

UPDATE: 22 November 2023

Kia ora

In this week’s update, as a new season of exports get underway, there continues to be positive signals with new export opportunities for onions and the efforts of our kiwifruit sector to address quality issues being rewarded. On the international front, Australia continues to invest in new markets for avocados, and provides an interesting model of government and industry working together to reduce regulatory burden and cost, without jeopardising assurance and market requirements. 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 |

## ICPR changes & other updates

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

* French Polynesia: [ICPR French Polynesia](https://www.mpi.govt.nz/dmsdocument/646-French-Polynesia)
* Korea: [ICPR Korea](https://www.mpi.govt.nz/dmsdocument/659)
* Malaysia: [ICPR Malaysia](https://www.mpi.govt.nz/dmsdocument/664-Malaysia)
* Mexico: [ICPR Mexico](https://www.mpi.govt.nz/dmsdocument/667-Mexico)
* New Caledonia: [ICPR New Caledonia](https://www.mpi.govt.nz/dmsdocument/670)
* Thailand: [ICPR Thailand](https://www.mpi.govt.nz/dmsdocument/695-Thailand)
* Türkiye: [ICPR Türkiye](https://www.mpi.govt.nz/dmsdocument/699)

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

China: MPI has published updated information for exports to China. F36/23 [China Registration of Food Establishments](https://www.mpi.govt.nz/dmsdocument/60046-F3623-China-Registration-of-Food-Establishments%22%20%5Ct%20%22_blank%22%20%5Co%20%22F36/23%3A%20China%20Registration%20of%20Food%20Establishments%20-%20download%20document)

#### 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 so that they can potentially make a submission to the notifying country.



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| NEW ZEALAND NEWS |

## Industry news

#### NZ onion industry celebrates 'significant step' in exporting to China

The onion industry is celebrating a significant stride towards penetrating the Chinese market with New Zealand-grown onions. Currently, 90% of New Zealand's onion crop is exported, contributing $182 million to the nation’s economy from the export of 151,000 metric tonnes, primarily to European Union nations and Indonesia during the 2022/2023 season. However, the lucrative Chinese market remains untapped by New Zealand exporters.

A delegation from New Zealand recently returned from Shanghai after signing a memorandum of understanding with a Chinese import-export association to facilitate bilateral onion trade.

James Kuperus, the CEO of industry body Onions New Zealand, expressed optimism about this development, stating that it offers New Zealand growers an additional export market. “The potential is substantial. Our projections indicate that within five to ten years, we could be exporting onions worth $50-60 million to China once we secure market access. We are enthusiastic about the future, although there are still hurdles to overcome," Kuperus said. [Full article here](https://www.rnz.co.nz/news/country/502634/nz-onion-industry-celebrates-significant-step-in-exporting-to-china)

#### Peony export growers 'picking furiously' in short, sharp season

Commercial flower growers are frantically picking their plush, pink peonies to get them off to export markets before they start to bloom.

New Zealand exports about $3 million worth of stems from about 40 peony export growers scattered throughout the South Island and the bottom of the North Island.

NZ Bloom is the country's main peony exporter. Its managing director, David Ballard, said its off-shore markets were going pleasingly well so far this season. There was strong competition from Chile and Australia at the start of the season, he said, but that had eased with growers about a third of the way through the peony season. "The United States is the largest, and it's having a good year, but China's also come back into the market this year and has been buying really solidly," Ballard said. Returns for growers would be similar or a bit softer to last year, which was a bumper export season, he said. [Full article here](https://www.rnz.co.nz/news/country/502653/peony-export-growers-picking-furiously-in-short-sharp-season)

#### Record forecast for Zespri growers

Zespri has released its November forecast for the 2023/24 season, with Green, Organic Green and RubyRed per tray returns forecast at record levels, and Zespri SunGold varieties well up on last season. Green proved a particular standout, with the latest forecast Green per tray returns at a record level of $9.00. This compares to last season's final Orchard Gate Return (OGR) of $5.78 per tray.

Zespri chief executive Dan Mathieson says the results reflect the strong and growing demand for Zespri Kiwifruit, as well as the huge effort the industry has put into improving fruit quality this year. “It’s really pleasing to be able to deliver this positive news and to show growers that their hard work and focus on quality is being rewarded in market,” says Mathieson[. Full article here](https://www.ruralnewsgroup.co.nz/hort-news/hort-agribusiness/record-forecast-for-zespri-growers)

#### MPI won’t regulate regenerative ag, it says

The Ministry for Primary Industries will not regulate or prescribe regenerative farm practices to farmers, but will continue to do research to find the regenerative principles that work on New Zealand farms. So says MPI’s chief science adviser, John Roche. He said the MPI has moved away from the term “regenerative agriculture” but favours the concept of regenerating NZ.

When the MPI launched its Fit For a Better World plan in 2020, the idea of having a regenerative mindset stood out to the task force involved in its founding, Roche said. However, “whatever regenerative agriculture was to everybody else, we needed to decide what it was for us”. It was clear that farmers and growers around the country did not want a specific definition, because a definition would prescribe how they needed to farm, he said. [Full article here](https://www.farmersweekly.co.nz/farm-management/mpi-wont-regulate-regenerative-ag-it-says/)

## Reports & Insights

#### MAF Market Intelligence Report: Singapore Market Update

Singapore is expected to achieve around 1% GDP growth in 2023 off the back of softer global demand, down from 3.6% in 2022. Growth of 2.5% is predicted for 2024. Notwithstanding a broader slowdown in global trade, many New Zealand exports have performed well in the Singapore market in 2023, with double-digit growth for a number of products in the F&B category. [Full report here](https://www.mfat.govt.nz/en/trade/mfat-market-reports/singapore-market-update-november-2023/)

#### MAF Market Intelligence Report: South Korea: Another year of positive growth

New Zealand businesses have achieved another year of success in the Korean market. Korea is New Zealand’s sixth largest trading partner, with a total trade value of NZD 8.92 billion for year end June 2023. Next year’s prospects for New Zealand businesses in the Korean market are not as promising because of the current Korean economic downturn. The key for New Zealand businesses will be to focus on the long term, as well as adding value rather than only focusing on quantity. [Full report here](https://www.mfat.govt.nz/en/trade/mfat-market-reports/south-korea-another-year-of-positive-performance-november-2023/)

#### Upcoming events and webinars:

* FPSC-ANZ: Unwrapping the Future of Food Packaging: Risks, Compliance & Innovation webinar: 28 November 23 [Full details here](https://www.eventbrite.com.au/e/fresh-produce-safety-conference-workshop-three-tickets-748219343197?aff=oddtdtcreator)
* IFPA A-NZ 2023 FOOD SAFETY SUMMIT, 12 December 2023, Melbourne, Australia [Full details here](https://www.eventbrite.com.au/e/ifpa-a-nz-2023-food-safety-summit-tickets-723783555097?aff=odeimcmailchimp&mc_eid=ba99fc8413&mc_cid=719266ad85)
* Hort Connections, 3-5 June 2024, Melbourne Convention Centre, Australia [Full details here](https://hortconnections.com.au/)

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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.

FAIRS Export Certificate Report Annual: [United Arab Emirates](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=FAIRS%20Export%20Certificate%20Report%20Annual_Dubai_United%20Arab%20Emirates_TC2023-0011), [European Union](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=FAIRS%20Export%20Certificate%20Report%20Annual_Brussels%20USEU_European%20Union_E42023-0042)

These reports include requirements such as registration, technical information, certificates and other documentation for food and agriculture product exports from the US to each country.

FAIRS Annual Country Report Annual: [United Arab Emirates](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=FAIRS%20Annual%20Country%20Report%20Annual_Dubai_United%20Arab%20Emirates_TC2023-0012), [European Union](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=FAIRS%20Annual%20Country%20Report%20Annual_Brussels%20USEU_European%20Union_E42023-0041)

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

Fresh Deciduous Fruit Annual: [Peru](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Fresh%20Deciduous%20Fruit%20Annual_Lima_Peru_PE2023-0020), [Turkiye](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Fresh%20Deciduous%20Fruit%20Annual_Ankara_Turkiye_TU2023-0039), [Mexico](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Fresh%20Deciduous%20Fruit%20Annual_Monterrey%20ATO_Mexico_MX2023-0059), [India](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Fresh%20Deciduous%20Fruit%20Annual_New%20Delhi_India_IN2023-0074), [Egypt](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Fresh%20Deciduous%20Fruit%20Annual_Cairo_Egypt_EG2023-0024), [Taiwan](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Fresh%20Deciduous%20Fruit%20Annual_Taipei_Taiwan_TW2023-0049), [Argentina](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Fresh%20Deciduous%20Fruit%20Annual_Buenos%20Aires_Argentina_AR2023-0015), [China](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Fresh%20Deciduous%20Fruit%20Annual_Beijing_China%20-%20People%27s%20Republic%20of_CH2023-0153)

Avocado Annual: [Chile](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Avocado%20Annual_Santiago_Chile_CI2023-0031)

## In The News:

#### Australian avocados move closer on China market access

The Australian avocado industry has progressed in its efforts to gain access to China following a new memorandum of understanding (MOU) signed in Beijing. On Friday 10 November chair of industry body Avocados Australia Brad Rogers and Wang Xin, the president of the China Entry-Exit Inspection and Quarantine Association (CIQA), signed an MOU. The MOU brings with it the ability to share market intelligence, the ability to develop frameworks for required R&D that channels into overcoming market access barriers and facilitating information sharing between China’s regulatory market access bodies and Avocados Australia.

Avocados Australia has made it a priority to increase Australian avocado exports and chief executive John Tyas said the MOU was an important milestone. Australian production is forecast to increase strongly over the next few years and reach around 170,000 tonnes per annum by 2026, giving the industry a reliable supply with which to service international markets. [Full article here](https://www.fruitnet.com/asiafruit/australian-avocados-move-closer-on-china-market-access/257018.article)

#### Australia: A sweet outcome for the citrus industry'

Applications are now open for the citrus industry to weigh in on the new alternative assurance model for citrus packhouses and growers. Acting Deputy Secretary for Trade, Nicola Hinder PSM, said the model recognises current industry practices and leverages off commercial systems already in place between packhouses and their grower suppliers.

"To be eligible to export to some markets, citrus growers and packers are required to undertake activities that must be verified through on-site audits by the department,” Ms Hinder said. “The new alternative assurance model provides industry with the opportunity to demonstrate compliance with grower requirements through existing commercial systems." “Packhouses and growers will see a reduction in audit time and charges related to on-farm activities under this model. It’s a great example of how government and industry have worked together to reduce regulatory burden and cost, without jeopardising assurance and market requirements.” [Full article here](https://www.agriculture.gov.au/about/news/sweet-outcome-citrus-industry) [New model here](https://www.agriculture.gov.au/biosecurity-trade/export/controlled-goods/plants-plant-products/busting-congestion-for-plant-exports#industry-systems-recognition-for-horticulture-project)

#### Price of imported fruit drops in Vietnam

The prices of imported fruits such as kiwis, apples, pomegranates, and pears in Vietnam have significantly decreased, costing only a fraction of their prices two years ago. Golden kiwi from New Zealand, for instance, is sold at VND57,000 per kilogram, down 15% from a year ago.

The decline in prices is attributed to abundant supply and relatively stable demand, with recent trade deals contributing to lower prices of Chinese fruits in the Vietnamese market. Vietnam's accession to free trade agreements has also reduced import taxes on fruits, making imports more affordable. In the first 10 months of 2023, Vietnam imported fruits and vegetables worth $1.6 billion, with imports of fruits at low prices from countries like India, New Zealand, and South Korea increasing by 4-62% year-on-year. [Full article here](https://e.vnexpress.net/news/business/industries/imported-fruit-prices-plummet-on-burgeoning-supply-4676190.html)

#### India's food regulator has no data on presence of GMOs in imported fresh produce

The Food Safety and Standards Authority of India (FSSAI) is facing scrutiny over its lack of information on whether fresh food produce imported into the country over the past five years includes genetically modified (GM) varieties. The findings come from a Right To Information (RTI) investigation conducted by Down To Earth (DTE), raising questions about the safety of fruits and vegetables available in the Indian market.

The Food Safety and Standards Act of 2006 in India prohibits the import, manufacture, use, or sale of GM food without FSSAI approval. However, the lack of clarity and information on testing procedures for GM varieties in imported produce has led to concerns about the potential presence of such varieties in the food supply chain reports [www.downtoearth.org.in](https://www.downtoearth.org.in/news/food/known-unknowns-india-s-apex-food-regulator-has-no-data-on-presence-of-gmos-in-fresh-produce-imported-over-past-5-years-92757).

The monitoring and testing of GMOs in India face significant challenges. The country lacks trained personnel and adequate infrastructure to collect samples and test for GM products at entry points. According to a 2019 study, only 2% of food-testing laboratories in India can check for the presence of GM products, highlighting the limitations in the testing infrastructure. [Full article here](https://www.freshplaza.com/asia/article/9576381/india-s-food-regulator-has-no-data-on-presence-of-gmos-in-imported-fresh-produce/?utm_medium=email)

#### EU food irradiation data shows a continued decline

Use of food irradiation in Europe has continued to fall, according to recently released figures. More than 5,000 tons of foodstuffs were irradiated in EU member states in 2020 and 2021 compared to 7,832 tons in 2018 and 2019.

Food irradiation is the treatment of foodstuffs by ionizing radiation. It does not make food radioactive. Irradiation is used for sanitary and phytosanitary purposes to kill bacteria such as Salmonella, Campylobacter, and *E. coli* that can cause food poisoning and to eliminate organisms harmful to plants or plant products such as insects and other pests. It is also used to delay fruit ripening, to stop vegetables from sprouting or germination, and to extend product shelf life. Any food or ingredient must be labeled “irradiated” or “treated with ionizing radiation”.

Twenty-four member states analysed 7,667 samples at the product marketing stage, down from almost 10,000 samples in the 2018 to 2019 reporting period. From the samples tested, 66 were not compliant, and 80 gave inconclusive results. The non-compliances were mainly incorrect labeling and forbidden irradiation.

A recent EU evaluation found that as long as industry and consumers are reluctant about irradiated foods, legislation will have a negligible impact on the use of the technology. [Full article here](https://www.foodsafetynews.com/2023/11/eu-food-irradiation-data-shows-a-continued-decline/)

#### US: New infections from Listeria linked to fresh peaches, nectarines and plums

A new outbreak of infections from Listeria has sparked a recall of whole, fresh peaches, plums and nectarines. The recall implicates 12 fresh fruits sold under at least three brands.

The HMC Group Marketing Inc. company issued the recall for the fruit, which has been distributed nationwide. The peaches, plums and nectarines were sold in retail stores between May 1 and Nov. 15, 2022 and between May 1 and Nov. 15, 2023. The fruit was sold as individual pieces and in plastic pouches.

According to the company’s recall notice, posted by the Food and Drug Administration, there have been 11 confirmed cases of Listeria monocytogenes infections linked to the fruit. [Full article here](https://www.foodsafetynews.com/2023/11/new-infections-from-listeria-linked-to-fresh-peaches-nectarines-and-plums/)

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