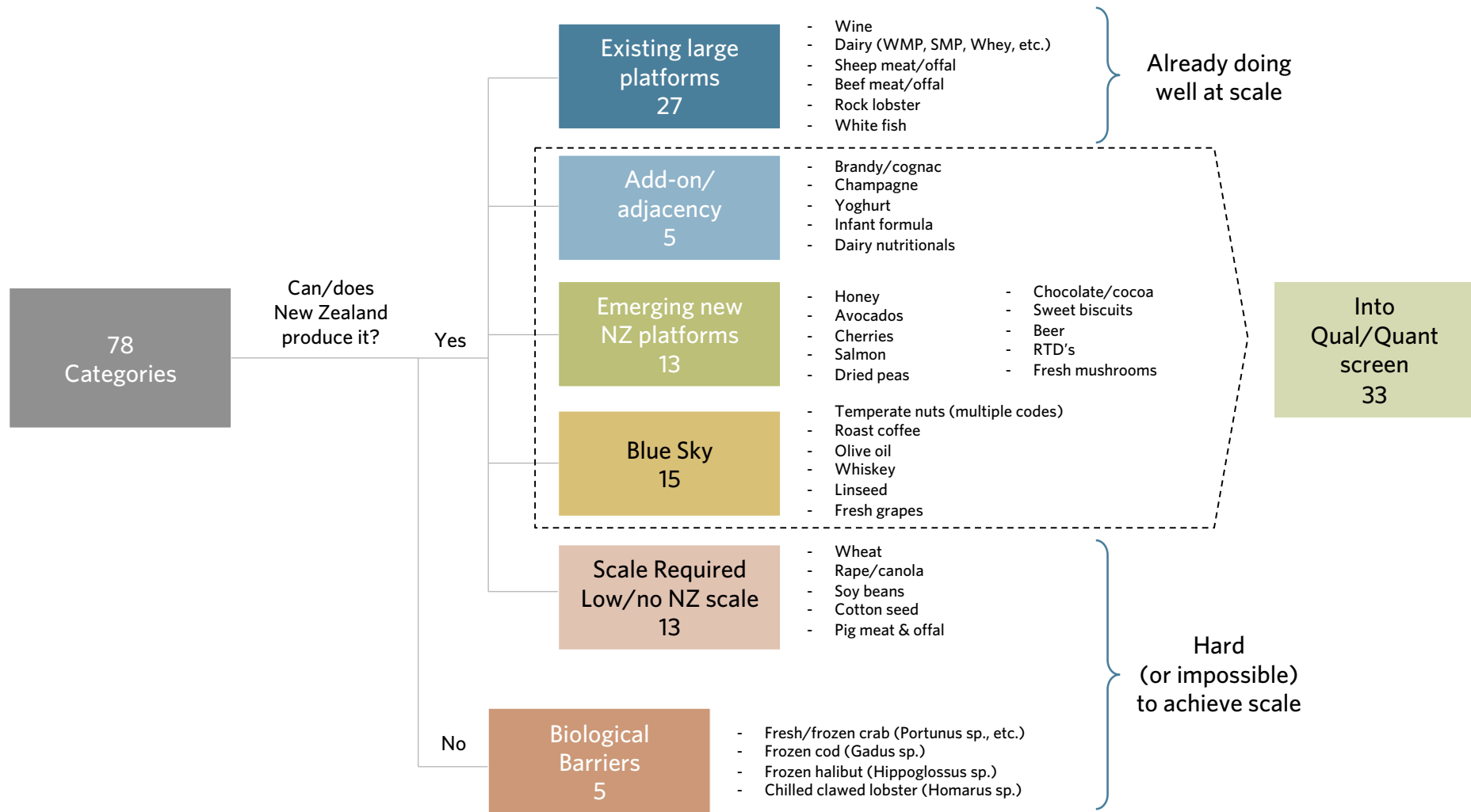
However, these core categories cannot be taken for granted; E/SE Asian food production is increasing rapidly across many items, including many of New Zealand's core current exports

E/SE Asia share of total world production of select foodstuffs over past 20 years
% of tonnes; 1992/2002/2012

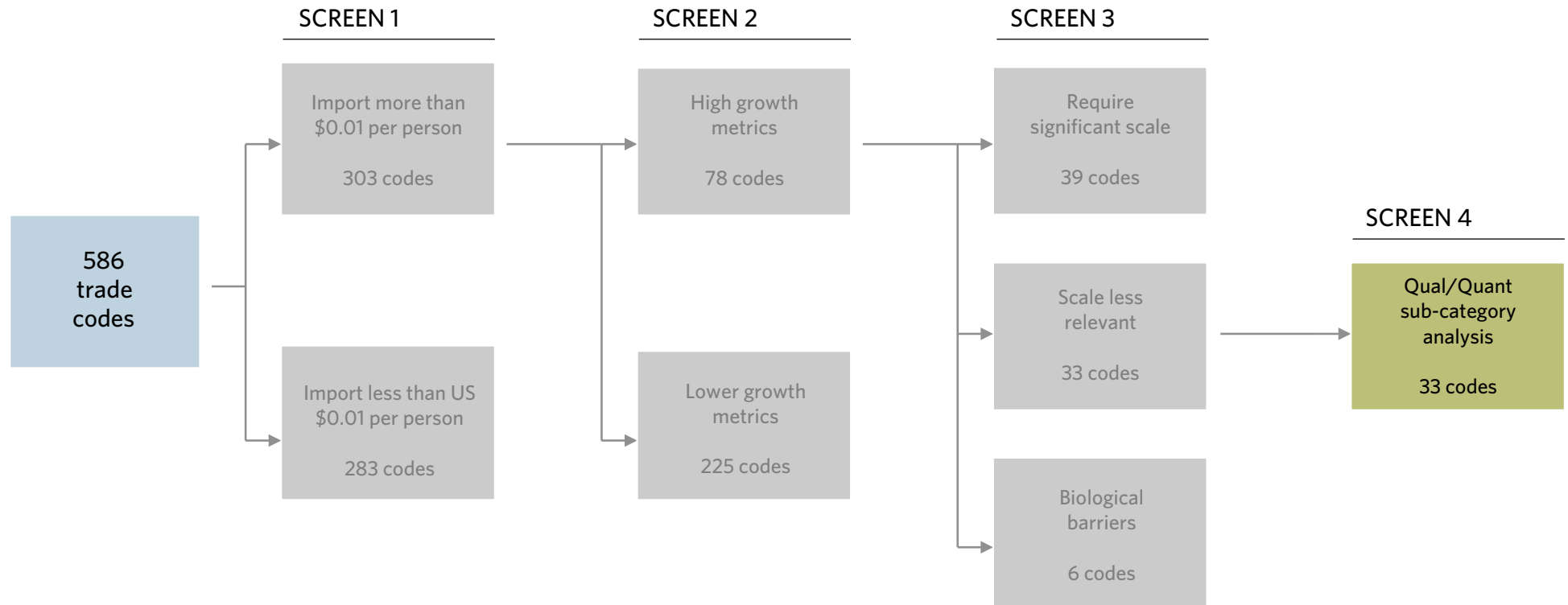


Source: UN FAO AgStat database; Coriolis analysis

This leaves 33 trade codes to pass into Screen 4



The fourth screen analyses the 33 remaining market-driven, high-growth categories across common quantitative and qualitative criteria



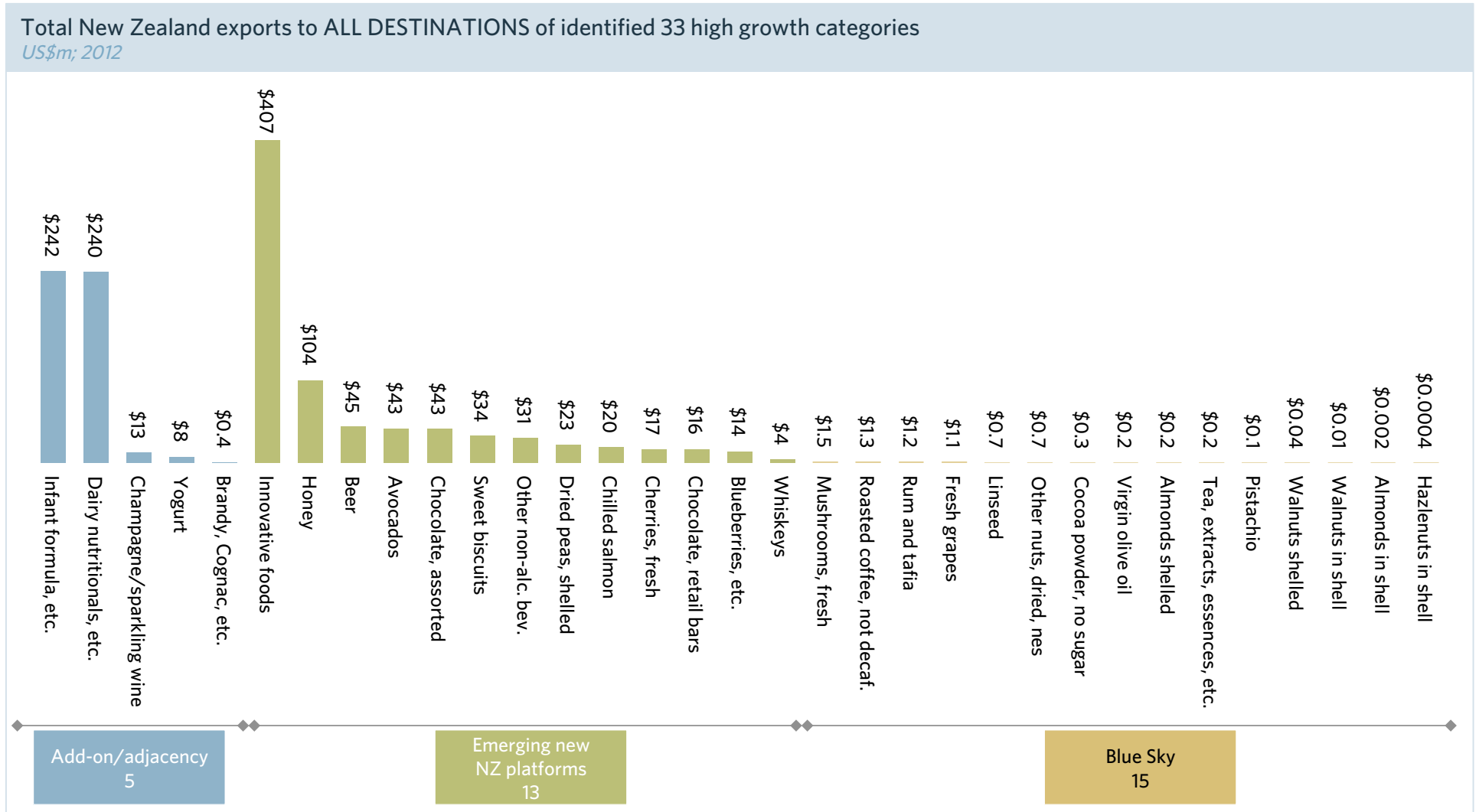
The thirty-three resulting categories were sorted by their development stage and level of existing exports

Details of identified high potential categories with preliminary broad fit with New Zealand export growth objectives

HS 6 Code	Description	E/SE Asia from ... US\$m; 2012		NZ to world US\$m 2012
		Peers	NZ	
Add-on/adjacency to existing large platform (structurally close to existing large exports)				
040310	Yoghurt	\$36	\$2	\$8
190110	Infant formula	\$1,516	\$177	\$242
190190	Dairy nutritionals, etc.	\$817	\$124	\$240
220410	Champagne and sparkling wine	\$630	\$0	\$13
220820	Brandy, Cognac, etc.	\$1,816	\$0	\$0
Emerging new platforms (some level of New Zealand exports)				
030212	Chilled Pacific, Atlantic salmon	\$575	\$7	\$20
040900	Natural honey	\$112	\$48	\$104
071310	Dried peas, shelled	\$316	\$4	\$23
080440	Avocados, fresh	\$33	\$5	\$43
080920	Cherries, fresh	\$670	\$16	\$17
081040	Blueberries, etc.	\$74	\$1	\$14
180632	Chocolate, retail blocks	\$194	\$2	\$16
180690	Chocolate, assorted	\$754	\$2	\$43
190530	Sweet biscuits; waffles and wafers	\$326	\$1	\$34
210690	Innovative foods	\$2,712	\$185	\$407
220290	Other non-alcoholic beverages, nes	\$235	\$2	\$31
220300	Beer	\$431	\$1	\$45
220830	Whiskeys	\$1,586	\$1	\$4

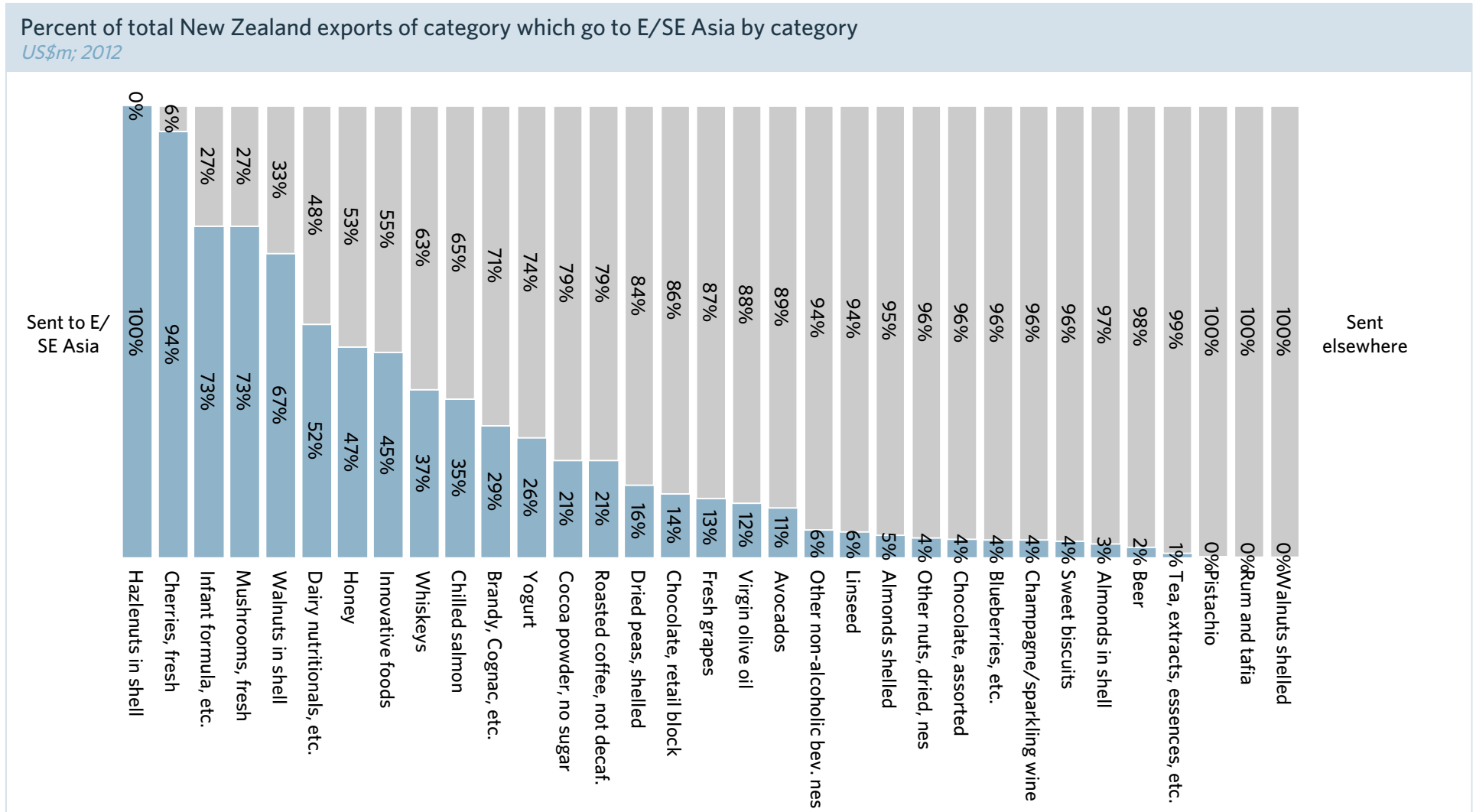
HS 6 Code	Description	E/SE Asia from ... US\$m; 2012		NZ to world US\$m 2012
		Peers	NZ	
Blue sky potential opportunities (very minor New Zealand exports)				
070951	Mushrooms, fresh or chilled	\$26	\$1	\$2
080211	Almonds in shell, fresh or dried	\$405	\$0	\$0
080212	Almonds without shells, fresh or dried	\$661	\$0	\$0
080221	Hazlenuts in shell, fresh or dried	\$92	\$0	\$0
080231	Walnuts in shell, fresh or dried	\$263	\$0	\$0
080232	Walnuts without shells, fresh or dried	\$288	\$-	\$0
080250	Pistachio, fresh or dried	\$502	\$0	\$0
080290	Other nuts, fresh or dried, nes	\$407	\$0	\$1
080610	Fresh grapes	\$829	\$0	\$1
090121	Roasted coffee, not decaffeinated	\$287	\$0	\$1
120400	Linseed	\$111	\$0	\$1
150910	Virgin olive oil and fractions	\$379	\$0	\$0
180500	Cocoa powder, no sugar	\$121	\$0	\$0
210120	Tea, extracts, essences, etc.	\$71	\$0	\$0
220840	Rum and tafia	\$31	\$-	\$1

New Zealand's total export of the categories that emerged from the screen vary by size, from US\$242 million (infant formula) to US\$0.0004 or US\$400.00 (hazelnuts in shell)



Source: UN Comtrade database; Coriolis classifications and analysis

The categories that emerged from the screen also vary in their exposure to E/SE Asia



Each of the identified categories was detailed in a two page profile of qualitative and quantitative characteristics of the product and market

See Appendix 1 for two page profiles of all 33 categories

EXAMPLE: Two page stage II scorecard for refrigerated yoghurt

Quantitative

Qualitative

YOGHURT, CHILLED (040310)

IMPORTS BY E/SE ASIA FROM PEER GROUP						NEW ZEALAND EXPORTS TO E/SE ASIA								
Country	Total import share	Import value: FOB sender US\$m: 12	Sy CAGR	Sy ABS	\$/kg US\$: 12	Sy CAGR	Import per capita US\$: 12	Country	Region export mix	Export Value: FOB sender US\$m: 12	Sy CAGR	Sy ABS	\$/kg US\$: 12	Sy CAGR
Taiwan	52%	\$86	162%	\$85	\$1.24	-16%	\$3.67	China	47%	\$0.94	87%	\$0.90	\$8.69	35%
Singapore	26%	\$43	60%	\$35	\$1.60	-3%	\$7.88	Hong Kong SAR	13%	\$0.26	13%	\$0.12	\$7.37	33%
Hong Kong SAR	6%	\$11	20%	\$6	\$4.48	10%	\$1.48	Japan	10%	\$0.30	6%	\$0.19	\$6.95	24%
Philippines	6%	\$11		5	\$1.14	-7%	\$0.11	Singapore	10%	\$0		\$0.17	\$3.62	7%
China	4%	\$7		5	\$3.76	10%	\$0.00	Malaysia	7%	\$1		\$0.08	\$5.59	26%
Viet Nam	1%	\$2		11	\$1.29	11%	\$0.03	South Korea	6%	\$		\$0.11	\$5.99	23%
Malaysia	1%	\$2		11	\$3.25	-21%	\$0.08	Viet Nam	3%	\$0		\$0.06	\$10.85	N/C
Thailand	1%	\$2		2	\$1.46	-22%	\$0.03	Taiwan	3%	\$0		\$0.05	\$7.12	N/C
Indonesia	1%	\$1	-6%	-\$1	\$4.41	26%	\$0.01	Thailand	1%	\$0.03	34%	\$0.02	\$3.51	4%
China, Macao SAR	1%	\$1	15%	\$0	\$1.13	8%	\$1.56	Philippines	1%	\$0.02	10%	\$0.01	\$6.65	24%
South Korea	0%	\$1	-21%	-\$2	\$3.29	-4%	\$0.01	Indonesia						
Japan	0%	\$1	38%	\$0	\$2.86	19%	\$0.00	Myanmar						
Myanmar	0%	\$0	9%	\$0	\$1.76	9%	\$0.01	Macao SAR						
TOTAL	100%	\$166	44%	\$140	\$1.46	-2%	\$0.08	TOTAL	100%	\$2.02	45%	\$1.70	\$6.83	29%

EXPORTS TO E/SE ASIA BY PEER GROUP						QUANTITATIVE OBSERVATIONS/CONCLUSIONS					
Country	Peer export share	Export value: FOB sender US\$m: 12	Sy CAGR	Sy ABS	\$/kg US\$: 12	Sy CAGR	Markets				
Australia	47%	\$17	91%	\$10	\$3.82	8%	- Market is primarily rich (Australia, Taiwan, Singapore & Hong Kong)				
Switzerland	24%	\$8	26%	\$6	\$4.22	8%	Competitors - Australia has about half market and showing strong growth - Switzerland (11) is the #2				
USA	8%	\$3	-7%	-\$1	\$2.15	-9%	New Zealand - Key market is China and Hong Kong; almost no presence in Singapore - Poor regional share relative to Australia; being beaten by Switzerland and the US; about to be beaten by The Netherlands - What lessons can be learned from the success of Switzerland?				
New Zealand	6%	\$2		\$2	\$6.83	29%					
Netherlands	5%	\$2		\$10.54	\$1%						
United Kingdom	3%	\$0		\$5.57	-7%						
Greece	2%	\$1		\$6.46	6%						
Germany	2%	\$1	15%	\$0	\$1.29	-3%					
France	1%	\$0		\$4.53	-3%						
Other	1%	\$0	-15%	-\$1	\$5.74	14%					
TOTAL from peers	100%	\$36	36%	\$19	\$3.82	6%					
Inter-regional/Other		\$130									
TOTAL		\$166									

E/SE Asia Imports total	E/SE Asia imports from peers	NZ export value to E/SE Asia	NZ share of peers	Possible size of the prize
\$166m	\$36m	\$2m	6%	+\$10-15m

YOGHURT, CHILLED (040310)

SCORECARD	SITUATION/STRUCTURE	NATURE OF THE CHALLENGE TO NZ	
E/SE ASIAN MARKETS	NEW ZEALAND	LEVERAGABLE NZ FACTORS	SOURCES OF VALUE CREATION
Pay a premium for brand/quality	Small category in an absolute sense; NZ exports US\$2m into a US\$36m market	NZ is a low cost producer of dairy products	NZ should be able to compete with Switzerland's (the #2) Emmi brand
Status/gifting usage	NZ strong growth of exports to Asia; achieving price premiums over most peers	NZ has a good reputation as a high quality supplier of dairy products in Asia	Increase share into Singapore and HK
Wide price bands at retail	Fonterra is manufacturing yoghurt products under Arlene	NZ unique flavours (e.g. manuka honey, jazz apple, Zespri Gold, feijoa)	Grow volumes into retail by manufacturing store brands for key international retailers
Rich countries achieving success	Key NZ firms: Fruity, Symbis Fielder (Meal Epicurean, ott)	Key NZ firms: Fruity, Symbis Fielder (Meal Epicurean, ott)	Key NZ firms: Fruity, Symbis Fielder (Meal Epicurean, ott)
"Low hanging fruit" available	NZ market is predominantly spoonable yoghurt as opposed to drinkable yoghurt as preferred in Asia	Key NZ firms: Fruity, Symbis Fielder (Meal Epicurean, ott)	Key NZ firms: Fruity, Symbis Fielder (Meal Epicurean, ott)
Capital intensive to produce	Growth in premium yoghurts	Key NZ firms: Fruity, Symbis Fielder (Meal Epicurean, ott)	Key NZ firms: Fruity, Symbis Fielder (Meal Epicurean, ott)
Large number of firms	Excludes dry yoghurt powders (e.g. LasiYo)	Key NZ firms: Fruity, Symbis Fielder (Meal Epicurean, ott)	Key NZ firms: Fruity, Symbis Fielder (Meal Epicurean, ott)
Required skills to succeed	Imported yoghurt from peers (\$36m) is 0.1% of total Asia yoghurt sales in (US\$22b)	Key NZ firms: Fruity, Symbis Fielder (Meal Epicurean, ott)	Key NZ firms: Fruity, Symbis Fielder (Meal Epicurean, ott)
Leverage country image	Swiss co-op Emmi (11) is the #2 exporter	Key NZ firms: Fruity, Symbis Fielder (Meal Epicurean, ott)	Key NZ firms: Fruity, Symbis Fielder (Meal Epicurean, ott)
Able to differentiate	Yoghurt is highly perishable; the majority of yoghurt is marketed estically in NZ	Key NZ firms: Fruity, Symbis Fielder (Meal Epicurean, ott)	Key NZ firms: Fruity, Symbis Fielder (Meal Epicurean, ott)
Arriving early "to the party"	High penetral and probiotic in Asia	Key NZ firms: Fruity, Symbis Fielder (Meal Epicurean, ott)	Key NZ firms: Fruity, Symbis Fielder (Meal Epicurean, ott)
Good trade access for product	Strong demand for probiotic and dairy products with health claims	Key NZ firms: Fruity, Symbis Fielder (Meal Epicurean, ott)	Key NZ firms: Fruity, Symbis Fielder (Meal Epicurean, ott)
OVERALL	Key import players: Yakult, Nestle, Yoplait, Emmi, Marigold, Meiji, Dairy Farmer	Key NZ firms: Fruity, Symbis Fielder (Meal Epicurean, ott)	Key NZ firms: Fruity, Symbis Fielder (Meal Epicurean, ott)

- 1 What are the major importing countries of E/SE Asia?
- 2 How much do temperate climate peer group countries send to E/SE Asia?
- 3 Where do New Zealand's exports go?
- 4 What conclusions can be drawn directly from the data?

- 5 How is the New Zealand market structured?
- 6 What is the structure of the E/SE Asian market?
- 7 What does New Zealand have to work with?
- 8 What are the challenges facing the sector?

A quantitative scorecard was developed to score the opportunities

See Appendix 1 for details of screen

Identified characteristics that act as markers for potential NZ success	Qualitative criteria to scorecard
<ul style="list-style-type: none"> - Product possesses intrinsic qualities that differentiate suppliers - Product is high involvement/high awareness premium item 	<ul style="list-style-type: none"> - Pay premium - Status/gifting usage
<ul style="list-style-type: none"> - Quality variability exists and is recognised by consumers - Product is not an undifferentiated ingredient sold purely on price - A substantial premium for quality can be achieved 	<ul style="list-style-type: none"> - Wide price bands at retail
<ul style="list-style-type: none"> - Key producers are very high income countries (e.g. Germany, Norway) - Growing imports from high income producers 	<ul style="list-style-type: none"> - Rich countries achieving success
<ul style="list-style-type: none"> - Obvious, low risk product or market level gains exist - Weak competitors exist in the category, particularly competitors where NZ has successfully taken share in the past 	<ul style="list-style-type: none"> - "Low hanging fruit" available
<ul style="list-style-type: none"> - Not an in-and-out product with low barriers to entry - The amount and term of investment required creates a barrier to entry 	<ul style="list-style-type: none"> - Capital intensive
<ul style="list-style-type: none"> - Large number of firms competing across a range of firm sizes (not dominated by one or two firms) 	<ul style="list-style-type: none"> - Large # of firms
<ul style="list-style-type: none"> - Production methods and technologies available in NZ - Immigrants to New Zealand bringing required skills 	<ul style="list-style-type: none"> - Required skills
<ul style="list-style-type: none"> - Country of origin an integral part of product marketing - Acceptance of new brands/new products in key markets 	<ul style="list-style-type: none"> - Leverage country image
<ul style="list-style-type: none"> - Wide variation in product forms, varieties and styles demanded and accepted by consumers 	<ul style="list-style-type: none"> - Able to differentiate
<ul style="list-style-type: none"> - Category/product is new/emerging not mature/consolidated 	<ul style="list-style-type: none"> - Arriving "early"
<ul style="list-style-type: none"> - Low tariff access into key markets 	<ul style="list-style-type: none"> - Trade access

SCORECARD	
E/SE ASIAN MARKETS	
Pay a premium for brand/quality	●
Status/gifting usage	●
Wide price bands at retail/foodserv.	●
COMPETITION	
Rich countries achieving success	●
"Low hanging fruit" available	●
Capital intensive to produce	●
NEW ZEALAND	
Large number of firms	●
Required skills to succeed	●
Leverage country image	●
Able to differentiate	●
Arriving early "to the party"	●
Good trade access for product	●
OVERALL	●

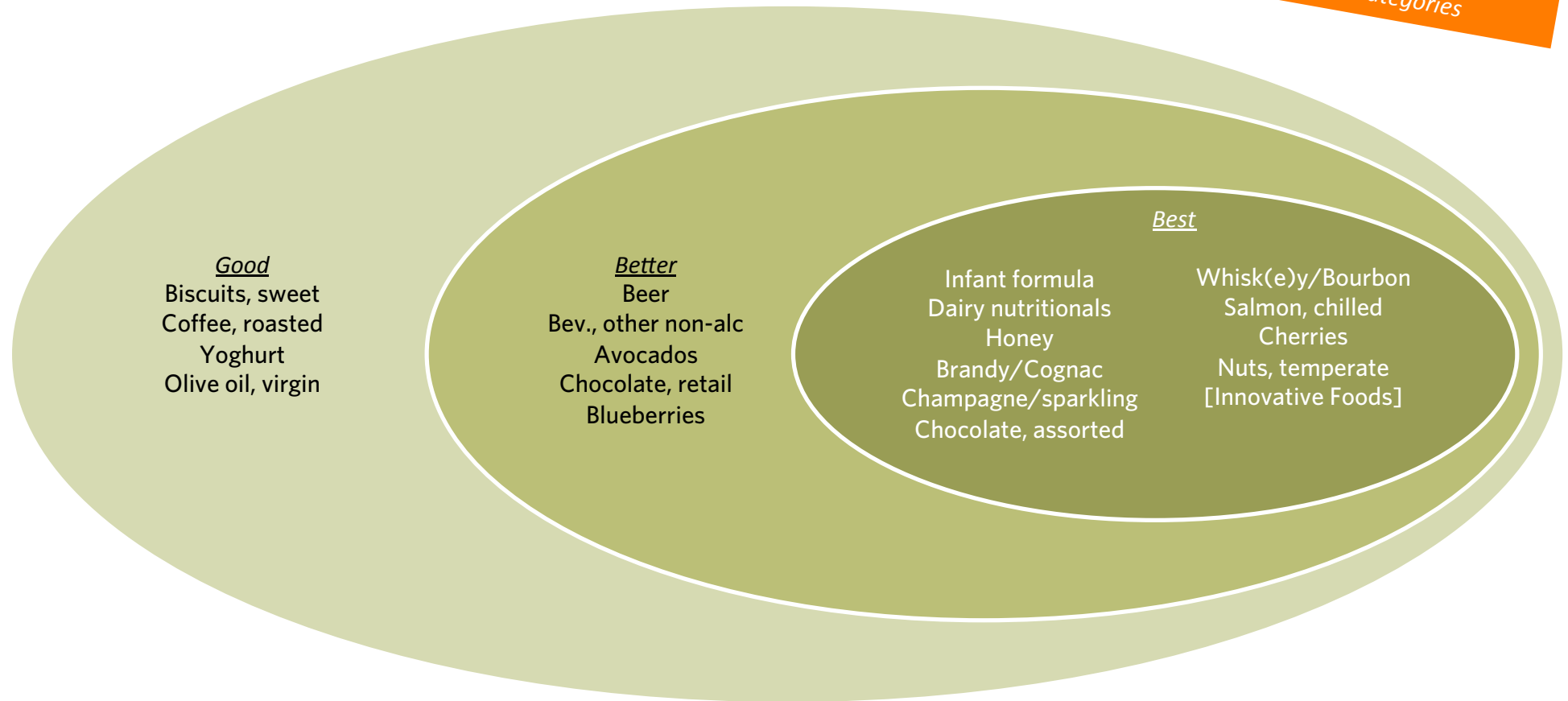
● high ◐ medium ○ low

The results of the quantitative “size of the prize” and qualitative “attractiveness” assessments were crossed, delivering a range of attractive categories with high potential to drive export growth in E/SE Asia

		Quantitative “size of the prize” estimate <i>Potential new, incremental exports in medium term timeframe</i>		
		Under US\$20m	US\$20-99m	US\$100m+
Results from qualitative attractiveness scorecard <i>Against twelve defined criteria</i>	High ●	-	Champagne/sparkling Chocolate, assorted Whisk(e)y/Bourbon	[Innovative Foods] Infant formula Dairy nutritionals Honey Brandy/Cognac
	Medium ◐	Biscuits, sweet Coffee, roasted Yoghurt Olive oil, virgin	Beer Bev., other non-alcoh Avocados Chocolate, retail Blueberries	Salmon, chilled Cherries Nuts, temperate
	Low ○	Tea extracts, etc. Linseed Cocoa powder Mushrooms, chilled Rum Grapes, fresh	Peas, dried	-

Stage III identified a total of 20 well placed emerging market opportunities in E/SE Asia with high growth potential and a good fit with New Zealand

See Appendix 1 for two page profiles and details of screen of all categories



The results of this screen has a strong overlap with the results of the previous “Emerging Growth Opportunities” research

Emerged from New Zealand focused
Emerging Growth Opportunities
report in 2012

Emerged from E/SE Asia focused
Emerging Market Opportunities
report in 2014



- Pet food
- Frozen french fries
- Alcoholic cider
- Jams & jellies
- Capsicum
- Sugar confectionery
- Soups & broths
- Fresh onions
- Prepared fish
- Beef jerky

- Chilled salmon
- Honey
- Alcoholic spirits
- Biscuits
- Cherries
- Chocolate
- Beer
- Avocados
- Berries
- Peas, dried

- Yoghurt
- Mushrooms, fresh
- Nuts, temperate
- Fresh grapes
- Roast coffee
- Linseed
- Virgin olive oil
- Cocoa powder, no sugar
- Tea essences/extracts
- Infant formula*
- Dairy nutritionals*
- Innovative foods*
- Other non-alcoholic bev.
- Champagne
- Rum

Emerged from both pieces of
research

* Defined as out of scope in 2012 report; would have “made the cut” otherwise

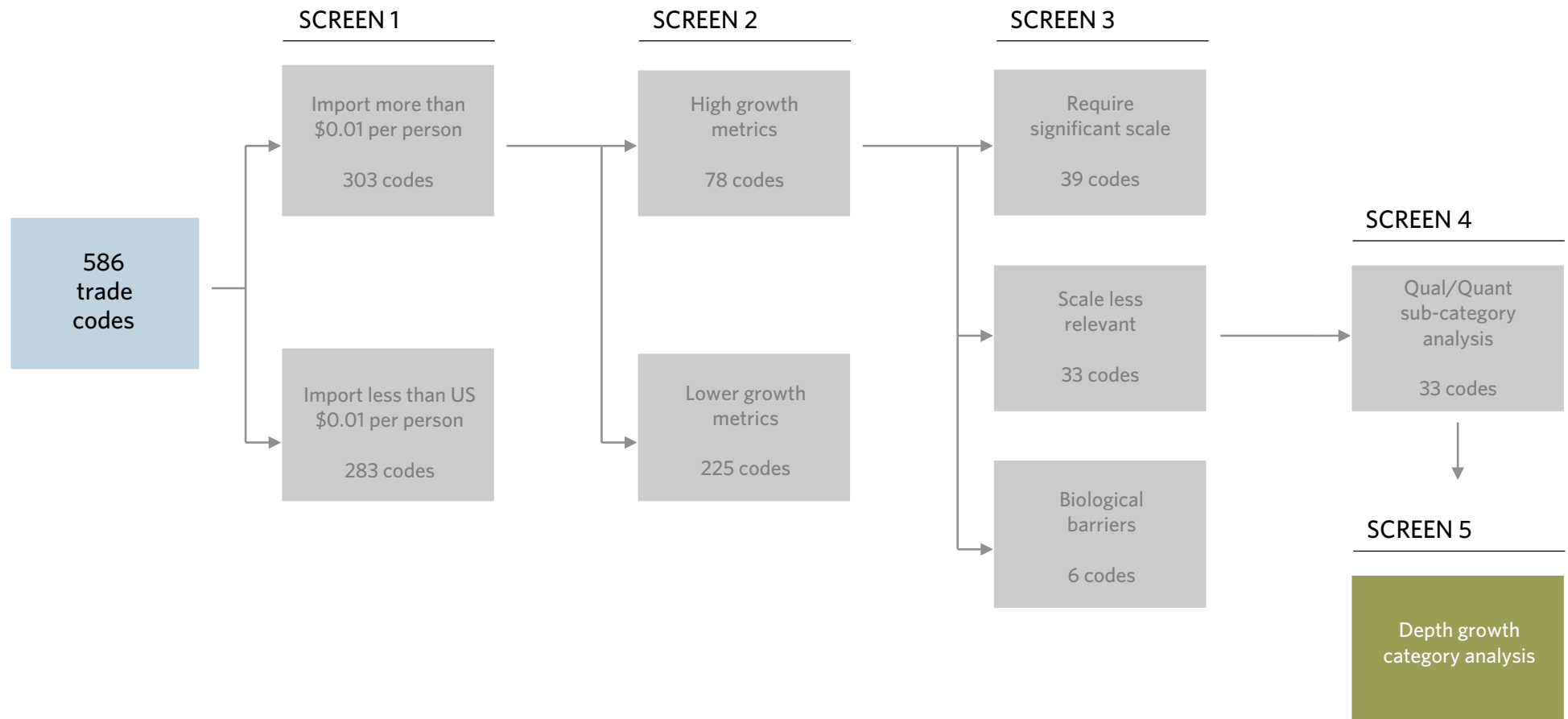
A number of the identified high potential categories have already been analysed in recent past work; please refer to the associated documents to investigate those categories further

Category	Comments/discussion	Next steps/outcome
Significant work already completed		
Infant formula	- Analysed recently by Coriolis for New Zealand Committee of the Pacific Economic Cooperation Council (NZPECC); no need to duplicate that work	Completed; see existing document
Dairy nutritionals	- Catch-all category including most dairy based powders not specifically targeted at infants (0-6mo) - Includes "growing-up milk (GUMP), toddler milk, pregnancy/breast-feeding mothers milk, age-related nutritional shakes (e.g. Anlene), and other dairy nutritionals	See existing document (above) for "non-infant" child focused products Other sub-categories fragmented
Honey	- High priority category in past Emerging Growth Opportunities research	Completed; see existing document
Salmon, chilled	- High priority category in past Emerging Growth Opportunities research	Completed; see existing document
Whisk(e)y /Bourbon	- Parent super-category (alcoholic spirits) was a high priority category in past Emerging Growth Opportunities research	Completed at super-category (alcoholic spirits) level; see existing document
Cherries Blueberries	- Parent super-category (fresh fruit) received a depth analysis completed in April 2013	Completed at super-category (fresh fruit) level; see existing document
Chocolate, retail Chocolate, assorted Biscuits, sweet Coffee, roasted	- Parent super-category (processed foods) received a depth analysis completed in December 2012 - While at a high level, this touched on a wide range of processed foods categories and interviewed most key industry participants	Completed at super-category (processed foods) level; see existing document

Extending the “wine platform” – leveraging existing wine capabilities for a strong expansion into brandy and sparkling wine – passes through to Stage IV of the screen; other categories are for future consideration

Category	Comments/discussion	Next steps/outcome
Analysed in next stage		
Brandy/Cognac/etc.	- Product is effectively an Add-On/Adjacency to existing strong wine platform	To Stage IV as “Best” level opportunity
Champagne/ sparkling wine	- Product is effectively an Add-On/Adjacency to existing strong wine platform	To Stage IV as “Best” level opportunity
Potential future analysis		
Avocados	- A very interesting category with excellent long-term potential for New Zealand	Consider further research
Beer	- Product came through both Emerging Growth Opportunities and this research as a second tier opportunity	Consider further research
Flavoured beverages, other non-alcoholic	- Trade code is a catch-all for non-juice, non-sugar sweetened flavored beverages; Phoenix juice mineral water and similar products will likely be under this code - Excludes mineral water (2201), juice (2009), carbonated soft drinks (added sweetener)(220210)	Consider further research
Nuts, temperate	- A very interesting category with excellent long-term potential for New Zealand	Consider further research
Yoghurt	- A solid niche category with further potential for growth; unlikely to break out of niche position unless shelf-life can be dramatically extended	Consider further research
Olive oil	- A high profile category with strong production growth metrics in New Zealand but to date almost no demonstrated in-market traction or relative export success	Consider further research
Innovative foods	- A “category of categories” catch-all code for products that did not exist when the trade codes were developed - Cannot be further analysed due to confidentiality provisions in New Zealand law - Past research <u>clearly shows</u> this category is almost exclusively a wide range of new, innovative food products ranging from self-saucing puddings to nutraceuticals	No further analysis possible unless MBIE can secure data access

The fifth screen analyses the potential for an extension to the wine platform into brandy/Cognac and sparkling wine/Champagne



See Emerging Market Opportunities for
New Zealand F&B in Asia

PART II - WINE PLATFORM EXTENSION

Background & Objectives

Why East & South East Asia?

How is New Zealand performing?

By market

By product

Where are the new/emerging opportunities?

Appendices

This report forms a part of the wider Food & Beverage Information Project



Other reports, including those from previous years, are available on the MBIE or Coriolis website...



<http://www.med.govt.nz/sectors-industries/food-beverage/information-project/>



<http://www.coriolisresearch.com/reports/>

APPENDIX I - Details of Stage III Qual/Quant screen

YOGHURT, CHILLED (040310)

QUANTITATIVE

IMPORTS BY E/SE ASIA FROM ALL SOURCES							
Country	Total import share	Import value; FOB sender			\$/kg		Import per capita US\$; 12
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR	
Taiwan	52%	\$86	162%	\$85	\$1.24	-16%	\$3.67
Singapore	26%	\$43	40%	\$35	\$1.60	-3%	\$7.88
Hong Kong SAR	6%	\$11	20%	\$6	\$4.48	10%	\$1.48
Philippines	6%	\$11	15%	\$5	\$1.14	-1%	\$0.11
China	4%	\$7	42%	\$5	\$3.76	10%	\$0.00
Viet Nam	1%	\$2	18%	\$1	\$1.29	11%	\$0.03
Malaysia	1%	\$2	7%	\$1	\$3.26	21%	\$0.08
Thailand	1%	\$2	68%	\$2	\$1.46	-22%	\$0.03
Indonesia	1%	\$1	-6%	-\$1	\$4.41	26%	\$0.01
Macao SAR	1%	\$1	15%	\$0	\$1.13	8%	\$1.56
South Korea	0%	\$1	-21%	-\$2	\$3.29	-4%	\$0.01
Japan	0%	\$1	38%	\$0	\$2.86	19%	\$0.00
Myanmar	0%	\$0	9%	\$0	\$1.76	9%	\$0.01
TOTAL	100%	\$166	44%	\$140	\$1.46	-2%	\$0.08

EXPORTS to E/SE ASIA BY PEER GROUP							
Country	Peer export share	Export value; FOB sender			\$/kg		
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR	
Australia	47%	\$17	19%	\$10	\$3.82	8%	
Switzerland	24%	\$8	26%	\$6	\$4.22	8%	
USA	8%	\$3	-7%	-\$1	\$2.15	-9%	
New Zealand	6%	\$2	45%	\$2	\$6.83	29%	
Netherlands	5%	\$2	102%	\$2	\$10.54	51%	
United Kingdom	3%	\$1	10%	\$0	\$5.57	-7%	
Greece	2%	\$1	42%	\$1	\$6.46	6%	
Germany	2%	\$1	15%	\$0	\$1.29	-3%	
France	1%	\$0	2%	\$0	\$4.53	-3%	
Other	1%	\$0	-15%	-\$1	\$5.74	14%	
TOTAL from peers	100%	\$36	16%	\$19	\$3.82	6%	
Inter-regional/other		\$130					
TOTAL		\$166					

NEW ZEALAND EXPORTS TO E/SE ASIA						
Country	Region export mix	Export Value; FOB sender			\$/kg	
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR
China	47%	\$0.94	87%	\$0.90	\$8.69	35%
Hong Kong SAR	13%	\$0.26	13%	\$0.12	\$7.37	33%
Japan	10%	\$0.20	92%	\$0.19	\$6.95	24%
Singapore	10%	\$0.20	50%	\$0.17	\$3.62	7%
Malaysia	7%	\$0.14	21%	\$0.08	\$5.59	26%
South Korea	6%	\$0.12	83%	\$0.11	\$5.99	23%
Viet Nam	3%	\$0.06	N/C	\$0.06	\$10.85	N/C
Taiwan	3%	\$0.05	N/C	\$0.05	\$7.12	N/C
Thailand	1%	\$0.03	34%	\$0.02	\$3.51	4%
Philippines	1%	\$0.02	15%	\$0.01	\$6.65	24%
Indonesia						
Myanmar						
Macao SAR						
TOTAL	100%	\$2.02	45%	\$1.70	\$6.83	29%

QUANTITATIVE OBSERVATIONS/CONCLUSIONS	
Markets	<ul style="list-style-type: none"> - Market is primarily rich Asian islands (Taiwan, Singapore & Hong Kong) - Much of inter-regional/other is to neighbouring country (e.g. Malaysia to Singapore)
Competitors	<ul style="list-style-type: none"> - Australia has about half the peer group market - Switzerland (!!!) is the number two peer and showing strong growth
New Zealand	<ul style="list-style-type: none"> - Key market is China and Hong Kong; almost no presence in Singapore - Poor regional share relative to Australia; being beaten by Switzerland and the US; about to be beaten by the Netherlands - What lessons can be learned from the success of Switzerland?

E/SE Asia imports total	E/SE Asia imports from peers	NZ export value to E/SE Asia	NZ share of peers	Possible size of the prize
\$166m	\$36m	\$2m	6%	+\$10-15m

YOGHURT, CHILLED (040310)

QUALITATIVE

SCORECARD		SITUATION/STRUCTURE	NATURE OF THE CHALLENGE TO NZ				
E/SE ASIAN MARKETS		NEW ZEALAND	LEVERAGABLE NZ FACTORS	SOURCES OF VALUE CREATION			
Pay a premium for brand/quality	◐	<ul style="list-style-type: none"> - Small category in an absolute sense; NZ exports US\$2m into a US\$36m peer market - NZ strong growth of exports to Asia; achieving price premiums over most peers - Fonterra is manufacturing yoghurt products under Anlene and other brands in Asia - Key NZ firms: Fonterra Brands (Fresh 'n' Fruity, Symbio, Mammoth), Goodman Fielder (Meadow Fresh), Lion (Yoplait), Epicurean, others - NZ market is predominantly spoonable yoghurt as opposed to drinkable yoghurt as preferred in Asia - Growth in retail premium yoghurts - Excludes dry yoghurt powders (e.g. EasiYo) 	<ul style="list-style-type: none"> - NZ is a low cost producer of dairy products - NZ has a good reputation as a high quality supplier of dairy products in Asia - NZ unique flavours (e.g. manuka honey, Jazz apple, Zespri Gold, feijoa) 	<ul style="list-style-type: none"> - NZ should be able to compete with Switzerland's (the #2) Emmi brand - Increase share into Singapore and HK - Grow volumes into retail by manufacturing store brands for key international retailers - Open a NZ yoghurt foodservice offer similar to NZ Natural Ice cream stores 			
Status/gifting usage	○						
Wide price bands at retail	◐						
COMPETITION							
Rich countries achieving success	◐						
"Low hanging fruit" available	●						
Capital intensive to produce	◐						
NEW ZEALAND					E/SE ASIA MARKETS	CHALLENGES/LIMITATIONS TO GROWTH	POTENTIAL ROLE FOR GOVERNMENT
Large number of firms	◐				<ul style="list-style-type: none"> - Imported yoghurt from peers (\$36m) is 0.1% of total Asia yoghurt sales in (US\$22b) - Swiss co-op Emmi (!!!) is the #2 exporter - Yoghurt is highly perishable; the majority of yoghurt is manufactured domestically in market by local and global multinationals - High penetration of fermented milk drinks and probiotic drinks and drinking yoghurts in Asia - Strong demand for probiotic and dairy products with health claims - Key import players: Yakult, Nestle, Yoplait, Emmi, Marigold, Meiji, Dairy Farmer 	<ul style="list-style-type: none"> - Chilled products require a sophisticated and efficient cool chain; yoghurts perishable nature would require it to be air freighted from NZ - Increased focus, budget and experience required for advertising and marketing - NZ's majority experience and science in spoonable vs drinkable - New Zealand yoghurt capabilities not yet as good as key Europeans (e.g. France) 	<ul style="list-style-type: none"> - Continued R&D into health and functional benefits of yoghurt - Research to improve shelf-life: new product or packaging technologies - Support generic industry marketing in high value markets - Quality Assurance around food standards
Required skills to succeed	◐						
Leverage country image	●						
Able to differentiate	○						
Arriving early "to the party"	○						
Good trade access for product	◐						
OVERALL	◐						

INFANT FORMULA, ETC. (190110)

IMPORTS BY E/SE ASIA FROM ALL SOURCES							
Country	Total import share	Import value; FOB sender			\$/kg		Import per capita US\$; 12
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR	
China	42%	\$878	29%	\$633	\$10.34	14%	\$0.64
Hong Kong SAR	29%	\$604	38%	\$482	\$16.53	9%	\$83.63
Viet Nam	7%	\$149	24%	\$98	\$8.67	4%	\$1.66
Thailand	5%	\$114	9%	\$39	\$7.49	8%	\$1.78
Taiwan	5%	\$113	-2%	-\$12	\$7.68	6%	\$4.81
Malaysia	3%	\$70	5%	\$16	\$8.29	7%	\$2.34
Indonesia	3%	\$61	5%	\$13	\$4.91	0%	\$0.25
Philippines	2%	\$41	-15%	-\$53	\$6.42	1%	\$0.41
Singapore	2%	\$40	8%	\$12	\$10.74	12%	\$7.33
South Korea	1%	\$21	17%	\$11	\$11.57	10%	\$0.42
Myanmar	0%	\$8	18%	\$5	\$5.95	14%	\$0.16
Macao SAR	0%	\$3	122%	\$3	\$21.38	48%	\$5.49
Japan	0%	\$1	-4%	-\$0	\$3.25	13%	\$0.01
TOTAL	100%	\$2,102	20%	\$1,247	\$10.35	11%	\$0.97

EXPORTS to E/SE ASIA BY PEER GROUP							
Country	Peer export share	Export value; FOB sender			\$/kg		
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR	
Netherlands	48%	\$729	50%	\$633	\$14.30	18%	
Ireland	16%	\$236	0%	-\$5	\$14.99	12%	
New Zealand	12%	\$177	19%	\$103	\$7.75	8%	
France	12%	\$175	52%	\$154	\$7.91	5%	
Denmark	4%	\$59	4%	\$11	\$6.42	4%	
Australia	2%	\$31	143%	\$30	\$8.61	23%	
Switzerland	2%	\$29	22%	\$19	\$8.11	7%	
Germany	2%	\$25	122%	\$24	\$10.00	4%	
USA	1%	\$15	16%	\$8	\$5.67	10%	
Other	3%	\$12	-2%	-\$4	\$9.38	1%	
TOTAL from peers	100%	\$1,516	23%	\$973	\$11.03	10%	
Inter-regional/other		\$586					
TOTAL		\$2,102					

QUANTITATIVE

NEW ZEALAND EXPORTS TO E/SE ASIA						
Country	Region export mix	Export Value; FOB sender			\$/kg	
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR
China	42%	\$74.7	34%	\$57.6	\$6.78	10%
Hong Kong SAR	16%	\$28.9	135%	\$28.5	\$9.03	9%
Taiwan	16%	\$28.1	-9%	-\$16.7	\$7.64	6%
Malaysia	10%	\$18.3	40%	\$14.9	\$8.37	16%
South Korea	8%	\$14.2	15%	\$7.2	\$12.27	11%
Thailand	3%	\$4.5	50%	\$4.0	\$8.37	6%
Indonesia	2%	\$3.3	37%	\$2.6	\$9.53	7%
Philippines	2%	\$3.0	N/C	\$3.0	\$6.20	N/C
Singapore	1%	\$1.3	24%	\$0.9	\$7.20	-3%
Viet Nam	1%	\$1.1	89%	\$1.0	\$11.65	3%
Japan	0%	\$0.1	N/C	\$0.1	\$9.69	N/C
Myanmar						
Macao SAR						
TOTAL	100%	\$177.4	19%	\$102.9	\$7.75	8%

QUANTITATIVE OBSERVATIONS/CONCLUSIONS	
Markets	<ul style="list-style-type: none"> - Greater China (China, HK, Taiwan) is 76% of the market - Range of other second tier markets, largest of which is Vietnam - Most markets have significant domestic production
Competitors	<ul style="list-style-type: none"> - Key competition is all European: Netherlands, Ireland and France
New Zealand	<ul style="list-style-type: none"> - Growing slower than the market - Achieving only half the price of Netherlands or Ireland

E/SE Asia imports total	E/SE Asia imports from peers	NZ export value to E/SE Asia	NZ share of peers	Possible size of the prize
\$2,102m	\$1,516m	\$177m	12%	+\$200-500m

INFANT FORMULA, ETC. (190110)

QUALITATIVE

SCORECARD		SITUATION/STRUCTURE	NATURE OF THE CHALLENGE TO NZ	
E/SE ASIAN MARKETS		NEW ZEALAND	LEVERAGABLE NZ FACTORS	SOURCES OF VALUE CREATION
Pay a premium for brand/quality	◐	<ul style="list-style-type: none"> - NZ infant formula products have shown rapid growth into Asia - NZ suppliers of milk powder and base formula powder to major multinationals in Asia - NZ has a handful of large producers and a large number of smaller branded companies - Many Chinese companies investing in Infant Formula /dairy plants in NZ (Yili, Mengniu/ Yashilli, Bright) 	<ul style="list-style-type: none"> - NZ is a low cost producer of dairy products - NZ has a good reputation as a high quality supplier of dairy products in Asia - able to leverage "Made in NZ" 	<ul style="list-style-type: none"> - NZ companies move up the supply chain from ingredient milk powder into base infant formula powder - Dairy goat formulas in niche markets
Status/gifting usage	◐			
Wide price bands at retail	○			
COMPETITION				
Rich countries achieving success	●			
"Low hanging fruit" available	●			
Capital intensive to produce	●			
NEW ZEALAND		E/SE ASIA MARKETS	CHALLENGES/LIMITATIONS TO GROWTH	POTENTIAL ROLE FOR GOVERNMENT
Large number of firms	●	<ul style="list-style-type: none"> - With US\$1.2b, China and Hong Kong are the largest Infant Formula importers from peer group (81% import share); total Chinese/HK market grown overall by US\$12b over the last 5 years - Huge premiums achieved in HK - Market generally dominated by large MNC's: Nestle, Danone, Mead Johnson, Abbott, Heinz; in China market is more fragmented 	<ul style="list-style-type: none"> - New Chinese regulations have reduced the number of brands and suppliers into China; new regulations benefit large companies - Entrenched suppliers of infant formula with large budgets for R&D, advertising, promotions etc. 	<ul style="list-style-type: none"> - Support generic industry marketing in high value markets - Ensure high quality food standards remain
Required skills to succeed	●			
Leverage country image	●			
Able to differentiate	○			
Arriving early "to the party"	○			
Good trade access for product	◐			
OVERALL	●			

OTHER DAIRY NUTRITIONALS, ETC. (190190)

QUANTITATIVE

IMPORTS BY E/SE ASIA FROM ALL SOURCES							
Country	Total import share	Import value; FOB sender			\$/kg		Import per capita US\$; 12
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR	
China	21%	\$418	34%	\$323	\$5.75	17%	\$0.31
Malaysia	14%	\$280	10%	\$102	\$2.47	11%	\$9.29
Thailand	13%	\$255	34%	\$196	\$2.30	4%	\$3.95
Viet Nam	11%	\$216	34%	\$167	\$6.52	15%	\$2.41
Indonesia	10%	\$200	13%	\$93	\$2.97	2%	\$0.81
Hong Kong SAR	8%	\$156	31%	\$115	\$3.88	13%	\$21.54
Philippines	6%	\$119	14%	\$58	\$1.77	10%	\$1.19
Myanmar	5%	\$102	32%	\$77	\$1.72	7%	\$1.91
Japan	4%	\$89	0%	-\$1	\$2.03	2%	\$0.70
Taiwan	3%	\$60	7%	\$18	\$3.25	4%	\$2.56
South Korea	3%	\$59	5%	\$13	\$2.61	6%	\$1.17
Singapore	3%	\$58	0%	\$1	\$2.57	7%	\$10.71
Macao SAR	0%	\$8	25%	\$6	\$12.13	16%	\$13.97
TOTAL	100%	\$2,010	19%	\$1,167	\$3.01	10%	\$0.93

EXPORTS to E/SE ASIA BY PEER GROUP							
Country	Peer export share	Export value; FOB sender			\$/kg		
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR	
Australia	31%	\$249	150%	\$247	\$4.27	29%	
Netherlands	20%	\$163	14%	\$79	\$5.65	12%	
New Zealand	15%	\$124	-8%	-\$61	\$4.43	5%	
USA	11%	\$88	30%	\$65	\$3.32	20%	
France	8%	\$68	6%	\$16	\$2.78	2%	
Germany	4%	\$32	18%	\$18	\$2.72	1%	
United Kingdom	3%	\$27	4%	\$5	\$2.16	2%	
Denmark	2%	\$18	-3%	-\$3	\$8.78	6%	
Ireland	2%	\$16	64%	\$15	\$5.18	2%	
Other	4%	\$15	0%	-\$0	\$2.67	6%	
TOTAL from peers	100%	\$817	13%	\$381	\$3.94	7%	

Inter-regional/other	\$1,193	
TOTAL	\$2,010	

NEW ZEALAND EXPORTS TO E/SE ASIA						
Country	Region export mix	Export Value; FOB sender			\$/kg	
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR
China	31%	\$38.76	-3%	-\$7.32	\$5.23	13%
Thailand	27%	\$33.94	12%	\$14.61	\$4.68	10%
Malaysia	21%	\$26.48	4%	\$4.35	\$3.60	3%
Philippines	10%	\$12.62	5%	\$2.88	\$5.32	6%
Taiwan	4%	\$4.92	-15%	-\$6.48	\$6.00	7%
Japan	3%	\$4.13	3%	\$0.53	\$3.65	12%
Singapore	2%	\$2.67	-18%	-\$4.51	\$1.69	-1%
Indonesia	0%	\$0.45	-61%	-\$52.60	\$5.21	-1%
Hong Kong SAR	0%	\$0.25	-36%	-\$2.06	\$11.13	23%
Viet Nam	0%	\$0.00	-78%	-\$10.05	\$3.22	-4%
Myanmar						
South Korea						
Macao SAR						
TOTAL	100%	\$124.22	-8%	-\$61.14	\$4.43	5%

QUANTITATIVE OBSERVATIONS/CONCLUSIONS	
Markets	<ul style="list-style-type: none"> - Spread out across a wide range of countries - China is 20% of the market - Strong SE Asian country imports; Malaysia and Thailand together are 25% - Most markets have significant domestic production
Competitors	<ul style="list-style-type: none"> - Australia is the peer group leader; Netherlands a strong #2
New Zealand	<ul style="list-style-type: none"> - Shrinking in a large and growing market - Price is not the issue as NL is growing at a higher price - Thailand a bright spot

E/SE Asia imports total	E/SE Asia imports from peers	NZ export value to E/SE Asia	NZ share of peers	Possible size of the prize
\$2,010m	\$817m	\$124m	15%	+\$100-200m

OTHER DAIRY NUTRITIONALS, ETC. (190190)

QUALITATIVE

SCORECARD		SITUATION/STRUCTURE	NATURE OF THE CHALLENGE TO NZ	
E/SE ASIAN MARKETS		NEW ZEALAND	LEVERAGABLE NZ FACTORS	SOURCES OF VALUE CREATION
Pay a premium for brand/quality		<ul style="list-style-type: none"> - NZ dairy products have shown rapid growth into Asia - NZ supplies a wide range of dairy powders and ingredients to further processors in Asia - New Zealand exports are Anlene, a range of non-"infant" powders (including GUMP) and other dairy nutritionals 	<ul style="list-style-type: none"> - NZ low cost and efficient supplier of dairy products - NZ has a good reputation as a high quality supplier of dairy products in Asia - able to leverage "Made in NZ" 	<ul style="list-style-type: none"> - Extend existing brands into adjacent functional dairy products
Status/gifting usage				
Wide price bands at retail				
COMPETITION				
Rich countries achieving success				
"Low hanging fruit" available				
Capital intensive to produce				
NEW ZEALAND				
Large number of firms				
Required skills to succeed		<ul style="list-style-type: none"> - Category split into multiple categories, but majority of products under NZ HS190190-0928 includes toddler formula, mother formula, protein drinks, sports nutrition, (limited malt products) - Huge growth in toddler milk formula market (large MNC's present Nestle, Abbott, Danone, Mead Johnson) - Sales via supermarkets, hypermarkets, specialist retailers and growing online - Sports nutrition is a very immature market in Asia. Japan is the largest Sports nutrition market. Suppliers typically dominated by local firms, sales typically spread across the channels 	<ul style="list-style-type: none"> - Decline in birth rates across key markets - Regulations becoming stricter (recent changes in China) 	<ul style="list-style-type: none"> - R&D funding into dairy innovation - Market access
Leverage country image				
Able to differentiate				
Arriving early "to the party"				
Good trade access for product				
OVERALL				
		E/SE ASIA MARKETS	CHALLENGES/LIMITATIONS TO GROWTH	POTENTIAL ROLE FOR GOVERNMENT

CHAMPAGNE/SPARKLING WINE (220410)

QUANTITATIVE

IMPORTS BY E/SE ASIA FROM ALL SOURCES							
Country	Total import share	Import value; FOB sender			\$/kg		Import per capita US\$; 12
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR	
Japan	45%	\$406	3%	\$52	\$19.13	3%	\$3.19
Singapore	28%	\$253	3%	\$32	\$26.99	-4%	\$46.86
Hong Kong SAR	8%	\$74	29%	\$53	\$31.80	15%	\$10.23
China	8%	\$69	27%	\$48	\$11.39	6%	\$0.05
Indonesia	3%	\$26	64%	\$24	\$165.70	66%	\$0.11
South Korea	2%	\$19	8%	\$6	\$15.66	1%	\$0.37
Thailand	2%	\$16	16%	\$8	\$15.85	4%	\$0.25
Taiwan	2%	\$15	17%	\$8	\$22.37	8%	\$0.62
Malaysia	1%	\$12	20%	\$7	\$27.77	14%	\$0.40
Viet Nam	1%	\$8	28%	\$6	\$18.65	27%	\$0.09
Macao SAR	1%	\$7	28%	\$5	\$42.06	13%	\$12.28
Philippines	0%	\$4	15%	\$2	\$15.62	12%	\$0.05
Myanmar	0%	\$2	81%	\$2	\$11.39	26%	\$0.04
TOTAL	100%	\$910	7%	\$255	\$20.94	3%	\$0.42

EXPORTS to E/SE ASIA BY PEER GROUP							
Country	Peer export share	Export value; FOB sender			\$/l		
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR	
France	70%	\$439	4%	\$78	\$22.08	-3%	
Italy	9%	\$57	15%	\$29	\$5.50	-1%	
Spain	7%	\$44	12%	\$19	N/C	N/C	
Australia	3%	\$21	18%	\$12	\$7.17	6%	
Netherlands	3%	\$19	33%	\$15	\$33.73	6%	
United Kingdom	3%	\$16	28%	\$11	\$72.78	2%	
USA	2%	\$12	18%	\$7	\$11.58	29%	
Germany	1%	\$6	2%	\$0	N/C	N/C	
Chile	1%	\$4	66%	\$4	\$4.19	3%	
Other	2%	\$4	43%	\$10	\$10.92	53%	
TOTAL from peers	100%	\$630	7%	\$185	\$16.97	3%	

Inter-regional/other	\$280	Includes \$141m of Singapore re-export markup
TOTAL	\$910	

NEW ZEALAND EXPORTS TO E/SE ASIA						
Country	Region export mix	Export Value; FOB sender			\$/l	
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR
Japan	32%	\$0.15	57%	\$0.14	\$9.54	-5%
Singapore	28%	\$0.14	9%	\$0.05	\$10.35	4%
Hong Kong SAR	19%	\$0.09	13%	\$0.04	\$11.96	11%
China	9%	\$0.04	29%	\$0.03	\$12.16	19%
Thailand	6%	\$0.03	120%	\$0.03	\$8.65	-6%
Malaysia	5%	\$0.02	9%	\$0.01	\$7.30	-5%
South Korea	2%	\$0.01	-8%	-\$0.00	\$10.03	-12%
Indonesia	0%	\$0.00	-16%	-\$0.00	\$19.94	35%
Philippines	0%	\$0.00	N/C	\$0.00	\$16.20	N/C
Taiwan	0%	\$0.00	-45%	-\$0.01	\$20.74	6%
Viet Nam	0%	\$0.00	N/C	\$0.00	\$13.19	N/C
Myanmar						
Macao SAR						
TOTAL	100%	\$0.49	19%	\$0.28	\$10.18	4%

QUANTITATIVE OBSERVATIONS/CONCLUSIONS	
Markets	- Japan is the largest market with 40% of defined market
Competitors	- France alone achieves 70% of defined market - France, Italy and Spain have 86% - Australia achieving strong growth off a low base
New Zealand	- France exports 896x (!!!) as much sparkling wine to E/SE Asia (by value) as NZ - A tiny player not in the top 10; growing faster than the market - Prices falling in the largest market (Japan) - In/out-ing in a number of smaller markets indicating a lack of market acceptance/traction with consumers

E/SE Asia imports total	E/SE Asia imports from peers	NZ export value to E/SE Asia	NZ share of peers	Possible size of the prize
\$910m	\$630m	\$0.5m	>1%	+\$40-50m

CHAMPAGNE/SPARKLING WINE (220410)

QUALITATIVE

SCORECARD		SITUATION/STRUCTURE	NATURE OF THE CHALLENGE TO NZ		
E/SE ASIAN MARKETS		NEW ZEALAND	LEVERAGABLE NZ FACTORS	SOURCES OF VALUE CREATION	
Pay a premium for brand/quality	●	<ul style="list-style-type: none"> - Huge past growth in wine exports, driven by Sauvignon blanc from Marlborough - Sparkling wine primarily produced for domestic consumption - New Zealand has no unique or protected name for its sparkling wine - NZ's total sparkling wine exports to all destinations are small (\$13m) - Sparkling wine exports to Asia are very small (\$0.5m) 	<ul style="list-style-type: none"> - NZ wine has a good reputation as a high quality and premium product - well suited to a champagne style product - New Zealand grape growers produce high quality grapes efficiently - New Zealand has the ability to innovate as it is not constrained by history, tradition or controlled designations (e.g. CIVC/DOC/DOCG-type rules) 	<ul style="list-style-type: none"> - Create a unique and protected New Zealand "Champagne"-type name and style (e.g. sparkling is kōrekoreko in Maori) - Develop and push premium range of gifting products, include drinking flutes (not common in Asian households) - Marketing strategy focused on holidays and special occasions - Focus on sweeter styles 	
Status/gifting usage	●				
Wide price bands at retail	●				
COMPETITION					
Rich countries achieving success	●	<th>E/SE ASIA MARKETS</th> <th>CHALLENGES/LIMITATIONS TO GROWTH</th> <th>POTENTIAL ROLE FOR GOVERNMENT</th>	E/SE ASIA MARKETS	CHALLENGES/LIMITATIONS TO GROWTH	POTENTIAL ROLE FOR GOVERNMENT
"Low hanging fruit" available	●		<ul style="list-style-type: none"> - Asians consume a very small amount of sparkling wine compared to still (e.g. in China/HK only 0.5% is bubbly) - Majority of sparkling wine imported, highly branded premium product in Asia - Japan and Singapore have the largest import share and value, but strong growth coming from China and HK - France has 70% of import share from peers; strong growth coming from Netherlands and Chile - NZ exports barely register - Growing middle class throughout Asia becoming increasingly interested in premium liquors 	<ul style="list-style-type: none"> - No unique/protected name (Champagne, Espumante, Cava, Asti, Franciacorta, etc.) - Developing a premium brand in a highly competitive market, dominated by France - Low per-capita consumption rates for wine overall in E/SE Asia, therefore need to carefully target markets and segments - High taxes on alcohol significantly increases prices in market - Large populations that do not drink in Asia (e.g. Indonesian Muslims) 	<ul style="list-style-type: none"> - Support generic and specific industry marketing & market development in high value markets - Knowledge transfer and skills development - Facilitate creation and protection of protected name
Capital intensive to produce	◐				
NEW ZEALAND					
Large number of firms	●				
Required skills to succeed	◐				
Leverage country image	●				
Able to differentiate	◐				
Arriving early "to the party"	○				
Good trade access for product	◐				
OVERALL	●				

BRANDY/COGNAC/ETC. (220820)

QUANTITATIVE

IMPORTS BY E/SE ASIA FROM ALL SOURCES							
Country	Total import share	Import value; FOB sender			\$/kg		Import per capita US\$; 12
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR	
China	37%	\$1,217	19%	\$714	\$53.37	11%	\$0.89
Singapore	23%	\$757	18%	\$432	\$75.31	9%	\$140.18
Viet Nam	10%	\$335	14%	\$164	\$53.63	5%	\$3.73
Hong Kong SAR	9%	\$282	16%	\$147	\$55.55	5%	\$39.01
Malaysia	5%	\$154	24%	\$102	\$62.19	11%	\$5.12
Taiwan	4%	\$137	12%	\$58	\$59.82	10%	\$5.85
Philippines	4%	\$131	41%	\$108	\$5.97	-6%	\$1.32
Macao SAR	3%	\$103	12%	\$45	\$111.88	8%	\$169.96
Japan	2%	\$54	-17%	-\$83	\$37.08	1%	\$0.43
South Korea	1%	\$46	8%	\$15	\$52.05	13%	\$0.92
Thailand	1%	\$36	10%	\$13	\$32.82	8%	\$0.56
Indonesia	1%	\$24	17%	\$13	\$57.62	14%	\$0.10
Myanmar	0%	\$4	34%	\$3	\$61.01	13%	\$0.07
TOTAL	100%	\$3,277	16%	\$1,731	\$43.29	4%	\$1.52

NEW ZEALAND EXPORTS TO E/SE ASIA						
Country	Region export mix	Export Value; FOB sender			\$/l	
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR
China	58%	\$0.06	N/C	\$0.06	\$17.77	N/C
Hong Kong SAR	31%	\$0.03	N/C	\$0.03	\$20.60	N/C
Macao SAR	12%	\$0.01	46%	\$0.01	\$13.61	7%
Myanmar						
Indonesia						
Japan						
South Korea						
Malaysia						
Taiwan						
Philippines						
Singapore						
Viet Nam						
Thailand						
TOTAL	100%	\$0.11	68%	\$0.10	\$17.89	9%

EXPORTS to E/SE ASIA BY PEER GROUP						
Country	Peer export share	Export value; FOB sender			\$/l	
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR
France	88%	\$1,589	16%	\$830	\$74.86	6%
Spain	7%	\$126	29%	\$91	\$5.18	0%
Netherlands	3%	\$57	84%	\$54	\$94.67	13%
USA	1%	\$24	31%	\$18	\$12.45	11%
United Kingdom	0%	\$7	50%	\$6	\$19.57	18%
Australia	0%	\$5	45%	\$4	\$96.10	-1%
Belgium	0%	\$3	N/C	\$3	\$176.99	N/C
Italy	0%	\$3	-4%	-\$1	\$32.66	21%
Germany	0%	\$1	77%	\$1	N/C	N/C
Other	0%	\$1	0%	\$0	\$11.64	-10%
TOTAL from peers	100%	\$1,816	18%	\$1,007	\$37.30	0%
Inter-regional/other		\$1,461	Includes \$273m of Singapore re-export markup			
TOTAL		\$3,277				

QUANTITATIVE OBSERVATIONS/CONCLUSIONS	
Markets	<ul style="list-style-type: none"> - Singapore (>regional duty free) the single largest market - China is the second largest at 34% of defined market
Competitors	<ul style="list-style-type: none"> - France owns the category with 88% share of peer group - France sends -\$1.6b worth of product to E/SE Asia
New Zealand	<ul style="list-style-type: none"> - Not in the game currently - Playing around in three markets (China, Hong Kong, Macau)

E/SE Asia imports total	E/SE Asia imports from peers	NZ export value to E/SE Asia	NZ share of peers	Possible size of the prize
\$3,277m	\$1,816m	\$0.1m	>1%	+\$50-150m

BRANDY/COGNAC/ETC. (220820)

QUALITATIVE

SCORECARD		SITUATION/STRUCTURE	NATURE OF THE CHALLENGE TO NZ	
E/SE ASIAN MARKETS		NEW ZEALAND	LEVERAGABLE NZ FACTORS	SOURCES OF VALUE CREATION
Pay a premium for brand/quality	●	<ul style="list-style-type: none"> - Long history of small scale production of spirits (e.g. Scottish immigrants making whisky); limited success to date in brandy - A few firms targeting exports, but limited markets in Asia to date; not achieving premiums compared to peers 	<ul style="list-style-type: none"> - Premium global position of New Zealand wines - NZ wine has a good reputation as a high quality and premium product - well suited to a Cognac-style product - New Zealand grape growers produce high quality grapes efficiently - New Zealand has the ability to innovate as it is not constrained by history, tradition or PDO/DOC/DOCG-type rules 	<ul style="list-style-type: none"> - Create a unique and protected New Zealand "Cognac"-type name and style (e.g. fire water is Waiahi in Maori) - Development of premium NZ-iconic brands; opportunity to replicate the past success of 42 Below
Status/gifting usage	●			
Wide price bands at retail	●			
COMPETITION		E/SE ASIA MARKETS	CHALLENGES/LIMITATIONS TO GROWTH	POTENTIAL ROLE FOR GOVERNMENT
Rich countries achieving success	●	<ul style="list-style-type: none"> - Singapore and China are the largest markets for Brandy; Singapore used as a distribution hub due to its duty free status - France holds a strong position with 88% share of peers in the category - Large premium firms in the market (Hennessy, Remy Martin, Martell, Beehive) - Highly branded premium products; nil to very low private label 	<ul style="list-style-type: none"> - Limited history, tradition or experience in the category on which to draw - Limited experience or track-record in developing premium brands with astronomical prices - No unique/protected name (Cognac, Armagnac, Rakia/Rakija, Pisco, etc.) - Developing a premium brand in a highly competitive market, dominated by France - High taxes on alcohol in-market 	<ul style="list-style-type: none"> - Regulation around quality and authenticity - Foundation research on industry potential - Knowledge transfer and skills development - Support generic and specific industry marketing & market development in high value markets - Facilitate creation and protection of protected name
"Low hanging fruit" available	●			
Capital intensive to produce	●			
NEW ZEALAND				
Large number of firms	◐			
Required skills to succeed	◐			
Leverage country image	●			
Able to differentiate	◐			
Arriving early "to the party"	○			
Good trade access for product	◐			
OVERALL	●			

SALMON, CHILLED (030212)

QUANTITATIVE

IMPORTS BY E/SE ASIA FROM ALL SOURCES							
Country	Total import share	Import value; FOB sender			\$/kg		Import per capita US\$; 12
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR	
Japan	30%	\$175	7%	\$52	\$5.83	2%	\$1.37
China	19%	\$109	33%	\$82	\$5.81	7%	\$0.08
Hong Kong SAR	15%	\$90	15%	\$45	\$5.37	4%	\$12.42
Taiwan	12%	\$72	27%	\$50	\$5.82	5%	\$3.06
Viet Nam	10%	\$57	96%	\$55	\$5.59	5%	\$0.64
Singapore	4%	\$26	13%	\$12	\$5.28	2%	\$4.86
South Korea	3%	\$20	6%	\$5	\$5.41	4%	\$0.39
Indonesia	2%	\$12	26%	\$8	\$5.60	1%	\$0.05
Malaysia	1%	\$8	19%	\$5	\$5.42	2%	\$0.27
Thailand	1%	\$8	31%	\$6	\$5.55	1%	\$0.12
Macao SAR	1%	\$7	23%	\$4	\$7.64	1%	\$11.43
Philippines	0%	\$0	9%	\$0	\$3.58	-7%	\$0.00
Myanmar	0%	\$0	N/C	\$0	\$6.20	N/C	\$0.00
TOTAL	100%	\$584	18%	\$326	\$5.68	3%	\$0.27

EXPORTS to E/SE ASIA BY PEER GROUP							
Country	Peer export share	Export value; FOB sender			\$/kg		5y CAGR
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR	
Norway	81%	\$464	17%	\$255	\$5.41	3%	
United Kingdom	12%	\$70	76%	\$66	\$7.17	-2%	
Australia	4%	\$23	11%	\$9	\$7.22	4%	
Canada	2%	\$10	-12%	-\$9	\$6.92	1%	
New Zealand	1%	\$7	2%	\$1	\$8.23	5%	
USA	0%	\$1	-19%	-\$1	\$2.93	4%	
Denmark	0%	\$0	13%	\$0	\$5.67	-5%	
Chile	0%	\$0	13%	\$0	\$3.78	-5%	
France	0%	\$0	-15%	-\$0	\$25.14	-9%	
Other	0%	\$0	-38%	-\$0	\$26.22	11%	
TOTAL from peers	100%	\$575	18%	\$321	\$5.67	3%	

Inter-regional/other	\$9
TOTAL	\$584

NEW ZEALAND EXPORTS TO E/SE ASIA						
Country	Region export mix	Export Value; FOB sender			\$/kg	
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR
Japan	73%	\$5.08	-3%	-\$0.73	\$7.85	4%
Hong Kong SAR	10%	\$0.69	94%	\$0.66	\$10.17	-8%
Singapore	5%	\$0.33	22%	\$0.21	\$10.15	9%
Thailand	4%	\$0.27	60%	\$0.24	\$6.70	2%
Taiwan	3%	\$0.21	13%	\$0.09	\$9.53	4%
Malaysia	2%	\$0.16	11%	\$0.07	\$11.23	7%
China	2%	\$0.16	N/C	\$0.16	\$10.37	N/C
Indonesia	0%	\$0.01	N/C	\$0.01	\$10.06	N/C
South Korea	0%	\$0.01	N/C	\$0.01	\$16.58	N/C
Philippines	0%	\$0.00	N/C	\$0.00	\$10.87	N/C
Viet Nam	0%	\$0.00	-61%	-\$0.07	\$6.85	2%
Myanmar						
Macao SAR						
TOTAL	100%	\$6.91	2%	\$0.65	\$8.23	5%

QUANTITATIVE OBSERVATIONS/CONCLUSIONS	
Markets	- Strong demand across East Asia for the product; SE Asia a smaller market but growing
Competitors	- Norway achieves 81% of peer group; lowest price/kg across top 5 - UK (Scotland) is #2 with 12% of peers - Chile doesn't compete in chilled; its product is frozen
New Zealand	- A minor player with 1% that is failing to grow with the market - Overweighted to Japan; almost nonexistent in China (#2 market)

E/SE Asia imports total	E/SE Asia imports from peers	NZ export value to E/SE Asia	NZ share of peers	Possible size of the prize
\$584m	\$575m	\$7m	1%	+\$50-150m

SALMON, CHILLED (030212)

QUALITATIVE

SCORECARD		SITUATION/STRUCTURE	NATURE OF THE CHALLENGE TO NZ	
E/SE ASIAN MARKETS		NEW ZEALAND	LEVERAGABLE NZ FACTORS	SOURCES OF VALUE CREATION
Pay a premium for brand/quality	◐	<ul style="list-style-type: none"> - NZ companies farm Pacific salmon/King Salmon at key locations throughout NZ - NZKS is NZ's largest exporter of salmon (plans to significantly extend production), followed by Sanford - NZ salmon receives a premium over other key importers into Asia - NZ share into Asia is less than 1%; limited growth over last 5 years (2%) compared to peer average of 18% - NZ overweighted to Japan; the largest market but showing low growth compared to import peers 	<ul style="list-style-type: none"> - NZ suppliers of high quality fresh farmed salmon - NZ good reputation for fresh, premium, high quality products - NZ can leverage its FTA with Asian countries 	<ul style="list-style-type: none"> - Value-added (e.g. smoked) - Premium for fresh and large - innovation required in packaging and processing to ensure product reaches market in fresh and premium condition
Status/gifting usage	○			
Wide price bands at retail	◐			
COMPETITION		E/SE ASIA MARKETS	CHALLENGES/LIMITATIONS TO GROWTH	POTENTIAL ROLE FOR GOVERNMENT
Rich countries achieving success	●	<ul style="list-style-type: none"> - Majority of salmon is imported into Asia; Norway has 81% peer share to Asia - Japan and China are the largest importers of fresh salmon; China growth rate 34% compared to Japan 7% - Rise in salmon consumption as a health conscious protein - Rising middle class in Asia are increasing their consumption of sushi and sashimi 	<ul style="list-style-type: none"> - Pacific Salmon not as productive as Atlantic salmon (Norway, Chile, Sweden etc.) - Emergence of new farming areas in Russia, Northern China and Northern Korea 	<ul style="list-style-type: none"> - Continued work to reduce import quotas into key Asian markets e.g. Indonesia - Streamlining consent process to ensure space available and a stable business environment - Attract further investment into the sector
"Low hanging fruit" available	○			
Capital intensive to produce	●			
NEW ZEALAND				
Large number of firms	○			
Required skills to succeed	●			
Leverage country image	◐			
Able to differentiate	●			
Arriving early "to the party"	○			
Good trade access for product	◐			
OVERALL	◐			

HONEY (040900)

QUANTITATIVE

IMPORTS BY E/SE ASIA FROM ALL SOURCES

Country	Total import share	Import value; FOB sender			\$/kg		Import per capita US\$; 12
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR	
Japan	46%	\$105	9%	\$38	\$2.84	10%	\$0.82
China	11%	\$24	42%	\$20	\$7.01	24%	\$0.02
Hong Kong SAR	10%	\$21	22%	\$14	\$7.58	13%	\$2.97
Singapore	9%	\$20	15%	\$10	\$6.26	10%	\$3.79
Taiwan	5%	\$12	44%	\$10	\$4.00	40%	\$0.52
Malaysia	5%	\$11	12%	\$5	\$3.37	9%	\$0.38
Thailand	4%	\$10	58%	\$9	\$2.11	-9%	\$0.16
Indonesia	4%	\$10	17%	\$5	\$3.95	7%	\$0.04
South Korea	3%	\$6	17%	\$3	\$7.99	27%	\$0.11
Philippines	2%	\$3	34%	\$3	\$3.59	2%	\$0.03
Macao SAR	1%	\$2	24%	\$1	\$13.90	15%	\$2.50
Viet Nam	0%	\$0	-30%	-\$2	\$3.41	-13%	\$0.01
Myanmar	0%	\$0	37%	\$0	\$3.77	-3%	\$0.00
TOTAL	0%	\$225	15%	\$116	\$3.63	12%	\$0.10

EXPORTS to E/SE ASIA BY PEER GROUP

Country	Peer export share	Export value; FOB sender			\$/kg	
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR
New Zealand	43%	\$48	29%	\$35	\$11.72	8%
Australia	12%	\$14	15%	\$7	\$5.11	10%
Argentina	10%	\$11	28%	\$8	\$3.26	11%
Canada	9%	\$10	43%	\$9	\$4.75	22%
USA	8%	\$9	14%	\$4	\$3.36	3%
Hungary	4%	\$5	30%	\$3	\$6.01	7%
Germany	4%	\$4	25%	\$3	\$9.76	5%
France	3%	\$3	17%	\$2	\$9.68	1%
Spain	2%	\$2	40%	\$2	\$5.49	-2%
Other	5%	\$1	18%	\$3	\$8.00	0%
TOTAL from peers	100%	\$112	25%	\$76	\$6.35	9%

Inter-regional/other \$113

TOTAL \$225

NEW ZEALAND EXPORTS TO E/SE ASIA

Country	Region export mix	Export Value; FOB sender			\$/kg	
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR
Hong Kong SAR	29%	\$13.8	32%	\$10.3	\$9.68	5%
Singapore	24%	\$11.6	17%	\$6.3	\$11.74	9%
Japan	19%	\$9.3	25%	\$6.3	\$13.06	8%
China	16%	\$7.6	133%	\$7.5	\$12.75	26%
Malaysia	6%	\$2.8	28%	\$2.0	\$11.99	10%
South Korea	4%	\$2.1	44%	\$1.8	\$17.20	3%
Macao SAR	1%	\$0.7	49%	\$0.6	\$56.41	42%
Taiwan	0%	\$0.2	8%	\$0.1	\$20.85	23%
Indonesia	0%	\$0.1	6%	\$0.0	\$8.72	13%
Thailand	0%	\$0.0	-12%	-\$0.0	\$6.46	7%
Philippines	0%	\$0.0	N/C	\$0.0	\$13.89	N/C
Viet Nam						
Myanmar						
TOTAL	100%	\$48.3	29%	\$34.9	\$11.72	8%

QUANTITATIVE OBSERVATIONS/CONCLUSIONS

Markets - Japan, Hong Kong, China & Singapore are 67% of market

Competitors - Wide range of competitors, none standout

New Zealand - Great performance with 43% of defined peer group
 - More than twice Australian's price
 - South Korea stands out as a market opportunity for NZ to develop

E/SE Asia imports total	E/SE Asia imports from peers	NZ export value to E/SE Asia	NZ share of peers	Possible size of the prize
\$225m	\$112m	\$48m	43%	+\$100-150m

HONEY (040900)

QUALITATIVE

SCORECARD		SITUATION/STRUCTURE	NATURE OF THE CHALLENGE TO NZ	
E/SE ASIAN MARKETS		NEW ZEALAND	LEVERAGABLE NZ FACTORS	SOURCES OF VALUE CREATION
Pay a premium for brand/quality	◐	<ul style="list-style-type: none"> - Honey sales and growth driven by UMF (Unique Manuka Factor) honey from NZ - NZ honey (in particular Manuka) has shown strong export growth (29%) into Asia; NZ honey is 43% of honey imports from peer group - Comvita, Airborne, AS Watson are the major firms exporting to Asia - NZ receives a significant premium over peer group 	<ul style="list-style-type: none"> - Manuka honey only in NZ (and Australia) 	<ul style="list-style-type: none"> - Further development of medicinal products to the medical sector - Industry consolidation - Further research to identify the active ingredients in honey
Status/gifting usage	◐			
Wide price bands at retail	◐			
COMPETITION				
Rich countries achieving success	◐	<ul style="list-style-type: none"> - Rising health consciousness and incomes driving sales of premium honey into Asia - HK market showing strong import growth with NZ brands taking a strong position (price pressure) - High honey use in China as a spread; strong competition in China from local suppliers of honey, but NZ showing strong growth - In Japan honey sales in general in decline, but premium honey imports increasing (Kato Bros Honey holds a strong position domestically) - Extreme premiums achieved in Macao, South Korea and Taiwan 	<ul style="list-style-type: none"> - Disease monitoring and control (e.g. American Foulbrood, varroa mite) - Identification of active chemical in honey threatens the supply of raw product to the medical sector (e.g. willowbark vs. aspirin) 	<ul style="list-style-type: none"> - Continue R&D investment support for high value medicinal honey (PGP) - Support generic industry marketing in high value markets - Quality Assurance around standards - Continued identification of health and medicinal benefits of honey - Support for research on varroa resistance bees, including access to new genetics through biosecurity - Assist development of clear manuka grading system
"Low hanging fruit" available	○			
Capital intensive to produce	○			
NEW ZEALAND		E/SE ASIA MARKETS	CHALLENGES/LIMITATIONS TO GROWTH	POTENTIAL ROLE FOR GOVERNMENT
Large number of firms	●	<ul style="list-style-type: none"> - Rising health consciousness and incomes driving sales of premium honey into Asia - HK market showing strong import growth with NZ brands taking a strong position (price pressure) - High honey use in China as a spread; strong competition in China from local suppliers of honey, but NZ showing strong growth - In Japan honey sales in general in decline, but premium honey imports increasing (Kato Bros Honey holds a strong position domestically) - Extreme premiums achieved in Macao, South Korea and Taiwan 	<ul style="list-style-type: none"> - Disease monitoring and control (e.g. American Foulbrood, varroa mite) - Identification of active chemical in honey threatens the supply of raw product to the medical sector (e.g. willowbark vs. aspirin) 	<ul style="list-style-type: none"> - Continue R&D investment support for high value medicinal honey (PGP) - Support generic industry marketing in high value markets - Quality Assurance around standards - Continued identification of health and medicinal benefits of honey - Support for research on varroa resistance bees, including access to new genetics through biosecurity - Assist development of clear manuka grading system
Required skills to succeed	◐			
Leverage country image	●			
Able to differentiate	●			
Arriving early "to the party"	◐			
Good trade access for product	●			
OVERALL	◐			

PEAS, DRIED & SHELLLED (071310)

QUANTITATIVE

IMPORTS BY E/SE ASIA FROM ALL SOURCES							
Country	Total import share	Import value; FOB sender			\$/kg		Import per capita US\$; 12
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR	
China	78%	\$250	27%	\$175	\$0.41	8%	\$0.18
Philippines	6%	\$19	14%	\$9	\$0.47	9%	\$0.19
Malaysia	5%	\$16	11%	\$7	\$0.48	2%	\$0.55
Taiwan	3%	\$10	7%	\$3	\$0.52	9%	\$0.42
Japan	3%	\$10	5%	\$2	\$0.75	10%	\$0.07
Indonesia	2%	\$7	7%	\$2	\$0.43	8%	\$0.03
Thailand	2%	\$5	3%	\$1	\$0.70	14%	\$0.08
South Korea	1%	\$3	5%	\$1	\$0.45	2%	\$0.06
Singapore	0%	\$1	-10%	-\$1	\$0.52	3%	\$0.15
Hong Kong SAR	0%	\$1	20%	\$0	\$0.51	-3%	\$0.08
Viet Nam	0%	\$0	12%	\$0	\$0.65	11%	\$0.00
Macao SAR	0%	\$0	-21%	-\$0	\$15.51	98%	\$0.03
Myanmar	0%	\$-	-100%	-\$0	N/C	N/C	\$-
TOTAL	100%	\$322	21%	\$200	\$0.43	7%	\$0.15

EXPORTS to E/SE ASIA BY PEER GROUP							
Country	Peer export share	Export value; FOB sender			\$/kg		
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR	
Canada	81%	\$256	22%	\$163	\$0.41	8%	
USA	9%	\$30	18%	\$17	\$0.47	8%	
Australia	5%	\$15	17%	\$8	\$0.45	3%	
United Kingdom	3%	\$8	37%	\$6	\$0.78	2%	
New Zealand	1%	\$4	2%	\$0	\$0.84	11%	
Argentina	0%	\$1	56%	\$1	\$0.41	4%	
Turkey	0%	\$1	N/C	\$1	\$0.53	N/C	
Denmark	0%	\$0	36%	\$0	\$0.59	5%	
Italy	0%	\$0	45%	\$0	\$1.55	-2%	
Other	0%	\$0	-28%	-\$1	\$0.95	9%	
TOTAL from peers	100%	\$316	21%	\$197	\$0.43	7%	
Inter-regional/other		\$6					
TOTAL		\$322					

NEW ZEALAND EXPORTS TO E/SE ASIA						
Country	Region export mix	Export Value; FOB sender			\$/kg	
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR
Thailand	44%	\$1.59	9%	\$0.55	\$0.77	10%
Malaysia	24%	\$0.88	3%	\$0.12	\$0.75	12%
Japan	17%	\$0.63	-1%	-\$0.05	\$1.01	11%
Taiwan	7%	\$0.25	16%	\$0.13	\$1.27	19%
Hong Kong SAR	3%	\$0.12	13%	\$0.05	\$0.98	14%
Singapore	2%	\$0.06	-13%	-\$0.06	\$0.78	7%
Viet Nam	1%	\$0.05	N/C	\$0.05	\$0.72	N/C
South Korea	1%	\$0.04	-9%	-\$0.02	\$1.62	1%
China	1%	\$0.02	-34%	-\$0.14	\$1.39	22%
Philippines	0%	\$0.00	N/C	\$0.00	\$3.00	N/C
Indonesia	0%	\$-	-100%	-\$0.23	N/C	N/C
Myanmar						
Macao SAR						
TOTAL	100%	\$3.63	2%	\$0.40	\$0.84	11%

QUANTITATIVE OBSERVATIONS/CONCLUSIONS	
Markets	- China is the key market representing 79% of the defined universe
Competitors	- Canada leads with 81% of defined peer group and growing above group/market - Followed by the US and Australia
New Zealand	- New Zealand is a minor player failing to achieve growth

E/SE Asia imports total	E/SE Asia imports from peers	NZ export value to E/SE Asia	NZ share of peers	Possible size of the prize
\$322m	\$316m	\$4m	1%	+\$15-25m

PEAS, DRIED & SHELLLED (071310)

QUALITATIVE

SCORECARD		SITUATION/STRUCTURE	NATURE OF THE CHALLENGE TO NZ	
E/SE ASIAN MARKETS		NEW ZEALAND	LEVERAGABLE NZ FACTORS	SOURCES OF VALUE CREATION
Pay a premium for brand/quality	○	<ul style="list-style-type: none"> - Peas have a long history in NZ, grown primarily in Canterbury and processed by Heinz Watties (largest producer and dehydrator in NZ) amongst others - NZ supplies a niche dried and dehydrated non-split pea product (not packed for retail) receiving a significant premium compared with peers; showing slow growth (2%) and only 1% of total peer share - Thailand, Malaysia and Japan receive 85% of NZ exports to the region 	<ul style="list-style-type: none"> - NZ long history of crop farming; systems and skills to ensure high quality products 	<ul style="list-style-type: none"> - Develop NZ as a low cost option for growing and processing vegetables - Extend into high value markets
Status/gifting usage	○			
Wide price bands at retail	○			
COMPETITION		E/SE ASIA MARKETS	CHALLENGES/LIMITATIONS TO GROWTH	POTENTIAL ROLE FOR GOVERNMENT
Rich countries achieving success	●	<ul style="list-style-type: none"> - China takes 79% of share from selected peers - Canada and the USA are the major exporters to Asia with 90% share (low premium product) 	<ul style="list-style-type: none"> - Most decisions made out of NZ at head office, NZ often a division of larger business (e.g Heniz) - Limited research and science funding - Increasing volume while maintaining premium - Increasing efficiencies to increase returns to all players 	<ul style="list-style-type: none"> - Continued support for R&D around improved pest control, reduction of chemicals and new cultivars - Maintain and increase access into key markets; FTA's - Mechanism to improve compliance efficiencies, streamline processes; and reduce duplication and costs of compliance
"Low hanging fruit" available	○			
Capital intensive to produce	○			
NEW ZEALAND				
Large number of firms	○			
Required skills to succeed	◐			
Leverage country image	○			
Able to differentiate	○			
Arriving early "to the party"	○			
Good trade access for product	◐			
OVERALL	○			

AVOCADOS (080440)

QUANTITATIVE

IMPORTS BY E/SE ASIA FROM ALL SOURCES

Country	Total import share	Import value; FOB sender			\$/kg		Import per capita US\$; 12
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR	
Japan	84%	\$109	15%	\$55	\$1.92	-1%	\$0.86
Hong Kong SAR	4%	\$5	31%	\$4	\$2.16	4%	\$0.75
Singapore	4%	\$5	31%	\$4	\$2.89	4%	\$0.92
China	2%	\$3	203%	\$3	\$1.25	-16%	\$0.00
Thailand	2%	\$2	29%	\$2	\$3.83	6%	\$0.04
South Korea	2%	\$2	8%	\$1	\$3.63	11%	\$0.04
Malaysia	1%	\$1	31%	\$1	\$2.59	1%	\$0.05
Taiwan	0%	\$0	27%	\$0	\$4.24	4%	\$0.01
Indonesia	0%	\$0	24%	\$0	\$4.72	7%	\$0.00
Viet Nam	0%	\$0	-22%	-\$0	\$1.32	17%	\$0.00
Macao SAR	0%	\$0	-19%	-\$0	\$4.94	17%	\$0.01
Philippines	0%	\$0	N/C	\$0	\$5.09	N/C	\$0.00
Myanmar	0%	\$0	-33%	-\$0	\$0.64	-11%	\$0.00
TOTAL	100%	\$129	17%	\$70	\$1.97	0%	\$0.06

EXPORTS to E/SE ASIA BY PEER GROUP

Country	Peer export share	Export value; FOB sender			\$/kg	
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR
USA	53%	\$18	94%	\$17	\$3.11	9%
Australia	21%	\$7	30%	\$5	\$3.35	5%
New Zealand	14%	\$5	9%	\$2	\$2.67	9%
Chile	8%	\$3	23%	\$2	\$2.07	3%
South Africa	2%	\$1	39%	\$1	\$1.34	7%
Netherlands	0%	\$0	N/C	\$0	\$6.89	N/C
Germany	0%	\$0	N/C	\$0	\$2.54	N/C
Spain	0%	\$0	-76%	-\$0	\$2.91	2%
Argentina	0%	\$-	N/C	\$-	N/C	N/C
Other	0%	\$-	-100%	-\$0	N/C	N/C
TOTAL from peers	100%	\$33	37%	\$26	\$2.87	8%

Inter-regional/other	\$96
TOTAL	\$129

NEW ZEALAND EXPORTS TO E/SE ASIA

Country	Region export mix	Export Value; FOB sender			\$/kg	
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR
Japan	44%	\$2.06	0%	-\$0.01	\$2.39	10%
Singapore	36%	\$1.69	45%	\$1.43	\$2.97	2%
South Korea	14%	\$0.64	9%	\$0.22	\$2.81	4%
Malaysia	4%	\$0.19	20%	\$0.12	\$2.72	-1%
Taiwan	2%	\$0.08	8%	\$0.02	\$4.28	0%
Thailand	1%	\$0.05	2%	\$0.01	\$3.04	6%
Hong Kong SAR	0%	\$0.00	-64%	-\$0.10	\$19.32	62%
Philippines	0%	\$0.00	N/C	\$0.00	\$5.09	N/C
Indonesia	0%	\$-	-100%	-\$0.00	N/C	N/C
Myanmar						
China						
Macao SAR						
Viet Nam						
TOTAL	100%	\$4.73	9%	\$1.69	\$2.67	9%

QUANTITATIVE OBSERVATIONS/CONCLUSIONS

- Markets**
 - Primarily imported by the rich, developed, Westernised countries
 - SE Asia growing off a low base
- Competitors**
 - The US has over 50% of the defined universe and has achieved stunning growth over the 07-12 period (94% CAGR)
 - Australia is a strong #2 with 21% peer group share and good growth
- New Zealand**
 - Number three in the group
 - Concerningly NZ is failing to grow as fast as the market but with low prices

E/SE Asia imports total	E/SE Asia imports from peers	NZ export value to E/SE Asia	NZ share of peers	Possible size of the prize
\$129m	\$33m	\$5m	14%	+\$15-25m

AVOCADOS (080440)

QUALITATIVE

SCORECARD		SITUATION/STRUCTURE	NATURE OF THE CHALLENGE TO NZ			
E/SE ASIAN MARKETS		NEW ZEALAND	LEVERAGABLE NZ FACTORS	SOURCES OF VALUE CREATION		
Pay a premium for brand/quality	◐	<ul style="list-style-type: none"> - NZ avocado production increasing, in particular in the North; small narrow window in the Southern Hemisphere season to itself - NZ exports heavily dependent on Australia as export market - New funding and growth strategy being developed with a focus on Asian market; currently only Japan and Singapore over US \$1m each - NZ price currently underperforming average price from peer group - Companies forming partnerships and relationships for joint supply and marketing 	<ul style="list-style-type: none"> - Biosecurity limiting imports to only those from New Zealand - Existing sales and marketing structures for kiwifruit, apples and other fruit - Orchard management skills & systems 	<ul style="list-style-type: none"> - Access through biosecurity barriers into protected Asian markets - Industry consolidation - Partnering with international suppliers to ensure constant supply - Superior quality through better supply chain execution - Matching fruit size with markets willingness to pay for premium 		
Status/gifting usage	○					
Wide price bands at retail	○					
COMPETITION						
Rich countries achieving success	◐	<ul style="list-style-type: none"> - NZ price currently underperforming average price from peer group - Companies forming partnerships and relationships for joint supply and marketing 	<th>CHALLENGES/LIMITATIONS TO GROWTH</th> <td rowspan="3"> <th>POTENTIAL ROLE FOR GOVERNMENT</th> </td>	CHALLENGES/LIMITATIONS TO GROWTH	<th>POTENTIAL ROLE FOR GOVERNMENT</th>	POTENTIAL ROLE FOR GOVERNMENT
"Low hanging fruit" available	○			<ul style="list-style-type: none"> - Significant biannual variations in yields - No unique NZ IP controlled/adapted varieties - Struggling to achieve traction outside Australia (likely due to high prices compared to Mexico) 		<ul style="list-style-type: none"> - New variety breeding capabilities of Plant & Food - Maintain/improve trade access into biosecurity protected markets - Development of unique high quality IP controlled varieties suitable to NZ conditions - Continue to support generic industry marketing in high value markets (PGP) - Research into eliminating biannual yielding under NZ conditions (PGP)
Capital intensive to produce	◐					
NEW ZEALAND						
Large number of firms	●	<ul style="list-style-type: none"> - Total imports from peers are \$33m, Japan takes over half of the avocados from export peers - All markets are growing at over 20%, but generally off a low base as Asians are not traditionally large avocado consumers - Rise in consumption following push by large producers out of Mexico and USA; Mexico is a US\$90m supplier into Japan 	<ul style="list-style-type: none"> - Significant biannual variations in yields - No unique NZ IP controlled/adapted varieties - Struggling to achieve traction outside Australia (likely due to high prices compared to Mexico) 	<ul style="list-style-type: none"> - New variety breeding capabilities of Plant & Food - Maintain/improve trade access into biosecurity protected markets - Development of unique high quality IP controlled varieties suitable to NZ conditions - Continue to support generic industry marketing in high value markets (PGP) - Research into eliminating biannual yielding under NZ conditions (PGP) 		
Required skills to succeed	●					
Leverage country image	◐					
Able to differentiate	○					
Arriving early "to the party"	○					
Good trade access for product	◐					
OVERALL	◐					

CHERRIES, FRESH (080920)

QUANTITATIVE

IMPORTS BY E/SE ASIA FROM ALL SOURCES							
Country	Total import share	Import value; FOB sender			\$/kg		Import per capita US\$; 12
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR	
China	44%	\$336	121%	\$330	\$5.67	6%	\$0.25
Hong Kong SAR	20%	\$156	42%	\$129	\$5.57	1%	\$21.61
Taiwan	12%	\$92	17%	\$49	\$5.56	2%	\$3.93
Japan	10%	\$80	7%	\$23	\$7.43	4%	\$0.63
South Korea	10%	\$76	22%	\$47	\$6.31	-1%	\$1.51
Thailand	1%	\$10	18%	\$6	\$6.26	1%	\$0.16
Singapore	1%	\$10	23%	\$6	\$6.50	4%	\$1.79
Viet Nam	1%	\$4	106%	\$4	\$7.73	14%	\$0.05
Malaysia	0%	\$3	31%	\$3	\$6.77	4%	\$0.11
Indonesia	0%	\$1	46%	\$1	\$8.62	1%	\$0.01
Philippines	0%	\$1	38%	\$1	\$7.17	3%	\$0.01
Macao SAR	0%	\$1	38%	\$0	\$7.66	21%	\$0.83
Myanmar	0%	\$0	87%	\$0	\$7.95	-1%	\$0.00
TOTAL	100%	\$770	35%	\$599	\$5.88	1%	\$0.36

EXPORTS to E/SE ASIA BY PEER GROUP							
Country	Peer export share	Export value; FOB sender			\$/kg		
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR	
USA	47%	\$312	22%	\$196	\$5.47	0%	
Chile	43%	\$291	53%	\$257	\$6.89	4%	
Canada	4%	\$30	41%	\$25	\$6.87	6%	
Australia	2%	\$16	15%	\$8	\$10.32	5%	
New Zealand	2%	\$16	23%	\$10	\$10.67	6%	
Argentina	1%	\$3	91%	\$3	\$5.70	10%	
Turkey	0%	\$1	102%	\$1	\$6.10	6%	
Austria	0%	\$0	N/C	\$0	\$11.22	N/C	
Spain	0%	\$0	N/C	\$0	\$3.63	N/C	
Other	0%	\$0	151%	\$0	\$7.87	1%	
TOTAL from peers	100%	\$670	31%	\$500	\$6.23	2%	
Inter-regional/other		\$100					
TOTAL		\$770					

NEW ZEALAND EXPORTS TO E/SE ASIA						
Country	Region export mix	Export Value; FOB sender			\$/kg	
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR
Taiwan	48%	\$7.73	21%	\$4.71	\$9.93	5%
Thailand	18%	\$2.88	38%	\$2.30	\$11.73	10%
South Korea	9%	\$1.38	-2%	-\$0.12	\$10.77	4%
Hong Kong SAR	8%	\$1.22	99%	\$1.18	\$10.23	7%
Singapore	6%	\$1.02	37%	\$0.81	\$11.80	3%
Malaysia	4%	\$0.62	121%	\$0.61	\$12.74	23%
Japan	3%	\$0.46	17%	\$0.24	\$13.15	12%
Viet Nam	2%	\$0.32	N/C	\$0.32	\$12.31	N/C
China	1%	\$0.21	44%	\$0.18	\$11.88	13%
Philippines	1%	\$0.13	N/C	\$0.13	\$11.89	N/C
Myanmar						
Indonesia						
Macao SAR						
TOTAL	100%	\$15.98	23%	\$10.37	\$10.67	6%

QUANTITATIVE OBSERVATIONS/CONCLUSIONS				
Markets	<ul style="list-style-type: none"> - East Asians eat a lot more imported cherries than South East Asians - The countries of East Asia represent 96% of market; Greater China alone is 73% of market - SE Asia represents only 4% - Singapore - with a large Chinese population - stands out as a target for growth 			
Competitors	<ul style="list-style-type: none"> - US & Chile together have a 90% share of peers - The US sells at almost half of the NZ price; how? - Australia is effectively Tasmania 			
New Zealand	<ul style="list-style-type: none"> - A small #5 player with 2% peer group share - Growing more slowly (23%) than the market (31%) - Taiwan takes almost 50% of exports - New Zealand is not achieving traction in any other large market - Thailand is #2 market for NZ and yet the #6 market overall (2%) 			
E/SE Asia imports total	E/SE Asia imports from peers	NZ export value to E/SE Asia	NZ share of peers	Possible size of the prize
\$770m	\$670m	\$16m	2%	+\$15-85m

CHERRIES, FRESH (080920)

QUALITATIVE

SCORECARD		SITUATION/STRUCTURE	NATURE OF THE CHALLENGE TO NZ	
E/SE ASIAN MARKETS		NEW ZEALAND	LEVERAGABLE NZ FACTORS	SOURCES OF VALUE CREATION
Pay a premium for brand/quality	◐	<ul style="list-style-type: none"> - Central Otago exports 90% of the cherries from NZ - The industry is vertically integrated with most key growers also packing and exporting fresh cherries - NZ competes with Chile, the #2 player, and Australia for the southern hemisphere supply of cherries; Chile export 20x the value, but NZ receives a 100% premium - NZ share to Asia is 2% (US\$16m) growing at 23% (less than most of our peers) - NZ supplies cherries primarily to semi-tropical Asian countries 	<ul style="list-style-type: none"> - Low/no in season imports; minor quantities from US only offseason - Capabilities of Plant & Food and other CRI's to research factors increasing the quality of fruit - Orchard management skills and systems - Cool chain management capabilities 	<ul style="list-style-type: none"> - Cherries to Japan - Targeting high value markets (e.g. Taiwan, China, Hong Kong) - Increasing marketing and promotion in key markets - Gaining scale/ industry co-operation to increase ability to reinvest in Packhouse expansion, technology and research - Invest research that adds to consumer appeal (e.g. taste/flavour, firmness, size)
Status/gifting usage	●			
Wide price bands at retail	◐			
COMPETITION				
Rich countries achieving success	◐			
"Low hanging fruit" available	○			
Capital intensive to produce	◐			
NEW ZEALAND		E/SE ASIA MARKETS	CHALLENGES/LIMITATIONS TO GROWTH	POTENTIAL ROLE FOR GOVERNMENT
Large number of firms	◐	<ul style="list-style-type: none"> - Asia imports Cherries worth US\$670m from peer countries; China, HK, Taiwan and Japan have over 85% of the import share and growing at very strong rates - Chile has significantly increased both its cherry production and fruit quality recently and will significantly impact NZ in the near future - Taiwan also a significant importer from Tasmania, Chile and NZ 	<ul style="list-style-type: none"> - High cost of production - Increased recent supply of Chilean cherries; puts pressure on NZ premium as their crops are also going to Asia; this critical mass allows for increased: investment, equipment, breeding etc. - Improved quality of Chilean and Tasmanian fruit - Investment from North America into Chile - Variable quality between growers - Very weather dependent crop 	<ul style="list-style-type: none"> - Continued market access to target high value markets (e.g. China, Japan, South Korea) - Continued FTAs with key trading nations (e.g. huge surge in sales to Thailand following FTA) - Mechanism to improve compliance efficiencies, streamline processes; reduce duplication, and the time and costs of compliance - Quality assurance
Required skills to succeed	●			
Leverage country image	◐			
Able to differentiate	○			
Arriving early "to the party"	○			
Good trade access for product	◐			
OVERALL	●			

BLUEBERRIES, ETC, FRESH (081040)

IMPORTS BY E/SE ASIA FROM ALL SOURCES							
Country	Total import share	Import value; FOB sender			\$/kg		Import per capita US\$, 12
		US\$m; 12	5y CAGR	5y ABS	US\$, 12	5y CAGR	
Japan	41%	\$32	18%	\$18	\$6.54	-2%	\$0.25
Hong Kong SAR	28%	\$22	37%	\$17	\$7.39	-4%	\$3.01
China	13%	\$10	44%	\$9	\$5.10	4%	\$0.01
South Korea	7%	\$5	57%	\$5	\$2.50	-11%	\$0.11
Taiwan	5%	\$4	13%	\$2	\$5.29	16%	\$0.17
Singapore	5%	\$4	32%	\$3	\$8.09	4%	\$0.70
Malaysia	1%	\$1	32%	\$0	\$7.87	17%	\$0.02
Thailand	1%	\$1	32%	\$0	\$8.10	20%	\$0.01
Myanmar	0%	\$0	N/C	\$0	\$4.87	N/C	\$0.00
Indonesia	0%	\$0	53%	\$0	\$7.99	-16%	\$0.00
Philippines	0%	\$0	N/C	\$0	\$8.77	N/C	\$0.00
Viet Nam	0%	\$0	102%	\$0	\$5.76	-21%	\$0.00
Macao SAR	0%	\$0	N/C	\$0	\$15.04	N/C	\$0.00
TOTAL	100%	\$79	27%	\$55	\$5.86	-1%	\$0.04

EXPORTS to E/SE ASIA BY PEER GROUP							
Country	Peer export share	Export value; FOB sender			\$/kg		
		US\$m; 12	5y CAGR	5y ABS	US\$, 12	5y CAGR	
USA	50%	\$37	32%	\$28	\$4.67		2%
Chile	35%	\$26	52%	\$23	\$8.20		1%
Sweden	5%	\$4	22%	\$2	\$5.22		5%
Argentina	3%	\$2	13%	\$1	\$8.29		-5%
Canada	2%	\$2	11%	\$1	\$4.89		8%
Australia	1%	\$1	-28%	-\$4	\$14.63		0%
Uruguay	1%	\$1	N/C	\$1	\$7.19		N/C
New Zealand	1%	\$1	-30%	-\$3	\$11.60		4%
Finland	1%	\$0	N/C	\$0	\$3.18		N/C
Other	1%	\$0	79%	\$1	\$8.08		-21%
TOTAL from peers	100%	\$74	25%	\$50	\$5.77		-1%

Inter-regional/other	\$5
TOTAL	\$79

QUANTITATIVE

NEW ZEALAND EXPORTS TO E/SE ASIA						
Country	Region export mix	Export Value; FOB sender			\$/kg	
		US\$m; 12	5y CAGR	5y ABS	US\$, 12	5y CAGR
Singapore	42%	\$0.23	-2%	-\$0.02	\$11.08	2%
Thailand	26%	\$0.15	20%	\$0.09	\$13.69	9%
Taiwan	16%	\$0.09	18%	\$0.05	\$12.70	10%
Japan	10%	\$0.06	-44%	-\$0.92	\$8.53	-4%
Hong Kong SAR	2%	\$0.01	-65%	-\$1.86	\$15.08	10%
Malaysia	2%	\$0.01	-8%	-\$0.01	\$9.50	-9%
Philippines	2%	\$0.01	N/C	\$0.01	\$17.70	N/C
South Korea	1%	\$0.00	N/C	\$0.00	\$6.57	N/C
Myanmar						
China						
Indonesia						
Macao SAR						
Viet Nam						
TOTAL	100%	\$0.56	-30%	-\$2.66	\$11.60	4%

QUANTITATIVE OBSERVATIONS/CONCLUSIONS	
Markets	- Clearly a product for high income consumers in developed markets
Competitors	- The US gets over 50% of the market - Chile is a strong and growing #2
New Zealand	- New Zealand is currently a minor player; very high price (2.5x US price) - Falling sales and falling prices; shrinking in a growing market

E/SE Asia imports total	E/SE Asia imports from peers	NZ export value to E/SE Asia	NZ share of peers	Possible size of the prize
\$79m	\$74m	>\$1m	1%	+\$15-25m

BLUEBERRIES, ETC, FRESH (081040)

QUALITATIVE

SCORECARD		SITUATION/STRUCTURE	NATURE OF THE CHALLENGE TO NZ	
E/SE ASIAN MARKETS		NEW ZEALAND	LEVERAGABLE NZ FACTORS	SOURCES OF VALUE CREATION
Pay a premium for brand/quality	◐	<ul style="list-style-type: none"> - NZ has approximately 80 growers with 2 growers dominating; traditionally grown in Canterbury and Waikato on peaty soils; production areas increasing - NZ underperforming in Asia, 1% market share, 68% of berries sold to Singapore and Thailand - NZ receives a significant premium in Asia, but volumes have been reducing over time (rose again in 2013) 	<ul style="list-style-type: none"> - Image and reputation of quality fruit - Providing safe healthy products 	<ul style="list-style-type: none"> - Development of value added, retail ready products into high value markets - Opportunity to produce or supply to nutraceutical sector - Cold chain technologies - Supply from small Southern Hemisphere window into high value markets
Status/gifting usage	○			
Wide price bands at retail	◐			
COMPETITION		E/SE ASIA MARKETS	CHALLENGES/LIMITATIONS TO GROWTH	POTENTIAL ROLE FOR GOVERNMENT
Rich countries achieving success	◐	<ul style="list-style-type: none"> - Exports to SEA from peers were US\$74m; Japan and HK make up 68% of this market - SEA markets all showing strong growth (average of 25%) - USA and Chile largest suppliers, both showing huge growth 32% and 52% respectively 	<ul style="list-style-type: none"> - Increasing scale to gain economies of scale - Cost of new variety development prohibitive - Chile huge push, support and funding for blueberries into Asia 	<ul style="list-style-type: none"> - Mechanism to improve compliance efficiencies, streamline processes; and reduce duplication and costs of compliance - Continue efforts on FTAs and reducing tariffs and overcoming phyto-sanitary restrictions into key markets - Continue research and support to increase the quality of fruit, new cultivars and identify medicinal and nutritional properties of fruit
"Low hanging fruit" available	○			
Capital intensive to produce	○			
NEW ZEALAND				
Large number of firms	●			
Required skills to succeed	●			
Leverage country image	◐			
Able to differentiate	○			
Arriving early "to the party"	○			
Good trade access for product	◐			
OVERALL	◐			

CHOCOLATE, RETAIL BLOCK/BAR, NOT FILLED (180632)

QUANTITATIVE

IMPORTS BY E/SE ASIA FROM ALL SOURCES							
Country	Total import share	Import value; FOB sender			\$/kg		Import per capita US\$; 12
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR	
Hong Kong SAR	18%	\$46	24%	\$30	\$9.19	8%	\$6.41
Japan	15%	\$40	12%	\$17	\$8.77	5%	\$0.31
Philippines	13%	\$33	11%	\$14	\$7.99	6%	\$0.33
China	11%	\$30	30%	\$22	\$6.62	6%	\$0.02
South Korea	11%	\$28	7%	\$8	\$7.40	4%	\$0.55
Singapore	10%	\$27	16%	\$14	\$8.08	6%	\$5.02
Taiwan	7%	\$17	9%	\$6	\$9.97	5%	\$0.74
Thailand	6%	\$17	19%	\$10	\$7.83	8%	\$0.26
Malaysia	4%	\$11	16%	\$6	\$5.35	3%	\$0.37
Indonesia	3%	\$7	23%	\$4	\$9.94	14%	\$0.03
Macao SAR	1%	\$2	36%	\$2	\$12.74	7%	\$3.54
Viet Nam	1%	\$2	14%	\$1	\$6.40	-1%	\$0.02
Myanmar	0%	\$0	-16%	-\$0	\$9.16	7%	\$0.00
TOTAL	100%	\$260	16%	\$134	\$8.01	5%	\$0.12

NEW ZEALAND EXPORTS TO E/SE ASIA						
Country	Region export mix	Export Value; FOB sender			\$/kg	
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR
Singapore	27%	\$0.62	28%	\$0.44	\$9.12	10%
Malaysia	24%	\$0.56	N/C	\$0.56	\$7.25	N/C
South Korea	20%	\$0.46	N/C	\$0.46	\$8.52	N/C
China	9%	\$0.21	152%	\$0.21	\$6.33	1%
Indonesia	8%	\$0.17	N/C	\$0.17	\$9.30	N/C
Philippines	7%	\$0.16	N/C	\$0.16	\$8.10	N/C
Hong Kong SAR	5%	\$0.10	72%	\$0.10	\$8.52	-2%
Thailand	1%	\$0.03	N/C	\$0.03	\$10.92	N/C
Japan	0%	\$-	-100%	-\$0.47	N/C	N/C
Viet Nam	0%	\$-	-100%	-\$0.00	N/C	N/C
Myanmar						
Macao SAR						
Taiwan						
TOTAL	100%	\$2.31	28%	\$1.65	\$8.11	11%

EXPORTS to E/SE ASIA BY PEER GROUP							
Country	Peer export share	Export value; FOB sender			\$/kg		
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR	
USA	26%	\$51	11%	\$20	\$6.95	2%	
Germany	21%	\$42	41%	\$34	\$10.54	7%	
Switzerland	19%	\$37	11%	\$15	\$7.32	6%	
France	9%	\$17	11%	\$7	\$12.90	10%	
Belgium	6%	\$13	5%	\$3	\$11.26	0%	
Netherlands	5%	\$10	37%	\$8	\$9.50	-1%	
Turkey	3%	\$6	48%	\$5	\$3.83	11%	
Australia	3%	\$5	-3%	-\$1	\$5.42	0%	
Italy	2%	\$3	28%	\$2	\$8.59	-3%	
Other	6%	\$3	19%	\$7	\$6.15	1%	
TOTAL from peers	100%	\$194	15%	\$99	\$7.95	4%	
Inter-regional/other		\$66					
TOTAL		\$260					

QUANTITATIVE OBSERVATIONS/CONCLUSIONS	
Markets	- Broad base of sales across the total region, though with a bias to high income countries (other than the Philippines)
Competitors	- The US achieves about a quarter of peer group - Germany (21%), Switzerland (19%) and France (9%) lead the Europeans
New Zealand	- A minor player in a growing mid-size market - Growing faster than peer group

E/SE Asia imports total	E/SE Asia imports from peers	NZ export value to E/SE Asia	NZ share of peers	Possible size of the prize
\$260m	\$194m	\$2m	1%	+\$20-30m

CHOCOLATE, RETAIL BLOCK/BAR, NOT FILLED (180632)

QUALITATIVE

SCORECARD		SITUATION/STRUCTURE	NATURE OF THE CHALLENGE TO NZ	
E/SE ASIAN MARKETS		NEW ZEALAND	LEVERAGABLE NZ FACTORS	SOURCES OF VALUE CREATION
Pay a premium for brand/quality		<ul style="list-style-type: none"> - Long history of chocolate production in NZ - One large firm (Cadbury/Modelez) a result of 80 years of acquisition and investment - Strong second tier of emergent NZ firms, particularly Whittakers - NZ receives a premium for its chocolate into Asia, NZ growth rates are exceeding the peer market; with great growth rates into Singapore and China 	<ul style="list-style-type: none"> - Low cost dairy - Low cost, safe and secure Asia Pacific production location suited to high capital intensity manufacturing for export 	<ul style="list-style-type: none"> - Consolidation of smaller firms into scale entity
Status/gifting usage				
Wide price bands at retail				
COMPETITION		E/SE ASIA MARKETS	CHALLENGES/LIMITATIONS TO GROWTH	POTENTIAL ROLE FOR GOVERNMENT
Rich countries achieving success		<ul style="list-style-type: none"> - China and Japan in particular are huge chocolate markets with combined sales of over \$6b; growth of premium chocolate - The chocolate market in Asia has a combination of local Asian brands (Meiji, Lotte, Petra, Morinaga) and European brands (Mars, Nestle, Ferrero, Mondelez) - The peer import market is valued at \$194 USA, Germany and Switzerland hold 66% of peer share into SEA; NZ is less than 1% - Asia has a large and traditional chocolate market, in particular as gifts; blocks are not as popular in Asia (e.g. 28% total chocolate sales in China, 17% in Japan) - Plain milk most popular in Japan (60% of block sales) 	<ul style="list-style-type: none"> - Low scale - Most processors import refined cocoa/bulk chocolate rather than manufacture their own (scale issue) - Limited pool of deep chocolate skills or culture on which to draw (e.g. vs. Belgium) 	<ul style="list-style-type: none"> - Quality control and improvement - Attract investment by global firms into NZ as a gateway to Asia (e.g. Belgium, Germany, Italy)
"Low hanging fruit" available				
Capital intensive to produce				
NEW ZEALAND				
Large number of firms				
Required skills to succeed				
Leverage country image				
Able to differentiate				
Arriving early "to the party"				
Good trade access for product				
OVERALL				

CHOCOLATE, ASSORTMENT/OTHER (180690)

QUANTITATIVE

IMPORTS BY E/SE ASIA FROM ALL SOURCES							
Country	Total import share	Import value; FOB sender			\$/kg		Import per capita US\$; 12
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR	
Japan	21%	\$262	5%	\$54	\$4.45	10%	\$2.06
Hong Kong SAR	17%	\$207	23%	\$134	\$8.67	6%	\$28.66
China	15%	\$188	36%	\$147	\$7.03	2%	\$0.14
South Korea	10%	\$118	14%	\$57	\$7.23	7%	\$2.35
Singapore	8%	\$104	19%	\$60	\$8.03	3%	\$19.19
Malaysia	7%	\$86	23%	\$55	\$8.41	24%	\$2.84
Taiwan	7%	\$80	16%	\$42	\$6.46	3%	\$3.42
Philippines	5%	\$63	15%	\$31	\$4.76	1%	\$0.64
Thailand	4%	\$52	26%	\$36	\$6.09	3%	\$0.80
Indonesia	3%	\$34	19%	\$20	\$6.04	3%	\$0.14
Macao SAR	1%	\$18	7%	\$5	\$14.03	5%	\$29.26
Viet Nam	1%	\$12	24%	\$8	\$6.91	9%	\$0.14
Myanmar	0%	\$1	27%	\$1	\$14.04	37%	\$0.01
TOTAL	100%	\$1,222	16%	\$649	\$6.38	10%	\$0.56

EXPORTS to E/SE ASIA BY PEER GROUP						
Country	Peer export share	Export value; FOB sender			\$/kg	
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR
Italy	26%	\$194	22%	\$123	\$9.82	0%
USA	22%	\$167	16%	\$88	\$5.17	3%
Belgium	15%	\$112	13%	\$51	\$12.12	2%
Netherlands	8%	\$61	18%	\$34	\$10.95	5%
France	7%	\$54	16%	\$29	\$9.29	-1%
Germany	7%	\$49	35%	\$38	\$10.68	6%
Australia	4%	\$31	-8%	-\$15	\$5.79	6%
Switzerland	4%	\$27	12%	\$12	\$10.50	2%
United Kingdom	2%	\$15	20%	\$9	\$7.27	-1%
Other	6%	\$8	14%	\$21	\$6.88	7%
TOTAL from peers	100%	\$754	16%	\$390	\$8.05	4%
Inter-regional/other		\$468				
TOTAL		\$1,222				

NEW ZEALAND EXPORTS TO E/SE ASIA						
Country	Region export mix	Export Value; FOB sender			\$/kg	
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR
Philippines	66%	\$1.12	-25%	-\$3.45	\$7.09	14%
Malaysia	21%	\$0.35	80%	\$0.33	\$7.44	37%
Japan	5%	\$0.09	4%	\$0.02	\$18.27	22%
Hong Kong SAR	3%	\$0.06	124%	\$0.06	\$9.88	-25%
Singapore	3%	\$0.04	-33%	-\$0.28	\$3.58	-6%
Thailand	1%	\$0.02	-50%	-\$0.63	\$8.29	18%
China	1%	\$0.01	16%	\$0.01	\$9.02	15%
Viet Nam	0%	\$-	-100%	-\$0.76	N/C	N/C
South Korea	0%	\$-	-100%	-\$0.06	N/C	N/C
Taiwan	0%	\$-	-100%	-\$0.03	N/C	N/C
Indonesia	0%	\$-	-100%	-\$0.00	N/C	N/C
Myanmar						
Macao SAR						
TOTAL	100%	\$1.69	-24%	-\$4.81	\$7.32	14%

QUANTITATIVE OBSERVATIONS/CONCLUSIONS	
Markets	<ul style="list-style-type: none"> - East Asian countries and Singapore are primary importers from peer group - Suggest stronger "gifting" culture/tradition in these markets - Limited imports from SE Asia
Competitors	<ul style="list-style-type: none"> - Italy (Ferrero Rocher), the US (bag candy) and Belgium (Guylian, etc.) lead the market with almost two-thirds (63%) of imports from peer group - Wide range of smaller producers follow
New Zealand	<ul style="list-style-type: none"> - Third tier competitor with \$1.7m in exports to region - Two thirds of exports go to the Philippines (#7 market) followed by Malaysia (#9) market; very limited exports to any of the top five regional markets - Shrinking

E/SE Asia imports total	E/SE Asia imports from peers	NZ export value to E/SE Asia	NZ share of peers	Possible size of the prize
\$1,222m	\$754m	\$2m	>1%	+\$20-30m

CHOCOLATE, ASSORTMENT/OTHER (180690)

QUALITATIVE

SCORECARD		SITUATION/STRUCTURE	NATURE OF THE CHALLENGE TO NZ	
E/SE ASIAN MARKETS		NEW ZEALAND	LEVERAGABLE NZ FACTORS	SOURCES OF VALUE CREATION
Pay a premium for brand/quality	◐	<ul style="list-style-type: none"> - One large firm (Cadbury/Mondelez) a result of 80 years of acquisition and investment - NZ is underperforming in the assorted category receiving a lower premium than peers and overall reduced exports; however good performance into Malaysia 	<ul style="list-style-type: none"> - Low cost dairy - Low cost, safe and secure Asia Pacific production location suited to high capital intensity manufacturing for export 	<ul style="list-style-type: none"> - Consolidation of smaller firms into scale entity - Development of gifting products using NZ unique flavours
Status/gifting usage	●			
Wide price bands at retail	◐			
COMPETITION		E/SE ASIA MARKETS	CHALLENGES/LIMITATIONS TO GROWTH	POTENTIAL ROLE FOR GOVERNMENT
Rich countries achieving success	●	<ul style="list-style-type: none"> - This US\$754 peer export market is growing at 16% - China and Japan are huge chocolate markets with combined total sales of over \$6b; assorted chocolates are just under half the chocolate sales in China, and countlines are 15% of value - Gifting and seasonal occasions important to consumption - The chocolate market in Asia has a combination of local Asian brands (Meiji, Lotte, Petra, Morinaga) and European brands (Mars, Nestle, Ferrero, Mondelez) 	<ul style="list-style-type: none"> - Low scale - Most processors import refined cocoa/bulk chocolate rather than manufacture their own (scale issue) - Limited pool of deep chocolate skills or culture on which to draw (e.g. vs. Belgium) 	<ul style="list-style-type: none"> - Quality control and improvement - Attract investment by global firms into NZ as a gateway to Asia (e.g. Belgium, Germany, Italy)
"Low hanging fruit" available	◐			
Capital intensive to produce	●			
NEW ZEALAND				
Large number of firms	◐			
Required skills to succeed	◐			
Leverage country image	●			
Able to differentiate	○			
Arriving early "to the party"	○			
Good trade access for product	●			
OVERALL	◐			

BISCUITS, SWEET (190530)

QUANTITATIVE

IMPORTS BY E/SE ASIA FROM ALL SOURCES							
Country	Total import share	Import value; FOB sender			\$/kg		Import per capita US\$; 12
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR	
China	21%	\$161	48%	\$138	\$4.20	1%	\$0.12
Thailand	12%	\$92	25%	\$62	\$3.49	6%	\$1.43
Japan	12%	\$88	12%	\$37	\$5.09	8%	\$0.69
Hong Kong SAR	11%	\$87	9%	\$30	\$4.64	5%	\$12.06
Singapore	8%	\$64	14%	\$31	\$4.10	11%	\$11.81
South Korea	7%	\$54	12%	\$23	\$3.93	7%	\$1.07
Taiwan	6%	\$49	12%	\$21	\$2.66	4%	\$2.10
Viet Nam	6%	\$48	27%	\$33	\$3.74	10%	\$0.53
Philippines	5%	\$40	21%	\$25	\$3.18	2%	\$0.41
Malaysia	5%	\$37	19%	\$21	\$3.29	3%	\$1.23
Indonesia	4%	\$32	5%	\$7	\$3.66	9%	\$0.13
Myanmar	2%	\$12	26%	\$8	\$3.42	8%	\$0.23
Macao SAR	1%	\$6	19%	\$4	\$6.44	15%	\$10.23
TOTAL	100%	\$764	18%	\$439	\$3.88	6%	\$0.35

EXPORTS to E/SE ASIA BY PEER GROUP						
Country	Peer export share	Export value; FOB sender			\$/kg	
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR
Denmark	23%	\$75	19%	\$43	\$6.14	7%
Italy	18%	\$58	19%	\$33	\$6.32	1%
United Kingdom	11%	\$35	13%	\$16	\$4.72	3%
Belgium	8%	\$26	17%	\$14	\$5.10	0%
Netherlands	7%	\$24	32%	\$18	\$5.50	4%
USA	7%	\$24	10%	\$9	\$3.78	5%
France	6%	\$18	27%	\$13	\$7.32	3%
Germany	5%	\$16	21%	\$10	\$5.18	2%
Australia	3%	\$10	18%	\$6	\$5.91	7%
Other	12%	\$7	21%	\$25	\$4.00	3%
TOTAL from peers	100%	\$326	19%	\$187	\$5.27	4%
Inter-regional/other		\$438				
TOTAL		\$764				

NEW ZEALAND EXPORTS TO E/SE ASIA						
Country	Region export mix	Export Value; FOB sender			\$/kg	
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR
Malaysia	45%	\$0.55	127%	\$0.54	\$2.86	-10%
China	30%	\$0.37	119%	\$0.36	\$4.65	8%
Thailand	7%	\$0.09	54%	\$0.08	\$2.56	-22%
Philippines	5%	\$0.06	N/C	\$0.06	\$4.13	N/C
Hong Kong SAR	4%	\$0.05	43%	\$0.04	\$6.39	-4%
Singapore	4%	\$0.05	2%	\$0.00	\$5.47	1%
South Korea	3%	\$0.04	N/C	\$0.04	\$9.07	N/C
Japan	1%	\$0.01	-31%	-\$0.04	\$7.86	6%
Macao SAR	0%	\$0.00	111%	\$0.00	\$4.04	-3%
Taiwan	0%	\$0.00	-51%	-\$0.05	\$4.93	2%
Myanmar						
Indonesia						
Viet Nam						
TOTAL	100%	\$1.22	46%	\$1.03	\$3.55	-7%

QUANTITATIVE OBSERVATIONS/CONCLUSIONS	
Markets	<ul style="list-style-type: none"> - China, Hong Kong and Japan represent two thirds of the defined market (62%) - Wide range of markets follow
Competitors	<ul style="list-style-type: none"> - Denmark (Danish cookies in tins) lead with a quarter of peer group exports - Wide range of primarily Europeans follow
New Zealand	<ul style="list-style-type: none"> - A small player showing strong growth off a very low base

E/SE Asia imports total	E/SE Asia imports from peers	NZ export value to E/SE Asia	NZ share of peers	Possible size of the prize
\$764m	\$326m	\$1m	>1%	+\$10-25m

BISCUITS, SWEET (190530)

QUALITATIVE

SCORECARD		SITUATION/STRUCTURE	NATURE OF THE CHALLENGE TO NZ	
E/SE ASIAN MARKETS		NEW ZEALAND	LEVERAGABLE NZ FACTORS	SOURCES OF VALUE CREATION
Pay a premium for brand/quality	◐	<ul style="list-style-type: none"> - NZ is showing strong growth (46%) off a very small base, into Asia, exports have grown to US\$1.2m; however NZ is not achieving the same premiums as peers - Nabisco (global #1) acquired Griffins in 1962; sold in 1990 to Danone; sold in 2006 to PEP; currently for sale - Griffins consolidated industry over 20th Century; Arnotts exited NZ production in 90's 	<ul style="list-style-type: none"> - Unique NZ flavours - Safe and secure raw materials; low cost producer of many ingredients (e.g. oats) 	<ul style="list-style-type: none"> - Consolidation of smaller firms into scale entity - Grow exports to Asia (currently 46% growth) by focussing on high value markets e.g. China
Status/gifting usage	◐			
Wide price bands at retail	◐			
COMPETITION		E/SE ASIA MARKETS	CHALLENGES/LIMITATIONS TO GROWTH	POTENTIAL ROLE FOR GOVERNMENT
Rich countries achieving success	●	<ul style="list-style-type: none"> - Asians are showing a willingness to treat themselves on sweet biscuits - Market imports are \$764m with 43% coming from peers; peer growth at 19% - China and Japan the largest countries are showing strong import growth, chocolate coated biscuits showing strongest growth in China - Overall sales of biscuits are declining in Japan; however Japan is still showing 16% growth from import peers 	<ul style="list-style-type: none"> - Still highly dependent on Australian market (~80% of exports) 	<ul style="list-style-type: none"> - Maintain and build trade access
"Low hanging fruit" available	○			
Capital intensive to produce	●			
NEW ZEALAND				
Large number of firms	○			
Required skills to succeed	◐			
Leverage country image	◐			
Able to differentiate	◐			
Arriving early "to the party"	○			
Good trade access for product	●			
OVERALL	◐			

INNOVATIVE FOODS (210690)

IMPORTS BY E/SE ASIA FROM ALL SOURCES							
Country	Total import share	Import value; FOB sender			\$/kg		Import per capita US\$; 12
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR	
Japan	18%	\$966	5%	\$192	\$2.97	2%	\$7.60
China	11%	\$569	23%	\$366	\$6.97	7%	\$0.42
Hong Kong SAR	10%	\$552	16%	\$289	\$6.69	14%	\$76.41
South Korea	8%	\$446	7%	\$129	\$6.14	3%	\$8.89
Indonesia	8%	\$439	21%	\$269	\$3.76	5%	\$1.78
Philippines	8%	\$417	18%	\$233	\$3.01	7%	\$4.18
Malaysia	8%	\$406	17%	\$220	\$4.79	5%	\$13.48
Taiwan	7%	\$392	9%	\$140	\$4.31	6%	\$16.78
Thailand	7%	\$357	14%	\$169	\$5.77	2%	\$5.54
Singapore	6%	\$335	13%	\$152	\$3.43	2%	\$62.03
Viet Nam	5%	\$252	19%	\$146	\$4.52	3%	\$2.80
Myanmar	3%	\$137	26%	\$94	\$2.32	12%	\$2.58
Macao SAR	1%	\$34	25%	\$23	\$7.82	16%	\$56.77
TOTAL	100%	\$5,268	13%	\$2,423	\$4.17	6%	\$2.44

EXPORTS to E/SE ASIA BY PEER GROUP							
Country	Peer export share	Export value; FOB sender			\$/kg		
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR	
USA	46%	\$1,261	9%	\$448	\$8.74	4%	
Netherlands	16%	\$431	15%	\$220	\$11.35	15%	
New Zealand	7%	\$185	8%	\$57	\$4.84	10%	
Germany	6%	\$160	19%	\$93	\$8.13	9%	
Australia	4%	\$108	7%	\$32	\$3.75	9%	
France	3%	\$79	4%	\$13	\$7.36	4%	
Canada	3%	\$76	12%	\$32	\$6.35	17%	
Switzerland	2%	\$65	10%	\$24	\$13.23	0%	
Belgium	2%	\$61	-6%	-\$20	\$5.06	2%	
Other	11%	\$52	13%	\$131	\$5.87	-8%	
TOTAL from peers	100%	\$2,712	10%	\$1,031	\$7.59	6%	
Inter-regional/other		\$2,556					
TOTAL		\$5,268					

QUANTITATIVE

NEW ZEALAND EXPORTS TO E/SE ASIA						
Country	Region export mix	Export Value; FOB sender			\$/kg	
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR
Japan	31%	\$56.92	2%	\$6.35	\$2.87	5%
Hong Kong SAR	20%	\$37.32	50%	\$32.43	\$14.56	-3%
South Korea	20%	\$36.11	16%	\$18.74	\$3.18	-5%
China	10%	\$19.30	35%	\$14.96	\$12.52	22%
Singapore	7%	\$12.06	24%	\$7.97	\$11.09	26%
Malaysia	6%	\$10.75	-8%	-\$5.94	\$15.40	36%
Philippines	3%	\$4.97	28%	\$3.55	\$10.09	8%
Thailand	2%	\$4.35	-26%	-\$14.89	\$13.77	36%
Taiwan	1%	\$1.69	-26%	-\$6.01	\$12.72	16%
Viet Nam	0%	\$0.81	6%	\$0.20	\$9.21	13%
Indonesia	0%	\$0.48	-13%	-\$0.49	\$10.61	15%
Macao SAR	0%	\$0.00	-34%	-\$0.01	\$25.30	5%
Myanmar	0%	\$0.00	N/C	\$0.00	\$2.95	N/C
TOTAL	100%	\$184.77	8%	\$56.86	\$4.84	10%

QUANTITATIVE OBSERVATIONS/CONCLUSIONS				
Markets	<ul style="list-style-type: none"> - Category is a catch-all of new products that do not fit under existing trade codes; past research shows this is primarily innovative new processed foods - A massive category, albeit a category of categories, at \$2.7b in total imports by E/SE Asia from peer group; reasonable growth at 10% 5y CAGR - Imported by a wide range of countries across the region - City States (Singapore and Hong Kong) stand out for per cap; low per caps elsewhere suggest significant further growth potential 			
Competitors	<ul style="list-style-type: none"> - US leads with \$1.26b in exports to the region, or 46% of defined peer group - Netherlands follows with \$431m or 16% 			
New Zealand	<ul style="list-style-type: none"> - A strong #3 in the category with \$185m in exports - Achieving a lower price per kg than peers - Underperforming over the past five years relative to Dutch or Germans 			
E/SE Asia imports total	E/SE Asia imports from peers	NZ export value to E/SE Asia	NZ share of peers	Possible size of the prize
\$5,268m	\$2,712m	\$185m	7%	+\$400-600m

INNOVATIVE FOODS (210690)

QUALITATIVE

SCORECARD		SITUATION/STRUCTURE	NATURE OF THE CHALLENGE TO NZ	
E/SE ASIAN MARKETS		NEW ZEALAND	LEVERAGABLE NZ FACTORS	SOURCES OF VALUE CREATION
Pay a premium for brand/quality		<ul style="list-style-type: none"> - NZ exports \$185m to Asia in this highly fragmented category (combining dairy, health and innovative categories and packaging) - NZ underperforming on premiums compared to peers 	<ul style="list-style-type: none"> - NZ supplier of premium, high quality products - FTAs with key markets 	<ul style="list-style-type: none"> - Unknown category details
Status/gifting usage				
Wide price bands at retail				
COMPETITION		E/SE ASIA MARKETS	CHALLENGES/LIMITATIONS TO GROWTH	POTENTIAL ROLE FOR GOVERNMENT
Rich countries achieving success		<ul style="list-style-type: none"> - Peers export US\$2.7b of “innovative foods” into Asia, the total rate growing at 10% - Growth markets China, HK (both over 20%) - High penetration rates in HK and Singapore 	<ul style="list-style-type: none"> - Unknown category details 	<ul style="list-style-type: none"> - Maintain support for R&D into new products and product innovation - Ongoing trade negotiations with key trading markets
“Low hanging fruit” available				
Capital intensive to produce				
NEW ZEALAND				
Large number of firms				
Required skills to succeed				
Leverage country image				
Able to differentiate				
Arriving early “to the party”				
Good trade access for product				
OVERALL				

OTHER NON-ALC. BEVERAGES NES (220290)

QUANTITATIVE

IMPORTS BY E/SE ASIA FROM ALL SOURCES							
Country	Total import share	Import value; FOB sender			\$/kg		Import per capita US\$; 12
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR	
Viet Nam	14%	\$148	52%	\$130	\$1.33	4%	\$1.65
Japan	12%	\$129	17%	\$71	\$1.87	15%	\$1.01
Myanmar	12%	\$128	40%	\$104	\$1.22	4%	\$2.40
China	11%	\$114	28%	\$81	\$0.32	-23%	\$0.08
Taiwan	10%	\$107	32%	\$81	\$2.20	5%	\$4.58
Hong Kong SAR	9%	\$100	13%	\$46	\$0.95	8%	\$13.86
Indonesia	8%	\$88	20%	\$53	\$0.86	-1%	\$0.36
Singapore	8%	\$87	23%	\$57	\$1.01	5%	\$16.08
Malaysia	7%	\$80	31%	\$59	\$1.20	1%	\$2.64
Macao SAR	3%	\$33	9%	\$11	\$1.03	5%	\$54.36
Philippines	3%	\$32	26%	\$22	\$1.24	3%	\$0.32
Thailand	2%	\$24	34%	\$18	\$1.55	-3%	\$0.37
South Korea	2%	\$20	10%	\$8	\$1.45	-7%	\$0.40
TOTAL	100%	\$1,069	25%	\$738	\$0.95	0%	\$0.49

NEW ZEALAND EXPORTS TO E/SE ASIA						
Country	Region export mix	Export Value; FOB sender			\$/l	
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR
Philippines	54%	\$1.01	24%	\$0.67	\$1.06	9%
South Korea	30%	\$0.57	189%	\$0.57	\$2.44	-40%
Singapore	12%	\$0.23	-27%	-\$0.86	\$1.04	3%
Malaysia	3%	\$0.05	-4%	-\$0.01	\$8.38	-5%
Japan	1%	\$0.01	N/C	\$0.01	\$0.95	N/C
Hong Kong SAR	1%	\$0.01	10%	\$0.00	\$1.63	-10%
China	0%	\$0.01	N/C	\$0.01	\$1.77	N/C
Macao SAR	0%	\$0.00	-36%	-\$0.01	\$3.49	30%
Myanmar						
Indonesia						
Taiwan						
Viet Nam						
Thailand						
TOTAL	100%	\$1.9	5%	\$0.38	\$1.31	9%

EXPORTS to E/SE ASIA BY PEER GROUP							
Country	Peer export share	Export value; FOB sender			\$/l		
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR	
USA	31%	\$72	12%	\$30	\$1.63	9%	
Switzerland	24%	\$57	113%	\$56	\$2.19	-21%	
Netherlands	19%	\$44	33%	\$33	\$3.71	14%	
Germany	9%	\$22	7%	\$6	N/C	N/C	
Canada	7%	\$17	9%	\$6	\$4.71	-3%	
Belgium	2%	\$5	7%	\$1	\$1.47	9%	
Spain	1%	\$3	13%	\$1	\$0.70	-2%	
France	1%	\$3	15%	\$1	\$2.15	-1%	
United Kingdom	1%	\$2	17%	\$1	\$2.69	-10%	
Other	4%	\$2	5%	\$2	\$1.67	7%	
TOTAL from peers	100%	\$235	20%	\$139	\$2.31	11%	
Inter-regional/other		\$834					
TOTAL		\$1,069					

QUANTITATIVE OBSERVATIONS/CONCLUSIONS				
Markets	<ul style="list-style-type: none"> - 80% of the beverage imports come from non-peer countries; Japan is the largest market taking \$83m or a third of peer group volume - Taiwan is the second largest market taking \$55m or a quarter of peer group - Wide range of other countries follow 			
Competitors	<ul style="list-style-type: none"> - Three horse race between US, Swiss and Dutch, together 74% of peer group - US single largest supplier with a third of the defined market - Swiss (24%) and Dutch (19%) growing faster and catching up rapidly 			
New Zealand	<ul style="list-style-type: none"> - Second tier competitor with almost \$2m in export to the region - Achieving limited growth 			
E/SE Asia imports total	E/SE Asia imports from peers	NZ export value to E/SE Asia	NZ share of peers	Possible size of the prize
\$1,069m	\$235m	\$2m	1%	+\$15-30m

OTHER NON-ALC. BEVERAGES NES (220290)

QUALITATIVE

SCORECARD		SITUATION/STRUCTURE	NATURE OF THE CHALLENGE TO NZ	
E/SE ASIAN MARKETS		NEW ZEALAND	LEVERAGABLE NZ FACTORS	SOURCES OF VALUE CREATION
Pay a premium for brand/quality		<ul style="list-style-type: none"> - Good Drinks Co, Frucor - NZ exports less than 1% of peer share into Asia; 84% of NZ exports to Philippines and South Korea; both of these markets relatively small with low \$/l values 	<ul style="list-style-type: none"> - Unique New Zealand flavours - Positive image of New Zealand with some consumers in some markets, particularly Asia - International association of New Zealand with "pure" and "clean" - Premium global position of New Zealand wines 	<ul style="list-style-type: none"> - Global beverage makers adding NZ products to their portfolio - Creating a story around New Zealand beverages - Continue to focus on high value markets (e.g. South Korea)
Status/gifting usage				
Wide price bands at retail				
COMPETITION		E/SE ASIA MARKETS	CHALLENGES/LIMITATIONS TO GROWTH	POTENTIAL ROLE FOR GOVERNMENT
Rich countries achieving success		<ul style="list-style-type: none"> - Asia imports beverages worth US\$235m from peers (excluding all juices, or unsweetened water) - Japan shows high overall imports from peers; however has a low dollar value - Taiwan has almost a quarter of the share with strong growth (28%) and the highest \$/l in Asia - Huge range of brands in the beverage categories with strong local bottlers and manufacturers and very strong global firms (Coca Cola) 	<ul style="list-style-type: none"> - Arriving relatively "late to the game" - Limited track record of premium/superpremium brand development in non-alcoholic beverages - Lack of scale in bottling 	<ul style="list-style-type: none"> - Quality assurance
"Low hanging fruit" available				
Capital intensive to produce				
NEW ZEALAND				
Large number of firms				
Required skills to succeed				
Leverage country image				
Able to differentiate				
Arriving early "to the party"				
Good trade access for product				
OVERALL				

BEER (220300)

QUANTITATIVE

IMPORTS BY E/SE ASIA FROM ALL SOURCES							
Country	Total import share	Import value; FOB sender			\$/kg		Import per capita US\$; 12
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR	
Taiwan	14%	\$150	11%	\$62	\$1.12	6%	\$6.43
Singapore	14%	\$150	12%	\$63	\$1.34	6%	\$27.76
China	12%	\$136	38%	\$109	\$4.11	31%	\$0.10
Malaysia	11%	\$123	24%	\$82	\$1.35	7%	\$4.09
Myanmar	10%	\$112	47%	\$95	\$0.73	7%	\$2.10
Hong Kong SAR	9%	\$102	7%	\$30	\$1.20	19%	\$14.13
Japan	9%	\$101	19%	\$59	\$1.54	4%	\$0.79
South Korea	7%	\$81	16%	\$42	\$1.17	7%	\$1.61
Indonesia	4%	\$48	8%	\$16	\$1.56	4%	\$0.19
Viet Nam	3%	\$38	38%	\$30	\$1.56	7%	\$0.42
Thailand	3%	\$31	3%	\$5	\$1.90	10%	\$0.48
Philippines	2%	\$27	28%	\$19	\$1.41	4%	\$0.27
Macao SAR	1%	\$13	5%	\$3	\$0.82	5%	\$22.19
TOTAL	100%	\$1,098	17%	\$614	\$1.31	9%	\$0.51

EXPORTS to E/SE ASIA BY PEER GROUP							
Country	Peer export share	Export value; FOB sender			\$/l		
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR	
Netherlands	39%	\$168	19%	\$98	\$1.16	3%	
Germany	26%	\$110	37%	\$88	\$1.09	-2%	
Belgium	13%	\$55	30%	\$40	\$1.12	5%	
United Kingdom	7%	\$30	12%	\$13	\$2.37	-13%	
USA	6%	\$28	1%	\$1	\$0.84	3%	
France	2%	\$11	74%	\$10	\$1.72	11%	
Ireland	2%	\$9	-7%	-\$4	\$1.80	15%	
Italy	2%	\$9	65%	\$8	\$1.57	5%	
Czech Rep.	1%	\$3	35%	\$2	\$0.99	-5%	
Other	2%	\$2	35%	\$7	\$1.20	0%	
TOTAL from peers	100%	\$431	21%	\$263	\$1.17	3%	
Inter-regional/other		\$667					
TOTAL		\$1,098					

NEW ZEALAND EXPORTS TO E/SE ASIA						
Country	Region export mix	Export Value; FOB sender			\$/l	
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR
China	38%	\$0.38	153%	\$0.38	\$29.35	-12%
Singapore	26%	\$0.27	51%	\$0.23	\$45.50	18%
South Korea	21%	\$0.21	333%	\$0.21	\$27.21	-1%
Taiwan	6%	\$0.06	46%	\$0.05	\$12.39	37%
Hong Kong SAR	4%	\$0.04	17%	\$0.02	\$4.36	-20%
Malaysia	3%	\$0.03	99%	\$0.03	\$41.36	15%
Japan	1%	\$0.02	-17%	-\$0.02	\$16.77	-17%
Indonesia	0%	\$0.00	N/C	\$0.00	\$53.42	N/C
Thailand	0%	\$0.00	N/C	\$0.00	\$60.27	N/C
Myanmar						
Macao SAR						
Philippines						
Viet Nam						
TOTAL	100%	\$1.02	57%	\$0.92	\$23.49	15%

QUANTITATIVE OBSERVATIONS/CONCLUSIONS				
Markets	<ul style="list-style-type: none"> - Peers export 40% of the beer into Asia - Richer, more Westernised East Asia imports more Western beers than SE Asia - China and Taiwan account for 53% of regional imports from peers - If China evolves like Taiwan, per cap suggests there will be significant further growth ahead - Taiwan, Singapore and Hong Kong lead in per capita spending 			
Competitors	<ul style="list-style-type: none"> - Among peers, core Northern Europe beer producers - Dutch, Germans and Belgians - dominate the category with 73% share of peer group 			
New Zealand	<ul style="list-style-type: none"> - Minor exporter to the region sending \$1m in value - Strong growth off a very low base 			
E/SE Asia imports total	E/SE Asia imports from peers	NZ export value to E/SE Asia	NZ share of peers	Possible size of the prize
\$1,098m	\$431m	\$1m	>1%	+\$20-30m

BEER (220300)

QUALITATIVE

SCORECARD		SITUATION/STRUCTURE	NATURE OF THE CHALLENGE TO NZ	
E/SE ASIAN MARKETS		NEW ZEALAND	LEVERAGABLE NZ FACTORS	SOURCES OF VALUE CREATION
Pay a premium for brand/quality	◐	<ul style="list-style-type: none"> - Large NZ brewers foreign owned with limited incentive to push and develop exports - Craft/boutique brewers emerged relatively late in NZ but growing and improving; now strong group of emergent second tier of craft brewers (e.g. Moa) - NZ currently a minor beer exporter; exports primarily to Australia, US and Pacific Islands - NZ exports \$1m to Asia (mostly to China, Singapore and South Korea) 	<ul style="list-style-type: none"> - Premium global position of New Zealand wines - New Zealand flavours (kiwifruit, feijoa, manuka honey, etc.) - Indigenous traditions (e.g. tutu “beer”) - Hop breeding and growing 	<ul style="list-style-type: none"> - Consolidation of smaller microbreweries - Global ownership of Lion, DB and Independent able to export through their existing network
Status/gifting usage	○			
Wide price bands at retail	◐			
COMPETITION		E/SE ASIA MARKETS	CHALLENGES/LIMITATIONS TO GROWTH	POTENTIAL ROLE FOR GOVERNMENT
Rich countries achieving success	●	<ul style="list-style-type: none"> - Most beer produced and consumed in country of origin; relatively little crosses borders - US\$431 is exported from peer group to Asia; growing at 21%; Germany and Netherlands largest peer importers to Asia with 65% share - Global beer industry relatively consolidated in developed world; most produce global brands in multiple markets - Asia Pacific Breweries dominates Singapore with Tiger, Heineken Guinness etc), growth in Craft beers and imported premium lagers 	<ul style="list-style-type: none"> - High domestic taxes on alcohol; no progressive tax element as in competitors - Limited brewing heritage on which to draw (e.g. vs. Barvaria) 	<ul style="list-style-type: none"> - Consider “Progressive Beer Duty” as used in UK, Germany and other EU
“Low hanging fruit” available	○			
Capital intensive to produce	◐			
NEW ZEALAND				
Large number of firms	◐			
Required skills to succeed	○			
Leverage country image	◐			
Able to differentiate	○			
Arriving early “to the party”	○			
Good trade access for product	◐			
OVERALL	○			

WHISKY/WHISKEY/BOURBON (220830)

IMPORTS BY E/SE ASIA FROM ALL SOURCES							
Country	Total import share	Import value; FOB sender			\$/kg		Import per capita US\$; 12
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR	
Singapore	26%	\$624	13%	\$283	\$13.67	-9%	\$115.66
Taiwan	16%	\$383	13%	\$171	\$19.91	-6%	\$16.38
South Korea	11%	\$272	-2%	-\$27	\$21.09	-2%	\$5.41
Japan	10%	\$247	8%	\$77	\$9.82	-3%	\$1.94
Thailand	10%	\$237	3%	\$28	\$8.03	-1%	\$3.68
Malaysia	9%	\$206	16%	\$107	\$14.91	1%	\$6.83
China	7%	\$164	2%	\$13	\$16.71	7%	\$0.12
Viet Nam	3%	\$83	28%	\$59	\$12.00	-12%	\$0.93
Myanmar	2%	\$56	35%	\$44	\$11.34	8%	\$1.06
Hong Kong SAR	2%	\$55	-2%	-\$5	\$13.43	-2%	\$7.58
Philippines	2%	\$45	12%	\$20	\$14.45	9%	\$0.45
Indonesia	2%	\$41	5%	\$9	\$19.02	6%	\$0.16
Macao SAR	1%	\$28	18%	\$16	\$36.12	7%	\$45.70
TOTAL	100%	\$2,413	8%	\$793	\$13.71	-2%	\$1.12

EXPORTS to E/SE ASIA BY PEER GROUP						
Country	Peer export share	Export value; FOB sender			\$/l	
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR
United Kingdom	86%	\$1,368	5%	\$300	\$24.33	4%
USA	9%	\$141	11%	\$56	\$3.25	-13%
Netherlands	2%	\$35	31%	\$26	\$44.45	1%
France	2%	\$25	46%	\$21	\$23.91	10%
Italy	0%	\$4	21%	\$2	\$60.86	10%
Ireland	0%	\$3	18%	\$2	\$18.14	39%
Australia	0%	\$3	13%	\$1	\$8.82	-11%
Germany	0%	\$3	26%	\$2	N/C	N/C
New Zealand	0%	\$1	122%	\$1	\$18.45	73%
Other	0%	\$1	15%	\$2	\$34.49	43%
TOTAL from peers	100%	\$1,586	6%	\$414	\$15.54	-2%
Inter-regional/other		\$827	Includes \$177m of Singapore re-export markup			
TOTAL		\$2,413				

QUANTITATIVE

NEW ZEALAND EXPORTS TO E/SE ASIA						
Country	Region export mix	Export Value; FOB sender			\$/l	
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR
Singapore	98%	\$1.43	N/C	\$1.43	\$18.27	N/C
Macao SAR	1%	\$0.01	7%	\$0.00	\$11.52	5%
Taiwan	1%	\$0.01	13%	\$0.00	\$20.21	13%
Malaysia	0%	\$0.00	-29%	-\$0.00	\$48.67	-14%
Myanmar						
China						
Hong Kong SAR						
Indonesia						
Japan						
South Korea						
Philippines						
Viet Nam						
Thailand						
TOTAL	100%	\$1.45	122%	\$1.43	\$18.45	73%

QUANTITATIVE OBSERVATIONS/CONCLUSIONS				
Markets	<ul style="list-style-type: none"> - Singapore (distribution/duty free) and East Asia are key markets - Much lower demand across SE Asia - Strong indications of downward price pressure (07-12) or trading down - Taiwan per cap suggests long term growth for China is very possible 			
Competitors	<ul style="list-style-type: none"> - Scotland dominates the E/SE Asian market for whisky with 86% of peer group - The US is #2, with a much lower share and lower (and falling) price point - Small beyond these two; note relatively poor performance or Ireland 			
New Zealand	<ul style="list-style-type: none"> - The 9th largest whisky exporter to the region (!) though at \$1m - Exports almost exclusively to Singapore (assume primarily into duty free) 			
E/SE Asia imports total	E/SE Asia imports from peers	NZ export value to E/SE Asia	NZ share of peers	Possible size of the prize
\$2,413m	\$1,586m	\$1m	>1%	+\$20-30m

WHISKY/WHISKEY/BOURBON (220830)

QUALITATIVE

SCORECARD		SITUATION/STRUCTURE	NATURE OF THE CHALLENGE TO NZ	
E/SE ASIAN MARKETS		NEW ZEALAND	LEVERAGABLE NZ FACTORS	SOURCES OF VALUE CREATION
Pay a premium for brand/quality	●	<ul style="list-style-type: none"> - Long history of small scale production (e.g. Scottish immigrants making whisky); mixed track record of success and government interference/prohibition - Limited large companies or growth history - New generation of firms emerging targeting export - NZ almost entirely (98%) exports to Singapore, the largest market in Asia 	<ul style="list-style-type: none"> - Premium global position of New Zealand wines - New Zealand flavours (kiwifruit, feijoa, manuka honey, etc.) 	<ul style="list-style-type: none"> - Development of premium NZ-iconic brands/products/tastes
Status/gifting usage	●			
Wide price bands at retail	●			
COMPETITION		E/SE ASIA MARKETS	CHALLENGES/LIMITATIONS TO GROWTH	POTENTIAL ROLE FOR GOVERNMENT
Rich countries achieving success	●	<ul style="list-style-type: none"> - Peers exported US\$1.5b to Asia; 86% from the UK - Whisky is a premium product in Asia; the highest \$/l came from Italy (\$60.86) and Netherlands (\$44.45) - The most popular brands in Asia are Chivas Regal, Johnnie Walker, Famous Grouse, Ballentine, Glenfiddich etc.) 	<ul style="list-style-type: none"> - Limited history on which to draw - No New Zealand "identity" spirit - High domestic taxes on alcohol - Government's long-term love/hate relationship with alcohol and hence sector 	<ul style="list-style-type: none"> - Regulation around quality and authenticity - Ongoing trade negotiations with key trading markets - Foundation research on industry potential (cf. Romeo Bragato in 1895) - Knowledge transfer and skills development - Consider progressive tax to encourage development of smaller producers
"Low hanging fruit" available	○			
Capital intensive to produce	●			
NEW ZEALAND				
Large number of firms	○			
Required skills to succeed	◐			
Leverage country image	●			
Able to differentiate	○			
Arriving early "to the party"	○			
Good trade access for product	○			
OVERALL	◐			

MUSHROOMS, CHILLED (070951) (incl. truffles)

QUANTITATIVE

IMPORTS BY E/SE ASIA FROM ALL SOURCES							
Country	Total import share	Import value; FOB sender			\$/kg		Import per capita US\$; 12
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR	
Japan	53%	\$97	53%	\$86	\$13.11	8%	\$0.77
South Korea	13%	\$24	398%	\$24	\$4.08	-22%	\$0.47
Singapore	9%	\$17	28%	\$12	\$3.84	3%	\$3.23
Malaysia	6%	\$11	42%	\$9	\$1.41	-3%	\$0.35
Hong Kong SAR	6%	\$10	61%	\$9	\$1.50	-21%	\$1.44
Thailand	5%	\$9	106%	\$9	\$1.97	32%	\$0.15
Viet Nam	4%	\$7	310%	\$7	\$1.45	-23%	\$0.08
Taiwan	2%	\$3	121%	\$3	\$4.22	-20%	\$0.14
Indonesia	1%	\$2	48%	\$2	\$3.17	-1%	\$0.01
China	0%	\$1	152%	\$1	\$1.62	-46%	\$0.00
Macao SAR	0%	\$1	N/C	\$1	\$1.20	N/C	\$1.13
Philippines	0%	\$1	141%	\$1	\$1.50	-6%	\$0.01
Myanmar	0%	\$0	175%	\$0	\$5.28	-13%	\$0.00
TOTAL	100%	\$184	56%	\$164	\$4.09	-1%	\$0.09

EXPORTS to E/SE ASIA BY PEER GROUP							
Country	Peer export share	Export value; FOB sender			\$/kg		
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR	
Italy	30%	\$8	98%	\$8	\$126.16	46%	
France	20%	\$5	107%	\$5	\$65.05	17%	
USA	17%	\$5	-9%	-\$3	\$9.91	8%	
Canada	12%	\$3	5%	\$1	\$47.77	7%	
Turkey	8%	\$2	N/C	\$2	\$19.19	N/C	
New Zealand	4%	\$1	6%	\$0	\$8.07	12%	
Australia	4%	\$1	44%	\$1	\$49.46	53%	
Netherlands	4%	\$1	68%	\$1	\$6.72	-1%	
Germany	1%	\$0	N/C	\$0	\$25.47	N/C	
Other	0%	\$0	142%	\$0	\$14.59	8%	
TOTAL from peers	100%	\$26	19%	\$15	\$24.45	25%	
Inter-regional/other		\$158					
TOTAL		\$184					

NEW ZEALAND EXPORTS TO E/SE ASIA						
Country	Region export mix	Export Value; FOB sender			\$/kg	
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR
Hong Kong SAR	84%	\$0.92	3%	\$0.14	\$8.14	12%
Thailand	16%	\$0.18	28%	\$0.13	\$7.70	14%
Singapore	0%	\$0.00	-2%	-\$0.00	\$8.76	14%
Philippines	0%	\$0.00	N/C	\$0.00	\$11.75	N/C
Japan	0%	\$0.00	N/C	\$0.00	\$0.25	N/C
Taiwan						
Myanmar						
China						
Indonesia						
South Korea						
Macao SAR						
Malaysia						
Viet Nam						
TOTAL	100%	\$1.10	6%	\$0.27	\$8.07	12%

QUANTITATIVE OBSERVATIONS/CONCLUSIONS				
Markets	<ul style="list-style-type: none"> - A small overall market (\$26m) - primarily to Japan - showing strong growth - South Korea (#2) - Hong Kong (#3) and Singapore (#4) only other markets of size 			
Competitors	<ul style="list-style-type: none"> - Italy leads with white truffles at 30% - Followed by France with black truffles at 20% - Others are a mix of fresh mushrooms and truffles 			
New Zealand	<ul style="list-style-type: none"> - Sixth largest exporter (\$1m) into a small, but growing, market - Appears to export fresh/chilled mushrooms (not truffles) primarily to Hong Kong 			
E/SE Asia imports total	E/SE Asia imports from peers	NZ export value to E/SE Asia	NZ share of peers	Possible size of the prize
\$184m	\$26m	\$1m	4%	+\$2-5m

MUSHROOMS, CHILLED (070951) (incl. truffles)

QUALITATIVE

SCORECARD		SITUATION/STRUCTURE	NATURE OF THE CHALLENGE TO NZ	
E/SE ASIAN MARKETS		NEW ZEALAND	LEVERAGABLE NZ FACTORS	SOURCES OF VALUE CREATION
Pay a premium for brand/quality	◐	<ul style="list-style-type: none"> - NZ produces almost 10,000t of mushrooms, exporting US\$1m worth to Asia, primarily to HK and growing rates to Thailand - Meadow Mushrooms largest company in NZ, button mushrooms most common, but increasingly moving into broader range (portabellas) 	<ul style="list-style-type: none"> - Counter-seasonal window for fresh year round supply into Asia 	<ul style="list-style-type: none"> - Premium mushrooms to Asia - Highly value-added mushrooms
Status/gifting usage	○			
Wide price bands at retail	○			
COMPETITION		E/SE ASIA MARKETS	CHALLENGES/LIMITATIONS TO GROWTH	POTENTIAL ROLE FOR GOVERNMENT
Rich countries achieving success	●	<ul style="list-style-type: none"> - Huge demand for premium mushrooms in Asia - Asia holds the majority of the market share of the global mushroom consumption (especially China and Japan) - China has been cultivating mushrooms for 1,000 years - more than 1,400 spp found; and produces 5.1m tonnes - Japan produces over 61,000t of mushrooms and also imports \$19m worth from peers; Japan is the largest importer (74% share) - Italy and France hold 50% share of exports from peers to Asia at extremely high values (truffles) 	<ul style="list-style-type: none"> - High cost of production, highly labour intensive - Limited pool of deep mushroom growing skills or culture on which to draw (e.g. vs. China) 	<ul style="list-style-type: none"> - Continued market access to target high value markets (e.g. China) - Increased support for technology in sector and new unique species identification
"Low hanging fruit" available	◐			
Capital intensive to produce	○			
NEW ZEALAND				
Large number of firms	○			
Required skills to succeed	◐			
Leverage country image	◐			
Able to differentiate	○			
Arriving early "to the party"	○			
Good trade access for product	○			
OVERALL	○			

NUTS, TEMPERATE CLIMATE (0802) (080211-080290)

QUANTITATIVE

IMPORTS BY E/SE ASIA FROM ALL SOURCES							
Country	Total import share	Import value; FOB sender			\$/kg		Import per capita US\$; 12
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR	
Hong Kong SAR	37%	\$1,358	50%	\$1,180	\$4.88	9%	\$188.16
Viet Nam	21%	\$774	37%	\$612	\$3.09	3%	\$8.63
China	16%	\$584	31%	\$431	\$4.18	12%	\$0.43
Japan	10%	\$378	8%	\$124	\$6.51	9%	\$2.97
South Korea	8%	\$286	26%	\$197	\$5.54	14%	\$5.69
Taiwan	5%	\$170	36%	\$133	\$3.71	4%	\$7.26
Thailand	1%	\$55	32%	\$41	\$3.39	17%	\$0.85
Singapore	1%	\$51	22%	\$32	\$1.22	-3%	\$9.46
Malaysia	1%	\$37	14%	\$18	\$4.29	15%	\$1.24
Indonesia	0%	\$7	6%	\$2	\$4.58	14%	\$0.03
Myanmar	0%	\$6	26%	\$4	\$0.65	3%	\$0.12
Philippines	0%	\$6	15%	\$3	\$4.49	18%	\$0.06
Macao SAR	0%	\$2	3%	\$0	\$5.90	1%	\$2.97
TOTAL	100%	\$3,712	32%	\$2,777	\$4.11	7%	\$1.72

EXPORTS to E/SE ASIA BY PEER GROUP						
Country	Peer export share	Export value; FOB sender			\$/kg	
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR
USA	91%	\$2,412	35%	\$1,874	\$5.15	5%
South Africa	3%	\$80	67%	\$74	\$5.55	39%
Australia	3%	\$80	20%	\$48	\$6.66	2%
Chile	1%	\$26	90%	\$25	\$7.31	0%
Turkey	1%	\$18	24%	\$12	\$6.54	1%
Italy	0%	\$12	4%	\$2	\$8.09	12%
Spain	0%	\$2	0%	-\$0	\$6.50	-5%
France	0%	\$2	20%	\$1	\$5.11	-12%
Germany	0%	\$1	0%	-\$0	\$11.19	15%
Other	0%	\$1	11%	\$1	\$9.99	3%
TOTAL from peers	100%	\$2,636	34%	\$2,037	\$5.24	5%
Inter-regional/other		\$1,076				
TOTAL		\$3,712				

NEW ZEALAND EXPORTS TO E/SE ASIA						
Country	Region export mix	Export Value; FOB sender			\$/kg	
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR
Hong Kong SAR	41%	\$0.02	N/C	\$0.02	\$11.84	N/C
Singapore	27%	\$0.01	N/C	\$0.01	\$8.39	N/C
Malaysia	19%	\$0.01	N/C	\$0.01	\$13.95	N/C
China	9%	\$0.00	N/C	\$0.00	\$8.82	N/C
Macao SAR	3%	\$0.00	-7%	-\$0.00	\$13.96	1%
Philippines	2%	\$0.00	N/C	\$0.00	\$33.27	N/C
Myanmar						
Indonesia						
Japan						
South Korea						
Taiwan						
Viet Nam						
Thailand						
TOTAL	100%	\$0.04	91%	\$0.04	\$10.79	-4%

QUANTITATIVE OBSERVATIONS/CONCLUSIONS	
Markets	<ul style="list-style-type: none"> - Catch all HS4 code including almonds, hazelnuts, walnuts, chestnuts, pistachios and all other temperate climate nuts, all of which are growing - A large two billion dollar market that is rapidly growing (32% CAGR) - Hong Kong takes 37% of value from total group; per cap suggests this is flowing into manufacturing and on to China - Four other countries - Viet Nam, China, Japan, South Korea import over \$2b worth of temperate climate nuts (\$100m worth from our peer countries)
Competitors	<ul style="list-style-type: none"> - US dominates the market with 91% of the market - South Africa and Australia only other players at any scale
New Zealand	<ul style="list-style-type: none"> - A small player with huge potential for expansion

E/SE Asia imports total	E/SE Asia imports from peers	NZ export value to E/SE Asia	NZ share of peers	Possible size of the prize
\$3,712m	\$2,636m	\$0.04m	>1%	+\$30-100m

NUTS, TEMPERATE CLIMATE (0802)

QUALITATIVE

SCORECARD		SITUATION/STRUCTURE	NATURE OF THE CHALLENGE TO NZ	
E/SE ASIAN MARKETS		NEW ZEALAND	LEVERAGABLE NZ FACTORS	SOURCES OF VALUE CREATION
Pay a premium for brand/quality	○	<ul style="list-style-type: none"> - NZ has approximately 1,500ha of nuts exporting approximately NZ\$1.4m of fresh nuts and \$8m of processed nuts - NZ grows Walnuts, Hazelnuts, Chestnuts, Macadamias and Cashews - NZ trades premium nuts, primarily to HK, Singapore and Malaysia 	<ul style="list-style-type: none"> - NZ safe and secure supplier of food products 	<ul style="list-style-type: none"> - Develop a high end premium mixed nut snack range for Asia - focus on; convenience, health features and benefits
Status/gifting usage	◐			
Wide price bands at retail	○			
COMPETITION		E/SE ASIA MARKETS	CHALLENGES/LIMITATIONS TO GROWTH	POTENTIAL ROLE FOR GOVERNMENT
Rich countries achieving success	●	<ul style="list-style-type: none"> - China and Indonesia are largest nut growers in Asia - Nuts are consumed as healthy snacks in Asia, peanuts are most popular, but populations broadening range of nuts - Nuts also used as cooking ingredient, (cashew) flavouring (pistachio ice cream) in confectionery (hazelnut chocolates) - Walnuts showing strong growth throughout Asia (backed by health claims) - HK takes 50% of all nut imports from peer group - The USA supplies 91% of all nuts from peers to Asia (pistachios, pecans) 	<ul style="list-style-type: none"> - Slow growth rates of trees - Limited track record of premium/ superpremium brand development in category - Limited pool of deep nut growing skills or culture on which to draw (e.g. vs. USA) 	<ul style="list-style-type: none"> - Continue support of new cultivar development
"Low hanging fruit" available	●			
Capital intensive to produce	◐			
NEW ZEALAND				
Large number of firms	◐			
Required skills to succeed	●			
Leverage country image	◐			
Able to differentiate	○			
Arriving early "to the party"	○			
Good trade access for product	●			
OVERALL	●			

GRAPES, FRESH (080610)

QUANTITATIVE

IMPORTS BY E/SE ASIA FROM ALL SOURCES							
Country	Total import share	Import value; FOB sender			\$/kg		Import per capita US\$; 12
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR	
China	29%	\$431	36%	\$339	\$2.22	9%	\$0.32
Hong Kong SAR	16%	\$243	18%	\$137	\$2.32	8%	\$33.61
Thailand	12%	\$183	45%	\$155	\$2.44	9%	\$2.85
Indonesia	8%	\$126	25%	\$85	\$1.79	3%	\$0.51
South Korea	8%	\$126	22%	\$79	\$2.15	5%	\$2.50
Viet Nam	6%	\$95	36%	\$75	\$2.29	16%	\$1.06
Malaysia	6%	\$91	16%	\$48	\$2.22	9%	\$3.02
Japan	4%	\$54	29%	\$39	\$2.31	7%	\$0.42
Philippines	3%	\$52	22%	\$32	\$1.94	6%	\$0.52
Taiwan	3%	\$45	3%	\$6	\$1.86	3%	\$1.91
Singapore	3%	\$44	12%	\$20	\$2.28	4%	\$8.19
Macao SAR	0%	\$0	6%	\$0	\$1.73	8%	\$0.78
Myanmar	0%	\$0	21%	\$0	\$3.03	11%	\$0.01
TOTAL	100%	\$1,489	26%	\$1,014	\$2.19	7%	\$0.69

EXPORTS to E/SE ASIA BY PEER GROUP						
Country	Peer export share	Export value; FOB sender			\$/kg	
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR
USA	40%	\$332	14%	\$157	\$2.19	5%
Chile	39%	\$324	27%	\$225	\$2.06	6%
Australia	11%	\$92	8%	\$30	\$2.39	4%
South Africa	9%	\$76	24%	\$50	\$1.99	8%
Argentina	1%	\$5	12%	\$2	\$1.57	8%
Spain	0%	\$0	19%	\$0	\$2.55	7%
New Zealand	0%	\$0	-7%	-\$0	\$12.07	1%
Turkey	0%	\$0	91%	\$0	\$1.27	-6%
Portugal	0%	\$0	N/C	\$0	\$1.44	N/C
Other	0%	\$0	-55%	-\$0	\$6.81	4%
TOTAL from peers	100%	\$829	18%	\$465	\$2.13	5%
Inter-regional/other		\$660				
TOTAL		\$1,489				

NEW ZEALAND EXPORTS TO E/SE ASIA						
Country	Region export mix	Export Value; FOB sender			\$/kg	
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR
Japan	91%	\$0.13	-9%	-\$0.08	\$22.10	14%
Hong Kong SAR	9%	\$0.01	N/C	\$0.01	\$2.18	N/C
Philippines	0%	\$0.00	N/C	\$0.00	\$6.30	N/C
TOTAL	0%	\$0.14	-7%	-\$0.06	\$12.07	1%

QUANTITATIVE OBSERVATIONS/CONCLUSIONS	
Markets	<ul style="list-style-type: none"> - China and HK import 45% of all grapes into Asia - All markets showing strong import growth
Competitors	<ul style="list-style-type: none"> - The US is the #1 supplier to Asia with 40% share (all coming from California) - Chile holds a strong #2 position with 39% share and growing at 27%
New Zealand	<ul style="list-style-type: none"> - NZ dependent on the Japanese market (91% of our share to Asia); competition is out-performing NZ in this market, NZ had declining sales in a market growing at 26%

E/SE Asia imports total	E/SE Asia imports from peers	NZ export value to E/SE Asia	NZ share of peers	Possible size of the prize
\$1,489m	\$829m	\$0.1m	>1%	+\$5-10m

GRAPES, FRESH (080610)

QUALITATIVE

SCORECARD		SITUATION/STRUCTURE	NATURE OF THE CHALLENGE TO NZ	
E/SE ASIAN MARKETS		NEW ZEALAND	LEVERAGABLE NZ FACTORS	SOURCES OF VALUE CREATION
Pay a premium for brand/quality	○	<ul style="list-style-type: none"> - To date NZ has limited exports into Asia around \$100,000, this is nearly all destined for Japan (a premium, high growth market) 	<ul style="list-style-type: none"> - Leverage NZ's premium position in wines - Counter-seasonal supply 	<ul style="list-style-type: none"> - Access through biosecurity barriers into protected Asian markets - Develop and market new cultivars with appeal to Asian palate (sweet, strong flavour) - Invest in research that adds to consumer appeal (e.g. taste/flavour, firmness, size) - Supply chain and market learnings from kiwifruit and apples
Status/gifting usage	○			
Wide price bands at retail	○			
COMPETITION		E/SE ASIA MARKETS	CHALLENGES/LIMITATIONS TO GROWTH	POTENTIAL ROLE FOR GOVERNMENT
Rich countries achieving success	◐	<ul style="list-style-type: none"> - Table grapes showing growth in most markets in Asia; in particular China (36%), Japan, Sth Korea and the Philippines (20%) - HK, China and South Korea taking over half the value from peers exporters - Exports coming from the USA, Chile, Australia & South Africa - California Table Grape Commission have a significant global marketing campaign 	<ul style="list-style-type: none"> - Increasing efficiencies to increase returns - NZ competes with new world wine/grape countries (Chile, AU, South Africa); increased push into Asia from Chile and Australia 	<ul style="list-style-type: none"> - Support development of new cultivars with appeal to Asian palate - Maintain and increase access into key markets; FTA's - Quality Assurance around standards
"Low hanging fruit" available	○			
Capital intensive to produce	○			
NEW ZEALAND				
Large number of firms	○			
Required skills to succeed	◐			
Leverage country image	◐			
Able to differentiate	○			
Arriving early "to the party"	○			
Good trade access for product	◐			
OVERALL	○			

COFFEE, ROASTED, NOT DECAFINATED (090121)

IMPORTS BY E/SE ASIA FROM ALL SOURCES							
Country	Total import share	Import value; FOB sender			\$/kg		Import per capita US\$; 12
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR	
Japan	32%	\$115	13%	\$51	\$12.40	3%	\$0.90
South Korea	23%	\$83	38%	\$66	\$13.31	8%	\$1.65
China	11%	\$40	18%	\$22	\$9.81	3%	\$0.03
Taiwan	8%	\$30	34%	\$23	\$9.75	3%	\$1.28
Singapore	8%	\$27	14%	\$13	\$9.74	3%	\$5.03
Hong Kong SAR	7%	\$25	16%	\$13	\$11.58	9%	\$3.50
Philippines	5%	\$17	46%	\$15	\$9.21	5%	\$0.17
Malaysia	3%	\$11	30%	\$8	\$6.98	-7%	\$0.35
Thailand	1%	\$5	25%	\$4	\$7.94	2%	\$0.08
Viet Nam	1%	\$3	66%	\$3	\$2.63	-25%	\$0.03
Indonesia	1%	\$2	12%	\$1	\$10.04	2%	\$0.01
Macao SAR	1%	\$2	16%	\$1	\$11.40	7%	\$3.09
Myanmar	0%	\$0	72%	\$0	\$7.34	-3%	\$0.01
TOTAL	100%	\$360	21%	\$220	\$10.88	3%	\$0.17

EXPORTS to E/SE ASIA BY PEER GROUP							
Country	Peer export share	Export value; FOB sender			\$/kg		
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR	
USA	57%	\$163	22%	\$103	\$10.90	7%	
Italy	15%	\$44	15%	\$22	\$12.27	3%	
Switzerland	14%	\$41	16%	\$21	\$41.01	1%	
United Kingdom	8%	\$22	35%	\$17	\$18.30	4%	
Germany	2%	\$6	22%	\$4	\$12.13	7%	
Australia	1%	\$4	5%	\$1	\$10.75	12%	
France	1%	\$2	11%	\$1	\$11.96	5%	
Canada	1%	\$1	29%	\$1	\$11.89	4%	
Sweden	0%	\$1	64%	\$1	\$8.33	8%	
Other	1%	\$1	1%	\$0	\$13.06	5%	
TOTAL from peers	100%	\$287	20%	\$170	\$12.93	5%	
Inter-regional/other		\$73					
TOTAL		\$360					

QUANTITATIVE

NEW ZEALAND EXPORTS TO E/SE ASIA						
Country	Region export mix	Export Value; FOB sender			\$/kg	
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR
Hong Kong SAR	48%	\$0.13	95%	\$0.13	\$11.69	-3%
China	36%	\$0.10	N/C	\$0.10	\$16.39	N/C
Singapore	12%	\$0.03	60%	\$0.03	\$19.23	-2%
Malaysia	3%	\$0.01	40%	\$0.01	\$16.24	-9%
Japan	1%	\$0.00	1%	\$0.00	\$23.31	23%
South Korea	1%	\$0.00	N/C	\$0.00	\$12.73	N/C
Taiwan	0%	\$-	-100%	-\$0.00	N/C	N/C
Macao SAR	0%	\$-	-100%	-\$0.00	N/C	N/C
Myanmar						
Indonesia						
Philippines						
Viet Nam						
Thailand						
TOTAL	100%	\$0.28	81%	\$0.27	\$13.97	7%

QUANTITATIVE OBSERVATIONS/CONCLUSIONS				
Markets	<ul style="list-style-type: none"> - Most imports (80%) into Asia from import peer countries - Market is spread predominantly across East Asian countries and Singapore - Strong growth in South Korea (38%), Taiwan (34%) and Philippines (46%) 			
Competitors	<ul style="list-style-type: none"> - The US is a very strong #1 with 57% of peer group - Suggest Starbucks represents a significant part of this volume (they do not operate a roasting plant in Asia) - Followed by range of European countries, led by Italy, Switzerland, & the UK 			
New Zealand	<ul style="list-style-type: none"> - Small currently at \$280k, though growing strongly (81% CAGR) - Key markets are Hong Kong, China and Singapore 			
E/SE Asia imports total	E/SE Asia imports from peers	NZ export value to E/SE Asia	NZ share of peers	Possible size of the prize
\$360m	\$287m	\$0.3m	>1%	+\$5-25m

COFFEE, ROASTED, NOT DECAFINATED (090121)

QUALITATIVE

SCORECARD		SITUATION/STRUCTURE	NATURE OF THE CHALLENGE TO NZ				
E/SE ASIAN MARKETS		NEW ZEALAND	LEVERAGABLE NZ FACTORS	SOURCES OF VALUE CREATION			
Pay a premium for brand/quality	◐	<ul style="list-style-type: none"> - NZ has a strong coffee and café culture; movement away from value brands towards more premium products - NZ long history of coffee with Nescafe and Greggs brands, all coffee beans are imported into NZ - NZ exporting small volumes to HK, China & Singapore (strong growth into HK (95%), Singapore(60%) and Malaysia(40%)) - NZ gaining a premium in China but not HK compared with peers 	<ul style="list-style-type: none"> - NZ reputation for high quality premium products 	<ul style="list-style-type: none"> - Innovate around packaging and flavours into Asia 			
Status/gifting usage	○						
Wide price bands at retail	◐						
COMPETITION							
Rich countries achieving success	●	<th>E/SE ASIA MARKETS</th> <td rowspan="3"> <th>CHALLENGES/LIMITATIONS TO GROWTH</th> <td rowspan="3"> <th>POTENTIAL ROLE FOR GOVERNMENT</th> </td></td>	E/SE ASIA MARKETS	<th>CHALLENGES/LIMITATIONS TO GROWTH</th> <td rowspan="3"> <th>POTENTIAL ROLE FOR GOVERNMENT</th> </td>	CHALLENGES/LIMITATIONS TO GROWTH	<th>POTENTIAL ROLE FOR GOVERNMENT</th>	POTENTIAL ROLE FOR GOVERNMENT
"Low hanging fruit" available	◐		<ul style="list-style-type: none"> - Scale - Global firms with strong presence and position in market 		<ul style="list-style-type: none"> - Maintain and increase access into key markets; FTA's 		
Capital intensive to produce	○						
NEW ZEALAND							
Large number of firms	●	<ul style="list-style-type: none"> - Asians are traditional tea drinkers but are increasing their coffee consumption in particular in South Korea, China, the Philippines and Thailand; approximately 75% is sold at retail vs. foodservice - Coffee market dominated by retail coffee and instant coffee (especially Vietnam & South Korea), growth overall in more premium products and in cafés - Nestle, Mondelez leaders in Asia; their 2-in-1 and 3-in-1 (coffee, whitener, sugar) products are popular - While instant coffee is most popular in the majority of markets, fresh coffee is more popular in Japan 					
Required skills to succeed	◐						
Leverage country image	◐						
Able to differentiate	○						
Arriving early "to the party"	○						
Good trade access for product	●						
OVERALL	◐						

LINSEED (120400)

QUANTITATIVE

IMPORTS BY E/SE ASIA FROM ALL SOURCES							
Country	Total import share	Import value; FOB sender			\$/kg		Import per capita US\$; 12
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR	
China	85%	\$106	37%	\$84	\$0.61	11%	\$0.08
Viet Nam	10%	\$12	487%	\$12	\$0.54	9%	\$0.14
Japan	3%	\$3	-15%	-\$4	\$0.73	8%	\$0.03
Taiwan	1%	\$1	59%	\$1	\$0.73	14%	\$0.05
South Korea	1%	\$1	17%	\$0	\$0.97	9%	\$0.01
Indonesia	0%	\$0	19%	\$0	\$0.69	11%	\$0.00
Singapore	0%	\$0	32%	\$0	\$0.77	12%	\$0.03
Thailand	0%	\$0	2%	\$0	\$1.38	27%	\$0.00
Hong Kong SAR	0%	\$0	42%	\$0	\$0.84	25%	\$0.01
Malaysia	0%	\$0	24%	\$0	\$1.34	6%	\$0.00
Macao SAR	0%	\$0	N/C	\$0	\$4.27	N/C	\$0.06
Philippines	0%	\$0	-11%	-\$0	\$0.69	1%	\$0.00
Myanmar							
TOTAL	100%	\$124	33%	\$94	\$0.61	9%	\$0.06

EXPORTS to E/SE ASIA BY PEER GROUP							
Country	Peer export share	Export value; FOB sender			\$/kg		
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR	
Canada	99%	\$110	31%	\$82	\$0.62	10%	
USA	0%	\$0	-1%	-\$0	\$0.69	10%	
Argentina	0%	\$0	N/C	\$0	\$0.50	N/C	
Spain	0%	\$0	N/C	\$0	\$36.73	N/C	
Germany	0%	\$0	29%	\$0	\$1.99	12%	
New Zealand	0%	\$0	64%	\$0	\$1.22	13%	
Australia	0%	\$0	95%	\$0	\$1.98	36%	
Netherlands	0%	\$0	-8%	-\$0	\$1.36	-2%	
France	0%	\$0	-44%	-\$0	\$0.85	-9%	
Other	0%	\$0	-34%	-\$0	\$1.95	-6%	
TOTAL from peers	100%	\$111	31%	\$82	\$0.62	10%	
Inter-regional/other		\$12					
TOTAL		\$124					

NEW ZEALAND EXPORTS TO E/SE ASIA						
Country	Region export mix	Export Value; FOB sender			\$/kg	
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR
Japan	100%	\$0.04	N/C	\$0.04	\$1.22	N/C
Singapore						
Malaysia						
Myanmar						
China						
Hong Kong SAR						
Indonesia						
South Korea						
Macao SAR						
Taiwan						
Philippines						
Viet Nam						
Thailand						
TOTAL	100%	\$0.04	N/C	\$0.04	\$1.22	13%

QUANTITATIVE OBSERVATIONS/CONCLUSIONS	
Markets	<ul style="list-style-type: none"> - China is the primary market for linseed taking 85% of all exports - Viet Nam only other market of any scale
Competitors	<ul style="list-style-type: none"> - Canada owns this product; 99% of the peer group
New Zealand	<ul style="list-style-type: none"> - Number six exporter to the region by value, though only \$40k worth of product - NZ achieves twice the price of Canada

E/SE Asia imports total	E/SE Asia imports from peers	NZ export value to E/SE Asia	NZ share of peers	Possible size of the prize
\$124m	\$111m	\$0.04m	>1%	+\$1-5m

LINSEED (120400)

QUALITATIVE

SCORECARD		SITUATION/STRUCTURE	NATURE OF THE CHALLENGE TO NZ	
E/SE ASIAN MARKETS		NEW ZEALAND	LEVERAGABLE NZ FACTORS	SOURCES OF VALUE CREATION
Pay a premium for brand/quality	<input type="radio"/>	<ul style="list-style-type: none"> - Linseed also known as flax seed (<i>Linum usitatissimum</i>), is not NZ's native Harakeke flax - NZ produces over 2,500t of linseed over ~1,250 ha (NZ achieves superior yields compared to both China and Canada) 	<ul style="list-style-type: none"> - NZ growers achieve high yields 	<ul style="list-style-type: none"> - Increasing volume will increase efficiencies - Find niche product and markets in nutraceutical space (high omega-3 fatty acid)
Status/gifting usage	<input type="radio"/>			
Wide price bands at retail	<input type="radio"/>			
COMPETITION		E/SE ASIA MARKETS	CHALLENGES/LIMITATIONS TO GROWTH	POTENTIAL ROLE FOR GOVERNMENT
Rich countries achieving success	<input checked="" type="radio"/>	<ul style="list-style-type: none"> - Globally linseed harvest is ~2.33m tonne, price declining as rapeseed (canola) becomes more attractive - China is a major producer of linseed, in addition China imports 93% of all linseed from the peer countries - Canada produces over a third of all linseed and is 99% of all linseed sent by peers to Asia (China) - Japan, Taiwan and Vietnam all pay a premium for Linseed - Linseed oil used as a health product - high levels of a-Linolenic acid (form of omega-3 fatty acid) 	<ul style="list-style-type: none"> - NZ not at scale, competing with #1 global supplier Canada, #2 Russia, #3 China and #4 Kazakhstan 	<ul style="list-style-type: none"> - Support R&D around medicinal benefits of linseed - Maintain and increase access into key markets; FTA's
"Low hanging fruit" available	<input type="radio"/>			
Capital intensive to produce	<input type="radio"/>			
NEW ZEALAND				
Large number of firms	<input type="radio"/>			
Required skills to succeed	<input type="radio"/>			
Leverage country image	<input type="radio"/>			
Able to differentiate	<input type="radio"/>			
Arriving early "to the party"	<input type="radio"/>			
Good trade access for product	<input checked="" type="radio"/>			
OVERALL	<input type="radio"/>			

OLIVE OIL, VIRGIN (150910)

QUANTITATIVE

IMPORTS BY E/SE ASIA FROM ALL SOURCES							
Country	Total import share	Import value; FOB sender			\$/kg		Import per capita US\$; 12
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR	
China	43%	\$168	42%	\$139	\$3.89	-3%	\$0.12
Japan	40%	\$154	11%	\$62	\$4.47	-4%	\$1.21
South Korea	8%	\$30	-2%	-\$3	\$3.22	-5%	\$0.59
Taiwan	2%	\$9	14%	\$4	\$4.30	-3%	\$0.39
Hong Kong SAR	2%	\$6	3%	\$1	\$4.36	-2%	\$0.86
Thailand	1%	\$5	6%	\$1	\$3.66	-4%	\$0.08
Singapore	1%	\$4	8%	\$1	\$4.42	-3%	\$0.71
Malaysia	1%	\$3	15%	\$1	\$4.27	-2%	\$0.10
Indonesia	1%	\$3	18%	\$2	\$4.14	-1%	\$0.01
Philippines	1%	\$3	6%	\$1	\$4.02	-3%	\$0.03
Viet Nam	1%	\$2	34%	\$2	\$4.21	-5%	\$0.03
Macao SAR	0%	\$1	-9%	-\$0	\$4.79	0%	\$1.17
Myanmar	0%	\$0	22%	\$0	\$6.28	3%	\$0.00
TOTAL	100%	\$387	17%	\$210	\$4.06	-4%	\$0.18

EXPORTS to E/SE ASIA BY PEER GROUP							
Country	Peer export share	Export value; FOB sender			\$/kg		
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR	
Spain	53%	\$199	22%	\$126	\$3.69	-4%	
Italy	36%	\$137	13%	\$63	\$4.57	-4%	
Greece	4%	\$16	20%	\$10	\$4.99	-3%	
Turkey	3%	\$11	8%	\$4	\$3.80	-1%	
Australia	2%	\$6	14%	\$3	\$4.65	-7%	
Portugal	1%	\$3	-6%	-\$1	\$5.08	6%	
France	0%	\$2	6%	\$0	\$9.63	9%	
Chile	0%	\$1	56%	\$1	\$5.02	-8%	
USA	0%	\$1	1%	\$0	\$4.30	5%	
Other	0%	\$1	18%	\$1	\$5.03	-7%	
TOTAL from peers	100%	\$379	17%	\$207	\$4.06	-4%	
Inter-regional/other		\$8					
TOTAL		\$387					

NEW ZEALAND EXPORTS TO E/SE ASIA						
Country	Region export mix	Export Value; FOB sender			\$/kg	
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR
Hong Kong SAR	58%	\$0.01	-17%	-\$0.02	\$11.46	28%
Japan	28%	\$0.01	-7%	-\$0.00	\$13.92	4%
China	14%	\$0.00	N/C	\$0.00	\$5.57	N/C
Thailand	0%	\$0.00	-70%	-\$0.01	\$5.80	7%
Singapore	0%	\$-	-100%	-\$0.00	N/C	N/C
Myanmar						
Indonesia						
South Korea						
Macao SAR						
Malaysia						
Taiwan						
Philippines						
Viet Nam						
TOTAL	100%	\$0.02	-17%	-\$0.04	\$10.44	21%

QUANTITATIVE OBSERVATIONS/CONCLUSIONS	
Markets	<ul style="list-style-type: none"> - Market is primarily East Asian countries - China is single largest market taking 43% and growing at 43% 5y CAGR - Japan is second largest market with high per cap but still growing - Japan/Hong Kong per cap suggests significant potential for further growth in China and Taiwan (5-10x ?)
Competitors	<ul style="list-style-type: none"> - Category is dominated by Spain (53%) and Italy (36%) - Next tier is Greece (4%) & Turkey (3%) - All others minor
New Zealand	<ul style="list-style-type: none"> - A tiny player with negative metrics - Hong Kong is largest market (58%) followed by Japan (28%)

E/SE Asia imports total	E/SE Asia imports from peers	NZ export value to E/SE Asia	NZ share of peers	Possible size of the prize
\$387m	\$379m	\$0.02m	>1%	+\$5-15m

OLIVE OIL, VIRGIN (150910)

QUALITATIVE

SCORECARD		SITUATION/STRUCTURE	NATURE OF THE CHALLENGE TO NZ	
E/SE ASIAN MARKETS		NEW ZEALAND	LEVERAGABLE NZ FACTORS	SOURCES OF VALUE CREATION
Pay a premium for brand/quality		<ul style="list-style-type: none"> - NZ has a small and niche olive oil industry; exports to date are limited - Many olive groves are on lifestyle blocks and regarded as a lifestyle choice - NZ receives a premium for its oil, in particular to Japan and HK 	<ul style="list-style-type: none"> - Leverage NZ reputation for quality products into new markets 	<ul style="list-style-type: none"> - Premium markets in Japan
Status/gifting usage				
Wide price bands at retail				
COMPETITION		E/SE ASIA MARKETS	CHALLENGES/LIMITATIONS TO GROWTH	POTENTIAL ROLE FOR GOVERNMENT
Rich countries achieving success		<ul style="list-style-type: none"> - Asians consume a lot of oil; primarily vegetable and seed oil ("vegetable", canola, soy, peanut, corn etc.) and spreadable oils and fats for cooking - Growth in olive oil off a very small base in Asia, supported by health benefits - Trading up to more expensive oils results in strong growth in China (42%) and Japan (11%) - Olive oil has high penetration in Japan ~15% of total oils and fats sold, and showing strong growth, compared to China which is well under 1% share of oil and fats 	<ul style="list-style-type: none"> - NZ lacks scale 	<ul style="list-style-type: none"> - Maintain and increase access into key markets; FTA's
"Low hanging fruit" available				
Capital intensive to produce				
NEW ZEALAND				
Large number of firms				
Required skills to succeed				
Leverage country image				
Able to differentiate				
Arriving early "to the party"				
Good trade access for product				
OVERALL				

COCOA, POWDER (180500)

QUANTITATIVE

IMPORTS BY E/SE ASIA FROM ALL SOURCES							
Country	Total import share	Import value; FOB sender			\$/kg		Import per capita US\$; 12
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR	
China	25%	\$133	51%	\$116	\$4.21	31%	\$0.10
Japan	17%	\$91	19%	\$53	\$5.28	19%	\$0.72
Philippines	11%	\$59	35%	\$46	\$4.41	33%	\$0.59
Malaysia	10%	\$54	69%	\$50	\$4.16	28%	\$1.78
Indonesia	10%	\$53	40%	\$43	\$4.66	29%	\$0.21
South Korea	8%	\$41	28%	\$29	\$5.28	25%	\$0.81
Singapore	7%	\$35	35%	\$27	\$4.29	25%	\$6.52
Thailand	6%	\$34	48%	\$29	\$4.38	29%	\$0.53
Viet Nam	2%	\$13	35%	\$10	\$4.58	33%	\$0.14
Taiwan	2%	\$12	27%	\$9	\$4.89	24%	\$0.53
Hong Kong SAR	0%	\$2	28%	\$2	\$5.36	22%	\$0.34
Myanmar	0%	\$0	42%	\$0	\$4.75	27%	\$0.01
Macao SAR	0%	\$0	-17%	-\$0	\$6.86	43%	\$0.07
TOTAL	100%	\$528	36%	\$414	\$4.55	25%	\$0.24

NEW ZEALAND EXPORTS TO E/SE ASIA						
Country	Region export mix	Export Value; FOB sender			\$/kg	
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR
China	96%	\$0.05	N/C	\$0.05	\$7.63	N/C
Thailand	3%	\$0.00	-53%	-\$0.07	\$2.97	-3%
Hong Kong SAR	1%	\$0.00	N/C	\$0.00	\$4.18	N/C
Malaysia	0%	\$0.00	N/C	\$0.00	\$1.54	N/C
Myanmar						
Indonesia						
Japan						
South Korea						
Macao SAR						
Taiwan						
Philippines						
Singapore						
Viet Nam						
TOTAL	100%	\$0.06	-5%	-\$0.02	\$7.19	16%

EXPORTS to E/SE ASIA BY PEER GROUP							
Country	Peer export share	Export value; FOB sender			\$/kg		
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR	
Netherlands	74%	\$89	20%	\$53	\$5.31	19%	
France	16%	\$19	27%	\$13	\$6.81	21%	
Germany	5%	\$6	62%	\$5	\$4.38	16%	
USA	3%	\$3	0%	\$0	\$2.82	4%	
Spain	1%	\$1	13%	\$0	\$5.52	16%	
Belgium	1%	\$1	2%	\$0	\$8.38	9%	
Switzerland	0%	\$1	18%	\$0	\$11.24	10%	
Italy	0%	\$0	65%	\$0	\$9.63	19%	
Australia	0%	\$0	22%	\$0	\$4.81	13%	
Other	0%	\$0	8%	\$0	\$4.25	13%	
TOTAL from peers	100%	\$121	21%	\$73	\$5.34	18%	
Inter-regional/other		\$407					
TOTAL		\$528					

QUANTITATIVE OBSERVATIONS/CONCLUSIONS				
Markets	<ul style="list-style-type: none"> - The majority of cocoa powder trade is outside the peer group - China (#1), followed by Japan are the largest overall importers - Japan is single largest market accounting for 38% of defined peer universe - Strong growth across the region - Wide range of other markets follow, led by South Korea and China 			
Competitors	<ul style="list-style-type: none"> - Dutch cocoa dominates the market with 74% of peer group - France is distant #2 with 16%, followed by Germany with 5% 			
New Zealand	<ul style="list-style-type: none"> - Tiny exporter with \$60k to the region, primarily to China - Shrinking 			
E/SE Asia imports total	E/SE Asia imports from peers	NZ export value to E/SE Asia	NZ share of peers	Possible size of the prize
\$528m	\$121m	\$0.06m	>1%	+\$1-5m

COCOA, POWDER (180500)

QUALITATIVE

SCORECARD		SITUATION/STRUCTURE	NATURE OF THE CHALLENGE TO NZ	
E/SE ASIAN MARKETS		NEW ZEALAND	LEVERAGABLE NZ FACTORS	SOURCES OF VALUE CREATION
Pay a premium for brand/quality	<input type="radio"/>	<ul style="list-style-type: none"> - NZ exports a total of US\$264,000 of cocoa powder; Australia #1, China #2, followed by a range of Pacific Islands - China pays a premium compared to peer countries 	<ul style="list-style-type: none"> - Premium foods and beverages 	<ul style="list-style-type: none"> - Specialist premium branded unsweetened coca powder
Status/gifting usage	<input type="radio"/>			
Wide price bands at retail	<input type="radio"/>			
COMPETITION		E/SE ASIA MARKETS	CHALLENGES/LIMITATIONS TO GROWTH	POTENTIAL ROLE FOR GOVERNMENT
Rich countries achieving success	<input checked="" type="radio"/>	<ul style="list-style-type: none"> - Netherlands is the largest exporter globally and to Asia; it holds 32% of global exports to the world and 74% from peers - Peers (Europeans) are major exporters of cocoa powder, however Malaysia is the #2 exporter globally 	<ul style="list-style-type: none"> - Scale - Exporting small volumes to Asia 	<ul style="list-style-type: none"> - Maintain and increase access into key markets; FTA's
"Low hanging fruit" available	<input type="radio"/>			
Capital intensive to produce	<input type="radio"/>			
NEW ZEALAND				
Large number of firms	<input type="radio"/>			
Required skills to succeed	<input type="radio"/>			
Leverage country image	<input type="radio"/>			
Able to differentiate	<input type="radio"/>			
Arriving early "to the party"	<input type="radio"/>			
Good trade access for product	<input checked="" type="radio"/>			
OVERALL	<input type="radio"/>			

TEA/MATE EXTRACTS/CONC. (210120)

QUANTITATIVE

IMPORTS BY E/SE ASIA FROM ALL SOURCES							
Country	Total import share	Import value; FOB sender			\$/kg		Import per capita US\$; 12
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR	
Japan	17%	\$30	15%	\$15	\$9.05	8%	\$0.24
Hong Kong SAR	15%	\$26	35%	\$20	\$6.37	15%	\$3.61
Malaysia	14%	\$24	35%	\$19	\$17.49	22%	\$0.81
Indonesia	13%	\$23	40%	\$18	\$1.65	-15%	\$0.09
Taiwan	8%	\$15	18%	\$8	\$7.96	8%	\$0.63
Singapore	7%	\$12	13%	\$6	\$4.57	3%	\$2.26
Philippines	6%	\$11	4%	\$2	\$10.97	4%	\$0.12
Thailand	6%	\$11	16%	\$6	\$9.01	11%	\$0.17
South Korea	5%	\$9	7%	\$2	\$7.35	7%	\$0.18
Myanmar	4%	\$8	75%	\$7	\$6.59	15%	\$0.15
China	4%	\$7	4%	\$1	\$6.84	7%	\$0.00
Viet Nam	2%	\$3	42%	\$2	\$7.57	5%	\$0.03
Macao SAR	0%	\$1	36%	\$1	\$4.10	15%	\$1.30
TOTAL	100%	\$179	20%	\$109	\$5.41	1%	\$0.08

EXPORTS to E/SE ASIA BY PEER GROUP							
Country	Peer export share	Export value; FOB sender			\$/kg		
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR	
USA	69%	\$49	27%	\$34	\$11.52	14%	
Netherlands	9%	\$6	18%	\$4	\$37.28	14%	
United Kingdom	6%	\$4	33%	\$3	\$57.19	38%	
Switzerland	4%	\$3	53%	\$2	\$88.01	4%	
Germany	4%	\$2	-18%	-\$4	\$11.70	6%	
Chile	3%	\$2	16%	\$1	\$7.23	8%	
Ireland	2%	\$2	8%	\$1	\$16.73	-3%	
Spain	2%	\$2	135%	\$2	\$18.82	-6%	
France	1%	\$0	-4%	-\$0	\$34.04	6%	
Other	1%	\$0	4%	\$0	\$5.16	-1%	
TOTAL from peers	100%	\$71	20%	\$42	\$13.29	12%	
Inter-regional/other		\$108					
TOTAL		\$179					

NEW ZEALAND EXPORTS TO E/SE ASIA						
Country	Region export mix	Export Value; FOB sender			\$/kg	
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR
Hong Kong SAR	84%	\$0.00	-48%	-\$0.03	-	24%
Malaysia	16%	\$0.00	N/C	\$0.00	\$2.33	N/C
Myanmar						
China						
Indonesia						
Japan						
South Korea						
Macao SAR						
Taiwan						
Philippines						
Singapore						
Viet Nam						
Thailand						
TOTAL	100%	\$0.00	-46%	-\$0.03	\$14.05	-27%

QUANTITATIVE OBSERVATIONS/CONCLUSIONS				
Markets	<ul style="list-style-type: none"> - Japan, HK, Malaysia and Indonesia account for 60% of all imports from all sources - SE Asia – Malaysia, Philippines, Indonesia and Thailand – account for 56% of imports from peer group - Taiwan (#3) and South Korea (#4) are other major importers from peers - China and Japan both minor importers from peers 			
Competitors	<ul style="list-style-type: none"> - US very strong in category with more than two-thirds of imports from peers - Range of European countries follow 			
New Zealand	<ul style="list-style-type: none"> - Tiny and shrinking 			
E/SE Asia imports total	E/SE Asia imports from peers	NZ export value to E/SE Asia	NZ share of peers	Possible size of the prize
\$179m	\$71m	\$0.00m	>1%	+\$1-5m

TEA/MATE EXTRACTS/CONC. (210120)

QUALITATIVE

SCORECARD		SITUATION/STRUCTURE	NATURE OF THE CHALLENGE TO NZ	
E/SE ASIAN MARKETS		NEW ZEALAND	LEVERAGABLE NZ FACTORS	SOURCES OF VALUE CREATION
Pay a premium for brand/quality	<input checked="" type="radio"/>	<ul style="list-style-type: none"> - NZ exports a total of US\$182,000 of tea extracts to the world primarily Australia - Very small amounts to HK are declining 	<ul style="list-style-type: none"> - Premium suppliers 	<ul style="list-style-type: none"> - Develop unique tea flavour utilising native flora to use as flavouring in beverage
Status/gifting usage	<input type="radio"/>			
Wide price bands at retail	<input type="radio"/>			
COMPETITION		E/SE ASIA MARKETS	CHALLENGES/LIMITATIONS TO GROWTH	POTENTIAL ROLE FOR GOVERNMENT
Rich countries achieving success	<input checked="" type="radio"/>	<ul style="list-style-type: none"> - Tea extracts/essences is a \$1.1b global export market #1 USA, #2 Netherlands, #3 Ireland, #4 China - Into Asia USA takes 69% of share from peers - Malaysia takes 25% of the extract and pays a high premium (as does Indonesia) 	<ul style="list-style-type: none"> - Scale 	<ul style="list-style-type: none"> - Maintain and increase access into key markets; FTA's
"Low hanging fruit" available	<input type="radio"/>			
Capital intensive to produce	<input type="radio"/>			
NEW ZEALAND				
Large number of firms	<input type="radio"/>			
Required skills to succeed	<input type="radio"/>			
Leverage country image	<input type="radio"/>			
Able to differentiate	<input type="radio"/>			
Arriving early "to the party"	<input type="radio"/>			
Good trade access for product	<input checked="" type="radio"/>			
OVERALL	<input type="radio"/>			

RUM (220840)

QUANTITATIVE

IMPORTS BY E/SE ASIA FROM ALL SOURCES							
Country	Total import share	Import value; FOB sender			\$/kg		Import per capita US\$; 12
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR	
Japan	25%	\$13	10%	\$5	\$8.03	5%	\$0.10
Singapore	22%	\$11	34%	\$9	\$8.92	10%	\$2.07
China	12%	\$6	34%	\$5	\$6.76	9%	\$0.00
Philippines	10%	\$5	-3%	-\$1	\$1.50	12%	\$0.05
Thailand	8%	\$4	20%	\$2	\$3.88	8%	\$0.06
South Korea	8%	\$4	42%	\$3	\$7.78	31%	\$0.08
Malaysia	5%	\$3	17%	\$1	\$7.56	13%	\$0.09
Indonesia	3%	\$2	-2%	-\$0	\$7.23	1%	\$0.01
Hong Kong SAR	3%	\$1	10%	\$1	\$13.26	19%	\$0.19
Viet Nam	2%	\$1	34%	\$1	\$6.03	22%	\$0.01
Taiwan	2%	\$1	28%	\$1	\$18.57	41%	\$0.04
Myanmar	1%	\$1	60%	\$0	\$9.20	6%	\$0.01
Macao SAR	0%	\$0	13%	\$0	\$4.53	-9%	\$0.29
TOTAL	100%	\$51	16%	\$27	\$5.27	19%	\$0.02

EXPORTS to E/SE ASIA BY PEER GROUP						
Country	Peer export share	Export value; FOB sender			\$/l	
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR
Germany	41%	\$13	35%	\$10	N/C	N/C
United Kingdom	18%	\$6	6%	\$1	\$15.95	6%
USA	16%	\$5	15%	\$2	\$3.03	-8%
Spain	14%	\$4	124%	\$4	\$11.58	0%
France	6%	\$2	6%	\$0	\$10.58	8%
Netherlands	4%	\$1	35%	\$1	\$16.49	6%
Italy	1%	\$0	13%	\$0	\$14.65	-6%
Australia	1%	\$0	-8%	-\$0	\$28.88	11%
Belgium	0%	\$0	14%	\$0	\$3.97	N/C
Other	0%	\$0	24%	\$0	\$44.09	33%
TOTAL from peers	100%	\$31	21%	\$20	\$11.95	13%
Inter-regional/other		\$20				
TOTAL		\$51				

NEW ZEALAND EXPORTS TO E/SE ASIA						
Country	Region export mix	Export Value; FOB sender			\$/l	
		US\$m; 12	5y CAGR	5y ABS	US\$; 12	5y CAGR
Thailand						
Viet Nam						
Hong Kong SAR						
Malaysia						
Myanmar						
China						
Indonesia						
Japan						
South Korea						
Macao SAR						
Taiwan						
Philippines						
Singapore						
TOTAL						

QUANTITATIVE OBSERVATIONS/CONCLUSIONS	
Markets	<ul style="list-style-type: none"> Note: core Caribbean producers have high volumes but low values, not included in peer group Singapore (distribution/duty free) and East Asia are key markets Much lower demand across SE Asia
Competitors	<ul style="list-style-type: none"> Germany, UK, US and Spain are key temperate climate peer group suppliers
New Zealand	<ul style="list-style-type: none"> New Zealand historically has small exports to the region, but sent none in 2012

E/SE Asia imports total	E/SE Asia imports from peers	NZ export value to E/SE Asia	NZ share of peers	Possible size of the prize
\$51m	\$31m	None	None	+\$2-5m

RUM (220840)

QUALITATIVE



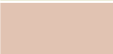










SCORECARD		SITUATION/STRUCTURE	NATURE OF THE CHALLENGE TO NZ	
E/SE ASIAN MARKETS		NEW ZEALAND	LEVERAGABLE NZ FACTORS	SOURCES OF VALUE CREATION
Pay a premium for brand/quality	◐	<ul style="list-style-type: none"> - Limited large companies or growth history - New generation of firms emerging targeting export - No exports to Asia 	<ul style="list-style-type: none"> - Premium global position of New Zealand wines - New Zealand flavours (kiwifruit, feijoa, manuka honey, etc.) 	<ul style="list-style-type: none"> - Development of premium NZ-iconic brands/products/tastes
Status/gifting usage	○			
Wide price bands at retail	◐			
COMPETITION		E/SE ASIA MARKETS	CHALLENGES/LIMITATIONS TO GROWTH	POTENTIAL ROLE FOR GOVERNMENT
Rich countries achieving success	●	<ul style="list-style-type: none"> - Rum is made from sugarcane byproducts and is popular in the Caribbean and Latin America (these countries receive low \$/l) - Rum has a US\$1b global export trade but only \$31m from peer countries - Germany, UK & USA are the top three export countries from peers, these are also in the top 5 of global exporters; Spain and Germany are showing strong growth into Asia - Singapore & Japan are the two largest markets 	<ul style="list-style-type: none"> - Limited history on which to draw - No New Zealand "identity" spirit - High domestic taxes on alcohol - Government's long-term love/hate relationship with alcohol and hence sector 	<ul style="list-style-type: none"> - Regulation around quality and authenticity - Ongoing trade negotiations with key trading markets - Foundation research on industry potential (cf. Romeo Bragato in 1895) - Knowledge transfer and skills development - Consider progressive tax to encourage development of smaller producers
"Low hanging fruit" available	○			
Capital intensive to produce	◐			
NEW ZEALAND				
Large number of firms	○			
Required skills to succeed	○			
Leverage country image	◐			
Able to differentiate	○			
Arriving early "to the party"	○			
Good trade access for product	◐			
OVERALL	○			

APPENDIX II - Details of STAGE II quantitative screen

The STAGE II screen used a range of quantitative criteria on the value of E/SE Asia's total import value from the temperate peer group over various periods (5 or 10 years)

Explanation of quantitative screening criteria used in Stage II

2014

Variable	Time periods	Colour	Criteria	Details/discussion
Compound Annual Growth Rate (CAGR) export value	10 year 5 year		20% or more	<ul style="list-style-type: none"> - We need to approach high CAGRs on small starting values with some caution - Is the category growing its absolute export value over the medium /long term? - Categories growing their export dollars over a long period are more attractive and easier in which to grow (particularly new entrants)
			15 to 19%	
			Negative	
Absolute value growth	10 year 5 year		US\$500m or more	<ul style="list-style-type: none"> - Is the category growing its absolute export value over the medium /long term? - Categories growing their export dollars over a long period are creating wealth and employment in New Zealand - Need to be cautious with absolute growth as inflation can carry a large category along in absolute dollars
			US\$100-499m	
			Negative	
\$/unit (kg or l)	2010		US\$5 or more	<ul style="list-style-type: none"> - Is the product high value added per unit of absolute weight (or volume) relative to other categories? - All other things being equal, F&B categories with higher value per unit weight are more value added (e.g. infant formula vs. milk powder)
			Under US\$1	
CAGR \$/unit	10 year		8% or more	<ul style="list-style-type: none"> - Is the category achieving positive price gains? - F&B categories growing their price per unit weight are an indication of consumers being prepared to pay more for the product over time - Much better to be in a category with increasing prices than falling ones
			Negative	
Overall attractiveness	5/10y		High	<ul style="list-style-type: none"> - A forced ranking of all categories relative to each other - Uses combination of above factors
			Medium	
			Low	

NOTE: Numbers rounded to nearest million; analysis occurs at greater level of detail (simplified for clarity of reading)

HS6 Code	Classification	NZ export value; US\$m; 12		Total peer group to E/SE Asia US\$m; 12	E/SE Asia Import \$/person	CAGR export value		Absolute value growth		\$ /kg 2012	10y CAGR \$/kg	OVERALL
		To World	To E/SE Asia			10y	5y	10y	5y			
020120	Fresh or chilled unboned bovine meat (excl. carc.)	\$6	\$1	\$72	\$0.03	4%	14%	\$21	\$35	\$6.11	6%	○
020130	Fresh or chilled boneless bovine meat	\$211	\$92	\$2,125	\$0.96	6%	5%	\$920	\$478	\$7.42	7%	●
020220	Frozen unboned bovine meat (excl. carcasses)	\$85	\$72	\$528	\$0.24	5%	20%	\$214	\$315	\$3.53	4%	●
020230	Frozen boneless bovine meat	\$1,381	\$415	\$3,307	\$1.49	10%	14%	\$2,014	\$1,586	\$4.26	6%	◐
020311	Fresh or chilled swine carcasses and half carc...	\$0	\$-	\$29	\$0.01	-16%	-30%	-\$133	-\$138	\$3.17	0%	○
020312	Fresh or chilled unboned hams, shoulders and ...	\$0	\$0	\$143	\$0.06	8%	8%	\$74	\$45	\$3.23	1%	○
020319	Fresh or chilled swine meat, nes (unboned)	\$0	\$-	\$1,590	\$0.72	10%	12%	\$1,003	\$687	\$5.57	3%	●
020321	Frozen swine carcasses and half carcasses	\$0	\$0	\$38	\$0.02	11%	44%	\$25	\$32	\$2.69	-1%	○
020322	Frozen unboned hams, shoulders and cuts thereof	\$0	\$0	\$334	\$0.15	27%	31%	\$304	\$248	\$1.85	6%	●
020329	Frozen swine meat, nes	\$0	\$0	\$4,563	\$2.06	11%	10%	\$2,912	\$1,712	\$3.00	3%	◐
020422	Fresh or chilled unboned meat of sheep	\$450	\$10	\$56	\$0.03	10%	9%	\$35	\$19	\$8.85	10%	◐
020423	Fresh or chilled boneless meat of sheep	\$181	\$8	\$44	\$0.02	13%	3%	\$31	\$7	\$7.64	9%	◐
020441	Frozen sheep carcasses and half carcasses (exc..)	\$40	\$28	\$38	\$0.02	15%	23%	\$28	\$24	\$3.56	11%	◐
020442	Frozen unboned meat of sheep	\$1,112	\$343	\$611	\$0.28	23%	31%	\$533	\$450	\$3.33	9%	●
020443	Frozen boned meat of sheep	\$320	\$49	\$149	\$0.07	5%	7%	\$56	\$41	\$4.34	7%	○
020450	Fresh, chilled or frozen goat meat	\$4	\$0	\$31	\$0.01	13%	22%	\$21	\$19	\$4.04	9%	◐
020500	Meat of horses, asses, mules or hinnies, fresh...	\$2	\$-	\$24	\$0.01	2%	0%	\$5	-\$0	\$6.64	8%	○
020610	Fresh or chilled edible bovine offal	\$3	\$2	\$162	\$0.07	21%	16%	\$139	\$84	\$9.00	11%	●
020621	Frozen bovine tongues	\$23	\$22	\$92	\$0.04	-1%	-2%	-\$9	-\$12	\$8.54	10%	○
020629	Frozen edible bovine offal (excl. tongues and ...	\$63	\$50	\$489	\$0.22	10%	14%	\$292	\$235	\$2.94	8%	◐
020649	Frozen edible swine offal (excl. livers)	\$-	\$-	\$1,863	\$0.84	30%	29%	\$1,728	\$1,336	\$1.73	10%	●
020690	Sheep, goat, ass, mule, hinnie edible offal, frozen	\$60	\$22	\$117	\$0.05	19%	41%	\$97	\$96	\$4.35	11%	●
020712	Fowls, domestic, not cut, chilled	\$3	\$0	\$22	\$0.01	14%	17%	\$16	\$12	\$1.54	5%	○
020713	Fowls, cuts & offal, fresh	\$1	\$0	\$23	\$0.01	9%	21%	\$14	\$14	\$1.39	7%	○
020714	Fowls, cuts & offal, frozen	\$37	\$0	\$1,562	\$0.71	12%	9%	\$1,074	\$544	\$1.26	8%	◐
020727	Turkey cuts & offal frozen	\$0	\$0	\$146	\$0.07	13%	22%	\$104	\$93	\$1.46	8%	◐
020736	Poultry cuts&offal, frozen	\$0	\$0	\$94	\$0.04	10%	7%	\$59	\$27	\$4.38	9%	○
020890	Meat offal nes chilled or frozen (includes deer)	\$160	\$13	\$34	\$0.02	9%	16%	\$20	\$18	\$9.13	6%	◐
020900	Pig and poultry fat, fresh, chilled, frozen...	\$-	\$-	\$83	\$0.04	21%	16%	\$71	\$43	\$1.36	9%	●
021012	Bellies and cuts thereof of swine, salted...	\$0	\$0	\$34	\$0.02	5%	33%	\$14	\$26	\$4.88	6%	○
021019	Meat of swine, salted... or smoked, nes...	\$0	\$0	\$65	\$0.03	16%	9%	\$49	\$22	\$5.83	-2%	◐

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HS6 Code	Classification	NZ export value; US\$m; 12		Total peer group to E/SE Asia US\$m; 12	E/SE Asia Import \$/person	CAGR export value		Absolute value growth		\$ /kg 2012	10y CAGR \$/kg	OVERALL
		To World	To E/SE Asia			10y	5y	10y	5y			
030192	Live eels	\$3	\$3	\$66	\$0.03	11%	5%	\$42	\$15	\$55.60	6%	○
030199	Other live fish	\$-	\$-	\$22	\$0.01	9%	-11%	\$13	-\$17	\$15.66	2%	○
030212	Fresh or chilled Pacific, Atlantic salmon	\$20	\$7	\$575	\$0.26	13%	18%	\$401	\$321	\$5.67	5%	●
030239	Fresh or chilled tunas, nes	\$15	\$14	\$150	\$0.07	-2%	-6%	-\$29	-\$55	\$19.86	3%	○
030250	Fresh or chilled cod (excl. livers and roes)	\$0	\$0	\$25	\$0.01	-3%	24%	-\$8	\$16	\$3.19	1%	○
030261	Fresh or chilled sardines, brisling or sparts	\$0	\$-	\$23	\$0.01	44%	78%	\$22	\$22	\$0.83	-2%	○
030269	Fresh or chilled fish, nes	\$62	\$2	\$27	\$0.01	0%	27%	\$0	\$19	\$8.89	11%	●
030310	Frozen Pacific salmon	\$11	\$10	\$756	\$0.34	8%	8%	\$409	\$241	\$4.15	5%	◐
030321	Frozen trout	\$-	\$-	\$354	\$0.16	5%	7%	\$133	\$103	\$4.84	6%	◐
030322	Frozen Atlantic and Danube salmon	\$-	\$-	\$191	\$0.09	14%	7%	\$140	\$56	\$4.34	3%	○
030329	Frozen salmonidae (excl. Pacific, Atlantic...)	\$0	\$0	\$22	\$0.01	-5%	15%	-\$15	\$11	\$4.46	16%	○
030331	Frozen halibut	\$-	\$-	\$338	\$0.15	12%	12%	\$232	\$150	\$5.56	7%	●
030339	Frozen flat fish (excl. halibut, plaice and sol...)	\$6	\$1	\$116	\$0.05	4%	-3%	\$39	-\$19	\$1.59	3%	○
030343	Frozen skipjack or stripe-bellied bonito	\$19	\$5	\$23	\$0.01	26%	1%	\$21	\$1	\$1.81	11%	◐
030349	Frozen tunas, nes	\$11	\$8	\$146	\$0.07	-0%	2%	-\$6	\$17	\$14.80	-1%	○
030350	Frozen herrings (excl. livers and roes)	\$0	\$-	\$45	\$0.02	11%	10%	\$30	\$17	\$1.41	6%	○
030360	Frozen cod (excl. livers and roes)	\$0	\$0	\$312	\$0.14	12%	15%	\$208	\$158	\$3.07	4%	●
030371	Frozen sardines, brisling or sprats	\$0	\$-	\$58	\$0.03	7%	4%	\$27	\$10	\$0.77	5%	○
030372	Frozen haddock	\$-	\$-	\$73	\$0.03	22%	9%	\$63	\$26	\$2.17	1%	○
030373	Frozen coalfish	\$-	\$-	\$34	\$0.02	17%	13%	\$27	\$16	\$2.20	8%	○
030374	Frozen mackerel	\$15	\$0	\$269	\$0.12	-1%	4%	-\$17	\$50	\$1.93	5%	○
030375	Frozen dogfish and sharks	\$6	\$3	\$22	\$0.01	12%	13%	\$14	\$10	\$8.34	18%	◐
030378	Frozen hake	\$10	\$5	\$24	\$0.01	10%	-5%	\$15	-\$7	\$2.22	1%	○
030379	Frozen fish, nes	\$262	\$156	\$1,135	\$0.51	11%	13%	\$731	\$510	\$2.45	5%	◐
030380	Frozen fish livers and roes	\$6	\$6	\$343	\$0.16	-3%	-6%	-\$102	-\$124	\$7.77	0%	○
030410	Fresh or chilled fish fillets	\$11	\$1	\$79	\$0.04	18%	26%	\$64	\$54	\$8.13	4%	●
030420	Frozen fish fillets	\$170	\$28	\$672	\$0.30	10%	10%	\$415	\$255	\$6.65	7%	●
030490	Frozen fish meat (excl. fillets)	\$10	\$4	\$453	\$0.20	-1%	4%	-\$25	\$85	\$3.06	4%	○
030510	Flours, meals and pellets of fish, fit for human...	\$1	\$0	\$28	\$0.01	8%	3%	\$15	\$3	\$1.75	10%	○
030520	Livers and roes, dried, smoked, salted or in brine	\$-	\$-	\$39	\$0.02	-9%	-4%	-\$58	-\$9	\$15.74	4%	○

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		To World	To E/SE Asia			10y	5y	10y	5y			
030541	Smoked Pacific, Atlantic and Danube salmon...	\$5	\$3	\$20	\$0.01	6%	9%	\$9	\$7	\$17.12	4%	○
030549	Smoked fish (excl. salmon and herrings)	\$0	\$0	\$58	\$0.03	9%	9%	\$33	\$21	\$14.78	7%	○
030559	Dried fish, not smoked (excl. cod)	\$2	\$2	\$28	\$0.01	3%	1%	\$7	\$2	\$13.16	1%	○
030611	Frozen rock lobster and other sea crawfish	\$3	\$2	\$50	\$0.02	-5%	-11%	-\$37	-\$38	\$20.66	0%	○
030612	Frozen lobsters	\$-	\$-	\$58	\$0.03	9%	12%	\$33	\$25	\$18.80	4%	○
030613	Frozen shrimps and prawns	\$14	\$9	\$381	\$0.17	-0%	13%	-\$9	\$179	\$5.94	3%	○
030614	Frozen crabs	\$0	\$0	\$469	\$0.21	7%	15%	\$224	\$240	\$10.50	4%	●
030619	Frozen crustaceans, nes, including flours, meals...	\$5	\$4	\$24	\$0.01	20%	-11%	\$20	-\$19	\$9.71	3%	○
030621	Rock lobster and other sea crawfish (excl. frozen)	\$178	\$178	\$595	\$0.27	10%	13%	\$373	\$265	\$49.83	7%	●
030622	Lobsters (excl. frozen)	\$-	\$-	\$187	\$0.08	10%	30%	\$117	\$137	\$19.13	2%	●
030624	Crabs (excl. frozen)	\$0	\$0	\$101	\$0.05	23%	27%	\$88	\$70	\$11.02	5%	●
030710	Oysters	\$12	\$3	\$46	\$0.02	15%	10%	\$34	\$17	\$9.13	7%	○
030729	Scallops (excl. live, fresh or chilled)	\$0	\$0	\$37	\$0.02	3%	-2%	\$8	-\$5	\$12.13	2%	○
030739	Mussels (excl. live, fresh or chilled)	\$149	\$47	\$49	\$0.02	10%	10%	\$30	\$19	\$4.36	3%	○
030749	Cuttle fish and squid (excl. live, fresh or chilled)	\$69	\$42	\$192	\$0.09	13%	17%	\$134	\$104	\$1.65	7%	●
030759	Octopus (excl. live, fresh or chilled)	\$0	\$0	\$33	\$0.02	5%	7%	\$14	\$10	\$8.12	7%	○
030791	Aquatic invertebrates, nes, live, fresh or chilled	\$5	\$1	\$289	\$0.13	5%	5%	\$115	\$64	\$25.19	4%	◐
030799	Aquatic invertebrates, nes, includ. flours, meals...	\$8	\$1	\$385	\$0.17	7%	12%	\$194	\$171	\$3.99	5%	◐
040110	Milk and cream of =<1% fat, not concentrated...	\$5	\$4	\$25	\$0.01	15%	23%	\$19	\$16	\$0.97	4%	○
040120	Milk and cream of >1% but =<6% fat, not conc...	\$86	\$66	\$189	\$0.09	14%	23%	\$137	\$122	\$0.89	5%	◐
040130	Milk and cream of >6% fat, not concentrated...	\$74	\$59	\$169	\$0.08	19%	22%	\$139	\$108	\$2.44	7%	●
040210	Milk and cream in solid forms of =<1.5% fat	\$1,259	\$912	\$2,338	\$1.06	13%	7%	\$1,649	\$684	\$3.14	8%	●
040221	Milk and cream in solid forms of >1.5% fat, unsw..	\$4,261	\$2,143	\$2,426	\$1.10	16%	20%	\$1,865	\$1,463	\$3.32	8%	●
040229	Milk and cream in solid forms of >1.5% fat, sweet...	\$30	\$28	\$124	\$0.06	-4%	3%	-\$64	\$17	\$6.23	13%	○
040291	Concentrated milk and cream, unsweetened...	\$0	\$0	\$48	\$0.02	6%	7%	\$21	\$14	\$1.75	6%	○
040299	Sweetened milk and cream (excl. in solid form)	\$4	\$4	\$48	\$0.02	8%	20%	\$26	\$29	\$4.09	15%	◐
040310	Yogurt	\$8	\$2	\$36	\$0.02	17%	16%	\$28	\$19	\$3.82	8%	●
040390	Buttermilk, curdled milk and cream, etc ...	\$130	\$93	\$312	\$0.14	18%	9%	\$254	\$113	\$2.77	9%	●
040410	Whey & modified whey, concentrated or not ...	\$88	\$84	\$1,441	\$0.65	20%	11%	\$1,200	\$596	\$1.84	10%	●
040490	Products consisting of natural milk constituent	\$516	\$81	\$175	\$0.08	11%	2%	\$113	\$14	\$4.17	7%	○

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		To World	To E/SE Asia			10y	5y	10y	5y			
040510	Butter	\$920	\$209	\$391	\$0.18	17%	10%	\$308	\$150	\$3.89	11%	●
040590	Other milk fats and oils	\$683	\$276	\$318	\$0.14	14%	13%	\$232	\$144	\$3.38	10%	●
040610	Fresh (unripened or uncured) cheese, including...	\$186	\$177	\$737	\$0.33	16%	16%	\$576	\$382	\$4.19	7%	●
040620	Grated or powdered cheese	\$98	\$50	\$193	\$0.09	9%	13%	\$115	\$88	\$5.56	7%	◐
040630	Processed cheese, not grated or powdered	\$88	\$59	\$207	\$0.09	10%	6%	\$128	\$52	\$5.53	7%	◐
040690	Cheese, nes	\$803	\$321	\$1,084	\$0.49	10%	8%	\$676	\$335	\$4.42	6%	◐
040700	Birds' eggs, in shell, fresh, preserved or cook	\$6	\$2	\$51	\$0.02	8%	10%	\$27	\$20	\$4.11	7%	○
040819	Egg yolks (excl. dried)	\$0	\$-	\$36	\$0.02	7%	16%	\$17	\$19	\$3.14	5%	○
040900	Natural honey	\$104	\$48	\$112	\$0.05	17%	25%	\$88	\$76	\$6.35	12%	●
070190	Other potatoes, fresh or chilled	\$11	\$1	\$86	\$0.04	23%	21%	\$74	\$53	\$0.47	8%	○
070310	Onions and shallots, fresh or chilled	\$54	\$22	\$97	\$0.04	11%	17%	\$62	\$52	\$0.34	5%	○
070410	Cauliflowers and headed broccoli, fresh or chilled	\$1	\$0	\$44	\$0.02	-0%	25%	-\$1	\$30	\$0.83	1%	○
070490	White and red cabbages, kohlrabi, kale...etc.,...	\$1	\$0	\$70	\$0.03	1%	4%	\$4	\$13	\$0.91	3%	○
070511	Cabbage lettuce, fresh or chilled	\$0	\$0	\$24	\$0.01	6%	7%	\$10	\$7	\$0.91	3%	○
070610	Carrots and turnips, fresh or chilled	\$7	\$4	\$26	\$0.01	-0%	9%	-\$1	\$9	\$0.69	7%	○
070920	Asparagus, fresh or chilled	\$3	\$2	\$56	\$0.03	3%	19%	\$15	\$33	\$4.00	2%	○
070940	Celery, fresh or chilled	\$0	\$0	\$21	\$0.01	7%	16%	\$10	\$11	\$0.64	4%	○
070951	Mushrooms, fresh or chilled	\$2	\$1	\$26	\$0.01	7%	19%	\$13	\$15	\$24.45	11%	●
070960	Fruits of genus Capsicum or Pimenta, fresh or ...	\$30	\$22	\$57	\$0.03	3%	-2%	\$16	-\$5	\$4.04	1%	○
070990	Other vegetables, fresh or chilled, nes	\$52	\$52	\$88	\$0.04	5%	-2%	\$32	-\$12	\$0.73	3%	○
071010	Potatoes, frozen	\$0	\$0	\$24	\$0.01	22%	43%	\$21	\$20	\$1.00	2%	○
071040	Sweet corn, frozen	\$18	\$7	\$47	\$0.02	1%	1%	\$3	\$3	\$1.26	2%	○
071080	Vegetables, frozen, nes	\$8	\$5	\$29	\$0.01	0%	7%	\$1	\$8	\$2.26	8%	○
071090	Mixtures of vegetables, frozen	\$31	\$3	\$29	\$0.01	2%	5%	\$5	\$7	\$1.60	6%	○
071220	Dried onions	\$0	\$0	\$30	\$0.01	5%	2%	\$12	\$3	\$2.70	1%	○
071290	Dried vegetables, nes	\$14	\$10	\$47	\$0.02	8%	10%	\$25	\$18	\$3.95	3%	○
071310	Dried peas, shelled	\$23	\$4	\$316	\$0.14	21%	21%	\$269	\$197	\$0.43	6%	●
071331	Dried beans, shelled	\$0	\$0	\$22	\$0.01	13%	41%	\$16	\$18	\$0.81	5%	○
071390	Dried leguminous vegetables, shelled, nes	\$-	\$-	\$20	\$0.01	41%	70%	\$19	\$18	\$0.62	1%	○
080211	Almonds in shell, fresh or dried	\$0	\$0	\$405	\$0.18	29%	51%	\$372	\$354	\$3.84	5%	●
080212	Almonds without shells, fresh or dried	\$0	\$0	\$661	\$0.30	18%	24%	\$538	\$434	\$5.42	6%	●
080221	Hazlenuts in shell, fresh or dried	\$0	\$0	\$92	\$0.04	16%	15%	\$71	\$47	\$3.23	10%	●

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		To World	To E/SE Asia			10y	5y	10y	5y			
080231	Walnuts in shell, fresh or dried	\$0	\$0	\$263	\$0.12	33%	108%	\$248	\$256	\$3.83	9%	●
080232	Walnuts without shells, fresh or dried	\$0	\$-	\$288	\$0.13	23%	22%	\$251	\$183	\$9.37	9%	●
080250	Pistachio, fresh or dried	\$0	\$0	\$502	\$0.23	37%	49%	\$481	\$433	\$6.64	6%	●
080290	Other nuts, fresh or dried, nes	\$1	\$0	\$407	\$0.18	28%	38%	\$372	\$326	\$5.81	4%	●
080440	Avocados, fresh or dried	\$43	\$5	\$33	\$0.01	34%	37%	\$31	\$26	\$2.87	9%	●
080510	Oranges, fresh or dried	\$2	\$1	\$643	\$0.29	8%	18%	\$356	\$364	\$0.92	6%	◐
080520	Mandarins, clementines, wilkings...etc, fresh...	\$3	\$3	\$92	\$0.04	13%	20%	\$64	\$55	\$1.29	6%	○
080530	Lemons and limes, fresh or dried	\$2	\$1	\$117	\$0.05	3%	-3%	\$31	-\$22	\$1.15	5%	○
080540	Grapefruit, fresh or dried	\$0	\$0	\$133	\$0.06	-1%	-10%	-\$17	-\$87	\$0.73	4%	○
080610	Fresh grapes	\$1	\$0	\$829	\$0.37	11%	18%	\$535	\$465	\$2.13	5%	●
080620	Dried grapes	\$0	\$0	\$168	\$0.08	11%	14%	\$110	\$82	\$2.84	10%	◐
080719	Melons, fresh	\$1	\$0	\$21	\$0.01	1%	10%	\$3	\$8	\$0.92	3%	○
080810	Apples, fresh	\$295	\$93	\$556	\$0.25	11%	15%	\$362	\$279	\$1.20	8%	◐
080820	Pears and quinces, fresh	\$4	\$2	\$45	\$0.02	11%	19%	\$29	\$26	\$1.14	8%	○
080920	Cherries, fresh	\$17	\$16	\$670	\$0.30	18%	31%	\$547	\$500	\$6.23	3%	●
080930	Peaches, including nectarines, fresh	\$0	\$0	\$72	\$0.03	2%	7%	\$13	\$20	\$1.81	5%	○
080940	Plums and sloes, fresh	\$0	\$0	\$66	\$0.03	5%	12%	\$24	\$29	\$1.58	5%	○
081010	Strawberries, fresh	\$4	\$3	\$38	\$0.02	4%	4%	\$13	\$7	\$5.47	4%	○
081040	Cranberries, milberries...etc, fresh	\$14	\$1	\$74	\$0.03	18%	25%	\$59	\$50	\$5.77	2%	●
081050	Kiwifruit	\$845	\$532	\$593	\$0.27	16%	14%	\$464	\$283	\$2.58	6%	●
081090	Other fruit, fresh, nes	\$7	\$3	\$44	\$0.02	15%	30%	\$32	\$32	\$1.87	0%	○
081110	Strawberries, frozen	\$0	\$0	\$35	\$0.02	6%	8%	\$15	\$11	\$2.05	5%	○
081190	Other fruit and nuts, frozen, nes	\$8	\$4	\$209	\$0.09	16%	9%	\$163	\$76	\$3.86	7%	◐
081320	Dried prunes	\$0	\$0	\$73	\$0.03	4%	8%	\$24	\$24	\$2.30	2%	○
081340	Other dried fruit, nes	\$1	\$0	\$27	\$0.01	8%	7%	\$14	\$7	\$4.05	-3%	○
081350	Mixtures of dried fruit and nuts, nes	\$4	\$0	\$31	\$0.01	12%	14%	\$21	\$15	\$3.02	14%	○
090121	Roasted coffee, not decaffeinated	\$1	\$0	\$287	\$0.13	19%	20%	\$236	\$170	\$12.93	5%	●
090230	Black tea (fermented) and partly fermented tea	\$0	\$0	\$20	\$0.01	0%	-1%	\$0	-\$1	\$15.33	2%	○
091099	Other spices, nes	\$0	\$0	\$21	\$0.01	14%	4%	\$15	\$4	\$2.89	-4%	○
100110	Durum wheat	\$0	\$-	\$89	\$0.04	9%	-17%	\$51	-\$137	\$0.39	8%	○
100190	Spelt, common wheat and meslin	\$0	\$0	\$9,421	\$4.26	18%	23%	\$7,647	\$6,109	\$0.30	8%	●
100200	Rye	\$-	\$-	\$20	\$0.01	-5%	-12%	-\$14	-\$19	\$0.49	22%	○

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100300	Barley	\$0	\$0	\$752	\$0.34	6%	13%	\$313	\$340	\$0.28	8%	○
100400	Oats	\$0	\$0	\$23	\$0.01	10%	6%	\$14	\$5	\$0.35	6%	○
100510	Maize seed	\$4	\$1	\$52	\$0.02	15%	24%	\$40	\$34	\$1.30	0%	◐
100590	Maize (excl. seed)	\$1	\$0	\$6,550	\$2.96	11%	7%	\$4,291	\$1,902	\$0.29	11%	◐
100620	Husked (brown) rice	\$0	\$0	\$55	\$0.02	2%	-5%	\$9	-\$16	\$0.64	9%	○
100630	Semi-milled or wholly milled rice	\$0	\$0	\$313	\$0.14	11%	12%	\$202	\$135	\$0.70	10%	◐
100700	Grain sorghum	\$0	\$-	\$201	\$0.09	4%	6%	\$63	\$53	\$0.22	8%	○
110100	Wheat or meslin flour	\$1	\$0	\$223	\$0.10	13%	7%	\$159	\$67	\$0.40	6%	○
110412	Rolled or flaked oat grains	\$0	\$0	\$45	\$0.02	16%	9%	\$35	\$16	\$0.80	8%	○
110520	Potato flakes, granules and pellets	\$0	\$-	\$89	\$0.04	15%	11%	\$66	\$36	\$1.41	4%	○
110710	Malt not roasted	\$0	\$-	\$798	\$0.36	8%	9%	\$420	\$271	\$0.56	7%	○
110811	Wheat starch	\$0	\$0	\$33	\$0.02	7%	4%	\$16	\$5	\$0.60	6%	○
110812	Maize (corn) starch	\$4	\$0	\$24	\$0.01	6%	-2%	\$10	-\$2	\$0.64	8%	○
110813	Potato starch	\$2	\$-	\$131	\$0.06	10%	12%	\$80	\$58	\$0.78	8%	○
110819	Other starches, nes	\$1	\$0	\$26	\$0.01	33%	19%	\$25	\$15	\$0.73	-1%	○
110820	Inulin	\$0	\$-	\$30	\$0.01	139%	244%	\$30	\$30	\$3.23	-4%	◐
110900	Wheat gluten	\$0	\$-	\$61	\$0.03	3%	10%	\$16	\$23	\$2.05	9%	○
120100	Soya beans	\$0	\$-	\$23,474	\$10.60	20%	19%	\$19,825	\$13,656	\$0.56	11%	●
120220	Shelled ground-nuts, not roasted or otherwise...	\$0	\$-	\$33	\$0.01	14%	23%	\$24	\$21	\$1.60	9%	◐
120400	Linseed	\$1	\$0	\$111	\$0.05	28%	31%	\$102	\$82	\$0.62	9%	●
120500	Rape or colza seeds	\$3	\$0	\$3,440	\$1.55	18%	24%	\$2,798	\$2,254	\$0.63	10%	●
120600	Sunflower seeds	\$0	\$0	\$35	\$0.02	14%	20%	\$26	\$20	\$4.15	19%	◐
120720	Cotton seeds	\$-	\$-	\$190	\$0.09	17%	29%	\$150	\$137	\$0.29	6%	●
120810	Soya bean flour and meal	\$0	\$0	\$608	\$0.27	35%	21%	\$578	\$377	\$0.47	6%	●
120911	Sugar beet seed, of a kind used for sowing	\$-	\$-	\$20	\$0.01	15%	10%	\$15	\$8	\$23.73	11%	◐
120925	Rye grass seed, of a kind used for sowing	\$48	\$0	\$31	\$0.01	20%	19%	\$26	\$18	\$0.94	1%	○
120929	Other seeds of forage plants, of a kind used...	\$6	\$0	\$49	\$0.02	7%	7%	\$23	\$14	\$2.48	4%	○
120930	Seeds of herbaceous plants, of a kind used...	\$0	\$0	\$27	\$0.01	5%	13%	\$10	\$12	\$122.27	6%	○
121020	Hop cones, ground, powdered or in pellets...	\$0	\$-	\$66	\$0.03	7%	-7%	\$33	-\$27	\$8.31	4%	○
121120	Ginseng roots, of a kind used in perfumery...	\$0	\$0	\$193	\$0.09	9%	8%	\$114	\$61	\$57.85	7%	◐
121190	Other plants or parts, of a kind used in perfume...	\$1	\$1	\$27	\$0.01	2%	7%	\$5	\$8	\$7.10	6%	○
121220	Seaweeds and other algae	\$2	\$0	\$75	\$0.03	15%	19%	\$56	\$44	\$1.23	-11%	○

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HS6 Code	Classification	NZ export value; US\$m; 12		Total peer group to E/SE Asia US\$m; 12	E/SE Asia Import \$/person	CAGR export value		Absolute value growth		\$/kg 2012	10y CAGR \$/kg	OVERALL
		To World	To E/SE Asia			10y	5y	10y	5y			
150200	Fats of bovine animals, sheep or goats, raw...	\$125	\$114	\$471	\$0.21	11%	6%	\$311	\$114	\$0.92	12%	●
150410	Fish-liver oils and their fractions	\$5	\$2	\$21	\$0.01	4%	4%	\$7	\$3	\$8.55	9%	●
150420	Fish fats, oils and fractions (excl. fish liver)	\$4	\$3	\$123	\$0.06	12%	14%	\$85	\$58	\$1.97	12%	○
150710	Crude soya-bean oil	\$0	\$-	\$1,474	\$0.67	15%	-6%	\$1,106	-\$520	\$1.15	11%	○
150790	Soya-bean oil (excl. crude) and fractions	\$0	\$0	\$26	\$0.01	6%	-1%	\$12	-\$1	\$1.50	13%	○
150810	Crude ground-nut oil	\$0	\$-	\$80	\$0.04	44%	82%	\$78	\$76	\$2.09	13%	●
150910	Virgin olive oil and fractions	\$0	\$0	\$379	\$0.17	19%	17%	\$312	\$207	\$4.06	3%	●
150990	Olive oil and fractions (excl. virgin)	\$0	\$0	\$96	\$0.04	5%	3%	\$39	\$14	\$3.44	3%	○
151000	Other oils and their fractions, obtained solely...	\$0	\$0	\$30	\$0.01	26%	12%	\$27	\$13	\$2.26	4%	○
151211	Crude sunflower-seed and safflower oil and frac...	\$0	\$-	\$117	\$0.05	9%	2%	\$66	\$10	\$1.22	6%	○
151219	Sunflower-seed and safflower oil (excl. crude)	\$0	\$0	\$69	\$0.03	19%	20%	\$57	\$41	\$1.69	7%	●
151410	Crude rape, colza or mustard oil and fractions	\$0	\$-	\$1,448	\$0.65	39%	34%	\$1,395	\$1,108	\$1.22	10%	●
151490	Rape, colza or mustard oil (excl. crude) and frac...	\$0	\$0	\$161	\$0.07	17%	58%	\$127	\$145	\$1.32	10%	●
151511	Crude linseed oil	\$0	\$0	\$27	\$0.01	13%	29%	\$19	\$20	\$1.21	10%	●
151519	Linseed oil (excl. crude) and fractions	\$1	\$0	\$20	\$0.01	6%	-4%	\$9	-\$4	\$1.49	10%	○
151590	Other fixed vegetable fats and fractions, nes	\$4	\$1	\$82	\$0.04	11%	4%	\$53	\$16	\$3.60	12%	○
151620	Vegetable fats and oils and their fractions, hydro...	\$0	\$0	\$31	\$0.01	5%	12%	\$13	\$13	\$4.57	11%	○
151710	Margarine (excl. liquid)	\$8	\$0	\$28	\$0.01	2%	-4%	\$5	-\$6	\$2.10	7%	○
151790	Edible preparations of fats and oils, nes	\$1	\$0	\$124	\$0.06	19%	14%	\$102	\$60	\$4.40	15%	●
151800	Animal or vegetable fats and oils chemically...	\$1	\$1	\$32	\$0.01	5%	1%	\$13	\$1	\$1.21	31%	○
152000	Glycerol, crude; glycerol waters and glycerol lyes	\$-	\$-	\$32	\$0.01	50%	4%	\$31	\$6	\$0.32	-2%	○
160100	Sausages and similar products; food preparation	\$7	\$6	\$315	\$0.14	9%	7%	\$182	\$90	\$3.91	7%	○
160232	Fowls meat and meat offal of poultry	\$8	\$0	\$20	\$0.01	0%	12%	-\$0	\$9	\$1.34	-5%	○
160249	Swine meat or offal nes, prep/preserved, not liver	\$0	\$0	\$144	\$0.06	10%	16%	\$90	\$75	\$4.13	6%	○
160250	Bovine meat, offal nes, not livers, prep/preserved	\$108	\$17	\$96	\$0.04	10%	6%	\$60	\$26	\$3.54	11%	○
160510	Crab, prepared or preserved	\$0	\$-	\$26	\$0.01	1%	24%	\$4	\$17	\$9.35	3%	●
160520	Shrimps and prawns, prepared or preserved	\$0	\$-	\$25	\$0.01	0%	-4%	\$1	-\$6	\$10.75	4%	○
160590	Molluscs and other aquatic invertebrates, prep	\$43	\$30	\$220	\$0.10	4%	5%	\$78	\$44	\$10.29	2%	○
170111	Raw cane sugar, in solid form	\$0	\$-	\$33	\$0.02	-6%	25%	-\$30	\$23	\$0.50	13%	○
170199	Cane or beet sugar, in solid form, nes	\$26	\$3	\$122	\$0.06	8%	16%	\$66	\$65	\$0.59	10%	○
170211	Lactose & syrup anhydrous containing >99%	\$50	\$20	\$309	\$0.14	23%	5%	\$271	\$64	\$1.95	13%	●
170219	Lactose (other)	\$0	\$0	\$185	\$0.08	17%	12%	\$147	\$79	\$1.79	11%	●

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HS6 Code	Classification	NZ export value; US\$m; 12		Total peer group to E/SE Asia US\$m; 12	E/SE Asia Import \$/person	CAGR export value		Absolute value growth		\$ /kg 2012	10y CAGR \$/kg	OVERALL
		To World	To E/SE Asia			10y	5y	10y	5y			
170220	Maple sugar and maple syrup	\$0	\$0	\$38	\$0.02	11%	7%	\$24	\$11	\$5.69	5%	○
170230	Glucose and glucose syrup, contain. <20% fruc...	\$1	\$0	\$36	\$0.02	8%	12%	\$19	\$16	\$0.54	3%	○
170250	Chemically pure fructose	\$0	\$-	\$30	\$0.01	10%	-1%	\$18	-\$2	\$0.91	2%	○
170260	Other fructose & fructose syrup, contain. >50%...	\$0	\$-	\$47	\$0.02	6%	20%	\$20	\$28	\$0.63	-9%	○
170290	Artificial honey, caramel & other sugars >50% fr...	\$2	\$0	\$56	\$0.03	10%	13%	\$34	\$26	\$1.79	8%	○
170490	Sugar confect. (incl. white chocolate), no cocoa	\$63	\$1	\$212	\$0.10	5%	9%	\$87	\$76	\$4.92	6%	○
180310	Cocoa paste, not defatted	\$-	\$-	\$69	\$0.03	21%	27%	\$58	\$48	\$4.95	6%	◐
180320	Cocoa paste, wholly or partly defatted	\$-	\$-	\$26	\$0.01	31%	78%	\$24	\$25	\$4.98	29%	●
180500	Cocoa powder, not containing added sugar...	\$0	\$0	\$121	\$0.05	15%	21%	\$90	\$73	\$5.34	10%	●
180620	Chocolate and other preps containing cocoa >2kg	\$19	\$1	\$141	\$0.06	5%	-1%	\$54	-\$6	\$4.06	6%	○
180631	Chocolate, preps, block, slab, bar, filled, >2kg	\$5	\$1	\$115	\$0.05	5%	11%	\$47	\$46	\$5.99	5%	○
180632	Chocolate, prep, block/slab/bar, not filled,>2kg	\$16	\$2	\$194	\$0.09	16%	15%	\$151	\$99	\$7.95	5%	●
180690	Chocolate, etc, containing cocoa, not in blocks	\$43	\$2	\$754	\$0.34	14%	16%	\$546	\$390	\$8.05	7%	●
190110	Infant foods of cereals, flour, starch or milk, retail...	\$242	\$177	\$1,516	\$0.68	19%	23%	\$1,244	\$973	\$11.03	9%	●
190120	Mixes and doughs for preparation of bakers' ware	\$20	\$13	\$147	\$0.07	7%	7%	\$72	\$44	\$1.66	5%	○
190190	Infant formula/nutritional shake ingredients; etc	\$240	\$124	\$817	\$0.37	19%	13%	\$669	\$381	\$3.94	11%	●
190219	Uncooked pasta, not containing eggs, not stuffed	\$0	\$0	\$252	\$0.11	10%	11%	\$154	\$105	\$1.23	5%	◐
190410	Cereal foods from swelling, roasting of cereal	\$5	\$0	\$62	\$0.03	15%	18%	\$46	\$35	\$3.27	9%	◐
190420	Prepared food from unroasted cereal flakes	\$20	\$0	\$29	\$0.01	20%	24%	\$25	\$19	\$2.40	0%	◐
190530	Sweet biscuits; waffles and wafers	\$34	\$1	\$326	\$0.15	12%	19%	\$219	\$187	\$5.27	5%	●
190590	Communion wafers, rice paper, bakers wares nes	\$72	\$2	\$320	\$0.14	8%	13%	\$172	\$144	\$3.46	4%	◐
200210	Tomatoes, whole or in pieces, preserved non-vine	\$1	\$0	\$134	\$0.06	10%	8%	\$83	\$43	\$0.96	5%	○
200290	Tomatoes, preserved otherwise than by vinegar	\$2	\$1	\$142	\$0.06	7%	15%	\$67	\$70	\$1.10	4%	○
200410	Potatoes, preser. other than by vineg, acid, froz...	\$58	\$12	\$906	\$0.41	10%	12%	\$553	\$391	\$1.04	4%	◐
200490	Other vege preserved other than by vineg, frozen...	\$4	\$1	\$46	\$0.02	9%	-4%	\$27	-\$9	\$1.42	3%	○
200520	Potato, chips/crisps/snacks	\$12	\$0	\$82	\$0.04	1%	0%	\$7	-\$2	\$2.88	1%	○
200570	Olives, preserved other than by vinegar or acetic...	\$0	\$0	\$20	\$0.01	14%	8%	\$15	\$7	\$2.69	3%	○
200580	Sweetcorn, pres other than by vinegar not frozen	\$6	\$3	\$82	\$0.04	-1%	-2%	-\$8	-\$8	\$1.16	2%	○
200799	Other jams, fruit jellies, marmalades, etc	\$25	\$2	\$91	\$0.04	7%	3%	\$46	\$11	\$3.61	4%	○
200811	Ground-nuts, preserved	\$0	\$0	\$39	\$0.02	12%	20%	\$27	\$23	\$2.90	2%	○
200819	Nuts and seeds including mixtures, preserved	\$1	\$0	\$119	\$0.05	11%	15%	\$77	\$60	\$6.06	6%	◐

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HS6 Code	Classification	NZ export value; US\$m; 12		Total peer group to E/SE Asia US\$m; 12	E/SE Asia Import \$/person	CAGR export value		Absolute value growth		\$/kg 2012	10y CAGR \$/kg	OVERALL
		To World	To E/SE Asia			10y	5y	10y	5y			
200830	Citrus fruit, incl mixed prepared or preserved	\$0	\$0	\$50	\$0.02	15%	10%	\$38	\$19	\$1.02	2%	○
200860	Cherries, prepared or preserved	\$0	\$-	\$23	\$0.01	1%	8%	\$3	\$8	\$2.42	4%	○
200870	Peaches, prepared or preserved	\$1	\$0	\$95	\$0.04	7%	6%	\$48	\$23	\$1.23	6%	○
200892	Mixtures of fruit, prepared or preserved	\$8	\$1	\$23	\$0.01	3%	0%	\$6	\$0	\$1.68	6%	○
200899	Other fruit, etc, prepared or preserved, nes	\$16	\$3	\$87	\$0.04	14%	18%	\$64	\$49	\$2.47	7%	○
200911	Frozen orange juice, unfermented	\$0	\$0	\$46	\$0.02	3%	10%	\$10	\$18	\$2.22	18%	○
200919	Unfrozen orange juice, unfermented	\$0	\$0	\$23	\$0.01	4%	0%	\$8	-\$0	\$1.12	2%	○
200920	Grapefruit juice, unfermented, no added spirit	\$0	\$0	\$35	\$0.02	3%	3%	\$8	\$4	\$1.75	-17%	○
200930	Single citrus fruit juice, (excl. orange and grapefr.)	\$0	\$0	\$47	\$0.02	10%	9%	\$30	\$17	\$2.68	5%	○
200960	Grape juice, (incl. must), unfermented	\$0	\$0	\$190	\$0.09	13%	14%	\$136	\$93	\$1.91	-2%	○
200970	Apple juice, unfermented, no added spirit	\$21	\$4	\$70	\$0.03	7%	6%	\$35	\$17	\$1.62	1%	○
200980	Juice of other single fruit, unfermented...	\$41	\$34	\$176	\$0.08	8%	3%	\$95	\$23	\$5.10	15%	◐
200990	Mixtures of juices, unfermented...	\$4	\$1	\$112	\$0.05	13%	15%	\$80	\$57	\$1.42	8%	○
210111	Extracts of coffee	\$1	\$0	\$87	\$0.04	8%	14%	\$46	\$41	\$15.86	10%	◐
210112	Coffee prep. of extracts	\$1	\$0	\$38	\$0.02	32%	43%	\$35	\$31	\$4.88	3%	◐
210120	Tea extracts, essences, concentrates, etc.	\$0	\$0	\$71	\$0.03	16%	20%	\$55	\$42	\$13.29	12%	●
210210	Active yeasts	\$0	\$0	\$21	\$0.01	1%	-4%	\$1	-\$5	\$2.87	2%	○
210220	Inactive yeasts; other single-cell micro-organisms	\$0	\$-	\$36	\$0.02	9%	4%	\$22	\$6	\$5.94	13%	◐
210320	Tomato ketchup and other tomato sauces	\$12	\$0	\$46	\$0.02	7%	15%	\$21	\$23	\$1.29	4%	○
210330	Mustard flour and meal, prepared mustard	\$0	\$0	\$28	\$0.01	10%	11%	\$17	\$12	\$2.64	6%	○
210390	Sauces and sauce preparations; mixed condiments	\$85	\$37	\$232	\$0.10	8%	10%	\$124	\$89	\$2.99	4%	○
210410	Soups and broths and preparations therefore...	\$53	\$4	\$86	\$0.04	4%	6%	\$26	\$21	\$2.74	6%	○
210500	Ice cream & other edible ice, whether or not cocoa	\$34	\$18	\$144	\$0.07	5%	9%	\$55	\$51	\$4.13	5%	○
210610	Protein concentrates and textured protein...	\$2	\$1	\$164	\$0.07	9%	16%	\$93	\$87	\$6.61	7%	◐
210690	Other food preparations, nes	\$407	\$185	\$2,712	\$1.22	10%	10%	\$1,674	\$1,031	\$7.59	7%	●

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HS6 Code	Classification	NZ export value; US\$m; 12		Total peer group to E/SE Asia US\$m; 12	E/SE Asia Import \$/person	CAGR export value		Absolute value growth		\$/kg 2012	10y CAGR \$/kg	OVERALL
		To World	To E/SE Asia			10y	5y	10y	5y			
220110	Mineral waters and aerated waters, unsweetened	\$6	\$1	\$268	\$0.12	8%	-7%	\$139	-\$121	\$1.48	12%	○
220190	Other unsweetened waters; ice and snow	\$3	\$0	\$28	\$0.01	11%	10%	\$18	\$11	\$0.33	1%	○
220210	Waters (incl. mineral and aerated), added sugar	\$66	\$0	\$150	\$0.07	11%	11%	\$99	\$60	\$1.42	13%	○
220290	Other non-alcoholic beverages, nes	\$31	\$2	\$235	\$0.11	15%	20%	\$176	\$139	\$1.73	3%	●
220300	Beer made from malt	\$45	\$1	\$431	\$0.19	10%	21%	\$269	\$263	\$1.38	5%	●
220410	Champagne and sparkling wine	\$13	\$0	\$630	\$0.28	15%	7%	\$478	\$185	\$22.35	12%	●
220421	Wine (not sparkling); less than 2l, retail ready	\$827	\$71	\$4,069	\$1.84	18%	20%	\$3,300	\$2,421	\$10.87	11%	●
220429	Wine (not sparkling); bulk (2l+)	\$146	\$0	\$267	\$0.12	20%	19%	\$224	\$156	\$2.10	5%	●
220430	Other grape must, nes	\$0	\$-	\$26	\$0.01	18%	22%	\$21	\$16	\$10.21	29%	●
220600	Other fermented beverages (for example, cider)	\$14	\$0	\$37	\$0.02	4%	6%	\$12	\$9	\$4.17	11%	○
220710	Undenatured ethyl alcohol, of alc. Strength >80%	\$0	\$-	\$83	\$0.04	4%	44%	\$28	\$69	\$1.84	12%	◐
220720	Ethyl alco. & other denatured spirits any strength	\$0	\$-	\$43	\$0.02	6%	20%	\$19	\$25	\$1.74	9%	◐
220820	Spirits from distilled grape wine or marc	\$0	\$0	\$1,816	\$0.82	16%	18%	\$1,397	\$1,007	\$41.27	14%	●
220830	Whiskeys	\$4	\$1	\$1,586	\$0.72	7%	6%	\$757	\$414	\$11.10	4%	●
220840	Rum and tafia	\$1	\$-	\$31	\$0.01	15%	21%	\$24	\$20	\$6.19	5%	●
220850	Gin and Geneva	\$0	\$0	\$25	\$0.01	6%	15%	\$11	\$13	\$5.07	3%	○
220860	Vodka	\$2	\$0	\$60	\$0.03	14%	12%	\$44	\$26	\$5.86	6%	○
220870	Liqueurs and cordials	\$11	\$0	\$168	\$0.08	7%	8%	\$85	\$54	\$11.28	7%	○
220890	Other spirituous beverages, nes	\$25	\$13	\$82	\$0.04	7%	16%	\$41	\$44	\$3.79	7%	○
350110	Casein	\$408	\$111	\$146	\$0.07	9%	4%	\$85	\$24	\$8.60	7%	○
350190	Caseinates and other casein derivatives; casein	\$302	\$153	\$304	\$0.14	14%	4%	\$223	\$54	\$9.89	8%	◐
350211	Egg albumin, dried	\$0	\$-	\$105	\$0.05	10%	9%	\$66	\$37	\$9.01	6%	○
350220	Milk albumin, incl. conc. of 2+ whey proteins	\$211	\$109	\$257	\$0.12	25%	27%	\$229	\$180	\$9.92	8%	●
350300	Gelatin & deriv; isinglass; glues of animal origin	\$14	\$2	\$183	\$0.08	12%	23%	\$123	\$117	\$9.17	5%	●

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APPENDIX III – TRADE CODES

Classification	Description	Trade codes	What is excluded?
Dairy	Milk and milk based products	0401, 0402, 0403, 0404, 0405, 0406, 170211, 170219, 350110, 350190	Infant formula, dairy-based nutritionals, ice cream (in processed)
Meat	Meat, fresh or frozen	02 (all), 1501, 1502, 1503, 1601, 1602, 3503	Meat in soups, other processed foods
Seafood	Fish and other seafood	03 (all), 1504, 1603, 1604, 1605	Fish in soups, other processed foods
Produce	Fruit & vegetables including root crops	07 (all), 08 (all)	Jams, jellies and other substantially transformed fruit & vegetables
Processed Foods	Mixtures of ingredients; substantially transformed products	0407, 0408, 0409, 0410, 1701, 170220, 170230, 170240, 170250, 170260, 170290, 1703, 1704, 1805, 1806, 19 (all), 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 21 (all), 2501	Yoghurt and cheese (in dairy)
Beverages	Alcoholic and non-alcoholic beverages	2009, 22 (all)	Fluid milk (in dairy)
Grains	Grains & minimally processed grain products	10, 11,	Biscuits and other processed foods
Other	Coffee, tea, spices, vegetable oils	09, 12, 1505, 1506, 1507, 1508, 1509, 1510, 1511, 1512, 1513, 1514, 1515, 1516, 1517, 1518, 1520, 1521, 1522	Eggs & honey (in processed foods)
TOTAL F&B	All food and beverages	02, 03, 04, 07, 08, 09, 10, 11, 12, 15, 16, 17, 18, 19, 20, 21, 22, 2501, 3501, 3502, 3503	Pet food, vitamins, HBC, non-foods

Coriolis is a boutique management consulting firm that focuses on food, consumer packaged goods, retailing and foodservice.

Coriolis advises clients on strategy, operations, organization, and mergers and acquisitions. We develop practical, fact-based insights grounded in the real world that guide our clients decisions and actions. Founded in 1999, Coriolis is based in Auckland, New Zealand and works on projects across the Asia Pacific region.

WHAT WE DO

We help our clients assemble the facts needed to guide their big decisions. We make practical recommendations. Where appropriate, we work with them to make change happen.

HOW WE DO IT

Our style is practical and down-to-earth. We try to put ourselves in our clients' shoes and focus on actions. We listen hard, but we are suspicious of the consensus. We provide an external, objective perspective. We are happy to link our fees to results.

WHO WE WORK WITH

We only work with a select group of clients we trust. We build long term relationships with our clients and more than 80% of our work comes from existing clients. Our clients trust our experience, advice and integrity.

Typical assignments for clients include...

FIRM STRATEGY & OPERATIONS

We help clients develop their own strategy for growing sales and profits. We have a strong bias towards growth driven by new products, new channels and new markets.

MARKET ENTRY

We help clients identify which countries are the most attractive - from a consumer, a competition and a channel point-of-view. Following this we assist in developing a plan for market entry and growth.

VALUE CREATION

We help clients create value through revenue growth and cost reduction.

TARGET IDENTIFICATION

We help clients identify high potential acquisition targets by profiling industries, screening companies and devising a plan to approach targets.

DUE DILIGENCE

We help organisations make better decisions by performing consumer and market-focused due diligence and assessing performance improvement opportunities.

EXPERT WITNESS

We provide expert witness support to clients in legal cases and insurance claims. We assist with applications under competition/fair trade laws and regulations.

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ABOUT OUR SERVICES



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