

**PMAC weekly update 2nd to 9th July**

1. **Government agencies**: ICPR changes; Potential Serious Fraud; Food safety culture in good shape but more to do; New Zealand and Hong Kong agree to streamline trade.
2. **New Zealand News:**  ; Japan, world’s third largest economy, ratifies CPTPP; Further weakening in business confidence; NZ Super Fund takes 27 percent stake in NZ Gourmet; Iran and New Zealand to enhance agriculture relations; Horticulture New Zealand asks growers to renew funding; Zespri’s Secret to Preserving Kiwi Freshness during Distribution; Seeka will still be eligible for Kiwifruit Claim compensation; Seeka shares drop; Avocado thieves sentenced; Demand for local mushrooms on the rise over winter; Myrtle rust found at two locations in south Auckland
3. **International news:** GAIN reports; " Agriculture in Europe to decline as Asian output grows’; EC ruling may offer opportunities for situation-specific safety analyses; PVO sees technical challenges to EU PVP system; Temperature modelling is crucial to export success; "Partnerships of paramount importance for Chinese horticulture"; US: More people confirmed with parasites linked to Del Monte vegetables; Marketing plants and flowers to Millennials; British flowers use 95% less carbon than imported flowers"; Will 3D food printing end food wastage?; China: Scientists develop power-generating windows

***Editors Comments***

*A very diverse bunch of articles this week. MPI has indicated while NZ businesses generally have a good food safety culture they will be encouraging businesses to take the next step up by setting goals and making staff feel more involved in that culture. The good news they will help with resources. .*

*In the NZ news I find it interesting that three articles deal with our horticultural sectors reputation for doing it well and being seen as a good money earner. An article was presented in the China produce news describing how Zespri’s attention to detail helps to deliver the best quality fruit. Not published this week but in a similar vein was a story of a large Greek Firm that visited Zespri this week – “to learn its secrets”. Meanwhile the NZ super fund is prepared to invest in NZ gourmet and Seeka is picked by share analysts as having a positive outlook. Profitability expectations continue to be high.*

*In the International section the article on Partnerships again demonstrates how well the Dutch work in developing countries to ensure they become part of the emerging horticultural activity. There is also an article on the first food poisoning case I have seen involving internal parasites in the USA and an article on marketing plants to Millennials. This is worth a read because it applies as much to produces as it does to gardening and flowers*

1. **Agency news**



* 1. **ICPR changes**

The following changes have been made to ICPR over the last week

* Canada has been updated with [\*27 pests added to the Quarantine Pest List for Canada](http://www.mpi.govt.nz/document-vault/628)
* South Africa has been updated with the correction of a mistake  [in section 2.5 Maximum Pest Limits to refer to the correct section (2.3) for Quarantine Pests.](http://www.mpi.govt.nz/document-vault/689)
	1. **Potential Serious Fraud**

MPI has referred evidence of potential serious staff misconduct to the Serious Fraud Office. MPI has also referred the matter to the State Services Commission and it is part of the SSC’s inquiry into the use of external security consultants including Thompson & Clark Investigations Limited.

The conduct of concern did not involve the contracting of Thompson & Clark by MPI, but to other matters. Information obtained to date suggests these matters occurred prior to October 2013. They involved staff no longer working for MPI.

MPI is extremely disappointed by the nature of the potential misconduct. Measures are already underway internally to understand how the matters may have occurred.  This will contribute to a “lessons learned” exercise to ensure they cannot happen in the future. MPI has held off disclosing the referral to the Serious Fraud Office until now to provide the SFO with the opportunity to properly evaluate the material provided by MPI.MPI will be making no further comment on this matter while the SFO and SSC inquiries are underway. [Full article available here](http://mpi.govt.nz/news-and-resources/media-releases/mpi-statement-regarding-thompson-and-clark-investigations-ltd/)

* 1. **Food safety culture in good shape but more to do**

The Food Safety Assurance and Advisory Council (FSAAC) and New Zealand Food Safety (part of MPI) last week released research into the food safety culture in New Zealand food businesses.  It reports on initial research which provides a baseline that will be valuable for tracking improvements .

Nine hundred food business and 193 employees spanning all areas of the food supply chain from manufacturers to retailers were surveyed. Overall, the results show that New Zealand food businesses have a strong commitment to food safety. It shows where food businesses are doing well is keeping customer safety top of mind and having formalised food safety policies and procedures, with 95% saying they had policies and rules in place to identify and deal with food safety risks. There's also good leadership driving food safety culture with 75% of employees surveyed saying that their managers visibly show support for food safety and walk the talk.

The research indicates there's room for improvement. Businesses need to have specific food safety goals and key performance indicators in place, and reward employees for taking part in the day-to-day improvement of their food safety practices. Only 3% of food businesses surveyed report data on their food safety performance back to their employees.

In August 2018, MPI will be releasing a food safety guide aimed at boards, directors, chief executives, and business owners. It will also continue to work with food businesses to identify further resources needed to support their work in developing a strong food safety culture,"

[Find out more about the research and download](http://mpi.govt.nz/food-safety/food-safety-and-suitability-research/food-safety-culture/) [Full article available here](http://mpi.govt.nz/news-and-resources/media-releases/food-safety-culture-in-good-shape-but-more-to-do/)

****

|  |
| --- |
| * 1. **New Zealand and Hong Kong agree to streamline trade**
 |

NZ and Hong Kong signed a Mutual Recognition Arrangement (MRA) in Brussels on 28 June during the World Customs Organization Council session. This will streamline customs procedures and tighter assurances around risk management, so legitimate trade can flow more smoothly. Under this arrangement, members of New Zealand Customs’ Secure Export Scheme will benefit through faster clearance of their goods by Hong Kong Customs. The Secure Export Scheme ensures exporters who sign up are seen as a ‘low security risk’, ensuring their businesses greater certainty at international borders and minimal delay. This MRA means we now have arrangements in place with six of our top ten trading partners, including the United States, Japan, Korea, Australia and China. [Full article available here](https://www.beehive.govt.nz/release/new-zealand-and-hong-kong-agree-streamline-trade)



1. **New Zealand News**



* 1. **Japan, world’s third largest economy, ratifies CPTPP**

David Parker has welcomed Japan’s early ratification of the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP). Japan is the largest economy in the CPTPP grouping and he expects its ratification to generate further momentum toward entry into force of the Agreement.” New Zealand hopes to complete its ratification procedures by the end of the year.  [Full article available here](https://www.beehive.govt.nz/release/japan-world%E2%80%99s-third-largest-economy-ratifies-cptpp)

**General**

* 1. **Further weakening in business confidence**

The latest NZIER Quarterly Survey of Business Opinion (QSBO) shows a further decline in business confidence. A net 19 percent of businesses expect a deterioration in economic conditions – more pessimistic than the 10 percent in the previous quarter. Continuing the recent trend, firms’ views on their own trading activity – a good indicator of economic growth – remained more positive. Domestic trading activity in the June quarter still softened, however, with the proportion of businesses reporting higher demand decreasing from 15 to 7 percent.

Firms’ expectations of future demand also eased, with fewer businesses expecting improved demand over the next quarter. These developments point to softer economic growth in the second half of 2018. , [Full article available here](https://nzier.org.nz/media/nziers-qsbo-shows-further-weakening-in-business-confidence-quarterly-survey-of-business-opinion-july-2018?utm_source=e-news&utm_campaign=ad27873233-EMAIL_CAMPAIGN_2018_07_02_08_22&utm_medium=email&utm_term=0_9d602dd25c-ad27873233-119529829)

**Industry news**

* 1. **NZ Super Fund takes 27 percent stake in NZ Gourmet**

The NZ Super Fund has invested in international fresh fruit and vegetable grower and marketer NZ Gourmet ([www.nzgourmet.net](http://www.nzgourmet.net)), taking a 27% stake in the company for an undisclosed price.

Founded in 1982 by brothers Paul, Chris and Tony Martin and father John Martin, NZ Gourmet produces and markets high quality fresh produce including capsicums, blueberries, asparagus, tomatoes, strawberries and cherries. It has customers around the world and operations in New Zealand, the United States, Australia, Mexico, Peru and Ecuador.

NZ Gourmet CEO Paul Martin said: “NZ Gourmet approached the NZ Super Fund because we were interested in partnering with a New Zealand investor with a long-term outlook. We will use the new capital to support our continued growth and expansion both domestically and offshore. Mr Martin will remain as CEO. Mr Martin acknowledges the support of NZ Gourmet’s employees and joint venture partners including Tuaropaki Trust and The Hauhungaroa Partnership. [Full article available here](http://www.freshplaza.com/article/197490/NZ-Super-Fund-takes-27-percent-stake-in-NZ-Gourmet)

* 1. **Iran** **and New Zealand to enhance agriculture relations**

Last month, Houman Fathi, Chairman of the Iranian Agriculture Ministry’s Department for International Affairs, held a meeting with New Zealand's envoy Hamish MacMaster in Tehran, where they emphasized the importance of expanding bilateral relations, particularly in the agricultural sector. Fathi said Tehran was resolved to take major steps to expand ties with Wellington in all fields and increase its exports to the country.

During the meeting, the two sides discussed a range of issues, including the transfer the technology from New Zealand to Iran in the areas of toxins, plants and livestock quarantine, processing kiwifruit and seeds, research, and cooperation between the two countries' public and private sectors.

Zespri International and Iran's Ministry of Agriculture have previously signed a statement of intent outlining undertakings to further explore commercial opportunities in Iran. [Full article available here](http://www.freshplaza.com/article/197502/Iran-and-New-Zealand-to-enhance-agriculture-relations)

* 1. **Horticulture New Zealand asks growers to renew funding**

Horticulture New Zealand’s Board is asking growers to vote to renew the levy funding that keeps the organisation going. A levy rate of 14 cents per $100 of sales of the fruits and vegetables covered in The Commodity Levies (Vegetables and Fruit) Order is the principal funding mechanism to support Horticulture New Zealand’s work for commercial fruit and vegetable growers. The levy expires in May 2019 and voting to renew it, or not, needs to be completed by 13 August 2018.

The levy is expected to raise about $4.6 million per year, which is spent on grower representation across areas important to their businesses including biosecurity; access to land, water and people; research and development; education and training; and maintaining quality assurance programmes.

The levy order comes up for renewal every six years. Once votes are counted - by 20 August - and announced, the process includes application to MPI for a new levy order, consideration of the application by the Agriculture Minister and, if approved, the Minister instructs Parliamentary Counsel to draft a new levy order. A new levy order must be in place before the previous one expires. The Horticulture New Zealand levy order falls due at the same time as levy orders for Vegetables NZ, Onions NZ, Tomatoes NZ, and Process Vegetables NZ. [Full article available here](http://www.freshplaza.com/article/197501/Horticulture-New-Zealand-asks-growers-to-renew-funding)

* 1. **Zespri’s Secret to Preserving Kiwi Freshness during Distribution**

# An article was published in last weeks China’s Fresh fruit and produce news digital magazine. The article describes the efficiency with which Zespri kiwifruit is unloaded and the traceability features that are embedded in the process. [Full article available here](http://www.producereport.com/article/zespri%E2%80%99s-secret-preserving-kiwi-freshness-during-distribution)

* 1. **Seeka will still be eligible for Kiwifruit Claim compensation**

Seeka says it will still be eligible to receive compensation, as their orchards make up a "reasonable number" of the 212 growers who formed the claim.

However Justice Jillian Mallon found that MAF did not owe a duty of care to Seeka, in its capacity as a post-harvest operator (PHO), and therefore would not be able to claim the $92.5 million PHO component, quoted in the judgement. As the decision was only made public on Friday, Mr Franks says the company is still seeking legal advice on whether they can appeal. While we are disappointed by the ruling we are just working through things at the moment, and talking to the lawyers about what, if anything, we should do next." [Full article available here](http://www.freshplaza.com/article/197573/NZ-Seeka-will-still-be-eligible-for-Kiwifruit-Claim-compensation)

* 1. **Seeka shares drop**

Brokering firm First NZ Capital began coverage of Seeka, New Zealand's top grower of kiwifruit, with a ‘neutral’ recommendation, as a positive earnings outlook offsets key risks including the company’s high debt, horticultural factors such as weather, pests and disease as well as performance by the nation's sole kiwifruit exporter Zespri Group and access to key export markets.

The stock fell 2.3 percent to $6.50 in Friday morning trading, cutting its gain for the past year to 32 percent. First NZ research analysts Jack Crowley and Greg Main put a 12-month target price of $7.25 on the Te Puke-based company. The analysts pointed to Zespri’s plans to double production over the next decade by rolling out additional licences to grow its gold kiwifruit varieties. “As a toll processor, Seeka's post-harvest business, which accounts for about two-thirds of earnings before interest, taxes, depreciation and amortisation, stands to be a beneficiary,” Crowley and Main wrote.

While, according to [pro.newsroom.co.nz](https://pro.newsroom.co.nz/articles/3499-seeka-shares-drop-as-first-nz-begins-coverage-with-neutral-rating), the analysts are upbeat about the outlook for kiwifruit volume, they said the outlook for returns is less certain given the combination of demand growth in an underdeveloped fruit category particularly in Asia, Zespri’s growth ambitions, and intensifying international competition from other gold varieties.  [Full article available here](http://www.freshplaza.com/article/197818/New-Zealand-Seeka-shares-drop)

**Crop news**

* 1. **Avocado thieves sentenced**

Between August 21 and October 11 last year, two men stole avocados from Gisborne orchards, worth about $22,000. It was a series of planned thefts that involved up to five people. Stephen Mackey and Hamiora Tawaho Tiaki Raroa were jointly charged with eight thefts from four separate orchards at Ferry Road, Ingram Road, Bushmere Road and Back Ormond Road. They were sentenced by Judge Haamiora Raumati this week.

Each was ordered to do 180 hours community work and pay a half share of the loss.The pair were arrested after stealing about 1400 avocados from the Bushmere Road orchard, where Mackey’s father and another person were also involved in the theft. Police were able to count the number of avocados taken from the Bushmere Road property, as the four offenders were in a vehicle with the fruit. The $22,000 total reparation ordered against Mackey jnr and Raroa was based on an estimated 22,000 fruit, valued at $1 each. [Full article available here](http://www.freshplaza.com/article/197672/New-Zealand-Avocado-thieves-sentenced)

* 1. **Demand for local mushrooms on the rise over winter**

One of New Zealand’s leading mushroom growers says demand for its produce typically increases throughout the winter months. The Te Mata Mushroom Company is based in Havelock North on the North Island, producing between 20-25 tonnes of fresh mushrooms a week, consistently throughout the year. [Full article available here](http://www.freshplaza.com/article/197808/NZ-Demand-for-local-mushrooms-on-the-rise-over-winter)

**Biosecurity**

* 1. **Myrtle rust found at two locations in south Auckland**

The fungal disease myrtle rust has been found in two locations in south Auckland. Three ramarama shrubs in Ōtara Creek Reserve have been found to be infected with it in the past month, as has a large number of ramarama shrubs in street gardens in Manurewa. [Full article available here](http://www.freshplaza.com/article/197817/New-Zealand-Myrtle-rust-found-at-two-locations-in-south-Auckland)



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. **Chilean Retail Food Industry** Chile’s food retail sales reached $16.7 billion in 2017.  The main food distribution channels are supermarkets with a share of about 62 percent.  [Retail Foods\_Santiago\_Chile\_6-27-2018](http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Retail%20Foods_Santiago_Chile_6-27-2018.pdf)
2. **China Announces Tariff Reductions for Asia-Pacific Trade Agreement** On June 19, 2018, China’s Ministry of Finance announced that as part of the Second Amendment to the Asia-Pacific Trade Agreement, China will reduce tariffs on imports of a number of products, including 415 agricultural and related products.  [China Announces Tariff Reductions for Asia-Pacific Trade Agreement \_Beijing\_China - Peoples Republic of\_6-28-2018](http://gain.fas.usda.gov/Recent%20GAIN%20Publications/China%20Announces%20Tariff%20Reductions%20for%20Asia-Pacific%20Trade%20Agreement%20_Beijing_China%20-%20Peoples%20Republic%20of_6-28-2018.pdf)
3. **China 2018 Stone Fruit**Due to extreme weather this spring in the stone fruit producing regions, both peach and nectarine production and cherry production are forecast down for MY 18/19 [Stone Fruit Annual\_Beijing\_China - Peoples Republic of\_6-29-2018](http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Stone%20Fruit%20Annual_Beijing_China%20-%20Peoples%20Republic%20of_6-29-2018.pdf)
4. **EU Stronger Trade Defense Rules Enter into Force in the EU** New legislation on trade defense entered into force in the EU on June 8, 2018. More specifically, the EU Regulation introduces tougher rules to respond to dumped and subsidized imports.    [Stronger Trade Defense Rules Enter into Force in the EU \_Brussels USEU\_EU-28\_6-20-2018](http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Stronger%20Trade%20Defense%20Rules%20Enter%20into%20Force%20in%20the%20EU%20_Brussels%20USEU_EU-28_6-20-2018.pdf)
5. **Greece Retail Foods** In 2017, value sales of grocery retailers in Greece declined by 2.3 percent to $19.7 billion.  [Retail Foods\_Rome\_Greece\_6-27-2018](http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Retail%20Foods_Rome_Greece_6-27-2018.pdf)
6. **Guatemala Retail Foods** The retail industry in Guatemala is strong and continues growing; the two largest supermarket chains continue expanding and opening new outlets in both the urban and rural areas of the country.   [Retail Foods\_Guatemala City\_Guatemala\_6-28-2018](http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Retail%20Foods_Guatemala%20City_Guatemala_6-28-2018.pdf)
7. **Hong Kong Food Retail Industry** In 2017, Hong Kong’s retail food sector sales rose 1.82 percent to US$12.28 billion, a positive growth trend forecast to continue, especially in segments where U.S. products have strong prospects, such as healthy, reliable, and high-quality foods [Retail Foods\_Hong Kong\_Hong Kong\_6-29-2018](http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Retail%20Foods_Hong%20Kong_Hong%20Kong_6-29-2018.pdf)
8. **Indonesia Retail Product Registration Guide for Imported Food and Beverages** The Government of Indonesia (GOI) requires all food and beverage products in retail packaging and food additives to obtain a distribution authorization from The National Agency for Drug and Food Control (BPOM) before entering retail market.   [Retail Product Registration Guide for Imported Food and Beverages \_Jakarta\_Indonesia\_6-29-2018](http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Retail%20Product%20Registration%20Guide%20for%20Imported%20Food%20and%20Beverages%20_Jakarta_Indonesia_6-29-2018.pdf)
9. **Japan Retail Food Sector** The Japanese Food and Beverage (F&B) retail industry includes supermarkets, general merchandise stores (GMS), department stores, convenience stores, drugstores, and the internet. [Retail Foods\_Tokyo ATO\_Japan\_6-22-2018](http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Retail%20Foods_Tokyo%20ATO_Japan_6-22-2018.pdf)
10. **Malaysia Retail Foods** Malaysia’s retail sector is forecast to spur consumer spending in retail food and beverage industry with the abolishment of Goods & Services Tax (GST) effective June 1, 2018.  It is expected that  food and beverage retail prices will be slightly lower around 3 percent from savings of input costs. Moderate growth of 5 percent is projected for U.S. fresh fruits, [Retail Foods\_Kuala Lumpur\_Malaysia\_6-29-2018](http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Retail%20Foods_Kuala%20Lumpur_Malaysia_6-29-2018.pdf)
11. **Poland Retail Sector** With its population of nearly 40 million, Poland is the largest market for food and beverages in Central and Eastern Europe.  The Polish retail sector continues grew by over five percent in 2016, with over 354,000 outlets [Poland Retail Sector\_Warsaw\_Poland\_6-27-2018](http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Poland%20Retail%20Sector_Warsaw_Poland_6-27-2018.pdf)
12. **Singapore Retail Foods** Singapore’s retail foods sector is very competitive, yet diverse and dynamic.  The city-state is dependent on international trade and imports over 90 percent of its food needs.  [Retail Foods\_Singapore\_Singapore\_6-29-2018](http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Retail%20Foods_Singapore_Singapore_6-29-2018.pdf)

**Regulatory**

* 1. **" Agriculture in Europe to decline as Asian output grows’**

[OECD-FAO Agricultural Outlook 2018-2027](http://www.oecd-ilibrary.org/agriculture-and-food/oecd-fao-agricultural-outlook-2018-2027_agr_outlook-2018-en) sees weakening growth in global demand for agricultural commodities and food, while anticipating continuing productivity improvements in the sector. As a result prices of main agricultural commodities are expected to remain low for the coming decade. The report attributes the demand slowdown to a deceleration of demand growth in major emerging economies, stagnating per capita consumption of staple foods, and a further gradual decline in global population growth rates. S[Read more at FAO](http://www.fao.org/news/story/en/item/1143705/icode/) [Full article available here](http://www.hortidaily.com/article/44476/Predictable-trade-conditions-needed-to-address-food-security-challenges)

The report also predicts Agricultural production in Western Europe is set to decline over the coming decade, with output in Africa and Asia expected to increase. Overall, the output will expand less in developed economies, notably in Western Europe, where agricultural and fish production is only projected to grow by around 3 percent over the outlook period.” In sub-Saharan Africa, crop production is set to expand by 30%, with meat and dairy both set to grow by 25%. Nonetheless, the region’s food security is set to remain dependent on global markets, because domestic production capacity will remain insufficient to meet the region’s growing consumption needs.

South and East Asia – which includes China and India – are the world’s biggest producers of a wide array of agricultural products. Growth in output will remain high in the region, the report said. The Middle East, which is mired in conflict and political unrest, has a “high and growing dependence” on imports for key food products, the report said, leaving the region in a state of increasing food insecurity. [Full article available here](http://www.freshplaza.com/article/197777/Agriculture-in-Europe-to-decline-as-Asian-output-grows)

* 1. **EC ruling may offer opportunities for situation-specific safety analyses**

A ruling on the interpretation of EU law concerning the genetic modification of plants is expected from the European Court of Justice at the end of July. The Opinion of Advocate General Bobek, often a good indication of the final ruling, concluded that plants which have undergone a targeted mutation without being treated with so-called recombinant DNA should not fall under EU rules for genetically modified plants. This would give the EU or its member states the freedom to decide whether regulatory measures should be taken. In this vein, Member States may want to decide to authorise these plants without additional testing, in theory allowing them to be marketed at relatively low entrance and research costs. The official ruling of the European Court of Justice is expected on 25 July 2018.

A recent article in Natures Biotechnology publication conclude that a ruling in line with the Opinion of the Advocate General would allow the safety of the environment and of consumers to be safeguarded on the basis of scientific insights while also permitting more innovation in plant breeding and agriculture.  [Full article available here](http://www.hortidaily.com/article/44231/EC-ruling-may-offer-opportunities-for-situation-specific-safety-analyses)

* 1. **PVO sees technical challenges to EU PVP system**

"In its annual repot 2017 the Community Plant Variety Office (CPVO) received 3,422 applications which is the second highest number of applications received in 1 year, an increase of 3.7 % compared to 2016. The number of applications for fruits and ornamentals increased while the number of applications for agricultural and vegetable varieties decreased.

The report also states "A challenge to the EU PVP system in the coming years will be to ensure that technical examinations can be done in an efficient manner, taking into account the ever-increasing number of reference varieties of common knowledge. Investments need to be made to ensure that new technologies are developed to meet this challenge. IT tools and databases will continue to be key to handle the ever-increasing quantity of relevant data. Developing new technologies and IT tools is expensive. For this reason, in 2017 the CPVO joined a consortium that is making a bid to acquire funds from the EU’s Horizon 2020 programme with the aim of improving plant-variety testing in the EU. [Read the full report here.](http://cpvo.europa.eu/en/news-and-events/news/annual-report-2017) [Full article available here](http://www.hortidaily.com/article/44535/CPVO-sees-technical-challenges-to-EU-PVP-system)

**Business**

* 1. **Temperature modelling is crucial to export success**

Two of Australia's leading produce companies say they have already learnt valuable lessons after starting a project into temperature monitoring in their export chains. At present many exporters do utilise some sort of temperature monitoring, but most people use simple USB loggers which are often thrown away or never accessed. They are only used at times of absolute disaster or problem or dispute. So in most cases, there is no data coming back through the chain.

*This article identifies that by analysing the monitoring information it helped the companies identify issues with the supply line, whether air or sea freight was performing better the best varieties for delivering top quality fruit in market. The companies are now* forming models from this project that can show based on seasonal situations and transport conditions, which varieties will provide the best consumer experience and training staff to prevent inconsistencies between pallets and consignments

[Full article available here](http://www.freshplaza.com/article/197444/Temperature-modelling-is-crucial-to-export-success)

  **China**

* 1. **"Partnerships of paramount importance for Chinese horticulture"**

A group of Dutch horticultural suppliers and research bodies founded the Dutch Sino Horti Cooperation. In 2013 they kicked off their ‘Partners for International Business’ (PIB) consortium in order to find out how to help the Chinese horticulture with adaptive Dutch technology and know-how. It resulted in the opening of a Chinese Solar Greenhouse at the Research location of Wageningen University. The greenhouse has been used to better adapt the Dutch solutions and practices to Chinese standards, level of knowledge and habits.

After more than a year of trials with Dutch horticulture solutions in a Chinese setting, the findings of the research were highlighted last month during a special seminar that was organized in Beijing The presenters explained that the future success of horticulture development in China will be determined by more factors than just offering a tailored greenhouse design or adaptive solution. Aside of providing our technology, we need to share our knowledge and increase partnerships with Chinese government, businesses and research institutes”.

The PIB consortium has decided to extend the trial with two more years of research. “The solar greenhouse concept and Chinese horticulture will for the coming years be inseparable. On one hand we therefore need to continue to integrate and adapt our solutions to Chinese standards and make sustainable horticulture more accessible. On the other hand, we will also need to look at modernizing the industry with more high-tech solutions and the development of profitable agro-parks. Again, the success of such developments will also be greatly determined by important factors such as knowledge exchange and partnerships with universities, investors, businesses and government. We have to work together.” [Full article available here](http://www.hortidaily.com/article/44420/Partnerships-of-paramount-importance-for-Chinese-horticulture)

 **Food safety**

* 1. **US: More people confirmed with parasites linked to Del Monte vegetables**

US public health officials have confirmed that dozens more people have parasitic infections linked to trays of fresh, pre-cut vegetables that Del Monte Fresh Produce recalled in mid-June. The case count stands at 185, having increased by more than 100 since the outbreak was announced by the Centers for Disease Control and Prevention on June 15. Seven people have been so sick that they had to be admitted to a hospital.

Additional people are likely to be added to the CDC’s case count. It usually takes 2 to 14 days after a person ingests the Cyclospora parasite for symptoms to develop. Specialized lab tests are required to confirm cyclosporiasis. Lab results must be confirmed and then reported to state officials who send reports to the CDC. Del Monte has recalled 6-ounce, 12-ounce, and 28-ounce vegetable trays containing pre-cut fresh broccoli, cauliflower, celery sticks, carrots and dill dip. According to [foodsafetynews.com](http://www.foodsafetynews.com/2018/07/more-confirmed-with-parasites-linked-to-del-monte-vegetables/#.Wzn-cNIzaUk), state and federal officials continue to investigate the outbreak, but they have not yet determined the source of the parasites. [Full article available here](http://www.hortidaily.com/article/44464/US-More-people-confirmed-with-parasites-linked-to-Del-Monte-vegetables)

****

 **Floral News**

* 1. **Marketing plants and flowers to Millennials**

Millennials. - people who were born somewhere roughly between 1984 and the year 2000, have a definite relationship with technology and social media largely affecting the way they communicate, receive news, and, yes, purchase things. They trust advertising less and value their peers’ opinions more. But, millennials aren’t “too cool” for gardening. In fact, according to a survey, more people than ever are gardening… including millennials.

Here’s how you can reach millennial consumers and show them the value of gardening. Just remember: they’re a finicky bunch, and marketing to them takes some creative solutions.

To make gardening cool, you’ve got to relate it to what millennials already love: trendy design, organic products, and small business support. One of the most effective ways you can appeal to millennials’ interests and connect them to gardening is through content. Whether that’s blog posts, social media, videos, or the like, if you create valuable content that informs and entertains, millennials will begin to make garden-related content a part of their daily lives without even realizing it.

And forget your business for a bit and focus on building relationships Use social media for what it’s intended for: connecting and communicating socially. Don’t push, push, push your products. Instead, talk to your prospective customers. Learn what their apprehensions, goals, and interests are. People buy from people, first and foremost. When you leave the business out of it sometimes, you open up a comfortable and valuable space to learn invaluable insight about your target customer and you can then better provide what they’re looking for. Showcase your community engagement.

[Full article available here](http://www.floraldaily.com/article/16215/Marketing-plants-and-flowers-to-Millennials)

* 1. **"British flowers use 95% less carbon than imported flowers"**

 Masters study to directly compare the carbon footprint of flower bouquets using Dutch, Kenyan and British grown flowers has been completed. The study investigates whether it is better for the climate to grow a mix of flowers that we would typically find in a bouquet, in greenhouses in northern Europe or outdoors in Kenya. The result British grown bouquets make up 95% less carbon than Dutch and Kenyan grown bouquets.  [Full article available here](http://www.floraldaily.com/article/16255/British-flowers-use-95-procent-less-carbon-than-imported-flowers)

 **Innovation**

* 1. **Will 3D food printing end food wastage?**

About a third of all the food in the world is wasted. The aim is to use 100% of the product. 3D food printing can play a role in this. In the Netherlands, the DOOR Cooperative has begun talks with Oceanz 3D printing. These discussions are based on the issue of 'food wastage' and anticipating 'future food trends'. DOOR is an independent fruit-vegetable growers association. Recently, an official start was made to research what can and cannot be achieved. The initial results will be announced shortly.

A lot of research is being done into the technological possibilities of 3D food printing. At the moment, it is possible to print with material based on, for example, a sugar mixture. Chocolate or a puree of various ingredients can also be used. "3D printing offers the possibility of creating unique, complex forms. Beside this, it also lends itself to producing valuable food concepts. So, it is possible to develop personalised nutrition. These can be tailored to, for instance, someone's DNA profile or physical condition. Factors such as age and taste preferences can also come into play.  [Full article available here](http://www.freshplaza.com/article/197827/Will-3D-food-printing-end-food-wastage)

* 1. **China: Scientists develop power-generating windows**

Researchers in China have produced

 a window-compatible material that could double the energy efficiency of an average household. Their work appears July 3 in the journal Joule. They have made organic photovoltaics into semi-transparent, lightweight, and colourful films that are perfect for turning windows into electricity generators and heat insulators."

To construct a prototype capable of simultaneously outputting electricity and preventing excessive heating, a three-way balancing act is required between harvesting light for electricity generation, blocking it for heat insulation, and transmitting it as a window normally would. Mixing and matching from among materials and chemical compounds previously proposed for these different purposes, they put together a device that let the familiar visible portions of sunlight through, turned back the infrared light (a major heating culprit), and converted the near-infrared region in-between into an electric current.These dual-function materials are still very much in their infancy, but the authors expect them to pave the way to new beneficial technologies. "A version tailored for self-powered greenhouses is only one of many impactful products that we want to develop for the future." [Full article available here](http://www.hortidaily.com/article/44485/China-Scientists-develop-power-generating-windows)

***Subscribe/ Unsubscribe*** *If you no longer wish to receive this email please send a note to* *info@pmac.co.nz* *asking to be added/ removed and providing the nominated email address*

***Disclaimer*** *Please note this information has been accessed from emails that have been forwarded to info@PMAC.co.nz and are distributed as a weekly update. If you intend using this information please sight the original document to ensure you are aware of the context within which any changes have been made and to guard against any transcription changes*