

**PMAC weekly update 1st to 8th February**

1. **Government agencies**: ICPR Changes, Rotorua bus driver fined $4,500 for smuggling cigarettes and seeds, Cactus smuggler sentenced for importing illegal plants, WTO Notifications, Affected by Brexit?
2. **New Zealand News:**  New Zealand welcomes news of UK request to join CPTPP; Inaugural Foreign Policy Speech to Diplomatic Corps at Waitangi; Zespri to refine China trial proposal; Dry varieties deliver for NZ squash brand; RSE workers arrive in Hawke's Bay as apple-picking season begins; New Zealand fruit ripening early due to high temperatures; Small operators step up to process Nelson's damaged apple crop; NZ potato market cautious; New Zealand kiwifruit growers join foodbank drive; NZKGI chief executive resigns; Hortinvest expands team; Enzed Exotics tipping strong season for Kiwano; Good kiwiberry crop expected
3. **International news:** GAIN reports; European Parliament; JAZZ™ apples and wings team up for Super Bowl; Freshfel, OECD publish e-commerce study; Bayer reaches $2 billion deal over future Roundup cancer claims; "It is important to restore Chinese consumer trust in imported fruit"; Chile launches intensive PR campaign in China for cherries; Widespread Positive TV News Coverage of Cherries; Inside the Chilean Industry Quality System for Exported Blueberries; Cargoes again stranded at Chinese ports due to Covid-19 measures; IATA: 2020 worst year for air cargo demand since 1990; China-Asean links expand via road, trade and exchange; Record-low global schedule reliability of 44.6% in December 2020; Shipping issues in the USA; Study details UK investigations into outbreak of Listeria; What We Learned from the Traceability Pilots; Replacing rigid crates with collapsible ones cuts 20,000 truck trips in EU; Floriculture sector celebrates sustainable evolution; A single kiwi provides the recommended daily intake of vitamin C

**Comment**

For me the two interesting sets of news items over the last week deal with the smuggling of plant material into NZ and Chiles publicity in China.

In the first set of two articles name the two people charged at the Manukau court last week for two unrelated attempts to smuggle seeds and plants into New Zealand. For one Chinese woman this was the second time she was caught with plants at the Border. A good thing we have such vigilant border staff, but an issue that we still have individuals living in New Zealand who put personal gain ahead of the Countries Biosecurity.

In the wake of the recent Covid scare at the Chinese border the other set of articles deal with the publicity campaign, the Chilean Government and businesses are implementing to show the Chilean cherries are high quality and safe to eat. This campaign is targeting both wholesalers and the public with social media, video’s and competitions . At the same time there is a pre-emptive article about the quality systems used by the Chilean blueberry Industry to send its fruit to China. Would New Zealand be able to respond as quickly in the same situation ?

1. **Agency news** 
	1. **ICPR changes**

China’s ICPR has been updated with a revised a Quarantine Pest List as Notified by China and the addition of a link to the FYI for fresh and frozen fruits and vegetables . See [ICPR China](https://www.mpi.govt.nz/dmsdocument/630)

* 1. **Rotorua bus driver fined $4,500 for smuggling cigarettes and seeds**

A Rotorua bus driver has been fined $4,500 for attempting to smuggle seeds into New Zealand, in breach of the Biosecurity Act 1993. Woo Chan Shim, 58, pleaded guilty to 2 charges related to an incident at Auckland International Airport.

On Monday 23 September 2019, Mr Shim returned to Auckland from Korea. He had ticked "no" to the question on the form regarding whether he was carrying goods on behalf of another person; "no" for "plants or plant products", and "no" to bringing in more than 50 cigarettes .Mr Shim's bag was inspected, revealing 100 hidden cigarettes. The search was upgraded and 5 different packets of vegetable seeds were found concealed in a zip pocket of a pair of trousers in his bag. All products were seized. Mr Shim also received a fine from New Zealand Customs for undeclared cigarettes.

[Full article available here](https://www.mpi.govt.nz/news/media-releases/rotorua-bus-driver-fined-4500-for-smuggling-cigarettes-and-seeds/?utm_source=notification-email)

* 1. **Cactus smuggler sentenced for importing illegal plants**

An Auckland woman has been sentenced to intensive supervision for 12 months and 100 hours' community work for smuggling succulents and endangered cacti into New Zealand. Wenqing (Wendy) Li, 38, pleaded guilty to charges related to separate incidents at the Auckland International Airport when returning from China to her Auckland home. The goods seized were of a high commercial value. On 24 March 2019 she strapped stockings containing 947 succulents and cacti on to her body and attempted to smuggle them into the country. The cacti included 8 endangered and threatened species. The plants were worth over $10,000.

In separate offending on 23 July 2019, Ms Li was found in possession of 142 unauthorised seeds hidden in commercially packaged iPad covers in her luggage, as well as over 200 plant pots and garden ornaments wrapped in mouldy wet paper. The plant pots were also found to contain a snail and pieces of tree fern stem. [Full article available here](https://www.mpi.govt.nz/news/media-releases/cactus-smuggler-sentenced-for-importing-illegal-plants/?utm_source=notification-email)

* 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 so that they can potentially make a submission to the notifying country. Changes notified over the last week include:

* Canada and Brazil MRL’s
* Japan Proposed revision of a number of plant import regulations
* Russian Federation – Import requirements for a number of plant products and seeds
* Thailand – draft import requirements for Capsicum, egg pant, tomato and Maize seed.

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



* 1. **Affected by Brexit?**

Following the UK’s departure from the EU, there will be some changes to the way New Zealand trades with the UK, as well as how New Zealand businesses trade between the UK and EU. If you are a New Zealand business with Customs-related questions about the impact of Brexit on your exports to the UK or EU, you can find information on our website or email us on brexit@customs.govt.nz

[Full article available here](https://www.customs.govt.nz/business/export/brexit/)



1. **New Zealand News**



* 1. **New Zealand welcomes news of UK request to join CPTPP**

Trade and Export Growth Minister, Damien O’Connor last week welcomed the United Kingdom’s intention to submit a formal request to accede to the Comprehensive and Progressive Trans-Pacific Partnership (CPTPP).

“To start this process, the United Kingdom needs to present a letter to New Zealand, as Depositary for the CPTPP, formally expressing its interest in joining the 11 member trade agreement.” Under CPTPP guidelines, the next step will be for all CPTPP members to discuss the United Kingdom’s request, and establish a working group to negotiate UK accession to the Agreement.

New Zealand launched trade negotiations with the United Kingdom in June 2020 and is working to achieve an ambitious, comprehensive and inclusive bilateral Free Trade Agreement. Both sides see conclusion of a high quality, comprehensive and future-focussed FTA as a valuable stepping stone towards the UK joining the CPTPP.. [Full article available here](https://www.beehive.govt.nz/release/new-zealand-welcomes-news-uk-request-join-cptpp)

* 1. **Inaugural Foreign Policy Speech to Diplomatic Corps at Waitangi**

We understand that a societal culture based on shared understanding, the blending of different perspectives, diversity of thought and actions taken towards nation-building are important building blocks for peace and prosperity.

The same is true, I believe, for diplomacy. Outcomes will be stronger and more enduring if they are built through dialogue, shared understanding, and taking account of a range of diverse perspectives.

As New Zealand has grown to understand its unique and independent identity, so too has our sense of responsibility. We can offer a mature approach to dialogue aimed at progressing regional and global priorities, which is, born from a cultural perspective. It is my intention to take a values-based approach to foreign policy and work collectively in pursuit of our core interests, which include:

* an international rules based order, which gives all countries a voice and provides frameworks that promote stability;
* keeping New Zealanders safe, promoting regional stability;
* international conditions and connections that aid our prosperity, including supply chain resilience; and,
* global action on sustainability issues such as climate change where solutions depend on international cooperation.

*The balance of the speech provides more information on the values based approach to diplomacy,*

*Our stand on human rights, climate change, responsibility for our Pacific neighbours , support for International institutions and rules and approach to International trade. Under International trade the speech talks about the FTA’s and plurilateral agreements New Zealand is involved in , our leadership of APEC this year , involvement in ASEAN and refers to our relationship with many of our major markets* . [Full article available here](https://www.beehive.govt.nz/speech/inaugural-foreign-policy-speech-diplomatic-corps)

** Commentary**

* 1. **Zespri to refine China trial proposal**

Zespri has signalled its intention to refine a proposal for a commercial trial of Gold3 (G3 marketed as SunGold) kiwifruit in China before it puts the plan to growers for approval. In a letter to growers Zespri’s Carol Ward said the rejection of Zespri’s first proposal to Kiwifruit growers has helped Zespri better understand KNZ’s view of the hurdle of risk to producers.

“We will continue to work in consultation with growers, KNZ, and New Zealand Kiwifruit Growers as we determine the next steps, including a revised prior notice and/or producer vote during the next several months. Ward also noted that as part of its consideration of the prior notice, KNZ had said it can’t consider the risks of doing nothing, i.e. letting unauthorised G3 grow unabated.

“We think this trial will help us address that risk, and remain certain that a commercial trial, testing both the production and sale of Chinese-grown fruit under the Zespri System and brand, is the best way for us to mitigate the impact of the unauthorised plantings,” explained Ward. “Zespri believes the potential risks identified by KNZ are manageable when assessed in the context of what is trying to be achieved and we also have strong risk mitigation measures in place. [Full article available here](http://www.fruitnet.com/asiafruit/article/184155/zespri-to-refine-china-trial-proposal)

* 1. **Dry varieties deliver for NZ squash brand**

A focus on sweet tasting ‘dry’ buttercup squash varieties is paying dividends for Three Good Men, a joint venture between New Zealand marketer Freshco and two of its grower partners.“More than 65 per cent of our production (this season) will be dry squash varieties, which retailers and consumers prefer,” explained Greg Cross, marketing manager – Asia at Freshco.

“We expect the total New Zealand planting area will be similar to last season, but final volumes will depend on growing conditions and yields,” Cross said. “At this stage, conditions have been good for mid- and late-season crops, with regular rainfall and good spells of heat.” Cross said Three Good Men would continue to develop its existing brand story with partners in its core markets of Japan and Korea this season, while also looking to build market share in China. [Full article available here](http://www.fruitnet.com/asiafruit/article/184209/dry-varieties-deliver-for-nz-squash-brand-1)

* 1. **RSE workers arrive in Hawke's Bay as apple-picking season begins**

A little under a third of the 2000 additional RSE workers the Government is allowing into the country have now completed isolation. But the Apple industry remains concerned about the lack of labour. That brings New Zealand's total RSE workforce to between 7000 and 8000, well shy of the 10,500 or so workers that orchardists would normally expect in the country at this time of year. In addition the normal 50,000 working holiday visa holders who are available throughout the picking season is now around 13,000 workers. The apple industry, is doing all it can to attract Kiwis to work but is just one of many sectors in New Zealand facing serious labour constraints. [Full article available here](https://www.freshplaza.com/article/9289932/rse-workers-arrive-in-hawke-s-bay-as-apple-picking-season-begins/?edition=5)

* 1. **New Zealand fruit ripening early due to high temperatures**

This year, apple crops are up across the country, especially in Gisborne, which is having a bumper season.  Nelson is the only place to buck the trend with a severe drop in production, due to a massive hail storm on Boxing Day wiping out over a third of apples in the area. But labour is still the major issue. Alan Pollard from NZ Apples & Pears says they are trying their best to employ as many people as possible. [Full article available here](https://www.freshplaza.com/article/9289584/new-zealand-fruit-ripening-early-due-to-high-temperatures/?edition=5)

* 1. **Small operators step up to process Nelson's damaged apple crop**

Small juicing operations are doing their best to help in the aftermath of the destructive Boxing Day hailstorm in Motueka, that damaged thousands of tonnes of apples. According to figures from New Zealand Apples and Pears, Nelson's crop was down by 36 per cent due to the damage from the hail.

While many apple crops throughout the region are no longer fit for export, there is a surplus of fruit which could still be salvaged, including for juicing. However, late last year the main juicing plant in the region was shut down, with owners Cedenco Foods packing up the operation and moving it to the Hawke's Bay. According to Motueka orchardist and New Zealand Apples and Pears board director Evan Heywood said even with other companies picking up some of the slack, without the Cedenco plant the region's juicing capacity would still be significantly lower than usual. [Full article available here](https://www.freshplaza.com/article/9289586/new-zealand-small-operators-step-up-to-process-nelson-s-damaged-apple-crop/?edition=5)

* 1. **NZ potato market cautious**

Caution continues to be the watchword Many of New Zealand's core markets continued to remain nervous over December, putting any Christmas export surge on hold. Exports have remained around the 4 200 tonnes level for the past three months, but higher prices did at least help earnings. This article provides detail about sales to the Potato Industries main markets. [Full article available here](https://www.freshplaza.com/article/9290504/nz-potato-market-cautious/?edition=5)

* 1. **New Zealand kiwifruit growers join foodbank drive**

New Zealand Kiwifruit Growers (NZKGI), the industry body which advocates for 2,800 growers, is encouraging its members to pitch in and donate to New Zealand's most vulnerable. NZKGI said the drive recognizes that Covid-19 continues to have an economic impact upon New Zealand with kiwis struggling financially. NZKGI chief executive Nikki Johnson said it’s great to see this drive as a continuation of the 2020 grower initiative launched in the Bay of Plenty to help support the unprecedented demand due to the ongoing impacts of Covid-19. “Growers answered the call and donated thousands of dollars’ worth of food and necessities. As a result of the drive’s success, NZKGI committed to rolling out the appeal in other kiwifruit growing regions,” explained Johnson.

Instead of utilizing drop off points for growers to deliver food, The Foodbank Project allows a more accessible way for busy donors to help Kiwis in need by donating online and choosing from a range of products and bundles that are critically needed for food parcels. The order is then packed and delivered by local Countdown stores to The Salvation Army [foodbanks of the donor’s choice.](http://www.fruitnet.com/produceplus/article/184157/new-zealand-kiwifruit-growers-join-foodbank-drive)

[Full article available here](http://www.fruitnet.com/produceplus/article/184157/new-zealand-kiwifruit-growers-join-foodbank-drive)

* 1. **NZKGI chief executive resigns**

Nikki Johnson has resigned as chief executive of New Zealand Kiwifruit Growers (NZKGI).Johnson will leave the organisation in April to take up the role of strategic projects manager with Zespri Global Supply, based in Bologna, Italy.

Since joining NZKGI in April 2016, Johnson has built up the organisation's output in its advocacy for New Zealand kiwifruit growers. She implemented and rolled out a new strategic plan for the organisation, dividing its work into six portfolios. Johnson also gained grower support to renew the industry’s levy funding. NZKGI said it would begin its search for a new chief executive shortly.

[Full article available here](http://www.fruitnet.com/produceplus/article/184158/nzkgi-chief-executive-resigns)

* 1. **Hortinvest expands team**

New Zealand horticultural specialist Hortinvest has expanded its team, announcing four new arrivals. It hopes the expansion will help it keep pace with multiple orchard developments in Central Otago and realise its ambition to hold the market share in New Zealand's export industry. Established by New Zealand horticulturalists Ross and Sharon Kirk in 2016, Hortinvest aims to help investors take advantage of the burgeoning global cherry export industry. Its estimated the combined output of its cherry developments alone could reach up to 4,000 tonnes by 2026. [Full article available here](http://www.fruitnet.com/asiafruit/article/184156/hortinvest-expands-team)

* 1. **Enzed Exotics tipping strong season for Kiwano**

New Zealand growers Enzed Exotics are looking ahead to a strong 2021 season for its premium Kiwano. The family-owned business, based in the Bay of Plenty, exports its premium product to the US and other international markets. Enzed Exotics’ Renee Hutchings said “perfect growing conditions” were evident in the high quality and quantity of the early fruit, as well as the overall plant health.

Last year Enzed Exotics was purchased by KAMMI Produce, a family-owned and run business growing Kiwano in both New Zealand and California. [Full article available here](http://www.fruitnet.com/asiafruit/article/184222/enzed-exotics-tipping-strong-season-for-premium-kiwano)

* 1. **Good kiwiberry crop expected**

“The high summer temperatures and long hours of sunshine in the Bay of Plenty region (where the largest hectares of kiwiberry are grown) has meant that the industry are predicting a good crop for the 2021 season. As growers we endeavour to produce the highest quality fruit possible, it looks like 2021 is going to be another good season for great tasting high quality fruit”, says Geoff Oliver, Chairman of the NZ Kiwiberry Grower Association.

This season the weather has been favourable for kiwiberry, being dry and hot. "There is strong domestic demand for kiwiberries, but he majority of the crop is exported to Taiwan, Australia, Japan and the USA. We are not foreseeing too many issues with airfreight, but we expect to have to book freight spaces early The New Zealand kiwiberry industry currently has three varieties including Tahi, Marju Red and Takaka Green which all provide slightly different flavours. [Full article available here](https://www.freshplaza.com/article/9068990/new-zealand-kiwiberry-growers-predicting-a-great-crop-in-2019/)



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. Bangladesh Country Report [Food and Agricultural Import Regulations and Standards Country Report\_Dhaka\_Bangladesh\_12-31-2020](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Food%20and%20Agricultural%20Import%20Regulations%20and%20Standards%20Country%20Report_Dhaka_Bangladesh_12-31-2020)
2. Brazil Country Report [FAIRS Annual Country Report Annual\_Sao Paulo ATO\_Brazil\_12-31-2020](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=FAIRS%20Annual%20Country%20Report%20Annual_Sao%20Paulo%20ATO_Brazil_12-31-2020)
3. European Citizens Prioritize Taste and Food Safety Over Sustainability When Purchasing Food

[European Citizens Prioritize Taste and Food Safety Over Sustainability When Purchasing Food \_Brussels USEU\_European Union\_01-29-2021](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=European%20Citizens%20Prioritize%20Taste%20and%20Food%20Safety%20Over%20Sustainability%20When%20Purchasing%20Food%20%20_Brussels%20USEU_European%20Union_01-29-2021)

1. European Commission Authorizes 8 GE Crops for Import [European Commission Authorizes 8 GE Crops for Import\_Brussels USEU\_European Union\_01-25-2021](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=European%20Commission%20Authorizes%208%20GE%20Crops%20for%20Import_Brussels%20USEU_European%20Union_01-25-2021)

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| 1. India Weekly Port Situation [COVID-19 in India - Weekly Port Situation Update\_Mumbai\_India\_01-30-2021](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=COVID-19%20in%20India%20-%20Weekly%20Port%20Situation%20Update_Mumbai_India_01-30-2021)
2. India Food and Agricultural Trade Show Calendar 2021 [Food and Agricultural Trade Show Calendar 2021\_Mumbai\_India\_01-31-2021](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Food%20and%20Agricultural%20Trade%20Show%20Calendar%202021_Mumbai_India_01-31-2021)
3. Israel Export Certificate Report [Food and Agricultural Import Regulations and Standards Export Certificate Report\_Tel Aviv\_Israel\_12-31-2020](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Food%20and%20Agricultural%20Import%20Regulations%20and%20Standards%20Export%20Certificate%20Report_Tel%20Aviv_Israel_12-31-2020)
4. Jordan Country Report | FAIRS Annual Country Report [Food and Agricultural Import Regulations and Standards Country Report\_Amman\_Jordan\_12-31-2020](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Food%20and%20Agricultural%20Import%20Regulations%20and%20Standards%20Country%20Report_Amman_Jordan_12-31-2020)
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1. Mexico Country Report [Food and Agricultural Import Regulations and Standards Country Report\_Monterrey ATO\_Mexico\_12-31-2020](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Food%20and%20Agricultural%20Import%20Regulations%20and%20Standards%20Country%20Report_Monterrey%20ATO_Mexico_12-31-2020)
2. Pakistan Export Certificate Report [Food and Agricultural Import Regulations and Standards Export Certificate Report\_Islamabad\_Pakistan\_12-31-2020](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Food%20and%20Agricultural%20Import%20Regulations%20and%20Standards%20Export%20Certificate%20Report_Islamabad_Pakistan_12-31-2020)
3. Pakistan Country Report [Food and Agricultural Import Regulations and Standards Country Report\_Islamabad\_Pakistan\_12-31-2020](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Food%20and%20Agricultural%20Import%20Regulations%20and%20Standards%20Country%20Report_Islamabad_Pakistan_12-31-2020)
4. Saudi Arabia Import Regulations and Standards Country Report [Food and Agricultural Import Regulations and Standards Country Report\_Riyadh\_Saudi Arabia\_12-31-2020](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Food%20and%20Agricultural%20Import%20Regulations%20and%20Standards%20Country%20Report_Riyadh_Saudi%20Arabia_12-31-2020)
5. Saudi Arabia Export Certificate Report [Food and Agricultural Import Regulations and Standards Export Certificate Report\_Riyadh\_Saudi Arabia\_12-31-2020](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Food%20and%20Agricultural%20Import%20Regulations%20and%20Standards%20Export%20Certificate%20Report_Riyadh_Saudi%20Arabia_12-31-2020)
6. Singapore Import Regulations and Standards Export Certificate Report [Food and Agricultural Import Regulations and Standards Export Certificate Report\_Singapore\_Singapore\_12-31-2020](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Food%20and%20Agricultural%20Import%20Regulations%20and%20Standards%20Export%20Certificate%20Report_Singapore_Singapore_12-31-2020)
7. Singapore Country Report [Food and Agricultural Import Regulations and Standards Country Report\_Singapore\_Singapore\_12-31-2020](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Food%20and%20Agricultural%20Import%20Regulations%20and%20Standards%20Country%20Report_Singapore_Singapore_12-31-2020)
8. Thailand Social Media Marketing for Thailand's Food Industry [Social Media Marketing for Thailand's Food Industry\_Bangkok\_Thailand\_02-03-2021](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Social%20Media%20Marketing%20for%20Thailand's%20Food%20Industry_Bangkok_Thailand_02-03-2021)

 **Business/ Industry**

* 1. **JAZZ™ apples and wings team up for Super Bowl**

T&G’s JAZZ™ apple campaigns are helping the brand reach a top-10 category position in North America. The apple’s latest Nielsen update highlights YOY dollars at +15 percent and YOY pounds at +eight percent\*. Angie Hanson, Oppy and T&G North America national brand activation manager, said this growth has been driven by campaigns such as its latest Super Bowl/Game Day partnership with chef Joel Gamoran.. Oppy made a Korean GameDay Wing recipe the focal point of a custom path-to-purchase promotion. [Full article available here](https://www.freshplaza.com/article/9289367/jazz-apples-and-wings-team-up-for-super-bowl/?edition=5)

* 1. **Freshfel, OECD publish e-commerce study**

**F**reshfel Europe and the Scheme for the Application of International Standards for Fruit and Vegetables of the Organisation for Economic Cooperation and Development (OECD) have published the first ever extensive study on fresh produce e-Commerce. It explores the structure and regulatory challenges of selling fruit and vegetables online.

While a big share of European fruits and vegetables online sales are conducted by online pure players and retailers with roughly 51 per cent of all findings, the study illustrated the growing share of agricultural suppliers with direct marketing to consumers. The study gives an accurate picture of the size and structure of EU e-Commerce suppliers. Th report concludes more work is required to understand this area of retail. [Full article available here](http://www.fruitnet.com/eurofruit/article/184215/freshfel-oecd-publish-e-commerce-study)

* 1. **Bayer reaches $2 billion deal over future Roundup cancer claims**

Bayer announced a formal agreement on a class plan designed to manage and resolve future Roundup™ cases. As part of the agreement, the company is committed to pay up to 2 billion U.S. Dollars to support future legal claims that its widely used weedkiller Roundup causes cancer. Wednesday’s settlement would cover future claims brought by individuals who have been diagnosed with non-Hodgkin’s lymphoma and were exposed to Roundup before their diagnosis. The settlement also includes benefits for people who were exposed to Roundup and develop the cancer in the future. [Read the full article agreement here.](https://www.reuters.com/article/us-bayer-glyphosate/bayer-reaches-2-billion-deal-over-future-roundup-cancer-claims-idUSKBN2A32MX?il=0) [Read the full class plan agreement here.](https://media.bayer.com/baynews/baynews.nsf/id/Bayer-announces-agreement-with-plaintiffs-counsel-on-class-plan?Open&parent=news-overview-category-search-en&ccm=020)

 **China**

* 1. **"It is important to restore Chinese consumer trust in imported fruit"**

Chinese consumers were recently shocked by the "cherry incident". Even though 199 samples from the environment, products, and personnel all tested negative, the single positive test from the cherry sample destroyed consumer trust in the food safety of imported cherries. Several ten thousand shipping containers of cherries arrived in China between November and February without a Covid 19 positive test until the recent "cherry incident". Upon arrival these shipping containers pass through multiple inspections and disinfection procedures at customs, warehouses, and retail locations which the end customer is not aware of *This article originated from a Chinese importers who talks about the importance of informing customers about all the checking of imported fruit. However it also talks about the growth in sales of domestic fruit which is perceived to be less risky.* [Full article available here](https://www.freshplaza.com/article/9289340/it-is-important-to-restore-chinese-consumer-trust-in-imported-fruit/?edition=5)

* 1. **Chile launches intensive PR campaign in China for cherries**

The Chilean government and agricultural exporters have recently launched an intensive PR campaign using social platforms and influencers, trying to reverse the damage caused by the cherry Covid controversy in China, reported by La Tercera. Earlier news reported that cherries imported from Chile were tested positive for Covid-19. Although Chinese experts stated in prominent state media that the thoroughly cleaned cherries can be consumed with confidence, it was too late and negative news was rampant. In the face of this situation and declining cherry prices, the Chilean private sector and the government jointly launched a PR campaign to curb the impact of this incident, so as not to affect the 190 million kilograms of cherries yet to be marketed worth about 1.2 billion US dollars.

The private sector allocated 1.5 million US dollars to launch a campaign to restore market confidence. Exporters also used influencers to promote the health benefits of cherries and remind consumers of their juicy, crunchy, and sweet taste, in order to revive consumers’ purchase desire. In addition, exporters also launched promotional activities at sales venues and e-commerce websites to attract consumers. Two days later, this strategy had produced a certain effect.

[Full article available here](https://www.freshplaza.com/article/9289853/chile-launch-intensive-pr-campaign-in-china-for-cherries/?edition=5) and [Full article available here](http://www.fruitnet.com/asiafruit/article/184164/chilean-cherries-on-road-to-recovery) and [Full article available here](https://www.producereport.com/article/videos-highlight-confidence-cherry-sales-feb-6-update)

* 1. **Widespread Positive TV News Coverage of Cherries:**

A wide range of online and offline promotions and other communications efforts are ongoing across China. Highlights for the 4th February include:

Over the past 10 days, there were at least 26 television news reports broadcast on local and national television stations that focused on the safety and positive aspects of cherries and their continued sales by retailers and consumption by consumers. These included interviews in various cities with local consumers, retailers and traders talking about topics such as why they like cherries, sales volume and price, and food safety measures that retailers have taken in regard to imported fruit. Here are some highlights:

The Cherries from Chile [Chinese New Year 1.8 Million Yuan Super Lucky Draw](https://weibo.com/6377550144/JFjSabfR0) is spreading more widely on social media and has already attracted nearly 5,000 participants. Don’t miss your chance to drive home in a brand new cherry red Tesla! Go to the [Cherries from Chile official Weibo account](https://weibo.com/u/6377550144) and sign up for the lucky draw today. In addition In-store promotions continue to run in partnership with over 20 leading fruit retailers around China, with more than 14,000 sessions planned to be completed by the New Year. [Full article available here](https://www.producereport.com/article/widespread-positive-tv-news-coverage-cherries-feb-4-update)

* 1. **Inside the Chilean Industry Quality System for Exported Blueberries**

An article from Chile that was placed in China’s Produce report that describes how members of the Chilean Blueberry Committee are producing the safest and highest quality blueberries possible for export**.** [Full article available here](https://www.producereport.com/article/inside-chilean-industry-quality-system-exported-blueberries)

 **Freight**

* 1. **Cargoes again stranded at Chinese ports due to Covid-19 measures**

As the Covid-19 pandemic continues to develop globally, China repeatedly reported the discovery of Covid-19 virus in imported frozen food packaging and has strengthened testing for this matter. As a result, large volumes of fruits and other cargoes are stranded in Dalian Port, putting more pressure on the shortage of refrigerated containers and threatening the global supply chain. Freight forwarders, consulting companies, and shipping companies reported that hundreds of containers were stranded at the import port in Dalian because the local supervisory authorities had to test fish products before allowing customs clearance. As refrigerated containers were diverted to other ports in China, Shanghai and Qingdao ports also experienced congestion.

Ralph Leszczynski, research director of shipbroker Banchero Costa & Co., said, “China may be the only country in the world that claims that Covid-19 can be transmitted through frozen food, which may greatly affect the waiting time of containers at ports.” According to the WHO, there is no evidence that humans can be infected with the virus through food or food packaging. [Full article available here](https://www.freshplaza.com/article/9289852/cargoes-again-stranded-at-chinese-ports-due-to-covid-19-measures/?edition=5)

* 1. **IATA**: **2020 worst year for air cargo demand since 1990**

The International Air Transport Association (IATA) released data for global air freight markets showing that demand for air cargo decreased by 10.6% in 2020, compared to 2019. This was the largest drop in year-on-year demand since IATA started to monitor cargo performance in 1990, outpacing the 6% fall in global trade in goods.

Global capacity, measured in available cargo tonne-kilometers (ACTKs), shrank by 23.3% in 2020 ( 24.1% for international operations) compared to 2019. This was more than double the contraction in demand.

Due to the lack of available capacity, cargo load factors rose 7.7% in 2020. This contributed to increased yields and revenues, providing support to airlines and some long-haul passenger services in the face of collapsed passenger revenues.

“Air cargo is surviving the crisis in better shape than the passenger side of the business. For many airlines, 2020 saw air cargo become a vital source of revenues, despite weakened demand. But with much of the passenger fleet grounded, meeting demand without belly capacity continues to be an enormous challenge. And, as countries strengthen travel restrictions in the face of new coronavirus variants, it is difficult to see improvements in passenger demand or the capacity crunch. 2021 will be another tough year,” said Alexandre de Juniac, IATA’s Director General and CEO. [Click here to read the Air Cargo Market Analysis report.](https://agfstorage.blob.core.windows.net/misc/FP_com/2021/02/04/Iata.pdf)

* 1. **China-Asean links expand via road, trade and exchange**

*An article that describes how China is improving roads to Vietnam, Laos and Myanmar allowing increased sales of flowers to these countries* [Full article available here](https://www.floraldaily.com/article/9288090/china-asean-links-expand-via-road-trade-and-exchange/%22%20%5Ct%20%22_blank)

* 1. **Record-low global schedule reliability of 44.6% in December 2020**

A report by Sea-Intelligence global schedule reliability dropped to 44.6% in December 2020, which means that for the fifth consecutive month, global schedule reliability has been the lowest across all months since Sea-Intelligence introduced the benchmark in 2011.. We also see a similar trend with the average delay for LATE vessel arrivals, which has recorded consecutive M/M increases for the past four months, reaching 5.74 days in December.

In December 2020, Hamburg Süd was the most reliable carrier with 55.3% schedule reliability. This slump in schedule reliability coincided with the carriers’ introduction of capacity on the major trade lanes, above and beyond what we have seen before. With continued widespread port congestion, and with carriers still not letting off capacity-wise (especially on the major trades) shippers might not see improving schedule reliability until 2021-Q2.  [Full article available here](https://www.freshplaza.com/article/9289955/record-low-global-schedule-reliability-of-44-6-in-december-2020/?edition=5)

* 1. **Shipping issues in the USA**

Shipping issues and weather conditions continue to impact arrivals and domestic harvest volumes. Lack of available skilled labor means some US ports are facing unloading backlogs of weeks or more, with an increasing number of empty containers piling up. Wet fields, cold temperatures, wind, and other weather effects have affected maturity of certain commodities and led to decreased supplies. Food service demand remains light, but additional restaurant openings are expected to improve uptake at the wholesale markets across the country. *This article also comments on supplies from South America*

[Full article available here](https://www.verticalfarmdaily.com/article/9290983/lack-of-available-skilled-labor-means-some-us-ports-are-facing-unloading-backlogs-of-weeks-or-more/)

 **Food safety**

* 1. **Study details UK investigations into outbreak of Listeria**

Researchers have expanded knowledge of the UK’s involvement in a multi-country Listeria outbreak.

Overall, the outbreak included 54 cases of listeriosis in Australia, Finland, Sweden, Denmark, Austria, and the UK with 10 deaths. It was traced to a frozen vegetable factory in Hungary that in 2018 was owned by Greenyard.

The report concludes that “Frozen vegetables including sweet corn represent a hazard both as a source of cross-contamination in food production environments and through the potential for misuse as RTE food ingredients,” “Advice from the European Food Safety Authority on public health risks as well as sampling and environmental monitoring in processing plants will help to implement better HACCP-based food safety management systems and, it is hoped, preventing further outbreaks. Consumers should also be advised on the appropriate purchase, storage and cooking of frozen vegetables.” Experts added that manufacturers and retailers should also clearly mark packaging with the need for cooking. [Full article available here](https://www.verticalfarmdaily.com/article/9289175/study-details-uk-investigations-into-outbreak-of-listeria/)

* 1. **What We Learned from the Traceability Pilots**

In response to FDA’s initiatives for improved traceability in the produce supply chain, the Institute of Food Technologists (IFT)’s Global Food Traceability Center, alongside the Food Marketing Institute, GS1 US, the International Foodservice Distributors Association, the Produce Marketing Association, and United Fresh Produce Association, collaborated with industry stakeholders, including growers, distributors, and both independent and chain retailers, to launch three traceability pilots.

The pilots, which took place from July through October 2020, tracked romaine lettuce through three separate supply chains, starting with consumer-made purchases using loyalty or credit cards. Teams of industry experts mimicked FDA’s role in conducting the traceback, including determining the data to be requested and how to format the requests for such data. Supply chain members, beginning with point-of-sale or point-of-service, utilized a standardized template—called the Produce Traceback Template—to provide key data elements that allowed an item to be traced back to its source. The expert groups conducting the traceback then analysed the information provided by each supply chain node to determine next steps.

In addition to the data obtained via the template, business intelligence data, such as sales data, stock rotation, inventory controls, and delivery schedules, were also collected. These elements were critical in bracketing the scope of the traceback. Combined, the template data and the supply chain insights led to the successful identification of the purchased product lots for all three pilots.

Although the participants stated they would adopt the template in the future, the pilots revealed opportunities to refine the template and highlighted the need for a greater focus on education. You can learn more about the template [here](https://www.producetraceability.org/documents/PTI_traceability_press_release_final_6.25.20.pdf).   [Full article available here](https://www.food-safety.com/articles/6938-what-we-learned-from-the-traceability-pilots)



* 1. **Replacing rigid crates with collapsible ones cuts 20,000 truck trips in EU**

Things are changing in the packaging world. Euro Pool System (EPS) is replacing its rigid crates with folding ones. Growers use these to transport their products to sellers. The crates are then washed and returned to the growers. “"From a supply chain perspective, collapsible crates are far more sustainable than rigid ones. You need far fewer trips, especially if you have to transport those crates empty,” [Full article available here](https://www.freshplaza.com/article/9289445/fruit-and-vegetable-transportation-to-be-made-more-sustainable/?edition=5)

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**Floral news**

* 1. **Floriculture sector celebrates sustainable evolution**

FSI members including flower producers, traders, and international retailers (90 participants from 66 member organisations) gathered online for the General Assembly 2021 (Tuesday 2nd February) to reflect on the Floriculture Sustainability Initiative’s 2020 achievements and set new targets as part of their bold and ambitious 2025 strategic plan for a ‘responsible and transparent supply chain’.

Overall preliminary results from sourcing measurements show increases towards 90% for plants and 70% for flowers, a steady growth over a 5-year period while at the same time adding more and more volumes. This demonstrates the sector's evolution and FSI members are now focusing on further improving the monitoring of volumes and increased use of reporting tools.

The General Assembly 2021 marked an update on the FSI’s ongoing benchmarking activities and projects. Aiming to increase transparency and sustainability in the floral chain across a three-year period, the first project will support implementation of improved harvest practices to help conserve vulnerable landscapes, sequester carbon and safeguard livelihoods within the floral chain. Together with IDH (the Sustainable Trade Initiative), a Remote Auditing project in response to the effects of the Covid-19 pandemic was launched, encouraging uptake of novel remote auditing techniques to ensure sustainability assurance under crisis conditions.

Building on FSI’s founding objectives, a new FSI 2025 ambition will promote transparency and a responsible floriculture supply chain, by way of responsible production & trade, responsible conduct, and integrated reporting. Under these three pillars, FSI have set four main objectives to hit by 2025. They include:

1/ the broadening of the 90% responsibly produced and traded volumes ambition to include new environmental and social aspects;
2/ A reduction of the carbon footprint for selected products by 2025;
3/ A Reduction of the living wage gap of workers at farm level by 2025;
4/ Encouraging FSI members to report on progress and integrate due diligence reporting by 2025.

[Full article available here](https://www.floraldaily.com/article/9290287/floriculture-sector-celebrates-sustainable-evolution/)

  **Health**

* 1. **A single kiwi provides the recommended daily intake of vitamin C**

Kiwis have 92.17 milligrams of vitamin C per 100 grams, i.e. nearly twice as much as oranges. "Consuming a single piece provides 116% of the recommended daily amount of vitamin C, so a single kiwi gives you 100% of the vitamin C you need. In addition, kiwi contains remarkable amounts of vitamin K, potassium, folic acid, and fiber," stated Ana Molina Jimenez, a nutritionist dietician at AM Nutricion Integral.

In addition, the kiwi's moderate fiber content is beneficial to intestinal transit and helps avoid constipation, while the fruit's potassium content helps athletes have a quick recovery. According to Molina, 100 grams of kiwi - i.e. a medium-sized kiwi - provide half the recommended daily amount of vitamin K, which is necessary to activate blood clotting or maintaining healthy and strong bones. [Full article available here](https://www.freshplaza.com/article/9289816/a-single-kiwi-provides-the-recommended-daily-intake-of-vitamin-c/?edition=5)

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