

**PMAC weekly update 26th February to 6th March**

1. **Government agencies**: Fourth bulk carrier ordered to leave New Zealand; Ban lifted on movement of myrtle rust plants in Taranaki.
2. **New Zealand News:**  Announcement of Ambassador to Turkey; Export NZ February Trade Update; Annual export awards; Complex in Comparison – doing business in the USA; Industry news; Scales Corporation delivers another strong result; T&G continues growth path despite challenging year; More hands needed for Hawke's Bay apple harvest; Positive year for key New Zealand varieties; Red kiwi variety release decision postponed to 2019; Effects of Cyclone ‘Gita’ catastrophic for some orchardists; New Zealand: Herb grower continues to expand; New Zealand: Government departments label office plants a 'safety hazard'; Rural-urban divide narrowing – report; Samurai wasps suggested as solution to stink bugs; Fears for seed industry after red clover moth found nationwide; Tasmania maintains import ban on Victorian fumigator; Tasmanian producers negotiate control zone transit.
3. **International news:** GAIN reports; EU creates task force to develop agriculture in Africa; USDA opens office in Vietnam to facilitate agricultural trade; Global Gap produces add on for FSMA; Organic food consumption continues to increase in Europe; Shortage of reefer containers will continue this year; EU to decide on Bayer-Monsanto merger in first part of 2018; Bayer to sell vegetable breeding brand Nunhems; BASF expects to earn €3.5 billion with crop protection innovation ; Rabobank Growing interest of investment companies in horticulture; More Chinese fruit varieties enter the international market; More Chinese agriculture firms to venture into ASEAN; Large numbers of Chinese are giving up meat and turning vegetarian; Marketing examples from Europe; Australia: Crisis talks on rockmelons; Eat purple potatoes to cut your colon cancer risk, study claims.

**Editors comments**

*A good range of articles this week. With Biosecurity still featuring strongly . Interesting to see the measure that Australia is putting in place in Tasmania to facilitate trade domestically. Closer to home the identification of a potential biological control for stink bug ( Samurai wasp) is a positive move. This is just the first step in the multi-year process of being granted permission to release biological controls but it does provide hope that if/ when stink bug arrives there will be something in the control box that will lessen its impact.*

*Three other items are worth mentioning .*

* *Global Gap is releasing addons to assist growers address the USA’s FSMA . MPI has negotiated an equivalency arrangement with the USA . However importers or supermarket customers may need reassurance beyond this . For MPI’s information on the FSMA* [*see here.*](http://www.foodsafety.govt.nz/industry/exporting/market-access/f41-16.pdf)
* *A Rabobank report on the state of horticulture in Holland and some of the drivers that are shaping it. I’d suggest the New Zealand industry share a number of areas in common with Holland especially the Consolidation of businesses, Investors looking at horticulture as a valid investment and increased interests in sustainability ( which as an approach sits between organic and conventional horticulture)*
* *New products being released by BASF. While many of the items on this list will not reach New Zealand for some time it is interesting to see that an insecticide with a new mode of action is being released, that several biological; insecticides are in the final stages of development and that three digital packages that will enable farmers to make agronomic decisions are being released.*

1. **Agency news**



* 1. **Fourth bulk carrier ordered to leave New Zealand**

Last week MPI directed a fourth bulk carrier from Japan to leave New Zealand waters following the discovery of brown marmorated stink bug aboard the vessel. The crew reported finding nearly 600 stink bugs, 12 of them alive, while the vessel was anchored near Auckland. MPI has increased its border inspection and verification of bulk carriers arriving from Japan following a recent jump in detections of brown marmorated stink bug. [Full article available here](http://mpi.govt.nz/news-and-resources/media-releases/fourth-bulk-carrier-ordered-to-leave-new-zealand/)

* 1. **Ban lifted on movement of myrtle rust plants in Taranaki**

MPI last week lifted restrictions on the movement of myrtle plants or green waste from Taranaki.

The Controlled Area Notice was put in place 8 months ago and made it illegal to move myrtle plant material from a 20 kilometre area in Waitara in north Taranaki – the area most affected by myrtle rust at that time. The removal of the Controlled Area Notice does not change the status of individual properties that have been placed under control through a Restricted Place Notice. These remain in force and MPI’s investigation of new siting’s will continue ."[Full article available here](http://mpi.govt.nz/news-and-resources/media-releases/ban-lifted-on-movement-of-myrtle-rust-plants-in-taranaki/)



1. **New Zealand News**



* 1. **Announcement of Ambassador to Turkey**

Foreign Affairs Minister Winston Peters last week announced the appointment of diplomat Wendy Hinton as New Zealand’s next Ambassador to Turkey. Ms Hinton has held a number of key positions in the Ministry of Foreign Affairs and Trade, and was most recently Ambassador to Poland and Ukraine. In addition to Turkey, Ms Hinton will be accredited to Israel and Jordan. [Full article available here](https://www.beehive.govt.nz/release/announcement-ambassador-turkey)

**Export NZ** full newsletter [click here](http://www.exportnz.org.nz/news-and-info)

* 1. **Export NZ February Trade Update**

#### CPTPP due to be signed in Chile on 8 March 2018.Any six of the 11 parties to this agreement need to ratify the Agreement for it to come into force.

#### New Trade Strategy The new Government is working on some new policy settings for future FTAs.

Future agreements containing investor state dispute settlement are unlikely to be supported.  There is also talk of making chapters on SMEs, women and trade, trade and indigenous people, and trade and sustainability (with enforceable standards) part of all future agreements. Insisting on all these elements would be quite a departure and might complicate our chances of securing future outcomes.  We expect the Government to consult on any new strategy.

#### Pacific Alliance The third round of negotiations with the Pacific Alliance (Chile, Peru, Colombia and Mexico) begin in Chile next week.    This will be the first test of the new Government’s new trade agenda.

#### EU FTA Still waiting for this to start. [Full article available here](https://www.exportnz.org.nz/news-and-information/news/2018/trade-updates-2018/trade-update-february?utm_medium=email&utm_campaign=The%20Exporter%20-%20February%202018&utm_content=The%20Exporter%20-%20February%202018+CID_ece8a997ea430b01da8e27887874ba28&utm_source=Campaign%20Monitor&utm_term=More)

* 1. **Annual export awards**

### Entries are now open for

* [Auckland and Waikato Export Awards](http://businessnz.cmail19.com/t/r-l-jrkutkit-aekytdhr-q/) [***More...***](http://businessnz.cmail19.com/t/r-l-jrkutkit-aekytdhr-a/)
* [Export Awards for Wellington](http://businessnz.cmail19.com/t/r-l-jrkutkit-aekytdhr-f/) close **6 April.** *[More...](http://businessnz.cmail19.com/t/r-l-jrkutkit-aekytdhr-z/)*
  1. [**Complex in Comparison – doing business in the USA**](http://businessnz.cmail19.com/t/r-l-jrkutkit-aekytdhr-yh/)

Zachary Norris of Norris Echetebu Law, , gives his expert insights into the issues Kiwi companies face when attempting to do business in the United States.... [***More...***](http://businessnz.cmail19.com/t/r-l-jrkutkit-aekytdhr-yk/)

**Industry news**

* 1. **Scales Corporation delivers another strong result**

Scales Corporation has shown- record Group revenues for 2017 of $399.1 million, 7 per cent above FY2016.- Mr Apple export volumes were consistent with 2016, with like-for-like production only 5% less than 2016 record volumes in a very challenging growing season.  
  
The Horticulture division delivered a strong performance with Underlying EBITDA of $38.9 million in FY2017 (FY2016: $45.3 million).Mr Borland noted “Profitability was impacted by (1) a slight overall reduction in the weighted average sale price achieved following record 2016 prices (2) an increase in on-orchard costs, following adverse weather conditions, to ensure the highest possible export quality packout, and (3) the impact of slightly reduced Mr Apple volumes (excluding Longview). Investments made during the season paid off with overall export volumes sold being maintained at 3.55 million TCEs4.” [Full article available here](http://www.freshplaza.com/article/190340/Scales-Corporation-delivers-another-strong-result)

* 1. **T&G continues growth path despite challenging year**

T&G Global Limited (T&G) had plenty to celebrate in its 120th year despite climatic challenges which impacted its overall business results and contributed to a reduced profit after tax of $22.6m, down 30% on the previous year due to challenging weather conditions and the inflationary increases in employee wages and salaries. The Group reported over a billion dollars of revenue for the first time,

T&G’s Chief Financial Officer, Wolfgang Loose, states “despite the difficult environmental conditions, the business overall remains on track to achieve its long-term strategic objectives. These include further vertical integration, additional investment in plant variety rights, produce marketing, and a continued focus on customer value and investment in people. ”T&G continued to invest in its local infrastructure and growing operations during 2017 are evidenced by a capital investment programme of $20.4 million. This included the planting of 62 hectares of new apple orchards and 140,000 new apple trees. [Full article available here](http://tandg.global/tg-global-continues-growth-path-despite-challenging-year/)

**Crop news**

* 1. **More hands needed for Hawke's Bay apple harvest**

It’s a bumper crop of apples in Hawkes Bay this year and Hawke's Bay Seasonal Labour Group chair Gary Jones has reported "Hawke's Bay needs a workforce of more than 12,000 people to fill permanent and seasonal jobs so we can harvest our export crop. Demand for labour is very high as the season comes on. With the Hawke's Bay economy booming, the region has 3,300 less unemployed this season, that's a drop of 36 per cent". Lack or housing is aggravating the situation .[Full article available here](http://www.freshplaza.com/article/190137/More-hands-needed-for-Hawkes-Bay-apple-harvest)

* 1. **Positive year for key New Zealand varieties**

New Zealand Apples & Pears are predicting a volume of 576,172 metric tonnes, similar to 2015. The full article gives a brief report of demand in the EU, Asia and American markets . [Full article available here](http://www.freshplaza.com/article/189821/Positive-year-for-key-New-Zealand-varieties)

* 1. **Red kiwi variety release decision postponed to 2019**

At the Zespri Board meeting on 23 February 2018, it was decided not to proceed with a commercialisation decision of its red variety in 2018 but to continue collecting data for a 2019 commercialisation decision. There is strong market demand for a red variety in the Zespri portfolio. The potential value in the red category means that Zespri is willing to accept more risk in order to get to market quickly, but in accepting this risk Zespri feel they still need to be sure that they are prudent with any commercialisation decision. [Full article available here](http://www.freshplaza.com/article/190466/Red-kiwi-variety-release-decision-postponed-to-2019)

* 1. **Effects of Cyclone ‘Gita’ catastrophic for some orchardists**

The effects of former tropical cyclone Gita have been catastrophic for some orchardists in the Tasman district. Silt, debris and water swamped some orchard blocks or flowed into packing sheds and cool stores, when the storm slammed into the Nelson-Tasman region on February 20th. Some growers lost many trees or had to clean out packing sheds and cool stores, others had to find alternative accommodation for their workers when on-site housing was also swamped. [Full article available here](http://www.freshplaza.com/article/190240/Effects-of-Cyclone-Gita-catastrophic-for-some-orchardists)

**Other**

* 1. **New Zealand: Herb grower continues to expand**

In October 1995, Tasman Bay Herbs co-owner Don Grant and his late wife Yoka arrived in the Nelson region, decided to settle and start a business together, bought a two hectare block of kiwifruit in Riwaka. They built a 375sqm greenhouse and sold their first herbs in September 1996. They have continued to expand ever since and have just added another new growing house. [Full article available here](http://www.hortidaily.com/article/41404/New-Zealand-Herb-grower-continues-to-expand)

* 1. **New Zealand: Government departments label office plants a 'safety hazard'**

The humble office plant might be on its way out, as government officials label them a safety hazard.  
Staff at various government departments - including the Ministry of Justice, Ministry of Primary Industries, and Ministry of Business, Innovation and Employment (MBIE) - have been discouraged from having plants in the office for a variety to reasons ranging from earthquakes to bugs. [Full article available here](http://www.floraldaily.com/article/14170/New-Zealand-Government-departments-label-office-plants-a-safety-hazard)

* 1. **Rural-urban divide narrowing – report**

Agriculture Minister Damien O’Connor welcomed recent survey results that showed many New Zealanders hold a similar positive view of the primary sector. O’Connor said the key finding was that with very few exceptions, the views of rural and urban New Zealanders are similar across key areas such as water quality and expansion through value-add. There was also an overall recognition of the importance of the primary sector to the New Zealand economy based on the survey. [Full article available here](https://www.ruralnewsgroup.co.nz/rural-news/rural-general-news/rural-urban-divide-narrowing-report)

**Biosecurity**

* 1. **Samurai wasps suggested as solution to stink bugs**

A report by the New Zealand Institute of Economic Research has made a case for introducing Samurai wasps to deal with brown marmorated stink bugs, should they become established in New Zealand. The NZIER report, commissioned by the Samurai Wasp Steering group and funded by Horticulture NZ, MPI and several other horticulture groups, said gross domestic product would fall by between $1.8 and $3.6 billion by 2038 if the stink bugs became established.

Samurai wasp is one of several natural enemies of the brown marmorated stink bug. The female wasp destroys between 63 and 85 percent of stink bug eggs. [Full article available here](http://www.freshplaza.com/article/190442/Samurai-wasps-suggested-as-solution-to-stink-bugs)

* 1. **Fears for seed industry after red clover moth found nationwide**

After being discovered in Auckland two years ago, the red clover casebearer moth has been found in pheromone traps at the bottom of the South Island which has led researchers to believe is has been in the country for around ten years. According to the Seed Research Manager for the Foundation of Arable Research, Richard Chynoweth, the larvae eats the red clover’s seed and can be devastating to crops. He noted that farmers usually expect to bring in 400 kilograms per hectare of seed, but last season some took in as little as 20 kilograms. He added it would be hard to eradicate, but insecticide usage is an obvious tool to be used although somewhat undesirable. He said growing crops for only a few seasons is another potential control method. Mr Chynoweth advised farmers who have widespread issues with the moth to contact the foundation. [Full article available here](https://www.radionz.co.nz/news/country/351261/fears-for-seed-industry-after-red-clover-moth-found-nationwide)

* 1. **Tasmania maintains import ban on Victorian fumigator**

Last week, a Victorian pest fumigation plant, one of the largest in the state, was linked to the discovery of fruit fly larvae in a nectarine at a grocery store in Devonport, in Tasmania’s north. The produce processed at the facility was banned in Tasmania starting Tuesday last.

The fumigation plant operator Freshmax said the company maintained full accreditation and certification at all of its sites. “The details and facts of the latest incident in Tasmania remain under investigation. We are working closely with all relevant authorities and are fully supportive of their processes and requirements at this time.” According to [weeklytimesnow.com](https://www.weeklytimesnow.com.au/agribusiness/horticulture/fruit-fly-tasmania-firm-on-victorian-import-ban/news-story/fbd20ca0b5976b1b6a72f372295a68c7), agriculture Victoria spokes­man Lewis Hill said the Victorian Government was holding discussions with senior biosecurity managers from Tasmania to restore trade as soon as possible. He said the fumigator, one of five in Victoria, was still operational. [Full article available here](http://www.freshplaza.com/article/190315/Tasmania-maintains-import-ban-on-Victorian-fumigator)

* 1. **Tasmanian producers negotiate control zone transit**

As Tasmanian apple producers begin harvesting this week, they have achieved success in negotiating a critical transport protocol allowing them to send fruit to the mainland using taut Liners, provided they are sealed and the fruit or vegetables are only destined for unregulated markets such as Victoria, NSW and Queensland.  Time in the Control Zone including transit or loading is limited to one hour.  
  
 The protocol prohibits the use of Taut Liners for the transport of produce destined for international protocol markets or regulated domestic markets such as South and Western Australia. [Full article available here](http://www.freshplaza.com/article/190321/Tasmanian-producers-negotiate-control-zone-transit)



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. **EU New Rules on BPA More Restrictive**  Commission Regulation (EU) 2018/213 significantly tightens the rules on the use of Bisphenol A (BPA) in food contact materials and was published in the Official Journal on February 14, 2018.  It lowers the current specific migration limit (SML), which is the amount of the substance that can migrate from the food contact materials into the food, of 0.6 mg of BPA per kg of food to 0.05 mg/kg. [New Rules on BPA More Restrictive \_Brussels USEU\_EU-28\_2-23-2018](http://gain.fas.usda.gov/Recent%20GAIN%20Publications/New%20Rules%20on%20BPA%20More%20Restrictive%20_Brussels%20USEU_EU-28_2-23-2018.pdf)
2. **Italy Farmers in Italy Facing Devastating Drought** Italy is suffering from a severe summer drought caused by low rainfall (80 percent below average in the first half of 2017) and exceptionally high temperatures for most of the year.  Nearly two-thirds of Italian farmland has been negatively affected, with the worst hit crops being olives, tomatoes, wine grapes, fruits, vegetables, grains, and hay[Farmers in Italy Facing Devastating Drought\_Rome\_Italy\_1-25-2018](http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Farmers%20in%20Italy%20Facing%20Devastating%20Drought_Rome_Italy_1-25-2018.pdf)
3. **Italy Fresh Deciduous Fruit Annual 2017** With approximately 1.7 million metric tons (MMT), Italy provides approximately 19 percent of the EU-28 apple production.  Italy’s marketing year (MY) 2017/18 apple production is forecast to drop significantly (-23 percent) from the previous campaign due to the frost that occurred during flowering at the end of April.  [Fresh Deciduous Fruit Annual 2017\_Rome\_Italy\_1-19-2018](http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Fresh%20Deciduous%20Fruit%20Annual%202017_Rome_Italy_1-19-2018.pdf)

**Regulatory**

* 1. **EU creates task force to develop agriculture in Africa**

A new expert group is to be created by the European Commission to provide expertise, advice and possible recommendations on enhancing the role of the EU agri-food and agro-industrial sector in the sustainable economic development of Africa. [Full article available here](http://www.hortidaily.com/article/41465/EU-creates-task-force-to-develop-agriculture-in-Africa)

* 1. **USDA opens office in Vietnam to facilitate agricultural trade**

The United States Department of Agriculture’s (USDA) Animal and Plant Health Inspection Service (APHIS) recently celebrated the opening of its new office in Hanoi, Vietnam. The office will play a vital role in helping expand the United States’ $2.5 billion-dollar agricultural export market in Vietnam.  
  
“Growing agricultural trade between the United States and Vietnam means new opportunities for American producers,” said Greg Ibach, USDA Under Secretary for Marketing and Regulatory Programs. “With this increase in trade comes increased pest and disease risk, and our in-country expertise will ensure the safest trade possible, while still providing greater options for U.S. consumers. Having an APHIS office in the heart of Hanoi will not only help maintain existing markets, but foster new opportunities for American farmers who set the worldwide standard for food production.” [Full article available here](http://www.hortidaily.com/article/41366/USDA-opens-office-in-Vietnam-to-facilitate-agricultural-trade)

* 1. **Global Gap produces add on for FSMA**

The USA [Food Safety Modernization Act](https://www.fda.gov/food/guidanceregulation/fsma/) (FSMA), aimed at preventing food borne illness, was signed into law in 2011. The Produce Safety Rule, FDA’s standards for growing, harvesting, packing, and holding of produce, requires producers of fruits and vegetables to adopt minimum standards for the safe production and harvesting of raw agricultural commodities for human consumption. Compliance with this rule is required of producers within the USA and importers of foreign products.

GLOBALG.A.P. has led a [Focus Group](https://www.globalgap.org/uk_en/who-we-are/governance/focus-groups/fsma-fg/) in the development of an add-on to the Integrated Farm Assurance (IFA) Standard for Fruit & Vegetables that will complete coverage of the FSMA Produce Safety Rule. The add-on content is based on GLOBALG.A.P.'s [FSMA User's Guide and Self-Assessment](https://www.globalgap.org/uk_en/for-producers/government-requirements/us-fda-fsma/index.html) published in December 2016. GLOBALG.A.P. now has a public consultation ( [here](https://www.globalgap.org/uk_en/what-we-do/globalg.a.p.-certification/public-consultation/) until 13 March 2018). It is foreseen that the final add-on will be available from April/May 2018.   
  
When accompanied by the GLOBALG.A.P. Integrated Farm Assurance certification, the FSMA Add-on will aid producers in identifying FSMA requirements that must be addressed at the farm level. The add-on and IFA certificate can be provided to retailers and value-chain participants as evidence of a producer’s efforts toward FSMA implementation. The add-on is not an assurance or guarantee of FSMA compliance, as legal compliance can only be determined by a regulatory authority, such as the United States Food and Drug Administration. [Full article available here](https://www.globalgap.org/uk_en/media-events/news/articles/Invitation-to-Public-Consultation-of-the-GLOBALG.A.P.-FSMA-Add-on-Module/" \l "pk_campaign=NL1802&pk_kwd=A_FSMA)

**Business**

* 1. **Organic food consumption continues to increase in Europe**

The consumption of organic food in Europe generated sales worth 33,500 million Euro in 2016; 11.4% more than in the previous year. Of this, 30,700 million Euro corresponded to the European Union (+12%), which is the second most important market after the United States. The most noteworthy increase was that of France, with a 22% growth and 6,736 million Euro. Overall, the country was second only to Germany (9,478 million Euro) and remained ahead of Italy (2,644 million E).

The study, carried out by the International Federation of Organic Agriculture Movements and the Research Institute for Organic Agriculture, revealed that the European organic acreage has grown again, reaching 13.5 million hectares (+6.7%), with 12.1 million (+8.2%) corresponding to the EU

The number of producers has also increased by 6.9%, with 373,240 in Europe (in the EU, the figure is close to 300,000; 10% more), with Turkey in first place (67,879), followed by Italy (64,210) and Spain (34,673).[Full article available here](http://www.freshplaza.com/article/189746/Organic-food-consumption-continues-to-increase-in-Europe)

* 1. **Shortage of reefer containers will continue this year**

The perishable logistics chain could still be affected by the shortage of refrigerated containers of 2015, since 2018 is deemed to be another year of recovery for the sector. According to press reports, there is a scarce supply of equipment, which calls for greater intermodal access in order to relocate reefer containers more quickly from excess sites to places where they are needed.Weak financial results affecting the industry as a whole have not helped. In 2017, the first "good year" was recorded since 2010.

In the last decade, the combined industry produced more than 200 thousand TEU/year of refrigerated equipment. The shortage of reefer containers has also been the result of a change in the refrigerated cargo industry, which has been migrating from specialised ships to "normal" container vessels.

Shipping consolidation also played an important role. By April 2018, the world's fleet will belong to five major consolidated shipping companies, plus MSC and Evergreen, which operate independently. The seven owners handle a reefer container fleet of 1,780,000 TEUs, while the capacity is 3,320,000 TEUs; about 1.9 times the amount of containers available. [Full article available here](http://www.freshplaza.com/article/190189/Shortage-of-reefer-containers-will-continue-this-year)

* 1. **EU to decide on Bayer-Monsanto merger in first part of 2018**

The European Commission is set to announce whether it approves the Bayer and Monsanto merger in the first part of this year, the EU's Competition Commissioner Margrethe Vestager told CNBC.It is currently scheduled to take place on April 5th. [Read more at CNBC (Silvia Amaro)](http://www.cnbc.com/2018/02/27/bayer-monsanto-merger-decision-in-the-first-part-of-2018-vestager.html) [Full article available here](http://www.hortidaily.com/article/41446/EU-to-decide-on-Bayer-Monsanto-merger-in-first-part-of-2018)

* 1. **Bayer to sell vegetable breeding brand Nunhems**

Bayer's vegetable seed business, has now officially confirmed plans to sell breeding departments Nunhems and Seminis in order to receive approval for their Monsanto take-over. Looking at the whole Bayer-Monsanto deal, vegetable seeds only make up a small part. Bayer's and Monsanto's agricultural entities with row crops and crop protection products are a much bigger deal. High tech greenhouse vegetable seeds account for just a few percent of the entire turnover of both companies.. [Full article available here](http://www.hortidaily.com/article/41470/Bayer-to-sell-vegetable-breeding-brand-Nunhems)

* 1. **BASF expects to earn €3.5 billion with crop protection innovation**

BASF is on track to launch innovations from its crop protection pipeline with projected peak sales of €3.5 billion by 2027. Some highlights of upcoming innovations: include

* The introduction of its latest fungicide Revysol. The first Isopropanol-azole with an outstanding biological performance shows a new level of disease control. It will be an essential tool for resistance management in many important crops, including cereals, soy and corn, as well as in fruits and vegetables.
* Two herbicides are advancing in early discovery. These first two chemistries have been specifically developed to control resistant grass weeds, one primarily for blackgrass and the other for key grass and broadleaf weeds,
* Tts insecticide portfolio is looking at new compounds showing unique modes of action. The most advanced example is Inscalis. The new compound, will offer farmers an essential tool to protect a wide range of crops from critical piercing and sucking insect pests.
* Another new insecticide is Broflanilide, which has a novel mode of action (IRAC Group 30) and will help farmers to control chewing insects such as beetles and caterpillars in specialty and field crops. Broflanilide will also have seed treatment applications.
* To meet the increased demand for biologicals, BASF is planning to introduce several innovations in key regions in the next decade, including Velifer biological insecticide, which has an extended spectrum of application against target pests and can be used in integrated pest management (IPM) programs in both greenhouse and field settings.
* Nitrogen stabilizer opportunities also continue to grow, including Limus urease inhibitor launches planned in Europe and South America.
* BASF is also developing digital innovations further to support farmers’ agronomic decisions linked to our core crop protection offer.
* The company is planning to introduce several tools in 2018, including:
  + Maglis Customer Navigator, which will provide farmers with more convenient decision support and reduce the complexity in managing crop protection product selection and purchasing activities.
  + Maglis Farm Navigator, which will enable farmers to optimize their farm operations on a continuous basis including analysis and forecast of field practices.
  + Maglis Agronomic Advice, which will provide agronomic risk evaluation and market insights to make more informed choices during the season. [Full article available here](http://www.hortidaily.com/article/41491/BASF-expects-to-earn-%E2%82%AC3.5-billion-with-crop-protection-innovation)
  1. **Rabobank Growing interest of investment companies in horticulture**

There is a generally positive sentiment in the Dutch horticultural sector. Dutch exports of fruit, vegetables and ornamental cultivation products reached a record high last year and prices were good.

According to Rabobank, it is important to be aware of and prepare for the possible Brexit consequences. They advise companies to map out how a hard Brexit will affect their companies, even if they only have indirect dealings with the United Kingdom. Can your company withstand a 10 - 15% drop in prices due to less demand? Or, are your customers able to develop markets in other places? See the [Brexit step-by-step plan](https://www.rabobank.nl/bedrijven/ondernemen/internationaal-zakendoen/vind-uw-weg-wereldwijd/stappenplan-brexit/).

***Consolidation*** There is considerable consolidation occurring in the horticultural sector. This increase in scale is being driven by various market developments such as market growth, year-round supply, the shortening of the chain, reaching critical mass, and access to retail markets. Other reasons for this consolidation is the required investment in Research & Development, internationalisation opportunities, and personnel being offered development opportunities.

***Investors***  The growing interest of investment companies shows that the larger horticultural businesses is becoming attractive to private investors from a profit point of view. For horticultural companies, this means opportunities for rapid growth of a way to ensure business succession.

***Sustainability- 'Milieukeur' makes its appearance*** Midway between organic and conventional cultivation, you now find 'Milieukeur' (Environmental label) certification. The area used for covered fruit and vegetable cultivation has grown from 268 ha in December 2016 to 639 ha in December 2017. For 2018, Rabobank predicts a sharp rise in the acreage used for  'Milieukeur' or other similarly certified products.

***Growing interest in geothermal energy*** Rabobank gives top priority to sustainable companies with transparent, future-proof business models. As far as Rabobank is concerned, this includes geothermal energy. The 2015 natural gas saving, thanks to the use of geothermal sources (Doublets) amounted to about 77 million m3 of natural gas.   
  
Recently, Rabobank decided to make EUR20 million of risk capital, in the form of subordinated loans, available for projects aimed at reducing CO2 emissions and the dependence on fossil fuels. This was needed because although the government supports these goals, it is their increased regulations that are causing delays in various geothermal projects. [Full article available here](http://www.hortidaily.com/article/41457/Growing-interest-of-investment-companies-in-horticulture)

  **China**

* 1. **More Chinese fruit varieties enter the international market**

The import and export regulations between countries are becoming less strict, and Chinese agriculture continues to move forwards. Under these circumstances, more and more Chinese fruit has been sold in overseas markets in recent years. This development is not only visible in the export volume, but also in the number of fruit varieties.

Until recently only fruit like apples and pears were exported from China to overseas markets, because those fruits were able to endure the transport and storage. The Chinese agricultural industry has made great improvements in recent years. The quality of agricultural products has improved, the development of improved varieties and the development of refrigeration technology, Warehouses with climate-control, quick-freeze elements, etc. used to be extremely specialized installations and technologies, but are currently implemented by more and more companies. [Full article available here](http://www.freshplaza.com/article/190389/More-Chinese-fruit-varieties-enter-the-international-market)

* 1. **More Chinese agriculture firms to venture into ASEAN**

The increasingly close cooperation between China and the Association of Southeast Asian Nations (ASEAN) will see more Chinese agricultural enterprises make their foray into the region moving forward, said Tan Yew Sing, President of the Malaysia-China Chamber of Commerce. He expects “China’s excellent agricultural technology to take root and bear fruit on ASEAN soil.” [Full article available here](http://www.freshplaza.com/article/190148/More-Chinese-agriculture-firms-to-venture-into-ASEAN)

* 1. **Large numbers of Chinese are giving up meat and turning vegetarian**

More and more health-conscious Chinese citizens are taking to a vegetarian diet,. A report by research firm Euromonitor said though China is still the world’s biggest market for pork, beef and poultry, the demand showed decline in recent years.  
  
The growing trend of vegetarianism showed more Chinese are turning to fruits and vegetables. China currently consumes 40% of the world’s fruit and vegetables. According to one study, the vegan market in China is expected to rise by more than 17% between 2015 and 2020. [Full article available here](http://www.freshplaza.com/article/190181/Large-numbers-of-Chinese-are-giving-up-meat-and-turning-vegetarian)

 **Marketing**

* 1. **Marketing examples from Europe**

Here is the link to the first edition of Freshfel's Fresh Times Series for 2018. The Fresh Times collects fun promotion initiatives and campaigns in the fruit and vegetable sector, and endeavours to encourage good ideas and spread best practices. Fresh Times No 1/2018 [can be found here](http://freshfel.org/fresh-times-1-2018/).     
  
In this edition, you can find the following initiatives:

* Note from the editor: We're off to a fresh start!
* The EU: Love is in the air
* The UK: We need #VegPower!
* Belgium: Smoothie Stations coming your way!
* The Netherlands: Dr Good Food to the rescue
* Poland: A new diet pyramid for the elderly
* Germany: All aboard!
* France: Generation F&V
* The UK: Change your diet, change your life
* France: So tasty, SO France
* Spain: One fruit, two fruit, three fruits, Canary fruit!
* The Netherlands: VitaMinis in the spotlight!

 **Food safety**

* 1. **Australia: Crisis talks on rockmelons**

Ten cases of listeria from contaminated rockmelons have been identified in NSW, Victoria and Queensland. A listeria contamination connected to a New South Wales melon grower has been linked to two deaths in the state. The outbreak has been traced to a farm at Nericon, near Griffith in New South Wales. The grower has not supplied fruit since the last Friday in February, and has started a voluntary trade level recall of any fruit that may still be in the market.  
  
The grower is reported to be just devastated. He has a very good food safety system in place but there has been a problem and he's bending over backwards to work out where that problem is. He won't be supplying fruit until that's been sorted out." [Full article available here](http://www.freshplaza.com/article/190388/Australia-Crisis-talks-on-rockmelons)

  **Health**

* 1. **Eat purple potatoes to cut your colon cancer risk, study claims**

Scientists at Pennsylvania State University found that a diet rich in colourful fruits and vegetables will prevent or stop colon cancer and bowel inflammatory diseases in pigs. A daily dose of purple potatoes possibly helps in the prevention colon cancer. [Full article available here](http://www.freshplaza.com/article/190237/Eat-purple-potatoes-to-cut-your-colon-cancer-risk,-study-claims)

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