

UPDATE: 20 December 2022

Kia ora

This is the last newsletter for 2022.

As the Christmas-New Year holidays approach, some of us will be looking forward to a few weeks break and being disconnected from our emails, for others there will be no let up as the season gets into full swing.

Whatever your situation, I hope you all get to spend some time with your family over the next few weeks and I wish you all the best of the New Year.

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.



# NEW ZEALAND NEWS

## Government News

#### New Consul-General to Shanghai

Foreign Minister Nanaia Mahuta recently announced the appointment of Ardi Barnard as New Zealand’s next Consul-General to Shanghai. Ardi Barnard is a senior diplomat with the Ministry of Foreign Affairs and Trade, and has most recently been serving as lead adviser in the Ministry’s Auckland office. He has also recently served as the consular case operations manager for the Afghanistan Departures Taskforce. He takes up his new role in February. [Full article here.](https://www.beehive.govt.nz/release/new-consul-general-shanghai-announced-0)

#### New High Commissioner to Singapore

Foreign Minister Nanaia Mahuta has announced the appointment of Gabrielle Rush as High Commissioner to Singapore. Gabrielle Rush is an international lawyer and diplomat. She is currently the manager of the Ministry of Foreign Affairs and Trade’s Consular Division and has held senior roles in both the Legal and Americas Divisions. Ms Rush has been Associate Director of the NZ US Council and NZ International Business Forum and helped establish the New Zealand China Council. She has served as New Zealand’s Consul-General to Hong Kong, worked as a political counsellor at our Embassy in Beijing and been posted to our High Commission in London. Gabrielle Rush will take up her position in January. [Full article here.](https://www.beehive.govt.nz/release/new-high-commissioner-singapore-0)

## Industry news

#### Dave Lunn receives Public Service Day Award

Since 2018, Te Rā Ratonga Tūmatanui, the Public Service Day Awards have been recognising public servants who exemplify the spirit of service and are making a real difference through their everyday work for New Zealand or New Zealanders.

Our congratulations to Dave Lunn from the Ministry for Primary Industries (MPI) who received a Public Service Commissioner’s Commendation for Excellence in the 2022 Awards.

The ceremony was attended by Deputy Prime Minister Hon Grant Robertson and the Public Service Commissioner Peter Hughes. [Full article here](https://www.publicservice.govt.nz/role-and-purpose/spirit-of-service/public-service-day-awards/public-service-day-awards-2022/)

#### Freshmax rebrands to Kiwi Crunch

New Zealand apple and pear grower-packer-marketer Freshmax has rebranded following the recent sale of the company to GTP Orchards, adopting Kiwi Crunch as both its international and domestic brand. The sale, which took effect on 1 October 2022, will see Freshmax Orchards, Freshmax Exports and Crasborn Fresh Harvest trading under the Kiwi Crunch brand from the 2023 season, according to a media release from the company. GTP is part of a privately-owned New Zealand investment group with significant interests in a range of industries including manufacturing, automotive, sawmilling and forestry. MNF shareholders Wade Glass and Paul Southam said the Freshmax acquisition will complement their current business portfolio. [Full article here](https://www.fruitnet.com/asiafruit/nz-pipfruit-business-rebrands-to-kiwi-crunch/247887.article)

## Reports & Insights

#### MFAT Market Intelligence Report: Economic growth slows in Singapore

Singapore’s economic growth is forecast to slow in the 2023 calendar year to between 0.5% to 2.5% (down from approximately 3.5% of GDP growth in 2022).

While Singapore does not face an imminent threat of a recession, growth could be further dampened in 2023 if the US and EU enter a prolonged economic downturn and China’s re-opening is delayed. Singapore’s non-oil exports fell by a surprising 5.6% in October 2022, the first decline in two years. As a result, Singapore’s manufacturing sector is likely to contract during Q1/23. [Full report here.](https://www.mfat.govt.nz/en/trade/mfat-market-reports/market-reports-asia/economic-growth-slows-in-singapore-december-2022/?utm_source=MFAT&utm_campaign=7061b438c3-EMAIL_CAMPAIGN_2022_12_07_03_19&utm_medium=email&utm_term=0_-7061b438c3-%5BLIST_EMAIL_ID%5D)

#### MFAT Market Intelligence Report: Market update for China – Dec 2022

China’s GDP grew by 3.9% in Q3 marking a recovery from the 0.4% GDP growth in Q2. Analysts have cited policy support from central government as key in driving the rebound. However, October’s macroeconomic data showed a weak start to Q4, with various results falling short of forecasts. Early indicators from November suggest this downward trend has continued.

The broader picture is one where weakening export growth, depressed domestic consumption, real estate market challenges, and COVID-related uncertainties all hinder economic growth. Analysts’ growth forecasts for China are sub-3% for 2022, rebounding above 5% in 2023 if China’s COVID policies are relaxed. Recent indications that China’s COVID-19 policy are shifting have rallied markets, but a great deal of uncertainty still remains. Despite these challenges, New Zealand’s goods trade into China has remained resilient through 2022. Services trade have yet to return to pre-COVID levels. [Full report here.](https://www.mfat.govt.nz/en/trade/mfat-market-reports/market-reports-asia/china-market-update-december-2022/?utm_source=MFAT&utm_campaign=ec291b5d9e-EMAIL_CAMPAIGN_2022_12_13_07_52&utm_medium=email&utm_term=0_-ec291b5d9e-%5BLIST_EMAIL_ID%5D)

#### United Fresh Market Report 2022: Finding value in the freshest NZ produce

As we near the end of a rollercoaster year of recovery from the global pandemic, New Zealand’s fresh fruit and vegetable growers will be taking a deep breath before they leap into 2023 states United Fresh in their Market Report of 2022:

United Fresh President, Jerry Prendergast, says the challenges faced by those in our $6 billion horticulture industry this year have been significant. “Despite the overwhelming media around COVID-19, the weather has actually been the largest cause of disruption to growers throughout the year. A particularly wet autumn left many around the country struggling to maintain a steady supply through the winter months,” he says. In addition to weather extremes, growers struggled with rising costs throughout the past year from fuel to fertiliser. Labour costs have also risen significantly and the supply of pickers, packers, pruners and drivers who ensure crops move efficiently from field to table is still critically low. While a number of RSEs have now entered New Zealand, most are only just catching up with the demands of seasonal crops let alone getting to work on the day-to-day basics. [Full article here](https://www.unitedfresh.co.nz/news-events/newsletters/untitled)

#### Food Safety Summit report

The International Fresh Produce Association hosted a Food Safety Summit in Canberra on the 16 November 2022. The objective was to identify the major food safety challenges facing the Australian fresh produce sector, and to seek consensus on key strategies to address issues obstructing improvements. The goal being to drive grassroots-based improvements in produce safety.

The Summit brought together key personnel from across the fresh produce supply chain as well as regulators and researchers. A report has been published with details of what was discussed and the recommendations. [Full report here](https://www.freshproduce.com/siteassets/files/food-safety/ifpa-2022-food-safety-summit-report-anz.pdf).

## Upcoming events:

* ICC Future Trade Forum, 28-31 March 2023, Singapore. [Full details here](https://futuretradeforum.org/)
* World Avocado Congress 2023, 2-5 April 2023, Auckland. [Full details here.](https://www.wacnz2023.com/)
* 2023 Horticulture Conference / RSE Conference, 1 – 4 August 2023, Te Pae Convention Centre, Christchurch. [Full details here](https://www.hortnz.co.nz/news-events-and-media/events/).
* Asia Fruit Logistica, 6-8 September 2023, AsiaWorld Expo, Hong Kong[. Full details here](https://www.asiafruitlogistica.com/)
* CBAFF Conference 2023, 13-15 September, 2023, Wellington

# 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.

* **Exporter Guides:** [Germany GM2022-0038](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Exporter%20Guide_Berlin_Germany_GM2022-0038)

## Insights & Reports

#### ECIPE publication: The New Globalization: SMEs and International Trade – The Supply Chain is as Important as Direct Exports

The disproportionately small share of exports from Small and Medium Enterprises (SMEs) is a cause of concern in modern trade policy. For developed countries, they typically account for over 95% of all businesses, two-thirds of the labour force, yet less than 50% of economic activity, and under a third of total export value. There is a compelling global narrative which argues we are missing a major economic opportunity.

Conventional policy responses have been to implement targeted help and propose improvements such as SME chapters in Free Trade Agreements. Yet, these have proven inadequate, unsurprisingly given the many and varied trade barriers which represent a disproportionate marginal cost for SMEs.

It is worth considering that since the formation of the GATT the majority of trade will have been carried out by large companies. This has been a common feature of international trade for many years, and while the new globalization may help in some ways, such as services exporters using platforms, it will hinder in others, such as the growth of regulatory costs. This need not be a significant economic problem provided SMEs are able to grow domestically, and can indirectly contribute to international trade through supply chains. Arguably, the focus of attention around this subject has not been well placed[. Full article here](https://ecipe.org/publications/smes-international-trade-supply-chain-important-direct-exports/)

## In The News:

#### Indian tariff relief for Australian citrus

Australian industry welcomes new FTA, which is set to provide a boost for citrus exporters. Tariffs on Australian citrus exports to India will be cut in half at the end of 2022 following the finalisation of the Australia India Economic Cooperation and Trade Agreement (AI-ECTA). Both the Australian and Indian governments have now ratified the agreement, with a planned implementation date of 29 December, 2022, a milestone welcomed by the Australian citrus industry. [Full article here](https://www.fruitnet.com/asiafruit/indian-tariff-relief-for-australian-citrus/247871.article).

#### Australia: Coles joins call to lift housing and pay standards for seasonal workers

Supermarket giant Coles is calling for enforceable, uniform housing standards for seasonal farm workers and rules against unfairly docking their pay to prevent overseas laborers from living in poverty and squalor and to shore up supply chains in an industry wracked by reputational damage.

In a lift for the government’s war on labor-hire firms, Coles and major unions released a report on Friday taking aim at the horticulture sector’s heavy reliance on outsourcing workers. It attributes labor-hire firms with a decline in transparency and certainty in the industry and links them to poor pay and lodging. The report said the industry was vulnerable to inflationary and interest-rate pressures. “There is a risk that the more challenging economic conditions may have negative impacts for those with the least bargaining power and highest vulnerability – the horticulture workers,” the report says. [Full article here.](https://www.brisbanetimes.com.au/politics/federal/coles-joins-call-to-lift-housing-and-pay-standards-for-seasonal-workers-20221207-p5c4cw.html)

#### Asiafruit Congress: markets on the rise

The opening session to Asiafruit Congress began with a panel discussion exploring opportunities in emerging markets such as Vietnam and India. China has been the standout market in Asia for imported fruits over the past two decades, growing to account for a significant share of sales for key global suppliers. The pandemic has nevertheless highlighted the risk of becoming too reliant on any one market, and it’s underlined the need for suppliers to diversify their presence in Asia.

The expert panel included Sam White, Thailand country manager for T&G South East Asia, Jose Vottero, managing director of Kuala Lumpur-based Fresh Fruit-X, and Karthik Jayaraman, MD of major Indian agri-tech company, WayCool Foods. [Full article here](https://www.fruitnet.com/asiafruit/asiafruit-congress-markets-on-the-rise/247892.article)

#### “India shows growth in kiwi imports, 25% increase in the year 2021”

India is one of the most promising countries for kiwi producers across the globe, says Naufil Kalam, director for Indian importer CR Fruits International. “In recent times, we see a lot of producers from Chile, New Zealand, Italy and Greece increasingly marketing their product, to increase their market share in India. The Indian consumers are increasingly aware of tremendous health benefits the fruit holds and the potential is humongous. Demand for kiwis is rising, especially in the monsoon season, due to increasing dengue cases across the country for which kiwis are a proven remedy. Statistically, India is showing tremendous growth in kiwi imports with a 25% increase in the year 2021 over 2020 and we’re expecting an increasing growth this year as well, with more and more markets being open to India. A huge demand can also be seen for golden kiwis from New Zealand, for their sweeter taste.” [Full article here](https://www.freshplaza.com/oceania/article/9486457/india-shows-growth-in-kiwi-imports-25-increase-in-the-year-2021/?utm_campaign=highlights)

#### FSA sticks with past advice after COVID study results

The Food Standards Agency (FSA) has published research on the time the virus that causes COVID-19 can survive on food and packaging. The University of Southampton produced the report under contract by the FSA. Researchers measured the rate of inactivation of the virus on the surface of various types of food and food packaging. Only one COVID strain was studied.

A risk assessment from the FSA in 2020 found it was very unlikely to be infected via food. Results from the study will not change the advice that there is no need to take added precautions because of COVID-19 when handling food and packaging as long as good hygienic practices are followed. The findings support views from the International Commission for Microbiological Specifications of Foods (ICMSF) in 2020 that SARS-CoV-2 should not be considered a food safety hazard, and guidance from the Food and Agriculture Organization of the United Nations (FAO) in 2021. [Full article here](https://www.foodsafetynews.com/2022/12/fsa-sticks-with-past-advice-after-covid-study-results/?utm_source=Food+Safety+News&utm_campaign=6ec0c55384-RSS_EMAIL_CAMPAIGN&utm_medium=email&utm_term=0_f46cc10150-6ec0c55384-40766717)

#### Half of supermarket apples imported – even during British season

Despite most British supermarkets pledging support for local farmers, new analysis has revealed that 48% of apple packs on shelf in October and early November were imported. The research from by Market Intelligence Services (MIS) looked at the number of British apple SKUs in 13 supermarkets compared to SKUs from the rest of the world over a seven-week period from 3 October 2022 to 14 November 2022. Even after excluding varieties that are not typically grown in the UK, only one supermarket (Iceland) was selling 100% British packs. [Full article here](https://www.fruitnet.com/fresh-produce-journal/half-of-supermarket-apples-imported-even-during-british-season/247891.article)

#### EU tightens pesticide controls on Turkish lemons and grapefruit

The European Commission has approved an increase in pesticide controls on Turkish lemons and grapefruit imported into the European Union. The decision was taken unanimously by the Standing Committee on Plants, Animals, Food and Feed on 30 November. It follows concerns raised by Spanish lemon and grapefruit interprofessional Ailimpo about the publication of official alert data showing a strong increase this past season in the number of batches of Turkish arrivals containing pesticides in quantities above the official limits established by EU regulations. This has triggered the amendment of Regulation (EU) 2019/1793, increasing the control percentage from 10 per cent to 30 per cent in the case of grapefruit, and from 20 per cent to 30 per cent for lemons. [Full article here](https://www.fruitnet.com/eurofruit/eu-tightens-controls-on-turkish-lemons-and-grapefruit/247874.article).

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