

**PMAC weekly update 22nd February to 1st March**

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2. **New Zealand News:**  Regenerative ag white paper sets out pressing research priorities , High-quality connectivity crucial for rural NZ , Vietnam-New Zealand fruit trade to be expanded this year, Apple growers panicking as major labour shortage threatens picking season, New Zealand export plan for Bay cherries, Mr. Apple appoints Advertising and Marketing Supervisor, Avocados could be a good crop for Oanui, Canterbury asparagus grower fined for exploiting laborers, Shipping challenges mount
3. **International news:** GAIN reports Export Plan for fresh produce from Australia to New Zealand, Self-sufficiency is at the top of the Chinese agenda", EU plant variety rights in the United Kingdom, UK government urged to extend derogations on phytosanitary certifications for fresh produce, Poorer nations' emissions 'being hit by UK's food chain', Agriculture organisation UN reinforces partnership with international atomic energy agency, Uncertainty in horticulture for 2021, PMA comments on FSMA traceability rule, Data-driven cultivation accelerates development of variety-specific cultivation formulas, Urban farming company introduces automated, modular Growing Centre, Freshfel discusses collective sustainability, UK: Eating more fruits and vegetables is the top priority for healthy shoppers, Spike in German household fruit and vegetables buying
4. **Agency news** 
   1. **WTO Notifications**

Please find attached the most recent WTO notifications from countries that are considering changes to their plant import requirements for specific products. If you have any concerns about the notifications being presented please contact [Plant.exports@mpi.govt.nz](mailto:Plant.exports@mpi.govt.nz) so that they can potentially make a submission to the notifying country. Changes notified over the last week include:

* Canada , USA and Switzerland MRL’s
* Kyrgyz Republic – amended list of quarantine products subject to phytosanitary controls
* Peru – Import of kiwifruit seed from New Zealand

The embedded files for the last week (which has links through to the original notifications)is available here 



1. **New Zealand News**

** Commentary**

* 1. **Regenerative ag white paper sets out pressing research priorities**

A new white paper, entitled Regenerative Agriculture in Aotearoa New Zealand – Research Pathways to Build Science-Based Evidence and National Narratives, sets out 17 priority research topics and introduces 11 principles for regenerative farming in New Zealand. [Full article available here](https://www.ruralnewsgroup.co.nz/rural-news/rural-general-news/regenerative-ag-white-paper-sets-out-pressing-research-priorities?ct=t(RNG_2_FEB_2021_COPY_01))

* 1. **High-quality connectivity crucial for rural NZ**

Rural people should be getting the same level of connectivity in terms of broadband and mobile coverage as the people who live in urban areas. That’s the view of the Technology Users Association of NZ (TUANZ). Chief executive Craig Young told *Rural News* that rural users also shouldn’t have to pay more to get this coverage when urban people are getting high quality connectivity for nothing.

Young says it’s almost more important for rural people to have high quality connectivity, given their often remote locations and the fact that they are running significant businesses – not only farming but other service related enterprises. He says there are also health and safety issues.

i Young blames the present problems on the overall strategy of dealing with connectivity in NZ. He says some great work has been done in the past and, by and large, this is as a result of large projects which have connected large numbers of people. He believes it is now time to invest money in small projects to solve some of these problems. He says many of the telcos are wedded to the idea of putting up more towers, but for many in rural areas that solves nothing. “It might be as simple as the Government paying for the rights of a satellite dish on a person’s property or a dish on a property which may serve a small community,” he explains. “We need to look at new technologies and find solutions so that all New Zealanders get equal access to technology and are not penalised because they live in remote locations.” [Full article available here](https://www.ruralnewsgroup.co.nz/rural-news/rural-general-news/high-quality-connectivity-crucial-for-rural-nz?ct=t(RNG_2_FEB_2021_COPY_01))

* 1. **Vietnam-New Zealand fruit trade to be expanded this year**

A virtual dialogue was co-chaired by Ray Smith, CEO of the Ministry of Primary Industries of New Zealand and Dr. Le Quoc Doanh, Deputy Minister of Agriculture and Rural Development (MARD) of Vietnam on Wednesday of this week where the two sides signed an Agriculture Cooperation Arrangement (ACA) after the talks. This arrangement will enable both parties to increase their key agricultural interests in enhancing bilateral trade, while also reducing agricultural greenhouse gas emissions, promoting food safety, using agricultural research and technology and promoting rural developments. They confirmed their mutual commitment to finalize new fruit supply channels for each other this year so that consumers can enjoy New Zealand strawberries and pumpkins in Vietnam, and Vietnamese limes and oranges in New Zealand. grapefruit. [Full article available here](https://www.freshplaza.com/article/9297313/vietnam-new-zealand-fruit-trade-to-be-expanded-this-year/?edition=5)



* 1. **Apple growers panicking as major labour shortage threatens picking season**

Apple growers in Hawkes Bay are in a panic. Picking season is here and they're still facing a huge labour shortage.  *This article talks about the 120 million Yummy Fruit apples that need picking before May, while orchards face a major shortage of workers.* [Full article available here](https://www.newshub.co.nz/home/rural/2021/02/apple-growers-panicking-as-major-labour-shortage-threatens-picking-season.html)

* 1. **New Zealand export plan for Bay cherries**

New Zealand Summerfruit representative Richard Mills has explained that Hawke's Bay cherries mature earlier than South Island cherries, which helps export goods. He said that the supply of Hawke's Bay cherries will exceed national demand and there is the possibly to export cherries from Hawkes Bay within the next couple of years [Full article available here](https://www.freshplaza.com/article/9296052/new-zealand-export-plan-for-bay-cherries/?edition=5)

* 1. **Mr. Apple appoints Advertising and Marketing Supervisor**

Mr. Apple, one of New Zealand’s largest apple producers, has announced the appointment of Jo Turner as internal marketing manager. Global sales and marketing manager Ben McLeod said the time was right for the Hawke’s Bay-based company to expand their team. Turner started operations this week (February 15) and will report to Ben McLeod (Global Sales and Marketing Manager) along with Hannah Ren (Brand Manager – Asia) and Lisa Cork (Special Projects).[Full article available here](https://www.freshplaza.com/article/9296956/mr-apple-appoints-advertising-and-marketing-supervisor/?edition=5)

* 1. **Avocados could be a good crop for Oanui**

A small coastal Taranaki community could one day become known for its avocados. Oanui, 8 kilometres north of Opunake, was identified in last year's Taranaki Land and Climate Assessment as being an area suitable for growing the fruit. Next month, representatives from the avocado industry will be in New Plymouth for a seminar on growing the fruit commercially.  [Full article available here](Taranaki%20region,%20New%20Zealand)

* 1. **Canterbury asparagus grower fined for exploiting laborers**

Christopher Gray, the Canterbury asparagus grower who was ordered to pay exploited laborers $50,000 in October, has been fined another $26,000. Earlier, the Employment Relations Authority ordered Gray, a sole trader operating as Motukarara Asparagus, to repay $50,000 to 13 workers for unlawful deductions, minimum wage arrears and holiday pay. Ten of the workers were seasonal migrant workers from Fiji, two were migrant workers and one a New Zealander.

According to the Authority, Gray’s transgressions were “more egregious” because most workers were vulnerable to exploitation, living in New Zealand under the seasonal migrant scheme.Some workers were paid based on the amount of asparagus they picked during the 2017 season, at a rate of $2.50 per kilogram. [Full article available here](https://www.freshplaza.com/article/9297330/canterbury-asparagus-grower-fined-for-exploiting-laborers/?edition=5)

* 1. **Shipping challenges mount**

Shipping disruptions caused by Covid have been exacerbated by Australian port industrial action and Port of Auckland capacity issues. New Zealand exporters and importers are facing “a perfect storm” as global shipping challenges mount.

David Ross, chief executive at Kotahi, New Zealand’s largest containerised exporter, says disruption caused by Covid has been exacerbated by Australian port industrial action and Port of Auckland capacity issues. Ross says these continue to disrupt container availability flows and coupled with globally disrupted supply chains, few vessels are managing to run to schedule.

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“This is putting pressure on service levels,” says Ross.“This situation is being played out in most locations around the world, with shipping lines forced to make adjustments to their vessel itineraries to manage capacity, congestion and weather impacts with global shipping statistics reporting that on-time performance in the Asia-Pacific region has dropped to just 15%, from a norm of about 70-80%. That’s a big drop.”

Kotahi, founded in 2011 by Fonterra and Silver Fern Farms, has long-term strategic commitments with Maersk Line and Port of Tauranga to attract larger, more efficient ships to New Zealand.“Working collaboratively with our customers and partners, such as Maersk and Port of Tauranga, we have been managing this situation for a number of months and continue to operate at close to 99% container availability.

“There is an unavoidable small level of delay due to the scale of ship schedule slippage, however we are confident we will continue to get all our customers’ cargo to export markets,” he says.

ANZ agri analyst Susan Kilsby notes that demand for most goods has remained intact throughout the pandemic and it has been the service sector that has taken the brunt of the pain associated with lockdowns and physical distancing measures. She says shipping costs are rising rapidly. “Shipping schedules are constantly changing, with numerous schedules being cancelled or containers being rolled over and simply not being collected. “This has left many empty containers stranded well away from where they are most needed, with refrigerated containers particularly difficult to source,” Kilsby explains. [Full article available here](https://www.ruralnewsgroup.co.nz/rural-news/rural-general-news/shipping-challenges-mount?ct=t(RNG_2_FEB_2021_COPY_01))



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. To see the full report click on the link in each notification This week see:

1. **New Canadian Organic Standards 2020** [New Canadian Organic Standards 2020\_Montreal\_Canada\_02-19-2021](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=New%20Canadian%20Organic%20Standards%202020_Montreal_Canada_02-19-2021)
2. **Draft Amendments to EAEU Phytosanitary Requirements Notified to WTO** [Draft Amendments to EAEU Phytosanitary Requirements Notified to WTO\_Moscow\_Russian Federation\_02-19-2021](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Draft%20Amendments%20to%20EAEU%20Phytosanitary%20Requirements%20Notified%20to%20WTO_Moscow_Russian%20Federation_02-19-2021)
3. **Greece Exporter Guide**  [Exporter Guide\_Rome\_Greece\_02-16-2021](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Exporter%20Guide_Rome_Greece_02-16-2021)
4. **India - Clarifications on the FSSAI Genetically Modified-Free Certificate Order for Imported Food Products** [India - Clarifications on the FSSAI Genetically Modified-Free Certificate Order for Imported Food Products\_New Delhi\_India\_02-04-2021](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=India%20-%20Clarifications%20on%20the%20FSSAI%20Genetically%20Modified-Free%20Certificate%20Order%20for%20Imported%20Food%20Products_New%20Delhi_India_02-04-2021)
5. **Kenya Exporter Guide** [Exporter Guide\_Nairobi\_Kenya\_12-31-2020](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Exporter%20Guide_Nairobi_Kenya_12-31-2020)
6. **Portugal Exporter Guide 2021** [Exporter Guide 2021\_Madrid\_Portugal\_02-21-2021](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Exporter%20Guide%202021_Madrid_Portugal_02-21-2021)
7. **Sweden Exporter Guide** [Exporter Guide Sweden\_The Hague\_Sweden\_02-09-2021](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Exporter%20Guide%20Sweden_The%20Hague_Sweden_02-09-2021)

 **Regulatory**

* 1. **Export Plan for fresh produce from Australia to New Zealand**

The Department of Agriculture, Water and the Environment (DAWE) has released a new Industry Advice Notice (IAN), to advise industry that the New Zealand Export Plan has replaced the Bilateral Quarantine Agreement – System Operations Manual (BQA-SOM) on 25 February 2021.

The new Export Plan for fresh produce from Australia to New Zealand (Export Plan) — that sets the operational requirements for certain fresh fruit and vegetables exported to New Zealand — is now available in the ‘Documents’ section of Micor. [Full article available here](https://www.freshplaza.com/article/9297412/export-plan-for-fresh-produce-from-australia-to-new-zealand/?edition=5)

* 1. **"Self sufficiency is at the top of the Chinese agenda"**

Self sufficiency is at the top of the Chinese agenda. Not only on a national level but also on a provincial level, China strives for greater efficiency in production in order to meet the local demand for fresh produce. For that reason, high-tech greenhouse horticulture is developing rapidly.

Despite the large acreage of 4 million ha of covered cultivation, the average yield of this horticulture is relatively low, around 15% of what a hight-tech greenhouse could produce. Besides, growers are struggling with soil pollution and disease pressure is hard to control. Until now, China possesses only 800 ha of high tech greenhouses. "However, if it is up to the Chinese government this will soon change," says Michiel Bierkens, Consul General with the Consulate General of the Kingdom of the Netherlands in Guanghzhou, China. *The balance of this article talks about new high tech glass houses that will be built in southern China.* [Full article available here](https://www.hortidaily.com/article/9290046/self-sufficiency-is-at-the-top-of-the-chinese-agenda/)

* 1. **EU plant variety rights in the United Kingdom**

According to the withdrawal agreement of the United Kingdom (UK) from the European Union (EU), holders of a Community Plant Variety right which has been granted before the end of the transition period, 31 December 2020, have become holders of a plant variety right in the UK under UK law. The full list of plant varieties with EU registered rights that have been granted a corresponding UK right can be found on the [UK Government website](https://www.gov.uk/government/publications/eu-plant-breeders-rights-transferred-to-uk).

The plant variety rights granted by the CPVO as from 1 January 2021 do not cover the territory of the UK, including Northern Ireland. In order to get Plant Variety Protection in the UK, breeders need to file a separate application to the relevant UK authorities. Further guidance and notice to stakeholders in the context of the withdrawal of the United Kingdom from the European Commission were previously published  on CPVO’s website and are accessible [here](https://cpvo.europa.eu/en/news-and-events/news/updated-guidance-brexit). [Full article available here](https://www.hortidaily.com/article/9296008/eu-plant-variety-rights-in-the-united-kingdom/)

* 1. **UK government urged to extend derogations on phytosanitary certifications for fresh produce**

The impact of Brexit is a big challenge for businesses on both sides of the Channel with EU27 exports representing over 3 million tonnes of fresh fruit and vegetables to the UK, 40% of the UK’s internal demand. The sector is already facing additional annual costs of at least €55 million as a result of the adaptation to new administration, customs and trading processes.

From 1 April, the cost of official inspections and of the issuance of over 750,000 phytosanitary certificates (PCs) will be added to this economic and administrative burden, a threat which may significantly hamper the capacity of the industry to continue ‘just in time’ operations of highly perishable produce. In this context, Freshfel Europe and FPC have addressed a letter to the RT Hon Michael Gove expressing the concerns of the sector about the introduction of a requirement for PCs from 1 April.

In their letter Freshfel Europe and FPC argue that this requirement will mean more than three quarters of EU fresh produce exports to the UK will require a phytosanitary certificate (approx. 2.5 million tonnes). This will be a herculean effort for both the sector and public administrations, as at least 750,000 PCs will have to be issued on an annual basis to support this trade. This requirement will therefore lead to significant delays in orders, blockages both at departure and arrival, and generates losses of quality and food waste. This will also add costs to the already fatigued fresh fruit and vegetable businesses as a result of the COVID-19 pandemic effects. [Full article available here](https://www.hortidaily.com/article/9294630/uk-government-urged-to-extend-derogations-on-phytosanitary-certifications-for-fresh-produce/)

* 1. **Poorer nations' emissions 'being hit by UK's food chain'**

**T**he Fairtrade Foundation has called on the UK government to work harder to clean up food supply chains and tackle the vast amount of carbon emissions ‘hidden’ in imported food and products that Brits want but can’t grow in the UK.

In a new report published to mark Fairtrade Fortnight (22 February-7 March), the Fairtrade Foundation argues that current efforts from government and business fall short of what is needed to protect small-scale farmers on the frontline of the climate crisis in low-income countries.

The report highlights the problem of the UK’s ‘hidden’ carbon footprint: the greenhouse gas emissions generated overseas - including in poorer, climate-vulnerable nations - to create food and produce to meet UK demand. Figures show that nearly half (46 per cent) of emissions linked to UK consumption are in fact created overseas, while 54 per cent is domestically produced.

Fairtrade Foundation chief executive Mike Gidney said: "Although the UK is on a welcome path to net-zero emissions, if we don’t own up to our hidden emissions, our climate policy will never fully succeed in driving down our true footprint, and we will fail the small-scale producers overseas who grow the food we Brits love to consume. Fairtrade Foundation believes these invisible emissions are, ultimately, the UK’s responsibility: they take a heavy toll on the farmers who keep our shelves stocked and fridges full, and who are disproportionately affected by climate change.

The Fairtrade Foundation wants the UK government to include international aviation and shipping in its carbon budgets and set out a clear policy to reduce these emissions, as recommended by the UK’s Climate Change Committee.  The Fairtrade Foundation wants the government and UK businesses to ensure farmers overseas have the funds to adapt to the climate reality – including by ensuring they receive higher, fairer prices for their produce. The Foundation also recommends that the government’s trade policy should "help, not hinder, the path to net zero". [Full article available here](http://www.fruitnet.com/fpj/article/184406/poorer-nations-emissions-being-hit-by-uks-food-chain)

* 1. **Agriculture organisation UN reinforces partnership with international atomic energy agency**

For more than 57 years, the partnership between the Food and Agriculture Organization of the United Nations (FAO) and IAEA has contributed to addressing global challenges, including food insecurity, climate change, animal/zoonotic diseases and, most recently, the COVID-19 pandemic. The IAEA and FAO signed a Revised Arrangement last week , which upgrades their partnership and expands the horizons of their work. [Full article available here](https://www.verticalfarmdaily.com/article/9296984/agriculture-organisation-un-reinforces-partnership-with-international-atomic-energy-agency/)

 **Business/ Industry**

* 1. **Uncertainty in horticulture for 2021**

The Rabo Horticultural Barometer financial results in the Netherlands shows that 2020 was better than expected. The performance of most companies was sufficient to good in 2020. Their liquidity was also more than sufficient. Looking at each area individually the reports states

* **Caution is key for vegetables under glass in 2021  
  There is a positive outlook for fruit**
* **There is no particular problem for ornamentals but there is uncertainty   
  Bulb cultivation is suffering from a lot of uncertainty** [Full article available here](https://www.floraldaily.com/article/9295752/nl-uncertainty-in-horticulture-for-2021/)
  1. **PMA comments on FSMA traceability rule**

The Produce Marketing Association (PMA) submitted comments on the proposed U.S. Food and Drug Administration (FDA) rule ‘*Requirements for Additional Traceability Records for Certain Foods*’. The intention of the rule is to establish record-keeping requirements for foods on the Food Traceability List designed to improve the traceability information during foodborne illness outbreaks and to increase the speed and precision of trace-back and trace-forward investigations for recall events.

PMA supports FDA efforts to use the proposed rule to reduce the harm to consumers caused by foodborne pathogens and limit adverse impacts on industry sectors affected by the outbreaks.. The net result of the proposed bill will be much stronger consumer confidence in products produced by the fresh produce and broader food industry.

In reviewing the proposed rule, PMA noted a number of areas where there were outstanding questions or additional guidance needed from FDA to properly communicate and enforce the regulations. PMA’s comments on the proposed rule noted the following key points relative to the fresh produce sector:

* Clarity on what people, foods and food establishments will be exempted from the rule.
* Clarity on a number of definitions in the rule, ( see the article for the list of what is required)
* Further FDA guidance on the program records required for products on the Food Traceability List.
* Concerns that information received from the first receiver will be difficult to capture and verify or may be inaccurate.
* Recommendation to use the case-level GTIN lot number to identify the originator.
* Data privacy and corporate confidentiality concerns generated by asking the first receiver to share data that is not their own.
* Records required when receiving or transforming foods on the Food Traceability List.
* Record-keeping requirements for foods subject to a kill step.
* The circumstances in which FDA will modify requirements or exempt a food or type of entity from requirements. [Full article available here](https://www.floraldaily.com/article/9293516/pma-comments-on-fsma-traceability-rule/)

 **Indoor production**

* 1. **Data-driven cultivation accelerates development of variety-specific cultivation formulas**

The demand for healthy, attractive, and sustainably produced food such as fresh vegetables is growing worldwide. Growers align the growth factors as closely as possible to the needs of the crop and the cultivation objective they have in mind. As conditions outside and inside the greenhouse vary and plants are living organisms, growers need to be responsive. This is why they regularly adjust the set points of growth factors, so as to optimize the performance of greenhouse crops and make efficient use of energy, water, and nutrients.

BASF believes in the future of autonomous growing in smart greenhouses, as this will help growers make better decisions and get the most out of their crops. “We want to start facilitating this with variety-specific cultivation formulas, which we develop in an autonomous growing environment,” *The balance of the article describes work BSAF has underway with a new IIVO process computer to optimise production*  *and notes that* BASF’s breeders and cultivation specialists are currently using the new process computer for lettuce and tomato selection programs. “  [Full article available here](https://www.verticalfarmdaily.com/article/9296475/data-driven-cultivation-accelerates-development-of-variety-specific-cultivation-formulas/)

* 1. **Urban farming company introduces automated, modular Growing Center**

Infarm, an urban farming company is already present in 10 countries, 30 cities and thousands of stores, continues to realize its vision of a global, connected, sustainable and highly efficient farming ecosystem.  
  
Infarm's goals include driving innovation in the $3 trillion global fruit and vegetable market. To this end, Infarm has unveiled its new automated and modular Infarm Growing Centers (IGC). Each IGC is a local farm and distribution center combined, achieving the harvest equivalent of 10,000 m2 of farmland. This means that, compared to traditional farming, each Growing Center produces food up to 400 times more efficiently. The cloud-connected, high-yield Growing Centers plug into InFarm's fast-growing, global farm network learns on its own and continuously improves crop yield, taste and nutritional value, while continually reducing the use of natural resources.

The goal is to expand the Infarm network to 500,000 m2 of growing space by the end of 2025

The Growing Centers consist of multiple Farming Units with heights of 10 and 18 meters, each requiring a footprint of 25 m2 and can be set up in just six weeks. This modular, data-driven and decentralized approach - a combination of Big Data, IoT, cloud analytics and rapid growth on a global scale - sets Infarm apart from all other farming solutions. Food retailers already part of the Infarm network include Empire Company Ltd (Safeway, Sobeys, ThriftyFoods), Whole Foods Market, Marks & Spencer, Kroger, Kinokuniya, Selfridges, Aldi South, Amazon Fresh, Auchan, Casino, E. Leclerc, Edeka, Farmdrop, Intermarché, Irma, Kaufland, Metro, Migros, Selgros, Summit in Canada, Denmark, France, Germany, Japan, Luxembourg, the Netherlands, the United Kingdom, the United States and Switzerland. [Full article available here](https://www.freshplaza.com/article/9296779/scalable-sustainable-stable-and-global-farming-network/?edition=5)



* 1. **Freshfel discusses collective sustainability**

**F**reshfel Europe has joined members and other leading representatives in European production to review the latest state of play of environmental footprint initiatives in the fresh produce industry, and has decided to move forward towards a more collective approach for the sector. "While the fresh produce sector’s sustainability journey began many years ago, there is still a lack of comparable data used in environmental footprints, which prevents consistency and accountability of the sector in responding to evolving legislative and customer requirements," Freshfel outlined. "Such an initiative will allow the supply chain to have its sustainability efforts better recognised in standards and in the Farm to Fork Strategy debate based on agreed Products Environmental Footprint Category Rules (PFEFCR)."

Now more than ever retailers are requiring environmental performance information and the supply chain needs to provide this to respond to consumers’ awareness of sustainability aspects, which is increasingly driving purchase decisions. Freshfel Europe members agreed on the urgency to move forward and collectively build a strategy for the sector that will tackle the different aspects of the often-complex environmental footprint matters.

Building a harmonised methodology, collecting generic and secondary data for products, as well as establishing a user-friendly environmental footprint tool were described as key for companies to guarantee that their own calculations are comparable to others in the supply chain and that they can provide consistent data to business partners. [Full article available here](http://www.fruitnet.com/eurofruit/article/184389/europe-aims-for-collective-sustainability)

  **Health**

* 1. **UK: Eating more fruits and vegetables is the top priority for healthy shoppers**

According to some, the pandemic is prompting a fresh focus on fruit and vegetables. Nearly nine in 10 shoppers (86%) are actively trying to improve their diet in some way, with eating more fruit and vegetables cited as the top aspiration.

More than three-quarters (83%) of consumers changed the way they plan, buy and prepare food at the beginning of the first prohibition, and more than half of consumers (51%) claimed to have eaten more fruits and vegetables. Sales of green vegetables (such as cabbage, spinach and even bean sprouts) among Tesco shoppers have surged.  [Full article available here](https://www.hortidaily.com/article/9296071/uk-eating-more-fruits-and-vegetables-is-the-top-priority-for-healthy-shoppers/)

* 1. **Spike in German household fruit and vegetables buying**

In Germany, people have bought as much as 14% more fresh vegetables in 2020 than the previous year and the value of both fruit and vegetables sales rose 9%.

In 2020, Germans bought far more tomatoes than carrots or cucumbers. The volume purchased was more than ten percent higher than in 2019. Of the tomatoes bought, 45% were small varieties. However German households bought four percent fewer fruits than vegetables in 2020. The average price per kg of fruit was 12% higher than in 2019. Avocados, mangos, and blueberries are becoming more popular. The most-purchased fruit in Germany is the apple. Bananas are in a close second place, with oranges in a distant third.

The Netherlands' ( at 37% of the supply) is the most important fruit and vegetable supplier .  That involves a combination of Dutch-grown and imported products.  [Full article available here](https://www.hortidaily.com/article/9296069/spike-in-german-household-fruit-and-vegetables-buying/)

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