

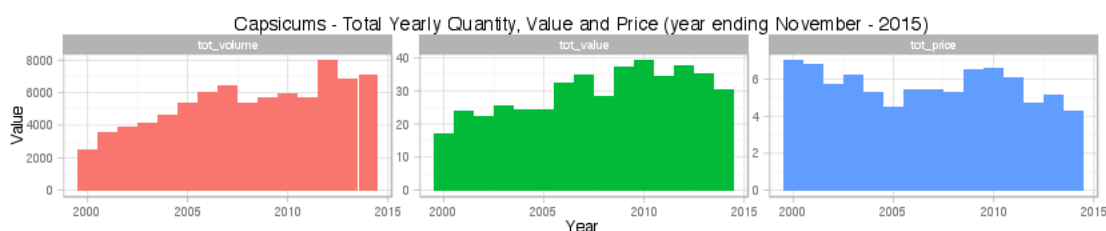
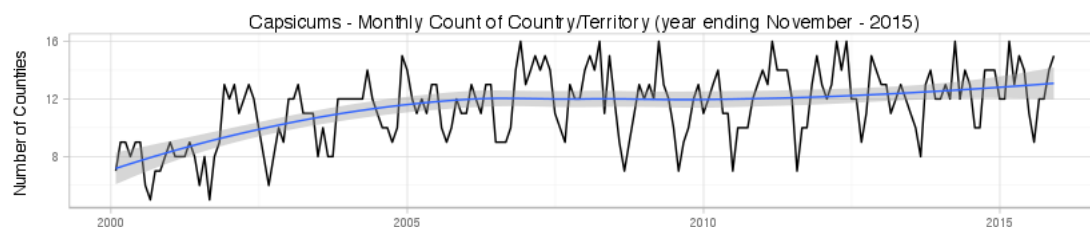
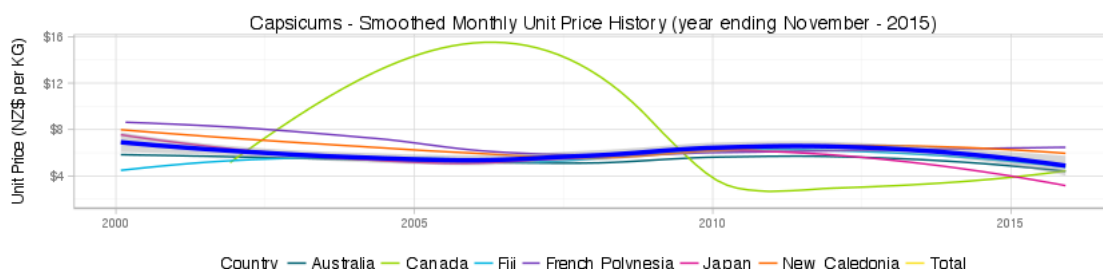
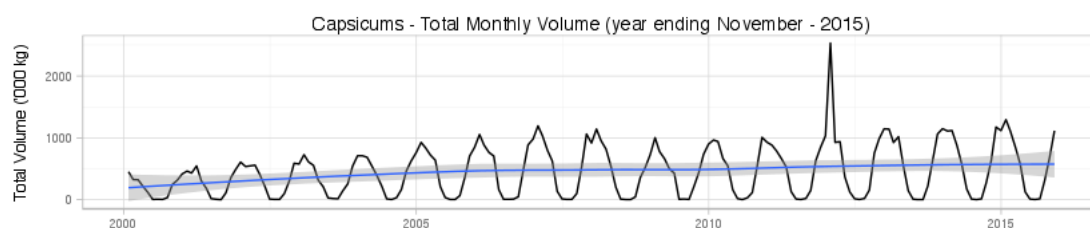
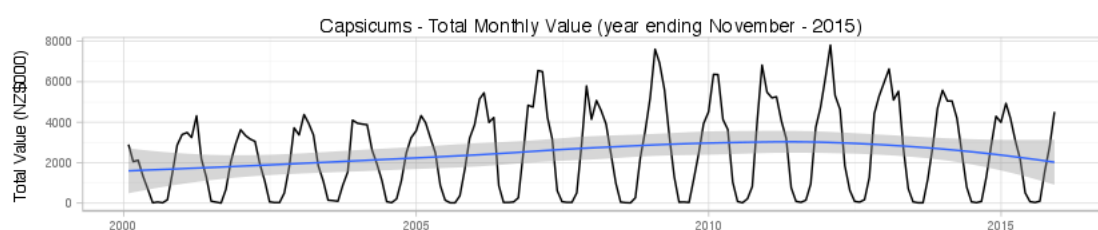


Key Export Statistics¹- Capsicums²

April 6, 2016

Country	Yearly Qty	Yearly Value	Yearly Price	3Year CAGR(Qty)	3Year CAGR(Value)	3Year CAGR(Price)	Price Elasticity
Japan	5,281	19.6	\$3.7	-5%	-10.4%	-5.7%	0.9
Australia	1,720	7.3	\$4.3	1.2%	-8.1%	-9.2%	-0.1
Fiji	67	0.3	\$4.7	8.2%	4.9%	-3%	-2.7
French Polynesia	39	0.2	\$5.7	11.2%	8.4%	-2.5%	-4.5
New Caledonia	42	0.2	\$5.2	4.4%	-1%	-5.1%	-0.9
Canada	36	0.2	\$4.4	19.5%	-6.2%	-21.5%	-0.9
Other	28	0.2	\$6.7	-84.8%	-82.9%	12.3%	-6.9
Total	7,213	28.0	\$3.9	5.4%	0.9%	-4.2%	-1.3

Top 6 Capsicums Markets for year ending November - 2015: Quantity('000 kg) Value(NZ\$Mill), Price and their last 3-Year Growth Rates



¹Source: Statistics New Zealand - Overseas Merchandise Trade

²Harmonised System Codes for Capsicums starting with: 070960.