

**PMAC weekly update 11th to 18th June**

1. **Government agencies**: FSMA update; ENTER: 2018 New Zealand International Business Awards.
2. **New Zealand News:**  Celebrating exceptional primary industry employers; Primary Industry Science Scholarships - winners announced; Improving biosecurity top priority; New device could help control disease outbreaks; New Zealand macadamia industry to embark on significant 10-year growth strategy; Great demand for cherry orchards; Records smashed: Avocado prices in New Zealand hit all-time high; Zespri campaign targets moms through consumer touchpoints; Kiwifruit company hitting back at employment claim; Zespri red kiwifruit two years from commercial introduction.
3. **International news:** Trump to put tariffs on about $50 billion of Chinese goods; Australian agricultural sectors join forces to meet Chinese demand; Freshfel's latest Headlines; Impact farm robotics on labour shortage 'over-estimated'; South Africa's First Food 3D Printer Turns Ugly Produce into Attractive Nutrition; US: Partnership leads to new bacterial disease control products; German scientists develop organic insect deterrent for agriculture
4. **Agency news**



* 1. **FSMA update**

A new FYI has been placed on the MPI web site that applies to all food products. It is worth reading in its entirety. However for those in a hurry the essence of the FYI is that for the export of fresh fruit and vegetables; where the supplying grower, packhouse and where appropriate exporters are registered under the Food Act 2014 (and do not have product that is actively being recalled);  the USA will not require any other assurance about the Food safety of their produce. Note this only applies if the fresh produce has no further processing, other than packing, in the USA. If the produce is to be further processed then the importer will need to request an annual verification letter.

The important sections in the FYI state:

*For finished, consumer ready or food service ready goods and fresh produce (foods intended to be consumed without further processing) the importer need only show that the foods come from a food business that is operating in “good compliance standing” in a FSSRA country*

And

***New Zealand Suppliers in Good Compliance Standing***

*For the purposes of meeting the requirements of section 1.513 of the USA Foreign Supplier Verification Program rule, suppliers of consumer ready, food service and fresh produce foods from countries with FSSRAs must be in current good compliance standing.*

*For the purposes of meeting the requirements of section 1.513 of the USA Foreign Supplier Verification Program rule, products produced and business operating under either the Food Act 2014 or the Animal Products Act 1999 are in good compliance standing. Individual products should also not be under active recall. Active product recalls are publicly available on the following web link:* [*https://www.mpi.govt.nz/food-safety/food-safety-for-consumers/food-recalls*](https://www.mpi.govt.nz/food-safety/food-safety-for-consumers/food-recalls)

Access to the original FYI is as part of the USA Animal Products OMAR. The parts of the update that are relevant to produce / food exports can be found at the following web page, which is not password protected, under “Other Information”. <http://www.foodsafety.govt.nz/industry/exporting/market-access/market-access-information-guidance.htm>



* 1. **ENTER: 2018 New Zealand International Business Awards**

Take the chance to share the great work you've done in building a successful export business by entering New Zealand’s most prestigious awards for international companies. The New Zealand International Business Awards (NZIBA) give you the opportunity to benchmark your performance, build your company’s capability, promote your success, network with other business leaders, and make your team even prouder to work with you. Entries are open now and close on 11 July.

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[Full article available here](https://www.nzte.govt.nz/events/new-zealand-international-business-awards?utm_source=ubiquity&utm_medium=engage&utm_campaign=en17032016&utm_content=Read%20More%20Button%20-%2021%20JUNE%3A%20World%20Class%20New%20Zealand%20Awards%2C%20Auckland)



1. **New Zealand News**



* 1. **Celebrating exceptional primary industry employers**

Associate Agriculture Minister Meka Whaitiri last week launched the new Good Employer Awards in recognition of outstanding primary industry employers and those that provide services to the primary industries. The new awards are sponsored by MPI and the Agricultural and Marketing Research Development Trust.

The awards recognise good employers in the following categories:

* innovative employment practices
* employee development
* safe and healthy work environments
* Māori agribusiness
* Minister’s Award

“Individuals or businesses must be nominated by an industry body or a peer. Nomination entries close on 10 August 2018. The winners will be announced in November 2018. See [www.mpi.govt.nz/goodemployerawards](http://www.mpi.govt.nz/goodemployerawards) [Full article available here](https://www.beehive.govt.nz/release/celebrating-exceptional-primary-industry-employers)

* 1. **Primary Industry Science Scholarships - winners announced**

Associate Agriculture Minister Meka Whaitiri last week announced the 10 winners of the Postgraduate Science Scholarship. The MPI Postgraduate Science Scholarship offers Masters and PhD students funding to support their primary industry research in New Zealand.

Meka Whaitiri said the depth and breadth of our new generation of scientists was shown by the diverse range of applications submitted, covering social science, kaupapa Māori, and genetics, to name a few. Along with the funding to help them complete their research, each winner will have the opportunity to work with an MPI mentor or supervisor to help them gain valuable insights and connections with the wider primary sector.” The total value for each Masters scholarship will be up to $12,000 and the total value for each PhD scholarship will be up to $50,000. [Full article available here](https://www.beehive.govt.nz/release/primary-industry-science-scholarships-winners-announced)

* 1. **Improving biosecurity top priority**

The Government is in line with primary sector industry leaders when it comes to biosecurity, says the Minister for Agriculture and Biosecurity Damien O’Connor. The KPMG Agribusiness Agenda report, released last week, reveals having a world class biosecurity system is top priority for the leaders surveyed. “Biosecurity risks can threaten our economy and way of life. This Government understands that if we are to keep pace with the increasing levels of goods and people across our borders we need to step up our efforts in biosecurity. “A pleasing result from the survey was recognition from industry that biosecurity is everyone’s job and that everyone has a role to play in dealing with the risk”.

“To give biosecurity the attention it deserves, I’ve reorganised the Ministry for Primary Industries, to create Biosecurity New Zealand, a stand-alone unit whose sole focus is biosecurity. “ In addition, I’ve signalled that the Biosecurity Act is past its use-by date and needs a thorough review. The current Act gives us a solid foundation, but we need to make sure it is fit for purpose in a rapidly changing world. “This is a big job and needs to be carefully considered with strong input from industry and the public. [Full article available here](https://www.beehive.govt.nz/release/improving-biosecurity-top-priority)

**General**

* 1. **New device could help control disease outbreaks**

A “game-changing” piece of technology for quickly identifying harmful strains of bacteria in food has just become available in New Zealand. The scanner, called a BEAM device, was developed at Purdue University in Indiana with an initial focus on the United States market. It has been offered free of charge to Lincoln University Associate Professor Stephen On and is the only device of its kind outside the US.

Dr On recently received an $80,000 Catalyst grant from the Royal Society Te Apārangi to use the scanner for New Zealand-focused research that will complement studies already being undertaken in the United States. The scanner is designed to better identify disease outbreaks by providing a “specific fingerprint” of bacteria cultured on a standard agar media plate. This allows scientists to pinpoint strains of interest more quickly, with a particular focus on pathogens.

“If there’s an outbreak of E. coli or Salmonella, for example, you may have dozens of samples to examine,” said Dr On. “The technology provides the major advantage of identifying the pathogen of concern by rapidly screening it from microorganisms naturally present in food or clinical samples.

“Because it’s non-invasive, you can take your isolate of interest and further characterise it with sub-typing methodologies to better identify an outbreak.

“

Dr On will also work to examine a geographically diverse range of strains of microbial species of clinical and economic importance to New Zealand and the US. He said the economic and public health significance of pathogenic E. coli remained of critical importance and partners of the NZ Food Safety and Science Research Centre had identified other bacterial pathogens of concern, including Campylobacter and Listeria. “[Full article available here](http://www.scoop.co.nz/stories/SC1804/S00022/new-device-could-help-control-disease-outbreaks.htm)

**Industry news**

* 1. **NZ macadamia industry to embark on significant 10-year growth strategy**

Torere Macadamias has set a goal of 500,000 trees at 400 trees per hectare by 2028, and its Director Vanessa Hayes is also NZ Macadamia Society Vice President, Variety Researcher and Industry developer.

“The 10-year growth strategy involves three stages; increasing plant production, science research, and Grower Cooperative with processing factory partnerships. The first stage includes a partnership between Torere Macadamias and EIT to expand and optimise nursery operations with systems to improve efficiencies and increase plant quality and production. The partnership includes developing NZ Qualifications Authority levels and setting up classroom and work-based training facilities.

The second stage will obtain scientific evidence and composition properties of the nine varieties from 42 trialled from 1993 to date - that Torere Macadamias have sole rights. “These varieties significantly improve the viability of growing macadamias in NZ and further scientific evidence is required to verify why Torere Macadamias nuts were named as the best tasting and biggest at the International Macadamia Research Symposium in Hawaii in 2017. This is set to include, identifying and maximising this unique point of difference and the properties for NZ macadamias, is vital for development of dedicated products for international branding and marketing opportunities.

While the third stage will set up a corporate structure, with grower meetings and board appointments, as well as develop regional and international branding to secure sales and marketing pathways. Ms Hayes says while it is not for every grower, joining the co-op has several advantages, both personally and for the industry.

There are currently 200 growers producing around 66 tonnes of macadamias kernel for the domestic market with only a very small percentage exported. Demand for NZ macadamias far outstrips supply, and Ms Hayes says they just do not have enough trees in the ground. Projections for 2028 based on plant demand and ongoing development plans; estimate that 750 growers will be producing 825

As there is no industry body setup to drive growth or macadamia research and development in NZ, Torere Macadamias as Variety Researcher for 35 years has taken the lead role of Industry Developer.

[Full article available here](http://www.freshplaza.com/article/195933/New-Zealand-macadamia-industry-to-embark-on-significant-10-year-growth-strategy)

* 1. **Great demand for cherry orchards**

On the Central Otago rural property market, demand for land to grow cherries has become a significant feature. In the first few months of this year, more than 150ha of land changed hands for orchard development and land prices have risen 25% to 30% over the past two years.

Cromwell PGG Wrightson Real Estate branch manager Neil Bulling said enthusiasm for the crop showed no sign of slowing down, despite a tough 2017-18 summer: “Existing developed orchards found willing buyers at a value of more than $500,000 per hectare. Investors usually bought bare land, as suitable blocks sold at about $100,000/ha and if they had a good water supply were ideal for growing cherries. But establishing a cherry orchard requires great care. “If you might spend $100,000 per hectare to purchase the bare land, you need to budget another $120,000 per hectare to develop the orchard, in stages. Then, once you are producing cherries, an average orchard might net $50,000/ha per annum, while those that are more productive will make $70,000 to $80,000. [Full article available here](http://www.freshplaza.com/article/196410/Great-demand-for-cherry-orchards)

* 1. **Records smashed: Avocado prices in New Zealand hit all-time high**

New Zealand avocado lovers shall have to dig deeper into their pockets for their favourite brunch as the price of the fruit hit record highs last month. The average price for a 200 gr avocado reached NZ $5.06 last month, the highest price for avocados in the country since records began, up 37% from $3.69 in April 2018 and up 50% from $3.38 in May 2017.

According to the New Zealand Avocado Growers Association, harvest volumes in the year to June 2018 were down to about half the previous season’s yield. Statistics New Zealand said the low yield affected the average retail prices of avocados. [Full article available here](http://www.freshplaza.com/article/196406/Records-smashed-Avocado-prices-in-New-Zealand-hit-all-time-high)

* 1. **Zespri campaign targets moms through consumer touchpoints**

A new consumer campaign brings the Zespri brand to life in the USA with a national digital campaign supported by in-store demos, point of sale materials, geo-targeted digital couponing, display contests, billboards in select markets and a “Real Giveaways for Real Life” promotion.

The campaign will communicate to moms how Zespri SunGold Kiwifruit is a deliciously nutritious snack that their kids will love. Parents feel a constant pressure to be perfect, but real life isn’t perfect. Just like a Zespri SunGold Kiwifruit, parenting isn’t always pretty on the outside, but it’s always real. The campaign encourages them to embrace life’s imperfections and feel good about themselves and everything they do for their families. According to Zespri, SunGold Kiwifruit is tropically sweet, full of nutrients and easy-to-eat. The company says it’s a real snack that fits their real lives. [Full article available here](http://www.freshplaza.com/article/196333/Zespri-campaign-targets-moms-through-consumer-touchpoints)

* 1. **Kiwifruit company hitting back at employment claim**

Trevelyan’s Pack and Cool is hitting back at claims levelled against the wider kiwifruit industry that seasonal workers are being exploited. They released their annual sustainability report which shows how they’re caring for their employees, community and environment while still generating great returns for their growers.

Healthy eating is a priority and Trevelyan’s have introduced a nutritious salad and vegetable bar at their on-site café to benefit employees, and regularly organise fun run/walks and wellness information sessions to help care for staff. Trevelyan’s annual staff satisfaction survey showed 98 percent of permanent staff reported either medium or high job satisfaction – a trend that has been steadily rising over the past four years.“ [Full article available here](http://www.freshplaza.com/article/196408/NZ-Kiwifruit-company-hitting-back-at-employment-claim)

* 1. **Zespri red kiwifruit two years from commercial introduction**

According to Zespri, the world is waiting for a good red kiwifruit. And surely, the national exporter hopes to deliver just that, in a couple of years. Visitors to the Zespri site can already sample the attractive red fruit, but it's taking time to fine-tune its commercial introduction, and to make the fruit viable from orchard right through to consumer markets, says chief executive Dan Mathieson.

"It's an exceptional piece of fruit with strong consumer attraction, but we're still struggling with storage [time], he said. The target storage time is twelve weeks, Zespri is currently at eight.

When it is commercialised, the red fruit will be able to be grown in all New Zealand kiwifruit areas except for the South Island and Whangārei. These areas escaped the Psa scourge and no new plant material can be taken into them. [Full article available here](http://www.freshplaza.com/article/196482/Zespri-red-kiwifruit-two-years-from-commercial-introduction)



1. **International news**

**Regulatory**

* 1. **Trump to put tariffs on about $50 billion of Chinese goods**

US President Donald Trump has approved the imposition of tariffs on about 50 billion U.S. dollars of Chinese imports to increase the trade offensives against China. It is not yet clear when this tariff will take effect. China has stated that it plans to impose retaliatory tariffs on equivalent amounts of U.S. goods.

The goods in question will be subject to a 25% tariff; it is expected that this list will be roughly in line with the preliminary list released by the Office of the United States Trade Representative in early April. In view of Trump’s decision, Chinese importers and exporters have different opinions:

***Fear of increased competition in neighbouring countries*** as the US tries to sell product in those countries.

***Speed of delivery, not pricing, critical for further development.*** Consumers are willing to Pay high prices for high-quality fruits, but along with the increase in tariffs, other related trade barriers will also be strengthened, which may delay the speed of agricultural exports in China and affect the freshness and quality of products. We may turn to other countries with better trade relations with China to import fruit.”

***Stricter customs inspections might prove difficult If*** China takes retaliatory trade measures, not only taxation, but also stricter requirements on customs inspections will result in slower customs clearance and affect fruit varieties. The import and export trader’s trade risk. In this way, the Chinese importer and exporter’s purchasing demand for US agricultural products will inevitably be reduced to a certain extent.” [Full article available here](http://www.freshplaza.com/article/196558/Trump-to-put-tariffs-on-about-50-billion-of-Chinese-goods)

**Business**

* 1. **Australian agricultural sectors join forces to meet Chinese demand**

An alliance of Australia’s meat, wine, dairy and horticulture industries will this week embark on a mission to reinforce the nation’s position as a premium food source for high-end Chinese consumers.
 The Premium Australian Food and Wine Collaboration is a new cross-industry partnership comprising Dairy Australia, Meat & Livestock Australia; Horticulture Innovation Australia and Wine Australia, in cooperation with Austrade.

It is focused on growing agricultural trade with Australia’s major food export partner and has a number of initiatives planned. Each year, exports from the four agricultural sectors to Greater China contribute $6.5 billion to Australia’s economy. Horticulture makes up $633.8 million of that total.[. Full article available here](http://www.freshplaza.com/article/196568/Australian-agricultural-sectors-join-forces-to-meet-Chinese-demand)

* 1. **Freshfel’ s latest Headlines**

The Freshfel time is produced every two to three months by the European fresh producers association. The Headlines for the period April and May 2018 [can be found here](http://freshfel.org/freshfel-headlines-3-2018/) and give an overview of the most recent Freshfel activities in the EU

In this edition Freshfel recounts the following:

* Freshfel Europe AGM appoints new President and Vice President
* Freshfel Europe 2018 Activity Report published
* Freshfel Europe presents Thematic Network at EU Platform on Diet in Luxembourg
* Freshfel Europe following Brexit negotiations closely
* Freshfel Europe Food and Plant Safety Working Group Meeting
* Freshfel Europe attends 4th EU Platform on Food Loss and Food Waste meeting
* R&I: Freshfel Europe takes part in EUFRUIT project meeting
* R&I: Freshfel Europe participates in Euro Mix project meeting
* CDG on F&V: Freshfel Europe presents outreach of its joint social media campaign #FruitVeg4You with Copa-Cogeca
* GREX Apples and Pears: Freshfel Europe’s first apples & pears outlook for the new season & review of R&I project covering deciduous products
* GREX on Stone Fruit: Freshfel Europe’s input on action to stimulate consumption
* Freshfel Europe responds to public consultation on EU Single Window environment for customs
* Future of Research & Innovation

 **Innovation**

* 1. **Impact farm robotics on labour shortage 'over-estimated'**

Although much work is being done on farm robotics, there is still quite a large gap between developing market-ready technology and on-farm use. This means farm businesses could have to wait a long time until they see the benefits. This sentiment was expressed at a farm innovation event run by Wageningen University and Research (WUR) in The Netherlands. [Full article available here](http://www.freshplaza.com/article/196303/Impact-farm-robotics-on-labour-shortage-over-estimated)

* 1. **South Africa's First Food 3D Printer Turns Ugly Produce into Attractive Nutrition**

Food waste is a huge problem in the United States – the USDA estimates that between 30 and 40 percent of the entire food supply in the country goes to waste. That’s not all due to the avoidance of ugly fruits and vegetables, but it’s a large part of it – some of that ugly produce never even makes it to supermarket shelves, as companies believe, often rightly, that customers will not buy it.

[Studio H](https://www.studio-h.co.za), is a young company responsible for the production of South Africa’s first food 3D printer. To demonstrate what can be done with the printer, Studio H collected the ugly fruits and vegetables rejected by supermarkets and customers, pureed them Then they added gelatine and 3D printed the concentrate into colourful three-dimensional jelly shapes high in nutritional content.  [Full article available here](https://3dprint.com/216216/south-africa-food-3d-printer/)

* 1. **US: Partnership leads to new bacterial disease control products**

In a move that will provide U.S. growers with new combinations of bacterial disease control products, OmniLytics, a subsidiary of Phagelux, has entered into an exclusive U.S. sales and marketing collaboration with Certis USA for its AgriPhage line of biopesticides. The collaboration is expected to introduce new products for the control of fire blight and citrus canker and to expand distribution of a bacterial spot and bacterial speck product in fruiting vegetables.

The active ingredients of OmniLytics’ AgriPhage products are bacteriophages, known in layman’s terms as “bacteria eaters.” Bacteriophage-based products are highly desirable solutions for bacterial diseases, because of their environmentally friendly profiles and because of the resistance bacterial diseases have developed to traditional disease control products. Coupled with Certis USA’s biopesticides, the new bacteriophage products will provide new tools for disease control in crops.

 Phages are highly specific and only kill a particular species of bacteria. They are of low risk to other “good” bacteria, beneficial micro flora or fauna. As a result, the company’s products provide viable alternatives to synthetically produced chemicals that can leave behind unfavourable residues. OmniLytics products are exempt from Maximum Residue Limits (MRLs), have only a 4-hour re-entry interval (REI) for farm workers, and are NOP approved for use in organic agriculture. [Full article available here](http://www.hortidaily.com/article/43910/US-Partnership-leads-to-new-bacterial-disease-control-products)

* 1. **German scientists develop organic insect deterrent for agriculture**

Traditional insecticides are killers: they not only kill pests, they also endanger bees and other beneficial insects, as well as affecting biodiversity in soils, lakes, rivers and seas. A team from the Technical University of Munich (TUM) has now developed an alternative: A biodegradable agent that keeps pests at bay without poisoning them.

*Repelling instead of poisoning*Brück and his team have now found an alternative: The insect repellent they have developed is biodegradable and ecologically harmless. Sprayed on plants, it works much like mosquito repellent spreading a smell that keeps away unwanted insects. The Munich researchers were inspired by the tobacco plant, which produces cembratrienol in its leaves, CBTol for short. The plant uses this molecule to protect itself from pests. Using synthetic biotechnology tools, Professor Brück's team isolated the sections of the tobacco plant genome responsible for the formation of the CBTol molecules. They then built these into the genome of coli bacteria. Fed with wheat bran, a by-product from grain mills, the genetically modified bacteria now produce the desired active agent.

Initial investigations indicate that the CBTol spray is non-toxic to insects, yet still protects against aphids. Since it is biodegradable, it does not accumulate In addition, the bioactivity tests showed that cembratrienol has an antibacterial effect on gram-positive bacteria. It can thus be used as a disinfectant spray that acts specifically against pathogens such as Staphylococcus aureus (MRSA pathogen), Streptococcus pneumoniae (pneumonia pathogen) or Listeria monocytogenes (listeriosis pathogen). [Full article available here](http://www.hortidaily.com/article/43935/German-scientists-develop-organic-insect-deterrent-for-agriculture)

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