

UPDATE: 06 March 2024

Kia ora

This week’s update features New Zealand’s international trade activities, the horticulture’s sector’s challenges with pesticide regulations both domestically and internationally while MPI is urged to increase its oversight of food importers. In international news, water conservation is the latest trend in eco-labelling, the EU moves forward with rules for sustainable packaging and fast-fashion e-commerce retailers monopolise air-cargo space. You’ll find links to these as well as our regular items of regulatory notifications, consultations, national and international news, and upcoming events below.

Ngā mihi

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| GOVERNMENT AGENCY NEWS |

## Consultations

#### Cost recovery proposal to maintain and expand New Zealand Food Safety’s core regulatory services under the Food Act 2014

MPI is seeking feedback about a proposal to maintain and expand New Zealand Food Safety's services under the Food Act 2014 which provide education, oversight, rules, and monitoring services. MPI are also seeking views on whether these services should be cost recovered from the industries that benefit from them. More information on the proposed changes and how to make a submission are on the Ministry for Primary Industries [website](https://www.mpi.govt.nz/consultations/cost-recovery-proposal-to-maintain-and-expand-new-zealand-food-safetys-core-regulatory-services-under-the-food-act-2014/?utm_source=notification-email). Submissions close on the15 March 2024.

#### NZ-UAE Comprehensive Economic Partnership Agreement.

On 29 February 2024, New Zealand opened submissions for public submissions on a possible CEPA with the UAE. MFAT are keen to hear from anyone with an interest in providing feedback, including Māori, civil society, and businesses or individuals currently trading into the UAE market or those with an interest in doing so in the future. Information on the CEPA and how to make a submission are on the Ministry of Foreign Affairs and Trade [website](https://www.mfat.govt.nz/en/trade/free-trade-agreements/free-trade-agreements-under-negotiation/new-zealand-united-arab-emirates-free-trade-agreement/). Submissions close on the 31 March 2024.

## ICPR changes & other updates

The following ICPRs have been updated in a number of sections since the last newsletter

* Korea: [ICPR Korea](https://www.mpi.govt.nz/dmsdocument/659)
* Tonga: [ICPR Tonga](https://www.mpi.govt.nz/dmsdocument/697)

If you need any further clarification, contact your Independent Verification Agency in the first instance.

## WTO and TBT Notifications

Please find attached the most recent WTO and TBT notifications from countries that are considering changes to their plant import requirements for specific products. If you have any concerns about the notifications being presented, please contact [Plant.exports@mpi.govt.nz](mailto:Plant.exports@mpi.govt.nz) so that they can potentially make a submission to the notifying country.



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| NEW ZEALAND NEWS |

## Government news

#### NZ - UAE trade agreement consultation begins

Following a meeting with UAE Trade Minister Dr. Thani bin Ahmed Al Zeyoudi at the WTO Ministerial Conference in Abu Dhabi, Trade Minister Todd McClay has launched public consultation for a trade agreement between New Zealand and the United Arab Emirates (UAE).

“The UAE is a top-20 export market for New Zealand, and our largest market in the Middle East, with exports increasing 17% in the last year” Mr McClay says. “A Comprehensive Economic Partnership Agreement (CEPA) with the UAE could bring opportunities to enhance our bilateral cooperation, grow our trading relationship, and complement the broader NZ-GCC FTA, for which negotiations are ongoing. “We are keen to hear from all interested New Zealanders, including businesses, NGOs, and members of the public”. [Full article here](https://www.beehive.govt.nz/release/nz-uae-trade-agreement-consultation-begins)

#### Foreign Minister visit to India, Indonesia, Singapore

Foreign Minister Winston Peters will travel to India, Indonesia and Singapore next week to continue the reinvigoration of New Zealand’s relations with South and South East Asia. The centrepiece engagements of the trip will be extended meetings with the Foreign Ministers of India, Indonesia and Singapore: Subrahmanyam Jaishankar, Retno Marsudi and Vivian Balakrishnan respectively.

“The Coalition Government is making South and South East Asia a priority because it is critical to maintaining and building New Zealand’s security and prosperity. “We intend for the New Zealand Government to bring greater focus and energy to South and South East Asia – a fast-growing region with significant further potential for our country,” Mr Peters says. [Full article here](https://www.beehive.govt.nz/release/foreign-minister-visit-india-indonesia-singapore)

## Industry news

#### Kiwifruit: Zespri battles counterfeit packaging in China

In response to the proliferation of counterfeit packaging and unauthorized cultivation of its SunGold kiwifruit variety in China, Zespri has intensified its legal and investigative efforts. The New Zealand-based company discovered that Chinese growers have been unlawfully growing the patented SunGold (G3) variety, a situation that traces back to 2016 when clippings were illicitly transported to China. Subsequently, Zespri identified counterfeit packaging being utilized by several entities to market kiwifruit.

Collaborating with the Shanghai Public Security Bureau, Zespri initiated enforcement actions against individuals engaged in these counterfeit operations. "Information gathered through Zespri's investigations allowed local police to successfully conduct a number of raids against those sellers," stated a Zespri spokesperson. These operations also uncovered counterfeit activities impacting other fruit marketers, including Dole and Zespri customer GoodFarmer, prompting their involvement in the enforcement actions. The Public Prosecutor's Office in China has committed to prosecuting the involved crimes, a move Zespri welcomes as it seeks to safeguard the interests of its New Zealand growers and global customers. [Full article here](https://www.nzherald.co.nz/the-country/news/kiwifruit-zespri-battles-counterfeit-packaging-in-china/ZXUPV36L7FDVXM2DXHEOKTFU7Q/)

#### “Meagre outcome” from WTO in Abu Dhabi

Despite its overwhelming importance at the heart of the international trade system, members of the World Trade Organisation (WTO) have concluded their Ministerial in Abu Dhabi (“MC13”) with only a meagre outcome.

NZ International Business Forum Executive Director Stephen Jacobi said a lot of effort had been expended by delegates, including the New Zealand team led by Trade Minister Todd McClay, who served as a Vice Chair of the Ministerial, to ensure the WTO remained relevant, fit for purpose and fully able to confront the challenges of the global economy. “The WTO is its (now) 166 members.  Too many of them are so focused on their own interests that they overlook the bigger picture.  This outcome reflects less on the WTO as an institution than the geo-political fault-lines that are dividing the world today.” Jacobi said.

Decisions on domestic agriculture subsidies, of key interest to New Zealand producers, have been deferred until 2026.  “Once again the can has been kicked down the road.  Discussions will continue – and New Zealand must play a part in them. Research recently published by the Dairy Companies’ Association shows the extent to which these subsidies depress world prices received by NZ farmers. For the sake of global food security we need new rules as soon as possible.”

“The WTO lives on to fight another day. We have no option but to try to make the WTO work better to ensure it lives up to its promise and for the benefit of all stakeholders,” concluded Mr Jacobi. [Full article here](https://www.tradeworks.org.nz/meagre-outcome-from-wto-in-abu-dhabi-business-forum/)

#### Environmental Protection Authority holds hearings on Hi-Cane usage

The Environmental Protection Authority (EPA) is holding public hearings this week in regards to its re-assessment of the use of hydrogen cyanamide, more commonly known as Hi-Cane. The spray is widely used by kiwifruit growers to help buds form and to promote even fruiting.

The EPA launched the re-assessment on the grounds that the chemical had suspected carcinogenic properties in 2019, based on international research. While the environmental regulator has since retracted some of the earlier evidence, including the carcinogenic risk to humans, it has pushed on with the re-assessment, considering all its other possible human health, environmental, soil and insect impacts.

Zespri chief operating officer Jason Te Brake said hydrogen cyanamide was used by 92 percent of its more than 2800 growers - and a ban would be devastating for the industry. "We consider that there's no lawful basis for the EPA to phase out or ban hydrogen cyanamide, and this is based on the scale and significance of hydrogen cyanamide's benefits, the strong scientific evidence to show low risk and the low probability of these risks occurring.’ Te Brake said. As well as hurting growers' returns, it would have a significant impact on the industry, which is a major contributor to the New Zealand economy, he said. "Losing hydrogen cyanamide would mean losing around $143 million a year from the economy." [Full article here](https://www.rnz.co.nz/news/country/510314/environmental-protection-authority-holds-hearings-on-hi-cane-usage)

#### MPI urged to strengthen monitoring of food importers after frozen berries Hep A case

The report, released by the Auditor-General's Office, looked at how well the ministry monitored importers of high-risk food products, such as tahini, frozen berries, fresh cheese and fermented meat. The report found that MPI was not routinely checking food safety compliance by importers of high-risk foods. "In my view, the ministry does not have a clear understanding of the effectiveness of the food import system. This is because the ministry has not been consistently monitoring whether importers are assessing the safety and suitability of specified high-risk foods before they arrive in the country," Auditor-General John Ryan said in a media release. "The ministry also does not collect all the information it needs to assess the effectiveness of the requirements for importing food."

The auditor-general said more improvements were needed so that MPI could respond to a food import market that was subject to changing trends and risks. It recommended MPI be more proactive in identifying non-compliance for companies importing high-risk foods, improve the education of importers around compliance, and regularly review the requirements for importing. Meanwhile, the ministry has also begun public consultation on two proposed levies - including a food importer levy to support increased monitoring.

MPI figures showed that 27 out of 60 consumer-level recalls in 2022 were for imported food. [Full article here](https://www.rnz.co.nz/news/business/509714/mpi-urged-to-strengthen-monitoring-of-food-importers-after-frozen-berries-hep-a-case)

## Reports & Insights

#### MFAT Market Intelligence Report: China: 2023 annual growth target attained, what's in store for '24?

China’s official GDP growth for 2023 was 5.2%, surpassing the annual growth target of “around 5%” set by Chinese Government in early 2023. This was a rebound from the 3% GDP growth rate of 2022, but remains slower than pre-pandemic growth rates (north of 6%).

China remains Aotearoa New Zealand’s top trading partner, with two-way goods and services trade totalling NZ$38.67 billion in the year ending September 2023. Despite ongoing uncertainty over China’s immediate economic trajectory, the factors that have made China New Zealand’s largest export market remain fundamentally strong: a large and still growing middle class with an appetite for high quality products and services. [Full report here](https://www.mfat.govt.nz/en/trade/mfat-market-reports/china-2023-annual-growth-target-attained-whats-in-store-for-24/?utm_source=MFAT&utm_campaign=8ff3c49e4c-EMAIL_CAMPAIGN_2024_02_21_12_26&utm_medium=email&utm_term=0_-8ff3c49e4c-%5BLIST_EMAIL_ID%5D)

#### MFAT Market Intelligence Report: California dreaming: Golden State economic review

California’s large and diversified economy remains strong despite challenges caused by the increased cost of living and a tight housing market. The state’s growth has outpaced the US as a whole and is inching towards surpassing Japan as the fourth largest economy in the world. Innovation technologies, including in AI, space, and clean tech continue to drive economic development in the state, alongside its powerhouse industries of agriculture, manufacturing, the screen sector, education and tourism. [Full report here](https://www.mfat.govt.nz/en/trade/mfat-market-reports/california-dreaming-golden-state-economic-review-february-2024/?utm_source=MFAT&utm_campaign=d3721278fc-EMAIL_CAMPAIGN_2024_02_26_12_25&utm_medium=email&utm_term=0_-d3721278fc-%5BLIST_EMAIL_ID%5D)

#### Upcoming events and webinars:

* New Zealand Food Safety Science & Research Centre (NZFSSRC) Industry Futures Forum, 12 March 2024, Wellington NZ [Full details here](https://www.massey.ac.nz/research/research-centres/register-for-the-nzfssrc-industry-futures-forum/?utm_medium=email&_hsmi=296179739&_hsenc=p2ANqtz--Ou3HHotOKumPlxMC98X5djukLAS4cEZAHB7Bm7IpM_itWhrxCJM11CBJjgAYw3zVbiSOEzRCp5RJDlew3WCl7xIzTnA&utm_content=296179739&utm_source=hs_email)
* Freight Futures Summit, 11-12 April 2024, Grand Millennium Auckland, Auckland [Full details here](https://event.brightstar.co.nz/FreightFuturesConference2024)
* Hort Connections, 3-5 June 2024, Melbourne Convention Centre, Australia. [Full details here](https://hortconnections.com.au/)
* World Potato Congress, 23-26 June 2024, Adelaide, Australia. [Full details here](https://tcc.eventsair.com/world-potato-congress-2024/)
* International Fresh Produce Safety Symposium, 20-21 August 2024, Sydney, Australia [Full details here](https://fpsc-anz.com/)
* Horticulture Conference and RSE Conference, 28-30 August 2024, Mercury Baypark, Tauranga.
* CBAFF Annual Conference, 18-20 September, 2024, Christchurch.

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| INTERNATIONAL NEWS |

## GAIN reports:

Gain reports are from the “Global Agricultural Information Network” and are produced by the USDA. They are designed to provide timely information on the economy, products and issues in foreign countries that are likely to have an impact on United States agricultural production and trade. The information in them is written for USA exporters but the majority is equally relevant to New Zealand. For import regulations for a particular market, New Zealand exporters should first check the countries ICPR on MPI’s web site.

South Korea: 2024 Adjustment and Voluntary TRQs for Agricultural Commodities

On December 26, 2023, Korea issued its flexible tariff Adjustment and Tariff Rate Quota list for certain agricultural, forestry and fishery products for calendar year (CY) 2024. Flexible tariffs, which include tariff rate quotas (TRQs) and adjustment duties, are utilized by the Korean government to stabilize consumer prices and balance supply and demand. On January 19, 2024, in response to continued food price inflation, Korea announced expanded TRQs and increased in-quota volumes for several commodities such as fresh fruits, processed fruit products and table eggs to help stabilize prices before the Lunar New Year holiday. [Full report here](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=2024%20Adjustment%20and%20Voluntary%20TRQs%20for%20Agricultural%20Commodities_Seoul_Korea%20-%20Republic%20of_KS2024-0009)

China: Revised Draft General Directive for Labeling of Agricultural Seeds Notified

On February 12, 2024, the People’s Republic of China (PRC) notified the General Directive for Labeling of Agricultural Seeds (draft) to the World Trade Organization (WTO). The revised draft directive expands label content, requires a description of cultivation, and uses, and clarifies label requirements for genetically modified (GM) seeds and imported seeds. The directive serves as a mandatory national standard and applies to all crop seeds sold in China. [Full report here](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Revised%20Draft%20General%20Directive%20for%20Labeling%20of%20Agricultural%20Seeds%20Notified%20_Beijing_China%20-%20People%27s%20Republic%20of_CH2024-0024)

Europe: Priorities of the Belgian Presidency of the Council of the EU

On January 1, 2024, Belgium took over the rotating Council of the EU Presidency for the following six months. This report provides an overview of the Presidency’s priorities. The first three months will focus on progressing key legislative files, such as new genomic techniques (NGTs). The remaining three months will focus on setting the agenda for the new Commission and Parliament and the future of Europe. Belgium is taking a holistic approach to agriculture in its presidency program, while ensuring food security and enhancing the sustainability of food production and consumption. [Full report here](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Priorities%20of%20the%20Belgian%20Presidency%20of%20the%20Council%20of%20the%20EU%20_Brussels%20USEU_European%20Union_E42024-0005)

Europe: European Commission Authorizes Two GE Crops for Import

On January 26, 2024, the European Commission approved two genetically engineered crops (1 maize and 1 rapeseed) for food and animal feed. The two authorizations were published on January 30, 2024, and they remain valid for 10 years. [Full report here](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=European%20Commission%20Authorizes%20Two%20GE%20Crops%20for%20Import_Brussels%20USEU_European%20Union_BE2024-0001)

Blueberry Annual : [Peru](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Blueberry%20Annual_Lima_Peru_PE2024-0002)

## In The News:

#### Australia: Developing export markets with a zest for citrus

The Aussie citrus industry is going for a push to increase demand for Australian citrus overseas, ahead of significant production gains projected over coming seasons. Delivered through Hort Innovation and led by Citrus Australia, the $5.3M market development and quality program is ensuring the Australian citrus industry remains well-informed, profitable, and able to supply quality fruit reliably and sustainably to domestic and international markets.

Hort Innovation chief executive officer Brett Fifield said the program remains a flagship investment for the industry. "Aussie citrus production is on the rise," Mr Fifield said. "Our volumes are expected to exceed 1.2 million tonnes within the next five years, from an estimated volume of 750,000 tonnes only a few years ago. While there are still opportunities to grow demand in the Australian domestic market, where we can really make a difference is in overseas markets. This program is essential to generating demand for Australian citrus, particularly in overseas markets, and ensuring that citrus growers get maximum value for their fresh, nutritious and delicious product."

In the year-ending November 2023, the citrus industry exported $534M AUD and export volume increased 15 per cent to 269,000 tonnes. [Full article here](https://www.freshplaza.com/oceania/article/9605965/developing-export-markets-with-a-zest-for-citrus/?utm_medium=email)

#### Japan launches eco-labeling initiative for sustainable farming

The agriculture ministry in Japan has initiated a scheme to apply eco-labels on vegetables that are produced in a manner reducing greenhouse gas emissions and supporting biodiversity conservation. These eco-labels, which will be visible on both product packaging and promotional materials, are designed to inform consumers about the environmental efforts involved in the production process, thereby promoting a shift towards a sustainable food system.

The initiative covers 23 products such as tomatoes and cucumbers. Producers are required to calculate their "contribution rate" towards lowering greenhouse gas emissions, which is determined by their daily use of pesticides, fertilizers, and fuel. The eco-label awards a grade between 1 to 3 stars, indicating the level of greenhouse gas reduction efforts, with more stars signifying higher reductions. [Full article here](https://www.freshplaza.com/asia/article/9605287/japan-launches-eco-labeling-initiative-for-sustainable-farming/?utm_medium=email)

#### Agrovision to start large-scale berry farming operations in China

Agrovision has signed an agreement with the Longhua Residents Committee, Midu County, to introduce large-scale berry farming operations to the Yunnan province of China. The initial deal, for a 33ha berry plantation, is the first of several planned agreements covering a total of 2,000ha.

The new Yunnan operation marks the latest step in the company’s strategy of expanding its worldwide production footprint to build a 52-week supply of premium, domestically grown berries. It expects the first commercial volumes to be on sale throughout China in the first quarter of 2025.

China is known to be one of the most health-conscious countries in the world and consuming healthy foods is now considered a status symbol in Chinese society. According to China Briefing, 73 per cent of Chinese consumers are ready to pay extra for food deemed healthier and 58 per cent of the Chinese middle class (aged 20-49 years) are willing to pay more for ethical brands. [Full article here](https://www.fruitnet.com/asiafruit/agrovision-to-start-large-scale-berry-farming-operations-in-china/258667.article)

#### Preparing for the USDA Strengthening Organic Enforcement Rule's implementation

Businesses in the organic food supply chain have just weeks to prepare for the upcoming implementation of the United States Department of Agriculture (USDA)’s Strengthening Organic Enforcement (SOE) Rule. This updating regulation, which goes into effect on March 19, 2024, aims to fortify the integrity of USDA organic products. From manufacturers to retailers, businesses across the supply chain must adjust their procedures and practices to comply with the updated rule.

The SOE Rule calls for the implementation of more rigorous certification practices for various types of businesses, including key links in the organic supply chain such as importers, exporters, brokers, traders and storage facilities. The SOE Rule also calls for a mandatory electronic National Organic Program (NOP) Import Certificate for any organic product entering the US, regardless of the country of origin. [Full article here](https://foodsafetytech.com/feature_article/preparing-for-the-usda-strengthening-organic-enforcement-rules-implementation/)

#### Vanguard puts water conservation label on Latin American grapes

Fresh table grapes supplied by Vanguard Group International are the focus of a new pilot project in the US that aims to raise awareness of water conservation efforts in Latin America. Announced this week, the trial will build awareness of corporate social responsibility initiatives run by producer-importer Continental Fresh’s licensed brand Water For All.

“Producers are continuously faced with water issues,” commented Dirk Winkelmann, Vanguard’s chief commercial officer. “Through the Water For All branded programme, we are providing our customers, especially retailers, an avenue to connect with their consumers on multiple levels, including demonstrating their support of CSR initiatives.” Winkelmann said the Water For All project would have a “broad-reaching positive impact” for Vanguard’s and Continental Fresh’s customers, consumers, and the communities from where they source. “The programme delivers a tangible CSR solution to retailers and wholesaler customers with a strong social conscience and desire to participate in initiatives that support the conservation and sustainable use of water resources.”’ [Full article here](https://www.fruitnet.com/home/vanguard-puts-water-conservation-label-on-latin-american-grapes/258925.article)

#### Demand for South African apricots “suddenly massive”

Almost eighty hectares of the Carmingo™ and Robyngo™ apricot series have been planted in South Africa, and Michael Oosthuizen, International Plant Selection’s representative in South Africa, reckons another 500 hectares are needed to supply demand for these apricots which has suddenly become massive. “Cultivar series have always been the problem, which is why so little was planted over the past twenty years. It is the first time ever that a complete series for an entire apricot season is available, from the start of November to the end of March.”

The great appeal lies in the nice red blush colour of Carmingo apricots. Most of the current plantings consists of Red Blush (trademarked as Carmingo) and Full Red (under the Rubyngo trademark) will also be planted a lot as the demand is high for full red apricots. These full red apricots are also more adapted in different areas than the previous Carmingo range due to lower chilling requirement. “It’s nice that South Africa is the only country in the Southern Hemisphere to have advanced this far on apricots, whereas Chile, for example, went with cherries.” [Full article here](https://www.freshplaza.com/europe/article/9600440/demand-for-south-african-apricots-suddenly-massive/?utm_medium=email)

#### France halts importation of fresh fruits and vegetables treated with thiacloprid

France has halted the importation of fresh fruits and vegetables treated with thiacloprid. This decision, announced by the French agriculture ministry, puts a temporary one-year ban on such imports, pending broader protective measures from the European Union. The ban targets produce treated with an insecticide not permitted in France since September 2018 and the EU since February 2021, despite its continued use globally.

This action comes amidst vocal protests from French farmers, who argue against the influx of cheaper, pesticide-treated imports, challenging local regulations and escalating production costs. The announcement precedes a scheduled debate between President Macron and agricultural stakeholders, aiming to quell the discontent that has seen tractors blockade French roads. The European Food Safety Authority classifies thiacloprid as a category 2 carcinogen, highlighting its significant health risks. [Full article here](https://www.freshplaza.com/europe/article/9603562/france-halts-importation-of-fresh-fruits-and-vegetables-treated-with-thiacloprid/?utm_medium=email)

#### Deal on new rules for more sustainable packaging in the EU

On Monday, Parliament and Council reached a provisional agreement on revamped rules to reduce, reuse, and recycle packaging, increase safety, and boost the circular economy. The new measures aim to make packaging used in the EU safer and more sustainable by requiring all packaging to be recyclable, minimizing the presence of harmful substances, reducing unnecessary packaging, boosting the uptake of recycled content, and improving collection and recycling. The agreement sets packaging reduction targets (5% by 2030, 10% by 2035, and 15% by 2040) and requires EU countries to reduce, in particular, the amount of plastic packaging waste.

According to the deal, certain single-use plastic packaging formats, such as packaging for unprocessed fresh fruit and vegetables, packaging for foods and beverages filled and consumed in cafés and restaurants, individual portions (for e.g., condiments, sauces, creamer, sugar), accommodation miniature packaging for toiletry products and shrink-wrap for suitcases in airports, would be banned from 1 January 2030. MEPs also ensured a ban on very lightweight plastic carrier bags (below 15 microns) unless required for hygiene reasons or provided as primary packaging for loose food to help prevent food wastage. Negotiators agreed that all packaging should be recyclable, fulfilling strict criteria to be defined through secondary legislation. Certain exemptions are foreseen for lightweight wood, cork, textile, rubber, ceramic, porcelain, or wax.

Parliament and Council need to formally approve the agreement before it can enter into force. [Full article here](https://www.freshplaza.com/asia/article/9606032/deal-on-new-rules-for-more-sustainable-packaging-in-the-eu/?utm_medium=email)

#### Rise of fast-fashion Shein, Temu vies for limited air cargo space

The rapid rise of fast-fashion e-commerce retailers such as Shein and Temu is upending the global air cargo industry, as they increasingly vie for limited air-cargo space to woo consumers with rapid transit times, more than ten industry sources said.

Shein, PDD Group's, Temu and ByteDance's TikTok Shop, which recently began online shopping in the U.S., ship the majority of their products directly from factories in China to shoppers by air in individually addressed packages. And their growing popularity is boosting air-freight costs from Asian hubs like Guangzhou and Hong Kong, making off-peak seasons almost disappear and causing capacity shortages, the sources said. "The biggest trend impacting air freight right now is not the Red Sea, it's Chinese e-commerce companies like Shein or Temu," said Basile Ricard, director of Greater China operations at freight forwarder Bollore Logistics.

Fast fashion now accounts for half of China's total cross-border e-commerce shipments and takes up about one-third of global long-distance cargo aircraft, according to cross-border transportation media firm Baixiao.com. Shein and Temu's growth is squeezing out space for other industries on air freighters, just as global firms are scrambling to find alternative logistics options due to the Red Sea disruptions. [Full article here](https://www.reuters.com/business/retail-consumer/rise-fast-fashion-shein-temu-roils-global-air-cargo-industry-2024-02-21/?utm_source=Sailthru&utm_medium=Newsletter&utm_campaign=One-Essential-Read&utm_term=022124&user_email=b2b7302eec288cded54cb9cdad2ef273639f17733b3c15fb7fa4b3eb3795721a)

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