

**PMAC weekly update 9th to 16th April**

1. **Government agencies**: Busy summer for frontline biosecurity officers; Land on your feet in Africa – new market guides online now; New Zealand at Expo 2020; Success on the right terms; Big potential in China's Greater Bay Area.
2. **New Zealand News:**  Foreign Affairs Minister to travel to Belgium, UK and Singapore; "Partnership key to address labour shortages"; Freshmax Appoints new CEO New Zealand; Seed company will compensate; Iwi leader helps out with Hawke’s Bay’s apple picking crisis; Kiwano joins in Cino de Mayo celebrations; New Zealand kiwifruit orchard prices reaching record highs; New Zealand ready to welcome Vietnamese rambutan; Tasmanian blueberry growers count the cost of fruit fly outbreak.
3. **International news:** GAIN reports; Possible import tariffs of 20 percent on food after Brexit; Australia: Horticulture exporters unhappy about fees; President Trump exploring to re-join Trans-Pacific Partnership; Compelling reasons to reduce global hotel food waste; Australian blockchain fix for mangoes; Major changes coming to AQSIQ & China’s regulatory environment; Millennials one of the most influential generations in history; Australia: Coles frozen pomegranate linked to hepatitis A outbreak; Cleaning product toxins found in crops; "‘Extreme bacteria’ could be game-changer for organic vegetable production".

***Editors comments***

*Overseas activity has produced the most interesting articles this week. An article from China describes how the agency AQSIQ and 7 other agencies will be restructured into the State Market Regulatory Administration (SMRA) and the General Administrations of Customs of the People’s Republic of China (GACC). These two organisations will be the two key agencies dealing with all import and export activity. The article describes how the responsibilities will be split between the two organisations.* *On a trade basis there are also articles confirming that Trump is keen for the USA to become involved in TPP and in another the reality of BREXIT is beginning to create real nervousness for those involved in the trade of fresh produce.*

*In the innovation section the discovery that cleaning product toxins from treated waste water are accumulated in capsicums is an interesting article and one New Zealander exporters can potentially use to their advantage where our crops are watered with fresh water. .*

*The other area worth a mention is the interception data provided by MPI. This data really shows the value of the border inspections in preventing the arrival of significant pests. This is further emphasised by an article from Tasmanian showing the effect of the Tasmania incursion on just one producer*

1. **Agency news**



* 1. **Busy summer for frontline biosecurity officers**

MPI biosecurity officers screened some 2 million passenger arrivals between December 2017 and February 2018, a 5% increase on last summer. Officers handed out nearly 4,000 infringements to passengers with undeclared goods most of which were for undeclared fresh produce.

10 fruit fly interceptions were made during the summer. MPI officers also made record seizures of brown marmorated stink bugs (BMSB) with 180+ interceptions and 2,000+ individual bugs detected.

MPI has increased its scrutiny of cargo arriving from countries where the pest is established, with the number of consignments targeted for inspection increasing more than 100%. There has been a huge spike in stink bug detections on imported vehicles and machinery from Japan that has so far resulted in 4 carriers being turned away from New Zealand this season.

### *Other December to February figures*

* 2 million air passenger arrivals – a 5% increase.
* 4,930 undeclared seizures ­– a 5% increase.
* 3,111 seizures of undeclared fresh produce.
* 3,983 infringements issued – a 12% increase.
* 1,821 cargo consignments targeted BMSB inspection – a 103% increase.
* 187 BMSB interceptions – an 80% increase.
* 102 international yacht arrivals (26 detected with undeclared seizures).
* 4 bulk carriers directed to leave New Zealand waters.

[Full article available here](http://mpi.govt.nz/news-and-resources/media-releases/busy-summer-for-frontline-biosecurity-officers/)



* 1. **Land on your feet in Africa – new market guides online now**

Africa is the world's second largest and second most populous continent – and its markets are being transformed, as economic growth and reforms raise living standards (and spending power) for millions of people. Get up to speed on African markets and explore opportunities for your business with NZTE's new suite of market guides.  [Full article available here](https://www.nzte.govt.nz/export-assistance/market-guides/africa?utm_source=ubiquity&utm_medium=engage&utm_campaign=en17032016&utm_content=Read%20More%20Button%20-%20Land%20on%20your%20feet%20in%20Africa%20-%20new%20market%20guides%20online%20now)

* 1. **New Zealand at Expo 2020**

New Zealand’s Pavilion and visitor experience at Expo 2020 Dubai will be located in Expo 2020’s Sustainability District and be based on the unique value of kaitiakitanga: guardians for people and place. Find out more about who's on board – and how you can get involved in this major international event. [Full article available here](https://www.nzte.govt.nz/about/media-releases/new-zealand-at-expo-2020-design-team-announced?utm_source=ubiquity&utm_medium=engage&utm_campaign=en17032016&utm_content=Read%20More%20Button%20-%20New%20Zealand%20at%20Expo%202020%20-%20the%20team%20behind%20the%20experience)

* 1. **Success on the right terms**

Family-owned manufacturing business Te Pari enjoyed robust trade with its UK distributor – but co-owner Jeremy Blampied knew exactly what he needed to unlock a huge jump in sales: generous payment terms. The solution lay in some timely help from the Treasury's New Zealand Export Credit Office. [Full article available here](https://www.nzeco.govt.nz/resources/growing-global?utm_source=ubiquity&utm_medium=engage&utm_campaign=en17032016&utm_content=Read%20More%20Button%20-%20Success%20on%20the%20right%20terms%20-%20Te%20Pari%27s%20UK%20advantage)

* 1. **Big potential in China's Greater Bay Area**

Imagine finding a new export market that offered GDP to match Australia, 70 million increasingly wealthy consumers, and world-leading logistics and infrastructure – all within a land area smaller than Denmark. Welcome to southern China's Greater Bay Area. For more information see the [Full article available here](http://www.nzherald.co.nz/business/news/article.cfm?c_id=3&objectid=12021827&utm_source=ubiquity&utm_medium=engage&utm_campaign=en17032016&utm_content=Read%20More%20Button%20-%20Big%20potential%20in%20China%27s%20Greater%20Bay%20Area)

* 1. **Stand out – Bay of Plenty ExportNZ awards open now**

Doing great things internationally from the Bay of Plenty? It's your time to shine with entries now open for the 2018 Bay of Plenty ExportNZ Awards. Even better, your entry in either export category is also an automatic entry for the nationwide 2018 New Zealand International Business Awards. Find out more and enter below. [Full article available here](http://www.bopexportnzawards.org.nz/?utm_source=ubiquity&utm_medium=engage&utm_campaign=en17032016&utm_content=Read%20More%20Button%20-%20Stand%20out%20-%20Bay%20of%20Plenty%20ExportNZ%20awards%20open%20now)



1. **New Zealand News**



* 1. **Foreign Affairs Minister to travel to Belgium, UK and Singapore**

Foreign Affairs Minister Winston Peters travelled to Europe and Singapore last week to hold bilateral meetings and attend the 2018 Commonwealth Heads of Government Meeting (CHOGM).

The Foreign Affairs Minister visited Brussels for a range of calls on senior figures in the European Union, NATO, and the Belgian government to discuss trade and security issues. Then he will travel to London to meet with the UK Foreign Secretary, Boris Johnson, and attend the 25th CHOGM with the Leaders and Foreign Ministers of over 50 Commonwealth nations.[Full article available here](https://www.beehive.govt.nz/release/foreign-affairs-minister-travel-belgium-uk-and-singapore)

**General**

* 1. **"Partnership key to address labour shortages"**

All New Zealand industries are currently experiencing a shortage of workers. In some areas, particularly in the South Island, there are very few unemployed, and in some cases less than 50 for a whole regional district. The declaration of labour shortages in Central Otago earlier this year, and now in Hawke's Bay and Nelson districts, are key indicators that there are simply not enough workers for the current harvest.

Labour shortages are declared by the Ministry for Social Development / Work and Income, and are only declared when Work and Income believes there are not enough unemployed workers available and suitable for harvest work in these districts. A declared labour shortage allows visitors to New Zealand to have their visa changed to permit them to work in the industry that has had a labour shortage declared for. This is, however, a short term fix, and relies heavily on there being visitors in New Zealand who are willing to work in horticulture; there is no certainty that visitors will make themselves available for work. What we require is a long-term fix, both for seasonal and permanent workers.   
  
There are a number of reports that have predicted this impending shortage. MPI estimates 26,300 extra workers by 2025 for horticulture alone. NZIER has estimated that, on an annual basis, horticulture is short between 2,500 and 5,500 seasonal horticulture workers each year. These predictions are rapidly coming to pass.  
  
Clearly there need to be more of these schemes put in place in areas were horticulture is expanding, and particularly where there is higher unemployment. In the short to medium term, these New Zealanders will need to be supplemented by immigration. There is already the very successful RSE scheme, focused on bringing Pacific Islanders on a temporary basis to New Zealand for seasonal work. This year, a total of 11,100 RSE workers will come to New Zealand, and return home once harvest and pruning are completed. But this scheme on its own is not enough, and only provides seasonal workers for short term activities.   
  
New initiatives will need to be developed that focus on more and targeted permanent migration to New Zealand, to ensure that the massive growth in horticulture can continue. In the long term we need to develop a much larger and skilled Kiwi workforce for all industry to meet the demands of growth across New Zealand. That can all only be done in an active partnership with Government and expanded to cover all aspects of employment because, as the RSE scheme shows, neither Government nor industry on their own can be as successful. [Full article available here](http://www.hortidaily.com/article/42533/Partnership-key-to-address-labour-shortages)

**Industry news**

* 1. **Freshmax Appoints new CEO New Zealand**

Andrew Common has returned to the Freshmax Group as CEO New Zealand. After his early career in produce, Andrew joined the Freshmax New Zealand Exports team back in 2002. Andrew then moved to Crasborns Pipfruit export team in 2007. Since 2015, Andrew has been heading up the East and South East Asia division of Zespri Global. Andrew Common will be based at the Freshmax Auckland office in Mount Wellington. [Full article available here](http://www.freshplaza.com/article/192653/Freshmax-Appoints-new-CEO-New-Zealand)

**Crop news**

* 1. **Seed company will compensate**

PGG Wrightson sold seeds linked to the deaths of hundreds of dairy cows in 2014. The HT-S57 swede had been discontinued last year after it was connected with cow death. This year farmers were sold the wrong swede seed. At the end of February, after the bulbs of swedes started appearing, the company learned 556 farmers were sold HT-S57 white-fleshed swedes after paying for a new seed variety.

As for how the mix-up occurred, PGG Wrightson said it was a big mistake and it was incredibly sorry for the problems that had been created as a result. ''It was a basic human error around the line selected for seed treatment. In terms of compensation, the business had a mechanism set up for claims, so farmers could receive compensation. PGG Wrightson hoped it would happen within the next few weeks and that it was too early to say what the cost to the company would be[. Full article available here](http://www2.nzherald.co.nz/the-country/horticulture/news/article.cfm?c_id=227&objectid=12031077)

* 1. **Iwi leader helps out with Hawke’s Bay’s apple picking crisis**

Immigration officials were unable to process potential overseas workers faster, so residents in the Hawke’s Bay region were asked to help out with the apple picking crisis. Ngati Kahungunu Chairman, Ngahiwi Tomoana, spent three days picking apples in an attempt to get locals involved. Mr Tomoana said the apple industry was the driver of their economy and therefore growers needed support.

The Ministry of Social Development declared a labour shortage on March 12 which has been extended until April 29. Bostock New Zealand Labour Development and Resource Manager, Vikki Garrett, said

since the declaration it had still been hard. She added that it was the worst it had been and there were hardly any backpackers. She emphasised their priority was to put locals into local jobs and also get fruit off trees at the optimum time [Full article available here](http://www.nzherald.co.nz/business/news/article.cfm?c_id=3&objectid=12027294)

* 1. **Kiwano joins in Cino de Mayo celebrations**

Bay of Plenty, New Zealand - New Zealand Kiwano grower Enzed Exotics is launching a new Cinco de Mayo-themed (Mexican annual celebration) campaign aimed at opening US consumers’ eyes to the versatility of its naturally grown Kiwano fruit. Enzed Exotics will be running an online campaign, offering giveaways and engaging with Instagram influencers to get consumers excited about the Kiwano and how it can be used in Mexican inspired dishes – including cocktails, tacos, salsas and dips.  
  
Hutchings said it was the second year the company had worked with Instagram influencers. “One of the best things we’ve found about working with foodie influencers is their fresh, individual take on our product. We generally work with what’s termed “micro influencers”, with a following in the 15,000-50,000 range. We’ve found this type of influencer has a high level of engagement with their followers, and are often growing their audience rapidly.” [Full article available here](http://www.freshplaza.com/article/192823/Kiwano-joins-in-Cino-de-Mayo-celebrations)

**Other**

* 1. **New Zealand kiwifruit orchard prices reaching record highs**

Rural real estate agents say top quality gold kiwifruit orchards are selling for double the price compared with just three years ago. A 5.54 canopy hectare Paengaroa orchard, including a house valued at $500,000 (€300,000) has sold for $6.7 million (€4 mln) - or $1.1m per canopy hectare.

[Full article available here](http://www.freshplaza.com/article/192501/New-Zealand-kiwifruit-orchard-prices-reaching-record-highs)

* 1. **New Zealand ready to welcome Vietnamese rambutan**

Vietnam is now ready to begin exporting rambutans to New Zealand after years of trade negotiations between the two countries. The move comes after a meeting between the Vietnamese Deputy Prime Minister and senior officials from the government of New Zealand in July of last year.

A report from the Vietnam Commerce Office in New Zealand showed that the annual exports of Vietnam rambutans are modest. The country’s turnover from fresh fruit exports have not been stable, and have much untapped potential. According to an article on [vietnamnews.vn](http://vietnamnews.vn/economy/425995/new-zealand-welcomes-vn-rambutan.html#r46XybBq7vAKZQh9.97), New Zealand only allows imports of goods that pass the country’s risk analysis, their health standards are also among the strictest in the world. The number of items considered annually for import by the New Zealand Ministry of Primary Industries (MPI) is relatively limited in comparison to other countries.  
[Full article available here](http://www.freshplaza.com/article/192540/New-Zealand-ready-to-welcome-Vietnamese-rambutan)

**Biosecurity**

* 1. **Tasmanian blueberry growers count the cost of fruit fly outbreak**

As more Tasmania farmers wait to find out if they will be caught up in a fruit fly control zone, a berry grower says the outbreak has been "financially devastating". Fruit flies were first detected in the state in January, sparking concerns it could threaten the state's fruit fly-free status. [Abc.net.au](http://www.abc.net.au/news/2018-04-11/blueberry-grower-counts-cost-of-fruit-fly-outbreak/9640958) quoted Brett Rosendale, owner of Sheffield Berry Gardens in the north-west, as saying he had lost about $70,000 since becoming part of the Spreyton control zone about six weeks ago.

Raspberries have been frozen and you hope to get something from them later but the price for frozen raspberries is about the cost of production, that's before the fruit fly, now that there's so much frozen fruit about, the price has collapsed to half what it was." [Full article available here](http://www.freshplaza.com/article/192755/Tasmanian-blueberry-growers-count-the-cost-of-fruit-fly-outbreak)



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. **Canada Retail Sector Overview – 2017** In 2016, retail food and beverage sales in Canada amounted to $73 billion, comprising 85 percent of total food and alcohol beverage sales.  [Retail Foods\_Ottawa\_Canada\_3-6-2018](http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Retail%20Foods_Ottawa_Canada_3-6-2018.pdf)
2. **Panama 2017 Exporter Guide** The expanded Panama Canal in June 2016 marks a key milestone in Panama’s history as an important water route for world trade.  Panama boasts the Western Hemisphere’s fastest growing economy, with low unemployment, and a stable, democratically elected government.  Its economy nearly 90 percent based on services, including sophisticated logistics and finance operations, heavily dependent on foreign investment and has worked to make the investment process attractive and simple for investors. [Exporter Guide\_Panama City\_Panama\_12-29-2017](http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Exporter%20Guide_Panama%20City_Panama_12-29-2017.pdf)

**Regulatory**

* 1. **Possible import tariffs of 20 percent on food after Brexit**

“Brexit is already happening- contracts that are now being entered into between businesses for forward supply. In these the consequences of Brexit are already considered and changes are being made as the Brexit rules are unknown.

Last month it was announced that the EU and the British have reached an agreement about the transition period. Brexit wont become effective as of 29 March 2019, but as of 31 December 2020. Whether there’ll be a transitional period or not, companies are preparing for the consequences of a hard Brexit. After leaving the EU, the UK will have to enter into 300 new free trade agreements, among other things. It will be quite a job. The economic effects will also be felt. The UK is an important market within Europe. About 54 per cent of British import and 43 per cent of British export is done with EU member countries.

It has been predicted that the economic consequences won’t be too bad for both the UK and the EU in the short term, but in the mid to long term the British economy is estimated to be severely affected.

The EU is based on four freedoms: free movement of goods, services, capital and people. “The British want it à la carte: free movement of goods and capital, but not of people.” This is an impossible option from the point of view of the EU. A hard Brexit, when no agreement is made about trade, will result in a trade relationship according to the World Trade Organisation (WHO) regulations. Tariffs for the trade in food could then increase to as much as 20 per cent. [Full article available here](http://www.freshplaza.com/article/192679/Possible-import-tariffs-of-20-per-cent-on-food-after-Brexit)

Not just the expensive euro will hit the food sector, but expected waiting times in Calais and Dover will be disastrous for fresh products. When everyone returns to the WTO Accords after Brexit, it could result in a loss of as much as two per cent for the Dutch GDP by 2030, according to calculations of the ABN AMRO. In the UK, this could even result in a loss of 8.7 per cent of GDP.

[Full article available here](http://www.freshplaza.com/article/192666/Brexit-The-biggest-sector-thatll-be-affected-is-food)

* 1. **Australia: Horticulture exporters unhappy about fees**

Australia’s horticulture sector may be notoriously fragmented, but now it has joined forces to unanimously oppose price hikes to export fees. The fees are to come into effect on July 1 and will bring in more than $3.5 million over the next four years. Eight major industries have called on the Federal Government to re-engage with stakeholders before introducing a new cost recovery model for horticulture export services.  
  
Earlier this year, the Department of Agriculture and Water Resources released a draft document outlining new levies for 2018-19, including a doubling of the phytosanitary certificate levy from $38 a document to $78. It would also increase the horticultural products levy to non-protocol countries by 160 per cent, from $0.65 to $1.70 a tonne, and to protocol countries from $1.30 to $3.40 a tonne.  
[Full article available here](http://www.freshplaza.com/article/192729/Australia-Horticulture-exporters-unhappy-about-fees)

* 1. **President Trump exploring to re-join Trans-Pacific Partnership**

US president Trump is considering re-joining negotiations on the Trans-Pacific Partnership (TPP) trade deal. Of course, the TPP would open more overseas markets for American farmers. But it was Trump who ostensibly left the TTP last year.   
  
The discussions came during a meeting in which Mr Trump told farm-state governors and politicians that he was pressing China to treat the American agriculture industry fairly. Midwest farmers fear becoming caught up in a trade war as Beijing threatens to impose tariffs on soybeans and other US crops, a big blow to Midwestern farmers, many of whom are strong supporters of Mr Trump. Republican Senator for Nebraska, Ben Sasse, said he was sure there were a lot of particulars the US would want to negotiate to become involved in TPP "But the President multiple times reaffirmed in general to attendees at a meeting that he wanted the deal and looked right at Larry Kudlow and said, 'Larry, go get it done'.” [Full article available here](http://www.freshplaza.com/article/192794/President-Trump-exploring-to-re-join-Trans-Pacific-Partnership)

**Business**

* 1. **Compelling reasons to reduce global hotel food waste**

New research in Washington USA, has found there is a compelling business case for hotels to reduce the amount of food they throw away.  For every $1 hotels invested in programmes to reduce kitchen food waste, on average they saved $7 in operating costs.

In a first-of-its kind analysis for the industry, The Business Case for Reducing Food Loss and Waste: Hotels evaluated financial cost and benefit data for 42 sites –showed. Within just one year, the hotels had reduced food waste from their kitchens by 21 percent on average, and over 70 percent had recouped their investment.  Within two years, 95 percent had recouped their investment.

The 7:1 return on investment comes from buying less food and thereby reducing purchase costs, increasing revenue from new menu items developed from leftovers or foods previously considered “scraps,” and lower waste management costs. [Full article available here](https://www.hospitalitybusiness.co.nz/2018/04/09/compelling-reasons-to-reduce-global-hotel-food-waste/?utm_medium=email&utm_campaign=newsletter&utm_content=newsletter+Version+A+CID_6cc8bd52a6569b3359775ff752f8032b&utm_source=Campaign%20Monitor&utm_term=Compelling%20reasons%20to%20reduce%20global%20hotel%20food%20waste)

* 1. **Australian blockchain fix for mangoes**

Adelaide AgTech start-up T-Provenance has raised $500,000 to pilot its blockchain technology with Northern Australian mango producers. It is part of a two-year project being managed by the Cooperative Research Centre for Developing Northern Australia (CRCNA).  
  
Internet of Things-enabled sensors and smart chips will be used to monitor things like temperature and humidity and any other parameters to help understand and improve the mango supply chain. The data will then be fed through a blockchain application layer, which will be made accessible via a dashboard for distributors, wholesalers, producers and retailers to view.  
  
“What we’re looking for in the supply chain is the blind spots and where there are opportunities to improve or remove things that could be reducing the quality of mangoes, which can lead to a reduction in shelf life, price point and margin,” Mr Grant said. [Full article available here](http://www.freshplaza.com/article/192585/Australian-blockchain-fix-for-mangoes)

  **China**

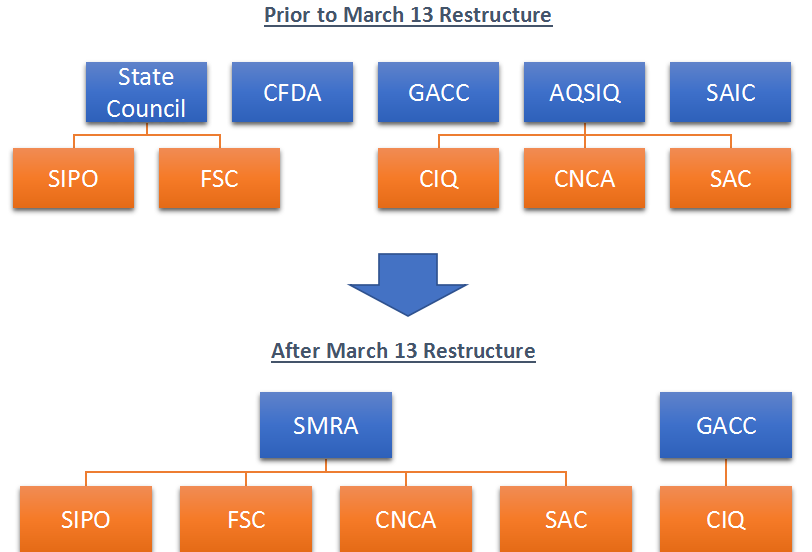
* 1. **Major changes coming to AQSIQ & China’s regulatory environment**

The China’s National People’s Congress announced a slew of regulatory and administrative changes at its first session on March 13th, 2018, which are certain to have wide-ranging implications for any country currently or planning to export to China. Eight state-level ministries and departments as well as seven sub-ministerial agencies are to be eliminated and their duties to be shifted to several newly-created ministries and agencies in the hope of reducing regulatory complexities and competing bureaucratic interests.

With the goal of improving coordination of food safety regulation and enforcement, the duties of the General Administration of Quality Supervision, Inspection and Quarantine (AQSIQ), the main agency responsible for imported and exported food inspection, safety, and quarantine, are to be shifted to the new State Market Regulatory Administration (SMRA). Two other agencies, the China Food and Drug Administration (CFDA) and the State Administration for Industry & Commerce (SAIC), are also to be incorporated into the new SMRA alongside AQSIQ. This has effectively created a regulatory body with consolidated and far-reaching powers in commodity entry-exit, food safety, anti-trust enforcement, and intellectual property rights protection.

Responsibility for the bodies which AQSIQ previously oversaw will either come under the umbrella of SMRA or be moved to other agencies. China Inspection and Quarantine (CIQ), the roughly 35 offices across China responsible for entry/exit inspection, quarantine, and labelling standardization, will be transferred to the General Administrations of Customs of the People’s Republic of China (GACC), also known as China Customs.

Shanghai Customs chief Gao Rongkun welcomed this change, noting that the previous system of dual registrations was wasteful and time-consuming: “Previously, the more than 1 million enterprises registered with China Customs across the country had to submit customs declarations with China Customs while also having to register with CIQ…this not only wasted state resources, but was also a great drain on the import and export companies’ own time and resources.” Chinese trade groups have also signalled their satisfaction with the changes to CIQ, as it is expected to streamline their import processes.



The Certification and Accreditation Administration (CNCA) and Standardization Administration of China (SAC), which were previously managed by AQSIQ, will now fall under SMRA’s responsibility, although both administrations will be retaining their own names. As the agencies accountable for approving overseas manufacturing of food for export to China, product certification, and formulating Chinese standards, the incorporation of these CNCA and SAC under the SMRA banner will contribute to a unified approach to Chinese food standards and certification. The recently-created Food Safety Commission of the State Council (FSC) will also be transferred to SMRA but its duties of food management coordination and food policy harmonization among different agencies will remain.

SMRA will also be the sole responsible agency for antitrust and anti-monopoly regulation and enforcement, as the State Intellectual Property Office (SIPO) will come under direct supervision of SMRA (SIPO was previously directly supervised by the State Council). The consolidation of IP regulation and enforcement under one body will likely provide a more coherent approach and reduce the complex web of antitrust regulation, potentially strengthening China’s enforcement of patent, trademark, and other IP-related areas.

For importers and exporters, SMRA and GACC have emerged as the two key agencies with whom it will be crucial to maintain a good relationship, GACC because it now oversees the CIQs and SMRA because most agencies previously associated with AQSIQ have been incorporated into it. [Full article available here](Major%20changes%20coming%20to%20AQSIQ%20&%20China’s%20regulatory%20environment)

 **Marketing**

* 1. **Millennials one of the most influential generations in history**

Prominent a Dutch tomato producer has produced three videos of key customer segments The videos show what the character does during a day and their key drivers. E.g. Bella’s life. A girl growing up in the city. Born in the late 1990s, and shaped into who she now is at the start of the new millennium. Millennials like Bella consciously choose a healthy lifestyle. It’s a daily routine. They are more active, eat more responsibly and smoke less than previous generations. They also behave differently while shopping. Because product information, reviews and price comparisons are all within reach, this target audience prefers maximum convenience at realistic prices. And everything is preferably sustainably produced and packed. To be healthier, shoppers like Bella don’t mind spending more. They’re therefore willing to spend more on fresh produce.”

The other two videos look at mother Femke and entrepreneur Laurens. All three use their day differently, and they all have their own needs in the field of food. These insights are important to offer the right tomato to the right consumer in the most appealing manner possible. Following these target audiences that are most influential, offers us and our customers interesting insights, and ensures a better shopping experience.”  [Full article available here](http://www.hortidaily.com/article/42479/%E2%80%9CIt%E2%80%99s-one-of-the-most-influential-generations-in-history%E2%80%9D)

 **Food safety**

* 1. **Australia: Coles frozen pomegranate linked to hepatitis A outbreak**

Seven people have been diagnosed with hepatitis A after eating frozen pomegranates purchased at Coles supermarkets, prompting NSW Health to warn anyone who bought the product to throw it out immediately. The company behind the frozen pomegranate, Entyce Food Ingredients, said it was "exercising abundant caution" by recalling what it described as "a relatively small batch" of its 180 gram packets of Creative Gourmet Frozen Pomegranate which it said was sold only through Coles supermarkets.

NSW Food Authority chief executive Lisa Szabo said the outbreak appeared to be linked to imported frozen pomegranate. "Fresh pomegranate has not been implicated, nor have Australian-grown frozen pomegranate products," she said. [Full article available here](http://www.freshplaza.com/article/192500/Australia-Coles-frozen-pomegranate-linked-to-hepatitis-A-outbreak)

 **Innovation**

* 1. **Cleaning product toxins found in crops**

Researchers have studied how pepper plants absorb common antimicrobials found in personal care items. Michigan State University, research is looking at “emerging organic contaminants”. In particular, the team has looked at an antimicrobial compound known as triclocarban (TCC). The compound was recently banned in the US an ingredient in soaps, but remains widely used in other care products. TCC has been shown to be present in hefty quantities in treated wastewater, much of which is used to irrigate crops.  
  
After 12 weeks, the researchers found that TCC was present throughout the plant. Much of it had been absorbed into cell walls. Unexpectedly, in the fruits up to 90% of the TCC had been metabolised, meaning that it had become soluble and bio-available. The researcher has said overall toxicity of TCC and its soluble metabolites merits discussion in assessing the human-health risks of consuming contaminated food crops.” A pilot plant will now be constructed. Full

* 1. **"‘Extreme bacteria’ could be game-changer for organic vegetable production"**

A Clemson University research scientist has obtained a patent for a way to make organic fertilizer that could revolutionize the organic produce industry and put it on a level playing field with conventional crops. He has developed a method for using “extreme bacteria” isolated from the stomachs of cattle to produce an organic fertilizer so rich with ammonium that it rivals synthetic fertilizers.  
  
The hyper-ammonia-producing — or HAP — bacteria break down proteins that bind nitrogen to ammonia significantly faster than any other known bacteria, which allows ammonium nitrate to be produced in vast amounts at an accelerated rate. “Two percent of the world’s energy is devoted to making ammonium fertilizer,” Ward said. “This does it organically, so there would be a huge cost savings.”  
  
The patent itself describes methods for producing ammonia and ammonium in accordance with strict organic farming certification standards. Ward’s patent also describes specifications for creating a bioreactor for creating the chemical reaction needed to produce the super-potent organic fertilizer.  
Organic fertilizer’s effectiveness depends on how active bacteria are in the soil. Ward’s process overcomes that obstacle through the use of the “extreme bacteria” to effectively activate the nitrogen in the soil. [Full article available here](http://www.hortidaily.com/article/42495/%E2%80%98Extreme-bacteria%E2%80%99-could-be-game-changer-for-organic-vegetable-production)

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