

UPDATE: 14 September 2023

Kia ora

In this update, the pipfruit sector takes centre stage with Rockit Global winning two significant marketing awards and T & G Global introducing a new apple variety, Joli. There is also a focus on our resilience to climate change and land use with an upcoming “Adapting Aotearoa” symposium and the leaders of the National Science Challenge advocating for a comprehensive National Food Strategy for New Zealand. 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 |

## 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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## ICPR changes

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

* Canada: [ICPR Canada](https://www.mpi.govt.nz/dmsdocument/628)
* Chile: [ICPR Chile](https://www.mpi.govt.nz/dmsdocument/629)
* Cook Islands: [ICPR Cook Islands](https://www.mpi.govt.nz/dmsdocument/632)
* Myanmar: [ICPR Myanmar](http://www.mpi.govt.nz/document-vault/15652)
* South Africa: [ICPR South Africa](https://www.mpi.govt.nz/dmsdocument/689-South-Africa)
* United States of America: [ICPR USA](https://www.mpi.govt.nz/dmsdocument/702)

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

## Consultations

#### Proposals to Amend the New Zealand (Maximum Residue Levels for Agricultural Compounds) Food Notice

New Zealand Food Safety is seeking public feedback on changes to the Food Notice: Maximum Residue Levels for Agricultural Compounds. The proposed changes are:

* 4 new or amended entries for maximum residue levels in Schedule 1
* 2 new entries for agricultural chemicals for which no maximum residue level applies in Schedule 2
* one new entry for a veterinary medicine for which no maximum residue level applies in Schedule 3
* one amended entry for a veterinary medicine for which no maximum residue level applies in Schedule 3.

More information on the proposal and how to make a submission are on the Ministry for Primary Industries [website](https://www.mpi.govt.nz/consultations/proposals-to-amend-the-new-zealand-maximum-residue-levels-for-agricultural-compounds-food-notice-2023/?utm_source=notification-email). Submissions close at 5pm on 24 September 2023.

#### CPTPP Review – public feedback sought

As Chair of the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) in 2023, New Zealand is developing a Terms of Reference for the General Review of the Agreement, in partnership with the other 11 CPTPP Members. MFAT is seeking public feedback on the issues that New Zealand should raise in relation to the General Review of CPTPP and the areas that should be covered by the Terms of Reference.

Specific comment on what should be included in Terms of Reference will need to be provided by 1 October 2023. Feedback on the review process more generally and New Zealand’s position should be sent before 1 January 2024. For more information, visit the MFAT [website.](https://www.mfat.govt.nz/en/trade/free-trade-agreements/free-trade-agreements-in-force/cptpp/cptpp-information/what-are-aotearoa-new-zealands-objectives-for-cptpp-in-2023/)

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| NEW ZEALAND NEWS |

## Government News

#### New Zealand and UAE launch exploratory trade talks

New Zealand and United Arab Emirates (UAE) have launched exploratory discussions on a potential bilateral trade agreement, referred to in the UAE as a Comprehensive Economic Partnership Agreement. The announcement comes off the back of New Zealand Trade and Export Growth Minister Damien O’Connor’s recent visit to UAE on 31 August where he met with the Minister of State for Foreign Trade Dr Thani Al Zeyoudi and Minister of State for International Cooperation Reem Al Hashimy.

While overseas, Minister O’Connor also travelled to Saudi Arabia for trade-focused discussions with the Gulf Cooperation Council (GCC) General Secretary Jasem Mohamed Albudaiwi, Saudi Minister for Commerce Majid bin Abdullah Al Qasabi and Agriculture Minister Abdulrahman Al-Fadhli. During those meetings, Minister O’Connor reaffirmed New Zealand's ongoing commitment to finalising the New Zealand GCC-FTA and discussed outstanding issues in the negotiation that require resolution. [Full article here](https://www.beehive.govt.nz/release/new-zealand-and-uae-launch-exploratory-trade-talks)

#### Appointment Director Animal and Plant Health – MPI

Lisa Winthrop has been appointed to the role of Director Animal and Plant Health, replacing Pete Thomson who is using his wealth of biosecurity experience in the role of Chief Biosecurity Officer. The Director Animal and Plant Health is a key leadership role working across the animal, plant and marine sectors to reduce the likelihood of harmful organisms entering our country, and to facilitate safe trade and travel.

Lisa has had a long career in leadership roles at the Ministry for Primary Industries, including food safety, policy, and more recently in biosecurity. Lisa brings extensive leadership and management expertise, covering regulatory development and implementation, and a successful track record of representing Aotearoa New Zealand’s interests in international settings, including time in an offshore posting in Vietnam. Lisa officially started the role on 11 September 2023.

## Industry news

#### Rockit Global wins two big marketing awards

It’s been a year of strong success amid enormous challenges for the team at innovative snack sized apple company, Rockit Global Limited, who took out the Marketing Team of the Year at the TVNZ NZ Marketing Awards, and the Marketing Campaign of the Year Award at the Asia Fruit Awards in Hong Kong this week.

Rockit General Manager Global Marketing, Julian Smith, says the team was nominated by the business for its strong response to the cyclone which, the company says, brought unforeseen challenges amid what was set to be Rockit’s strongest season yet. ”It’s been a challenging year for our teams, growers and the business with Cyclone Gabrielle wiping out 30% of our crop. It was incredible that everyone was accounted for across the business and the team really rallied, finding a way to put more product into market and remodelling the global business marketing model.”

Rockit was also awarded the AsiaFruit Marketing Campaign of the Year Award for its innovative efforts in China, through its collaboration with world-leading entertainment franchise, Pokémon, in an extensive 12-week omnichannel campaign to celebrate China Children’s Day on 1 June. [Full article here](https://www.scoop.co.nz/stories/BU2309/S00121/rocking-awards-marketing-team-and-campaign-of-the-year.htm)

#### Planting begins for new Joli apple commercial growing pilot

The first commercial planting of T&G Global’s newest global premium apple variety Joli™, began this week at one of T&G’s Hawke’s Bay orchards. T&G is the global exclusive license holder for growing, marketing and selling the new variety, branded as Joli. This initial planting is part of the planned 27 hectares T&G will plant on its Hawke’s Bay orchards over the next three years. A further 100 hectares will be grown under license by independent growers across New Zealand.

Announced in June, Joli is the result of over ten years of innovation. Developed in Aotearoa New Zealand, it’s a productive, large, full-flavoured, bright red juicy apple, which appeals to both consumers and growers. Throughout its development phase, Joli has been trialled across New Zealand to ensure the trees grow consistently in different environments and cope with various climatic conditions, producing great tasting fruit that stores well. [Full article here](https://www.freshplaza.com/asia/article/9557373/planting-begins-for-new-joli-apple-commercial-growing-pilot/?utm_medium=email)

#### Kiwifruit climbs fruit bowl ranking

New Zealand kiwifruit marketer Zespri has welcomed new data that shows the rise in popularity of kiwifruit in recent years. Kantar has tracked the rise of kiwifruit’s popularity amongst other fruits in 15 of Zespri’s core markets during the New Zealand kiwifruit season between 2018 and 2022. In that time, kiwifruit has climbed from an average rank of ninth to seventh

The results highlight how sought after the fruit is across Asia, with kiwifruit taking out the number one spot in China in 2022 and 2021, up from 5th place in 2018. It has also been the third favourite in fruit bowls in Japan for the past three years in a row, also up from fifth place in 2018. Kiwifruit also moved up the ranks across Europe, increasing in popularity in Belgium, Spain, Germany and Italy, as well as being a steady favourite in the Netherlands.

Zespri’s chief marketing, innovation and sustainability officer Jiunn Shih says it’s fantastic to see consumers around the world increasingly opting for kiwifruit. “It’s really rewarding to see the increased popularity of kiwifruit in our core markets off the back of our investment in the brand to build demand and value for growers,” said Shih. [Full article here](https://www.fruitnet.com/asiafruit/kiwifruit-climbs-fruit-bowl-ranking/255774.article)

#### Modest kiwifruit harvest leaves NZ growers under par

The 2023 harvest of kiwifruit, New Zealand’s largest horticultural export, has largely ended with the crop now being shipped to overseas markets. New Zealand Kiwifruit Growers Inc. CEO Colin Bond says that this was one of the most financially unrewarding harvests in recent memory due to the low volume produced. “The kiwifruit industry did relatively well during COVID because we were allowed to continue to operate”, says Colin. “However, the last two years have been our equivalent to the economic strains experienced by other industries throughout the pandemic – now it’s our turn.”

The raft of problems for growers began with quality in late 2022 and have continued into 2023 with poor pollination, wind, flooding, hail and cyclones reducing the crop size. Originally thinking 160 million trays of kiwifruit would be produced, the final number is more likely to be well under 140 million trays, a far reach from 2022’s 175 million trays.\

But there is light at the end of the tunnel, with 2024 forecast to be one of the largest ever. “There will be a huge responsibility on the whole supply chain to perform so that we can deliver this large volume of kiwifruit in great condition to consumers”, says Colin. “Planning is already underway across the industry. While we can’t control the weather, we must ensure that we get our processes right to increase our chance of success and relieve growers from their financial burdens.” [Full article here](https://www.freshplaza.com/asia/article/9556380/modest-kiwifruit-harvest-leaves-nz-growers-under-par/?utm_medium=email)

#### New Zealand wins trade dispute against Canada.

New Zealand scored a landmark victory over Canada, stopping it from protecting its dairy industry and effectively blocking our dairy exports to that country. t's estimated that would have cost the NZ dairy sector $120 million over three years.

Both countries are members of the CPTPP (Comprehensive and Progressive Agreement for Trans-Pacific Partnerships) - the free trade agreement between Australia, Brunei Darusalam, Canada, Chile, Japan, Malaysia, Mexico, New Zealand, Peru, Singapore and Vietnam. Under its rules all countries are obliged to allow access to each other's markets. But Canada has been illegally manipulating what is known as TRQs or Trade Rate Quotas to protect their own domestic dairy industry and block imports.

A panel of three people were appointed to hear the case and, late last week, released their verdict in favour of NZ. This is the first case taken against a member of the CPTPP and the first case NZ has taken against a country with whom it has an FTA. [Full article here](https://www.ruralnewsgroup.co.nz/rural-news/rural-general-news/oh-canada?ct=t(RNG_12_SEPTEMBER_2023_COPY_01))

#### Lab grown fruit - scientists aim to break new ground with cellular horticulture research

Scientists at Plant & Food Research are using their expertise in horticulture to explore the production of fruit without a tree, vine, or bush - instead using lab-grown plant cells. Initial trials have included working with cells from blueberries, apples, cherries, feijoas, peaches, nectarines and grapes.

Cellular horticulture, agriculture and aquaculture, the production of plant, meat and seafood products in vitro, is at the cutting edge of food technology worldwide. By growing food from cells in the laboratory there are opportunities to use fewer resources and improve the environmental impact of food production. Food by Design program leader, Plant & Food Research scientist Dr. Ben Schon says there's a great deal of interest and development in a controlled environment and cellular food production systems, with more than 80 companies worldwide looking to commercialize lab-grown meat and seafood.

Ben Schon says the team is now 18 months into the five-year-long Food by Design program, which is funded through Plant & Food Research's internal Growing Futures™ investment of the MBIE Strategic Science Investment Fund. The research has also gained support from New Zealand company Sprout Agritech, having recently been accepted into their accelerator program designed for agrifoodtech start-ups. [Full article here](https://www.plantandfood.com/en-nz/article/lab-grown-fruit-scientists-aim-to-break-new-ground-with-cellular)

#### Directors of six National Science Challenges call for a National Food Strategy

The National Science Challenge directors have called on the government to develop a National Food Strategy for Aotearoa New Zealand. The science leaders intend to bring key findings from their research together to support a future science-informed National Food Strategy. This strategy should be co-designed by community, industry and government, and supported by science and mātauranga Māori, agreed the directors.

“Land-use change in Aotearoa is unavoidable under a changing climate and in response to policy for freshwater protection. It makes sense to take a strategic, planned approach to redesign future food production in New Zealand in a way that has significant co-benefits for our people and our environment,” said Dr Jenny Webster-Brown, director of Our Land and Water.

A National Food Strategy is a plan that guides food-related policy decisions and actions, taking into account the health, cultural, environmental and economic issues associated with the production, consumption and export of food. Canada, the UK and Australia have all consulted widely to develop overarching principles and guidance for their own food systems. [Full article here](https://ourlandandwater.nz/news/directors-of-six-national-science-challenges-call-for-a-national-food-strategy/?utm_medium=email&_hsmi=272241730&_hsenc=p2ANqtz--m5jlJrBLgZbOZNWj-HFugz4wMbrNOgcxT3TUakXHgugbbPv0PMir9rVA06HWAAhWEjLFKll_J3-Y9a012alv0Wx3hPg&utm_content=272241730&utm_source=hs_email)

## Reports & Insights

#### MFAT Market Intelligence Report: Economic and Social Revolution in Saudi Arabia

There is an economic and social revolution underway in Saudi Arabia. It is a remarkably different place to what it was five years ago, and a very different place to what is commonly understood or assumed by most New Zealanders even today. Saudi Arabia is already an important export market for New Zealand (our 15thlargest goods market in 2022), and will become more so as its economy diversifies and its young, and fast growing, population increasingly demand high quality international goods and services. [Full report here](https://www.mfat.govt.nz/en/trade/mfat-market-reports/economic-and-social-revolution-in-saudi-arabia-september-2023/?utm_source=MFAT&utm_campaign=9cefcb6f87-EMAIL_CAMPAIGN_2023_09_11_09_15&utm_medium=email&utm_term=0_-9cefcb6f87-%5BLIST_EMAIL_ID%5D)

#### MFAT Market Intelligence Report: ASEAN: Regional economic outlook

The Association of South East Asian Nations (ASEAN) continues to recover from the economic effects of COVID-19 faster than the global norm. However, projections for the next few years suggest worldwide growth is diverging, with advanced economies continuing to slow as ASEAN looks set to revert to pre-pandemic growth figures. ASEAN is seeking to diversify its growth base in order to mitigate threats, provide greater economic resilience, and further boost the region’s economy. [Full report here](https://www.mfat.govt.nz/en/trade/mfat-market-reports/asean-regional-economic-outlook-august-2023/?utm_source=MFAT&utm_campaign=7420bb603e-EMAIL_CAMPAIGN_2023_08_31_10_18&utm_medium=email&utm_term=0_-7420bb603e-%5BLIST_EMAIL_ID%5D)

#### MFAT Market Intelligence Report: European supply chain update - refocusing on reliability.

Three years after the COVID-19 outbreak, supply chain issues are, at least in part, resolved in Europe. Shipping containers are available, arriving on schedule, and shipping prices have normalised. However, Russia’s illegal invasion of Ukraine, cost increases, labour shortages and certain product shortages will continue to pose challenges. New sustainability-oriented regulations and a shifting focus from efficiency to resilience are reshaping European supply chains. [Full report here](https://www.mfat.govt.nz/en/trade/mfat-market-reports/european-supply-chain-update-refocusing-on-reliability-august-2023)

#### MFAT Market Intelligence Report: Innovations in Dutch AgriTech

The Netherlands is one of the largest exporters of agricultural products in the world, second only to the United States, and comprising a traditionally large dairy and horticulture sector. Recently the Dutch agricultural sector has been forced to adapt practices, driven by excessive nitrogen emissions in the country as well as rising prices for energy, logistics, and raw materials. [Full report here](https://govt.us6.list-manage.com/track/click?u=ee12ff73e0bbcb23b01a60631&id=bf0e44e716&e=f1812fde89)

#### Upcoming events and webinars:

* Economic Sustainability in Global Supply Chains for Fresh Fruit & Vegetables Webinar, Global Coalition for Fresh Produce: 20th September 2023, 5.00-6.30am. [Full details here](https://us02web.zoom.us/webinar/register/WN_hLCEHSfqQS2Tll0YYRBjPw)
* Adapting Aotearoa: Towards a Climate Resilient Land and Food System. Deep South Challenge, Resilience to Nature’s Challenges and Our Land and Water. 20 November 23, Christchurch Town Hall, Christchurch. [Full details here](https://deepsouthchallenge.co.nz/adapting-aotearoa/?utm_medium=email&_hsmi=272241730&_hsenc=p2ANqtz--m2Lcd2I5GV_82uymEjsQHyPxO0jYoU9a9HO_cqzjtI6QlTVrb1QlLn_Xh3y39CCz7FdEgzdwpOJXPFmkUsjhm1pRGGg&utm_content=272241730&utm_source=hs_email)
* Asian Seed Congress 2023, 20-24 November 2023, Christchurch. [Full details here.](https://web.apsaseed.org/asc2023)

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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.

**JAPAN Fresh Fruit Market Update 2023**

In 2022 Japan was the world's sixth largest importer of fresh fruit - relying on imports for around one-third of total domestic supply. Declining domestic production has led Japan to become increasingly dependent on imported fruit and this trend is expected to continue. [Full report here](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Fresh%20Fruit%20Market%20Update%202023_Osaka%20ATO_Japan_JA2023-0090)

**Prognosfruit 2023 - EU Apple and Pear Production is Forecast to Decline**

World Apple and Pear Association (WAPA) forecasts the 2023 EU fresh apples crop at 11.4 million metric tons (MT), 3.3 percent below the 2022 harvest. The reduction is a result of poor pollination and droughts. Production of fresh pears is forecast at 1.7 million MT. This is a decrease of 12.8 percent compared to 2022, and largely a result of weather-related reductions in Italy, France, and Greece. This forecast reflects the situation as of mid-July. [Full report here](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Prognosfruit%202023%20-%20EU%20Apple%20and%20Pear%20Production%20is%20Forecast%20to%20Decline_Berlin_European%20Union_E42023-0036)

**FAIRS Annual Country Report Annual:** [Philippines](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=FAIRS%20Annual%20Country%20Report%20Annual_Manila_Philippines_RP2023-0051)

These reports provide information on the regulations and procedures for the importation of food and agricultural products from the United States to each country.

**Stone Fruit Annual:** [EU](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Stone%20Fruit%20Annual_Madrid_European%20Union_E42023-0035)

## In The News:

#### Australia: Profitability at core of apple and pear initiative

Apple and pear growers across Australia are set to increase their bottom line through the launch of a new program that has profitability at the core of everything it does. The five -year program’s aim is to accelerate the commercial implementation of best management practices that have the greatest potential for apple and pear growers to reap economic benefits while remaining sustainable.

Delivered through Hort Innovation, the program is a collaborative effort led by the Tasmanian Institute of Agriculture (TIA) and Agriculture Victoria, in partnership with the Department Primary Industries and Rural Development (WA) and NSW Department of Primary Industries.

Hort Innovation chief executive officer Brett Fifield said the latest program will be known as ‘PIPS 4 Profit’ to highlight that the research underway is focused on profitability for growers. “It is all in the name,” Mr Fifield said. “This program is all about strengthening orchard profitability and ensuring the long-term sustainability of the apple and pear industry. This program has built a wealth of knowledge about management systems, soils, nutrients, water, integrates pest and disease management, and technology. Now we will fast-track this knowledge and understanding into commercial implementation within the orchard.” [Full article here](https://www.horticulture.com.au/hort-innovation/news-events/media-releases/2022/profitability-at-core-of-apple-and-pear-initiative)

#### The World Avocado Organization triples its support to the retail sector

The World Avocado Organization (WAO) has ended its 30th collaboration with distributors, establishing agreements with renowned supermarkets in 12 countries, and more than 35,000 stores, tripling its support to the retail sector throughout the United Kingdom and Europe since 2021.

Avocados have conquered the palate of consumers around the world, and the World Avocado Organization (WAO) remains firm in its commitment to guarantee the promotion of this versatile fruit, as well as all its properties, in order to encourage its consumption. In addition to its expansion to 30 leading distributors in the UK and Europe, WAO supports its retail partners to help raise consumer awareness directly at the point of sale, whether in-store or online.

In addition to its success throughout Europe, the WAO has had a successful campaign in India, which has stood out as a growing market for avocado consumption. [Full article here](https://www.freshplaza.com/asia/article/9557691/the-world-avocado-organization-triples-its-support-to-the-retail-sector/?utm_medium=email)

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