

Supporting Document

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Introduction

Data Set

New Zealand Food Products Exports by country in US\$ Thousand 2021; New Zealand Product exports 2021; Merchandise trade values (\$), exports, April Months, 2008-2021

Trade reports detailing New Zealand's exports in the animal product group for 2021.

Export value of the New Zealand horticulture industry by sub-sector Year ended June 2005–2022, 2023–2027 forecast, NZD millions; Commodity-specific transfers as a percentage of commodity gross farm receipts, 2019-21; Level and PSE composition by support categories, 1986 to 2021.

Summary of all dairy products of New Zealand 2021; January – December 2021: Export statistics; Livestock statistics in New Zealand.

Theme

The dataset is aggregated at the country level.

Visualizations Choice

Line Chart

To summarize yearly data, a line chart is effective for observing trends such as growth or decline.

World Map

This map provides a clear and immediate visual representation of the geographical distribution of New Zealand's food exports, highlighting key markets by the shade of color.

Bar Charts

Bar charts effectively show comparative sizes, making it easy to identify the top markets.

For detailed data, bar charts are the best for comparing and identifying relationships between individual elements.

Pie Chart

For percentages, pie charts or donut charts are the best way to display the portion of each element.

Tree Diagram

Provide clarity and visualization of complex scenarios, facilitate system organization and decision making, aid in calculating probabilities.

Audience And Purpose

Target audience

Informing Stakeholders

To provide a comprehensive overview of the challenges and achievements of New Zealand's food industry in 2021.

To highlight the economic significance of food exports and their contribution to the national economy.

Highlighting Market Position

To reinforce New Zealand's status as the leading global exporter of food products.

To showcase the competitive advantage New Zealand holds in the international food market.

Identifying Trends and Impacts

To present data on export trends, including seasonal variations in export volumes and values.

Supporting Policy and Investment Decisions

To provide evidence-based insights that can guide policy decisions aimed at supporting and sustaining the food industry.

To offer investors a detailed understanding of the industry's performance and potential areas of growth.

Educational and Research Use

To serve as a resource for academic studies and research on agricultural economics and international trade.

To aid students and researchers in understanding real-world applications of economic theories in the agricultural sector.

Purpose

The objective is to gain insight into the export performance of New Zealand's food products in 2021. Visualizations are designed to highlight key export partner countries, overall global trends to aid decision-making and strategic planning.

Sourcing

The introduction part data source is from World Bank.

The main animal source of the information is from World Bank.

The main dairy source of the information is from Statistics NZ.

The main horticulture source of the information is from New Zealand Ministry for Primary Industries (MPI) ; New Zealand Horticulture Export Authority (HEA).

Potential Ethical Concerns

Data Accuracy

It is essential to ensure the accuracy of the data used. Data sources must be clear and formal to avoid any misrepresentation.

Privacy

Since data is aggregated at the national level, there are no immediate privacy concerns related to personal data.

Bias and Objectivity

Avoiding any potential bias in the interpretation and presentation of the data.

Impact on Stakeholders

Considering the potential impact of the presented information on various stakeholders, including farmers, businesses, and policymakers.

Additional

Interactive elements such as hover effects on maps and charts can enhance user engagement and provide additional data points as needed.

Visualizations should be designed to be accessible to people with disabilities, ensuring readability and understanding for all users.

Conclusion

This document Outlines the rationale behind the visual selection, details the audience and purpose, and clearly identifies the source of the data. The aim of these visualizations is to provide a comprehensive and insightful overview of New Zealand food exports in 2021 to help stakeholders make informed decisions.

Referencing

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