

**PMAC weekly update 7th to 14th October**

1. **Government agencies:** ICPR and country freedom status changes; Extensive set of registers and lists for exporters of fruit and vegetables
2. **New Zealand News:**  O’Connor in Thailand to push for RCEP deal; New agricultural trade envoy appointed; Visit to advance trade agenda with Europe and the Commonwealth; Vegetable prices set to increase by more than half, risking New Zealanders’ health; Development of the 2025 Produce Food Safety Innovation Agenda; State’s tougher line on farm plastics; Optimistic outlook for NZ Cherry Corp; Seeka profits from Northland strategy; How NZ kiwifruit can break into the US market; NZ avocado lovers buy 26,000 avos in one week from Vegeland; Carrot prices dropping to seven-year low; Business will be back to normal for Southern hemisphere exporters; Workshop workplace management and a look at automation; Eyeing up ag’s opportunities; National kudos for Kurowventure; Seeds are earning us big money
3. **International news:** GAIN reports; New IMO guidelines for marine shipping; Trade statistics on fruit and fresh vegetables sector in the EU; Salad producer joins blockchain-based platform; Upgrade to Oceania - U.S. shipping network to widen presence in Pacific area; It's official: fruit and veg "are sexy"; Australia makes gains with irradiation; Chile's unprecedented drought affects 37,000 farmers; Spain mulls cost of US tariffs; Positive results for Freshfel Europe’s ‘Follow me to be healthy with Europe’ campaign; "We want 3 in 5 apples consumed in UK to be homegrown by 2030"; Compostable cucumber wrap cuts plastic; Can Vegetarianism Stop Climate Change?; Global Floriculture Market Analysis and Forecast hand in hand; Unhealthy food 'should subsidise fruit and veg'; South African firm on the road to commercialisation of beneficial nematodes
4. **Agency news**



* 1. **ICPR and country freedom status changes**

The ICPR for Japan has been updated with in section 4.1.1 Fresh Fruits and Vegetables with requirements for Raspberry (Rubus idaeus) see [Japan ICPR](https://www.mpi.govt.nz/dmsdocument/657-japan)

New Zealand’s Country Freedom List has been updated to state Botryosphaeria kuwatsukai is not known to occur in New Zealand. See: [Country freedom status](https://www.mpi.govt.nz/news-and-resources/resources/registers-and-lists/country-freedom-status/?utm_source=notification-email)

* 1. **Extensive set of registers and lists for exporters of fruit and vegetables**

MPI has compiled an extensive set of registers and lists of people, operators, and businesses associated with exporting fruit and vegetables. For each fruit or vegetable there is a separate link available. Lists can be found for companies that export to different destinations as well, meaning it's easy to find specific produce destined for China, Thailand, Japan or the US, among other destinations.  [Click here for the listing.](https://www.mpi.govt.nz/exporting/food/fruit-and-vegetables/registers-and-lists-for-exporting-fruit-and-vegetables/)



1. **New Zealand News**



* 1. **O’Connor in Thailand to push for RCEP deal**

Minister O’Connor is in Thailand to attend the final [Regional Comprehensive Economic Partnership (RCEP)](https://www.mfat.govt.nz/en/trade/free-trade-agreements/agreements-under-negotiation/regional-comprehensive-economic-partnership-rcep) Ministerial meeting, as negotiations enter their final stages. The RCEP Agreement would anchor New Zealand in a regional agreement that covers 16 countries, almost half the world’s population and markets that take more than half our total exports. It could also provide us a free trade relationship with India, a fast-growing economy with a GDP of more than $2.6 trillion in 2018

With just one month to go before leaders aim to announce conclusion of the negotiations, the meeting in Bangkok will be focused on resolving outstanding political issues. An accommodation between the big economies will be key. There is building confidence that all sixteen participants are committed to realising the value of RCEP this year.   [Full article available here](https://www.beehive.govt.nz/release/o%E2%80%99connor-thailand-push-rcep-deal)

* 1. **New agricultural trade envoy appointed**

Farmer and former Nuffield scholar Mel Poulton has been appointed New Zealand’s Special Agricultural Trade Envoy. The position supports key Government objectives, including raising the value of New Zealand agricultural goods and services. Mel is a pastoral farmer based in the Tararua District, producing and exporting food and fiber to markets around the world.  She is highly active in environmental stewardship and is a member of the Global Farmers Network.

In the immediate term, her priorities will be engaging with farmer groups and other agriculture sector stakeholders to build support for our free trade agreement negotiations with Europe and, in due course, with the United Kingdom. More broadly, Mel will be tasked with advocating for New Zealand’s agriculture trade interests from the perspective of a practicing farmer and identifying opportunities for New Zealand to commercialise its agricultural expertise offshore.

Mel replaces Mike Petersen, who has held the SATE role since 2013 and will formally take up her role on 1 January 2020. [Full article available here](https://www.beehive.govt.nz/release/new-agricultural-trade-envoy-appointed-0)

* 1. **Visit to advance trade agenda with Europe and the Commonwealth**

Minister David Parker is travelling to Dubai, London and Berlin for a series of meetings to advance New Zealand’s trade interests. . In Dubai he will visit New Zealand’s Pavilion at Expo 2020 where construction is underway and meet Minister of State for International Cooperation, who is responsible for Expo 2020, to discuss New Zealand’s priorities for Expo 2020, including our theme “Care for People and Place”.

David Parker will then go on to London to attend the Commonwealth Trade Ministers’ Meeting, involving counterparts from the 53 members of the Commonwealth.    New Zealand is a strong advocate for enhancing cooperation amongst the Commonwealth membership on trade, evidenced by the appointment of our Special Commonwealth Trade Envoy,” David Parker said.

Ministers will discuss the Commonwealth Connectivity Agenda, focusing on digital trade, regulatory reform and engagement with the private sector, as well as discussing the importance of inclusive and sustainable trade, which aligns with New Zealand’s own priorities for trade policy. In London and Berlin David Parker will be joined by business and industry leaders from some of New Zealand’s largest companies and sectors.  He returns to New Zealand on 16 October.  [Full article available here](https://www.beehive.govt.nz/release/visit-advance-trade-agenda-europe-and-commonwealth)

** Commentary**

* 1. **Vegetable prices set to increase by more than half, risking New Zealanders’ health**

Vegetable prices could increase by as much as 58% by 2043, risking New Zealanders’ health, if central and local government policies that will stop new vegetable growing in New Zealand are accepted. That’s the finding of a [Deloitte report](https://www2.deloitte.com/nz/pukekohe-hub) prepared for Horticulture New Zealand to balance debate around land use and freshwater quality.  Deloitte found that if vegetable growers are prevented from expanding to keep up with demand, by 2043, New Zealanders could be paying as much as $5.54 in today’s money for a Pukekohe-grown lettuce, instead of about $3.50.

Hort NZ has said vegetable growing across the country is under a lot of pressure: competition for highly productive land, access to freshwater, climate change mitigation, the need to further protect the environment, and increasing government and council regulation.  ‘Rather than decrease production we must increase vegetable growing so we can feed New Zealanders now and, in the future, and have a healthy population. ‘Access to new irrigation to expand vegetable, fruit, berry and nut growing needs to be maintained, as it is a win-win situation.’  [Full article available here](http://www.hortnz.co.nz/news-events-and-media/media-releases/veg-prices-to-increase-by-more-than-half/)

* 1. **Development of the 2025 Produce Food Safety Innovation Agenda**

Five years on from the inception of the Fresh Produce Safety Centre Australia & New Zealand, the centre has achieved strong collaboration by bringing together, the key influencers and networks from across the globe in fresh produce food safety. It has developed online resources of interpreted leading research, articles and tools, and developed [The Guidelines for Fresh Produce Food Safety](https://fpsc-anz.com/2015/08/19/guidelines-now-available/) which are readily available as a practical resource for growers, packers and along the supply chain.  
  
The Centre is responding to the challenge of effect of climate change on food safety by undertaking global desktop research to better understand the food safety risks associated with a range of climatic conditions. Initial findings from this research are due to be completed in November 2019.  
  
Consumer scrutiny about fresh produce traceability and food safety are increasingly a challenge for the fresh produce sector in Australia and New Zealand. The 2025 Fresh Produce Food Safety Innovation Agenda is our response to this challenge. Tasked with empowering the Australian and New Zealand fresh produce industry with novel and innovative systems and processes that leads to safer fresh produce for consumers, the 2025 Agenda focuses on transformational risk management in fresh produce food safety. The initial scope (Stage One) of the 2025 Agenda is to undertake:

1. A desktop analysis to produce a review of food safety compliance systems across the globe with an understanding of what components can be used in A-NZ that are transformational.
2. A study of the food safety audit to map a typical compliance system leading to the identification of process improvements at each stage, both as a technology solution and best practice human input.

The initial scoping activities will be completed by March 2020.Upon completion of these activities, broad-spectrum industry engagement will occur to allow for full transparency of the process to-date, consultation on the findings. Stage Two of the 2025 Agenda is set to begin in mid-2020.

Key stakeholders involved in the 2025 Agenda are: Perfection Fresh, Costa Group, T&G Global, RockIt, Amazon Web Services, Vodafone, IBM Food Trust, CHEP, Escavox, HarvestMark/Trimble, Intela Data Science, Merieux Nutrisciences, Freshcare Limited, GS1, HARPS, Optimum Standards, University of Queensland, and New Zealand Food Safety Science & Research Centre.  
   
Download a copy of the 2025 Agenda [here](https://fpsc-anz.us6.list-manage.com/track/click?u=c73673335989d1fc2801530c8&id=781f660a55&e=f93013672e) and for further information about opportunities to become involved, please contact [info@fpsc-anz.com](mailto:info@fpsc-anz.com?subject=2025%20Agenda)



* 1. **State’s tougher line on farm plastics**

The squeeze on plastics should be a sobering warning to farmers and plastic wrap suppliers says the head of Plasback, New Zealand’s on farm recycler. Plasback manager Chris Hartshorne says the Government is exploring the regulation of farm plastics.  Associate Minister for the Environment Eugenie Sage has announced a consultation on a mandatory product stewardship scheme for farm plastics. Hartshorne wants all NZ plastic wrap distributors to get behind the Plasback scheme voluntarily, as any Government imposed requirements would likely be more costly.

Started 14 years ago, the Plasback recycling scheme has nationwide collectors and depots collecting waste silage wrap and silage sheeting. Volumes have grown lots since the scheme began: in the 2018-2019-year 2400 tonnes of plastic were collected, and 1100 tonnes were recovered in the first two months of the current year.  Plasback collects all brands of silage wrap, with some suppliers getting a free ride by distributing plastic products but not contributing to an accredited product stewardship scheme, Hartshorne says.“ “Every manufacturer and distributor has an obligation to contribute and they should get credit from contractors, farmers, the Government and the public for doing so.” [Full article available here](https://ruralnewsgroup.co.nz/dairy-news/dairy-machinery-products/state-s-tougher-line-on-farm-plastics?utm_source=Rural+News+Group+Weekly+E-Newsletter&utm_campaign=760e2bec93-Rural_News_Group_Bulletin_08_OCT_2019&utm_medium=email&utm_term=0_fb79f8bfe8-760e2bec93-59798541&ct=t(Rural_News_Group_Bulletin_08_OCT_2019))

* 1. **Optimistic outlook for NZ Cherry Corp**

Heightened demand and favourable growing conditions have New Zealand Cherry Corp optimistic heading into the 2019/20 season. In its Spring Update issued today (7 October), the leading cherry grower-packer-exporter said its orchards are currently at 50 per cent bloom, with full bloom expected by the end of the week. The company is pleased with how its crop has shaped up. Timing at this stage is three days ahead of a 'normal' season.

New Zealand Cherry Corp has its sales programme for the new season in place, having already completed its allocation process. The company said demand was “well in excess” of what it could supply. It comes on the back of a strong showing at last month’s Asia Fruit Logistica in Hong Kong, where the company was inundated with enquirers.   [Full article available here](http://www.fruitnet.com/asiafruit/article/179905/optimistic-outlook-for-nz-cherry-corp)

* 1. **Seeka profits from Northland strategy**

Seeka has returned over NZ$45m from the sale of orchards in New Zealand’s Northland region. Consistent with its Northland strategy, Seeka intends to use proceeds from the orchard sales to repay debt. [Full article available here](http://www.fruitnet.com/asiafruit/article/179904/seeka-profits-from-northland-strategy)

* 1. **How NZ kiwifruit can break into the US market**

Rabobank's Senior Horticulture Analyst has stated that although almost 100 per cent of all US kiwifruit comes from California, that doesn't mean New Zealand can't have a crack at that market. He added that the shipping season in the northern hemisphere meant California shouldn't trouble New Zealand production too much. On a per capita basis, if you take the entire US population, they only eat about a quarter of a kg of kiwifruit per person. So, it's not huge yet, but it's one of the more rapidly growing products in the fruit and nut space in the US market. [Full article available here](https://www.freshplaza.com/article/9151630/how-nz-kiwifruit-can-break-into-the-us-market/)

* 1. **NZ avocado lovers buy 26,000 avos in one week from Vegeland**

An incredible 26,000 avocados were sold at a Christchurch vegetable shop this week. Why? Shoppers rushed to get the fruit at 29 cents apiece. Shoppers were keen to get their fill of the fatty fruit while they were cheap, he said. Avocados are notorious for their seasonal price fluctuations, reaching prices as high as $7.50 each in the past. [Full article available here](https://www.freshplaza.com/article/9152575/new-zealand-avocado-lovers-buy-26-000-avos-in-one-week-from-vegeland/)

* 1. **Carrot prices dropping to seven-year low**

New Zealand carrots are the cheapest they have been in seven years, while the price for tomatoes, cucumbers and capsicums are falling sharply following the arrival of spring. The price decrease has been partly offset by a spike in cost for courgettes and broccoli, leading overall fruit and vegetable prices to fall just 1.9 per cent last month. "Fruit and vegetable prices typically fall in September as the warmer weather arrives and more stock begins to hit the shelves." [Full article available here](https://www.freshplaza.com/article/9152103/new-zealand-carrot-prices-dropping-to-seven-year-low/)

* 1. **Business will be back to normal for Southern hemisphere exporters**

Michael Blake, managing director of New Zealand Onion Co. Ltd exporters, Seagrove Farms Ltd. growers and Tasman Seed Ltd. onion seed breeders, has said, in response to good returns to New Zealand growers during the first half of 2019, that plantings for 2020 could be up.

Blake said on October 7: “Total exports recorded amount to 175,509 metric tons (193,456.3 tons) until week 40, with main volumes moving to Europe (84,000 mt/92,594 tons) UK (17,000 mt/18,739 tons) and Indonesia (27,0000 mt/29,762 tons) with the Pacific Islands taking 15,000 mt/16,534 tons and Malaysia also taking 11,000 mt/12,125.4 tons. It was ideal selling season with good quality and returns not seen for more than 20 years.”

While Northern hemisphere countries “are yet to fully complete the 2019 harvest,” Michael said, volumes available for marketing “appear to be back almost to normal.” Southern hemisphere exporters will need to seek supply gaps to fill over the first half of 2020 – which will mainly depend on the outturn of the storage crops now going into stores.” [Full article available here](https://www.freshplaza.com/article/9152186/business-will-be-back-to-normal-for-southern-hemisphere-exporters/)

* 1. **Workshop workplace management and a look at automation**

During August TomatoesNZ facilitated a workshop with a small group of covered crop growers and specialists to discuss key areas of concern when managing workplace practices in glasshouse operations. The group included representatives from tomato, capsicum and cucumber growing operations with both operational and health & safety expertise.

The group focused on glasshouse tasks and situations that the industry recognises require some caution, and discussed development of best practice guidance through sharing good practice ideas and suggestions for the industry. From the workshop a guidance document on industry best practice is being updated, with the next steps involving input from local machinery suppliers and industry trainers. Once available, this information will be shared with members on both the TomatoesNZ and Vegetables NZ member websites.

TomatoesNZ are also developing a project to look at potential new labour-saving devices and/or techniques for the glasshouse cropping industry If you have any thoughts, [please get in touch](mailto:helen.barnes@hortnz.co.nz?subject=Reaction%20to%20HortiDaily.com%20article).

[Full article available here](https://www.hortidaily.com/article/9152014/new-zealand-workshop-workplace-management-and-a-look-at-automation/)

* 1. **Eyeing up ag’s opportunities**

Pukekohe High School Teacher Dave Matthews is helping to get teenagers interested in horticulture with his teaching programme catered towards students in years 10-13. *He gets the students out on a number of field trips and helps them learn ever day skills* . Older students spend one day per week for 10 weeks working in these businesses, experiencing day-to -day operations and learning. NZ wide and overseas and Mr Matthews reports the benefits of hands-on experience allowing many students to shine especially if they struggle in more theoretical classes. [Full article available here](https://www.ruralnewsgroup.co.nz/rural-news/rural-general-news/eyeing-up-ag-s-opportunities)

* 1. **National kudos for Kurowventure**

Waitaki Orchards, a family orchard near Kurow has won the Inspire+ Artisan Awards' ''frozen'' category with its apricot, peach, golden plum and red plum sorbets. [Full article available here](https://www.google.com/search?client=firefox-b-d&q=National+kudos+for+Kurowventure)

* 1. **Seeds are earning us big money**

New Zealand’s seed sector pumped almost $800 million into the NZ economy last year. A new economic impact report shows that our world class seed production contributes much more to NZ’s bottom line than many realise, according to NZ Grain and Seed Trade Association General Manager Thomas Chin. In 2018 NZ seed production supported 4320 full time jobs ranging from seed breeding, research, multiplication, marketing, processing and distribution to ancillary services such as seed testing and brokering. Other downstream users of NZ grown seeds are arable, horticulture and market garden growers who provide crops for human consumption, including wheat, barley, maize, oats and fresh vegetables used by local millers, bakers, beverage producers, food processors and supermarkets. [Full article available here](https://www.google.com/search?client=firefox-b-d&q=Seeds+are+earning+us+big+money)



1. **International news**

**Comment**

* 1. **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. With regard to import regulations for a particular market New Zealand exporters should first check the countries ICPR on MPI’s web site. These are collated specifically for New Zealand product. However the Gain reports often provide additional information that is useful e.g. on grading and labelling, economic profiles. This week see:

1. **China’s Foreign NGO Law** The purpose of this report is to provide information on the “Law of the People’s Republic of China on Administration of Activities of Overseas Nongovernmental Organizations in the Mainland of China” (FNGO Law). China’s Foreign NGO Law\_Beijing ATO\_China - Peoples Republic of\_10-04-2019
2. **Caribbean Basin Food Service - Hotel Restaurant Institutional 0002**

The Cayman Islands tourism industry has experienced tremendous growth during the past several years. U.S. exporters will find excellent opportunities for U.S. products in the Cayman Islands Food Service - Hotel Restaurant Institutional\_Miami ATO\_Caribbean Basin\_09-30-2019

1. **Japan 227th Food Safety Group** On July 18, 2019, Japan’s Ministry of Health, Labor and Welfare (MHLW) announced revisions to Japan’s Maximum Residue Levels (MRLs) for six agricultural chemicals --------. The embassy comment period for these proposals is open until October 11, 2019. MHLW will then notify these revisions to the WTO, which will provide another opportunity for interested parties to comment. Japan 227th Food Safety Group\_Tokyo\_Japan\_09-29-2019
2. **Japan Food Service - Hotel Restaurant Institutional** Following seven consecutive years of growth, Japan’s hotel, restaurant, and institutional (HRI) food service industry achieved record sales
3. Food Service - Hotel Restaurant Institutional\_Tokyo ATO\_Japan\_09-30-2019
4. **Korea Food Service - Hotel Restaurant Institutional** South Korea’s Hotel, Restaurant and Institutional (HRI) food service sector continues to grow Food Service - Hotel Restaurant Institutional\_Seoul ATO\_Korea - Republic of\_09-30-2019
5. **South Africa Food Service - Hotel Restaurant Institutional** The report provides updates on statistics of South Africa foodservice market. Food Service - Hotel Restaurant Institutional\_Pretoria\_South Africa - Republic of\_09-30-2019
6. **Spain Food Service - Hotel Restaurant Institutional S**pain continues to host record-breaking numbers of visiting tourists. Hence, the Hotel, Restaurant and Institutional (HRI) sector in Spain continues to offer excellent opportunities for U.S. food-ingredient and food-product exporters. Food Service - Hotel Restaurant Institutional\_Madrid\_Spain\_09-30-2019
7. **Thailand Food Service - Hotel Restaurant Institutional** This report contains information about Thailand’s food service industry. It provides an overview of market opportunities and key channels of distribution for U.S. food and beverage products destined for the food service market in Thailand. Food Service - Hotel Restaurant Institutional\_Bangkok\_Thailand\_09-30-2019

 **Regulatory**

* 1. **New IMO guidelines for marine shipping**

New standards will become effective in 2020, including the new guidelines on ship fuel introduced by the **IMO** (International Maritime Organization), which force shipping companies to use marine diesel oil with a low sulfur content so as to reduce emissions and safeguard the environment.

The new regulation establishes that ships must reduce sulfur oxide emissions (SOx) from the current 3.5%m/m to below 0.5%m/m (mass per mass). This is a considerable change and will probably be costly for operators not only because diesel prices will likely increase, but also because companies will need to make investments purchasing new container ships.

Global trade by sea is destined to increase over the next few year (+3.8% in 2019-2023) and Asia will be the continent with the best potential when it comes to container handling. The trend does not seem to be stopping, considering that 79% of the ships being delivered in 2019 has a capacity that exceeds 10,000 Teu.  [Full article available here](https://www.freshplaza.com/article/9146970/new-imo-guidelines-for-marine-shipping/)

 **Business/ Industry**

* 1. **Trade statistics on fruit and fresh vegetables sector in the EU**

About 1.5 million holdings in the European Union manage fruit orchards and about 0.8 million farms cultivate fresh vegetable. [Eurostat statistics gives an extensive statistical overview of the fruit and vegetable sector in the EU.](https://ec.europa.eu/eurostat/statistics-explained/index.php/The_fruit_and_vegetable_sector_in_the_EU_-_a_statistical_overview)

* [Where are fruit and vegetables grown in the EU? By how many farms? Over what area?](https://ec.europa.eu/eurostat/web/products-eurostat-news/product/-/asset_publisher/VWJkHuaYvLIN/content/DDN-20191003-1?inheritRedirect=false&redirect=https%3A%2F%2Fec.europa.eu%2Feurostat%2Fweb%2Fproducts-eurostat-news%2Fproduct%3Fp_p_id%3D101_INSTANCE_VWJkHuaYvLIN%26p_p_lifecycle%3D0%26p_p_state%3Dnormal%26p_p_mode%3Dview%26p_p_col_id%3Dcolumn-1%26p_p_col_count%3D1)
* [Output values](https://ec.europa.eu/eurostat/statistics-explained/index.php/The_fruit_and_vegetable_sector_in_the_EU_-_a_statistical_overview#Output_values)
* [Trade](https://ec.europa.eu/eurostat/statistics-explained/index.php/The_fruit_and_vegetable_sector_in_the_EU_-_a_statistical_overview#Trade)
* [Processing](https://ec.europa.eu/eurostat/statistics-explained/index.php/The_fruit_and_vegetable_sector_in_the_EU_-_a_statistical_overview#Processing)
  1. **Salad producer joins blockchain-based platform**

BrightFarms announced it is incorporating blockchain technology as a member of the IBM Food Trust network. Food Trust, a blockchain-based information-sharing platform, connects supply chain data across the ecosystem. In addition to providing provenance insights, network members such as BrightFarms, say they are realizing benefits around such aspects as supply chain processes, freshness, food safety, minimizing waste and fraud. [Full article available here](https://www.freshplaza.com/article/9151122/salad-producer-joins-blockchain-based-platform/)

* 1. **Upgrade to Oceania - U.S. shipping network to widen presence in Pacific area**

MSC announced an upgrade of its Oceania to US network, effective immediately. The network is divided in two loops: Oceania loop 1 offers a new direct fortnightly call in Adelaide, Seattle, Vancouver extending the current coverage from Australia and New Zealand to US West Coast and Canada. The service will also call in Papeete, Tahiti on fortnightly basis, widening their presence in the Pacific area.

Rotation Australia, NZ to USWC and Canada: Sydney – Melbourne – Adelaide – Tauranga – Oakland – Seattle – Vancouver – Long Beach

Oceania loop 2 provides weekly direct service to Cristobal and US East Coast, as well as competitive transit times from Adelaide to USA, via New Zealand.

Port Rotation: Sydney – Melbourne – Port Chalmers – Napier – Auckland – Tauranga – Cristobal – Philadelphia – Charleston – Balboa – Tauranga [Full article available here](https://www.freshplaza.com/article/9152637/upgrade-to-oceania-u-s-shipping-network-to-widen-presence-in-pacific-area/)

* 1. **It's official: fruit and veg "are sexy"**

A new BBC programme about the UK’s fresh fruit and veg import-export trade has attracted the biggest ever audience of 16-24-year olds for a BBC2 documentary. The episode, part of a new three-part television series called [What Britain Buys and Sells in a Day](https://www.bbc.co.uk/programmes/m0008zkk), saw presenters Ed Balls, Ade Adepitan and Cherry Healey look at how the UK sources fresh produce from all over the world, as well as emerging potential for it to sell its products abroad.

“What that says to hem is that 16-24 year-olds want to know all about fruit and veg,” he said in a [video interview with Max MacGillivray of Redfox Executive Selection](https://www.linkedin.com/posts/maxmacgillivray_freshproduce-freshfood-foodservice-activity-6587281877856460800-1Xyp/) at this week’s [FPJ Live](https://www.fpjlive.com/). “This whole vegan and vegetarian movement is really taking hold, and particularly among the kids.”

Even for those working in the fresh produce business who know the market better than most, there were several interesting things to learn about where the UK fresh produce business stands right now and where it may be heading. There are seven things he noted…[Full article available here](http://www.fruitnet.com/fpj/article/179935/its-official-fruit-and-veg-are-sexy)

* 1. **Australia makes gains with irradiation**

Over the past 12 months, Australian exporters have sought to take advantage of increased market access through irradiation protocols. Consequently, Steritech, a company that has pioneered the use of irradiation treatment in Australia, has seen record volumes of fresh fruit flow through its facility in Brisbane. Having installed Australia’s first whole-pallet irradiator for fresh produce in 2002, Steritech is on the cusp of unveiling another piece of market-leading infrastructure, with a hybrid E-beam/X-ray facility set to open in Melbourne later this year.

The Australian industry will further position itself as a leader in the utilisation of irradiation treatment when the 9th Chapman Phytosanitary Irradiation Forum comes to Melbourne on 23-26 March 2020.

The forum's programme includes a day focused on regulatory matters, as well as another tailored to the interests of commercial industry. The final day will be a tour of our new X-ray facility. [Full article available here](http://www.fruitnet.com/asiafruit/article/179919/australia-makes-gains-with-irradiation)

* 1. **Chile's unprecedented drought affects 37,000 farmers**

The driest southern winter in six decades has left a complex balance: 6 of the 16 regions in Chile are suffering the effects of the rainfall deficit. According to the Ministry of Agriculture, there are about 37,000 farmers at risk. [Full article available here](https://www.freshplaza.com/article/9151038/chile-s-unprecedented-drought-affects-37-000-farmers/)

* 1. **Spain mulls cost of US tariffs**

**S**panish fruit and vegetable producers have reacted with dismay to President Trump’s decision to impose additional 25 cent tariffs on a number of European agricultural imports. The measure, announced on Wednesday, is due to come into effect on 18 October and will affect citrus, peaches and pears, as well as olives amongst other products. Spain exports around €2bn of agricultural products a year to the US, and it is estimated that more than half of this will be affected by Trump’s move. Clemantines will be one of the most affected fruits. [Full article available here](http://www.fruitnet.com/eurofruit/article/179893/spain-mulls-cost-of-us-tariffs)

* 1. **Positive results for Freshfel Europe’s ‘Follow me to be healthy with Europe’ campaign**

In July 2019 Freshfel Europe together with Aprifel launched the ‘Follow me to be healthy with Europe’ campaign, co-funded by the European Union. The programme focusses on millennials as their consumption of fruit and vegetables is notably low throughout Europe, where consumption, in general, is stagnating or decreasing.

The campaign employs social media to disseminate the campaign messages to millennials as this is one of the most effective ways to reach this target group. In August the campaign focused on how it is easy to obtain the necessary minimum of 400g of fruit and vegetables per day in a summer picnic, whilst in September the campaign highlighted the convenience of including at least 400g of fruit and vegetables in your daily routine with the start of the new academic year.

Early KPIs show that for some of the indicators the campaign has already obtained the targets for its Social Media platforms and the influencers’ platforms that were initially set for the full 3 years of the campaign. These KPIs demonstrate that the content is being successfully amplified via the campaign’s platforms and on-the-ground events and also via the influencers and their followership. [Full article available here](https://www.hortidaily.com/article/9150012/positive-results-for-freshfel-europe-s-follow-me-to-be-healthy-with-europe-campaign/)

* 1. **"We want 3 in 5 apples consumed in UK to be homegrown by 2030"**

English Apples & Pears (EAP), the trade body representing UK apple growers, has a positive prediction for British apples this year, thanks to a major orchard investment opening up the potential for more British apples to be available to shoppers year-round, than ever before.

EAP Executive Chair, Ali Capper says: “Throughout the last 10 years, the British apple industry has increased market share by 50%, investing over £120 million in technology, research and development. At the same time, we’ve planted over 8 million new trees to ensure we continue to grow more of the apples that shoppers want to buy and enjoy eating. Right now, just two out of every five fresh apples consumed in the UK are home-grown, but with this continued level of investment, we are confident that we can increase this to three in five by 2030 – bringing the UK closer to apple self-sufficiency. [Full article available here](https://www.freshplaza.com/article/9150931/we-want-3-in-5-apples-consumed-in-uk-to-be-homegrown-by-2030/)



* 1. **Compostable cucumber wrap cuts plastic**

BioBag World Australia has launched a compostable wrap for cucumbers after 12 months of development with South Australian produce and packaging businesses IG Fresh Produce.

The wrap is an environmentally-friendly alternative to the traditional polyethylene plastic wrap and has already generated export interest from Qatar and South Africa. The bioplastic film is made from a compostable resin called Mater-Bi that uses substances obtained from plants including non-genetically modified corn starch.

While there are other compostable products on the market, Antonas said creating a 100 per cent industrially compostable cucumber wrap required a unique process because it’s heat shrunk onto the cucumber. [Full article available here](http://www.fruitnet.com/americafruit/article/179891/compostable-cucumber-wrap-cuts-plastic)

* 1. **Can Vegetarianism Stop Climate Change?**

**Eating meat is bad for the climate—or at least that was one of the main conclusions highlighted in a flood of news reports based on the U.N. Intergovernmental Panel on Climate Change's August report, Climate Change and Land. " This article looks to see if the numbers stack up and concludes**

That if every American adopts a vegan diet and all livestock raising ceases, that change would reduce U.S. greenhouse gas emissions by just 3.6 percent In other words, going vegetarian for one year would reduce an average American's emissions by the same amount as spending, at current prices, just over $8 to buy cap-and-trade emissions allowances through the Regional Greenhouse Gas

[Click here](https://reason.com/2019/10/07/can-vegetarianism-stop-climate-change/printer/) for more information. [Full article available here](https://www.hortibiz.com/news/?tx_news_pi1%5Bnews%5D=30596&cHash=12d721701cf584abd95fbfd681042265)

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**Floral news**

* 1. **Global Floriculture Market Analysis and Forecast**

**Global Floriculture Market was valued at US$ 2.27 Bn in 2017 and is expected to reach US$ 4.0 Bn by 2026, at a CAGR of 7.34% during a forecast period.** Changing the lifestyle of consumers across the globe is expected to surge the market growth. The report provides an in-detail list of drivers and restraints, which are influencing the market growth. Additionally, provides expected opportunities and emerging trends. **Browse Full Report with Facts and Figures of Floriculture Market Report at:**<https://www.maximizemarketresearch.com/market-report/global-floriculture-market/23982/> [Full article available here](https://www.hortibiz.com/news/?tx_news_pi1%5Bnews%5D=30559&cHash=2d8926c8380f3ed9a46fd7c86fd4902d)

  **Health**

* 1. **Unhealthy food 'should subsidise fruit and veg'**

## Chief medical officer's anti-obesity proposals include banning both the marketing of unhealthy foods and eating on public transport A report released in the UK, entitled Time To Solve Childhood Obesity, was written by chief medical officer Professor Dame Sally Davies was published last week. It outlines a raft of recommendations to help tackle the obesity crisis among young people and make long-lasting change that will prevent early deaths and reduce the burden on the NHS.

Those recommendations include an urgent post-Brexit review of VAT rates on food and drink, proposing a tiered VAT approach so the unhealthiest products have a higher rate of VAT which could be used to subsidise healthy food, starting with fruit and vegetables. The report highlights the extent of the battle faced by fruit and veg in getting the public’s attention. In 2017, over £300 million was spent on advertising soft drinks, confectionery, sweets and savoury snacks, compared to just £16m on fruit and veg. [Full article available here](http://www.fruitnet.com/fpj/article/179944/unhealthy-food-should-subsidise-fruit-and-veg)

 **Innovation**

* 1. **South African firm on the road to commercialisation of beneficial nematodes**

Throughout South Africa fruit and vegetable crops are experiencing the effects of drought and a concomitant vulnerability to stress factors. In the absence of more water or fertilisers, farmers are increasingly looking *at identifying and controlling detrimental nematodes and* harnessing the positive power of beneficial nematodes, which have for a long time only had a bad reputation. The adverse effects of certain species of nematodes are well-known to farmers, but award-winning laboratory Nemlab is promoting the use of African entomopathogenic nematodes (EPNs), which are biocontrol agents that can be used against, among others, the larvae of the false codling moth. [Full article available here](https://www.freshplaza.com/article/9151154/south-african-firm-on-the-road-to-commercialisation-of-beneficial-nematodes/)

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