



Export Intelligence Reports

November - 2015



**MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT**
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Ministry of Business, Innovation and Employment (MBIE)

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November - 2015

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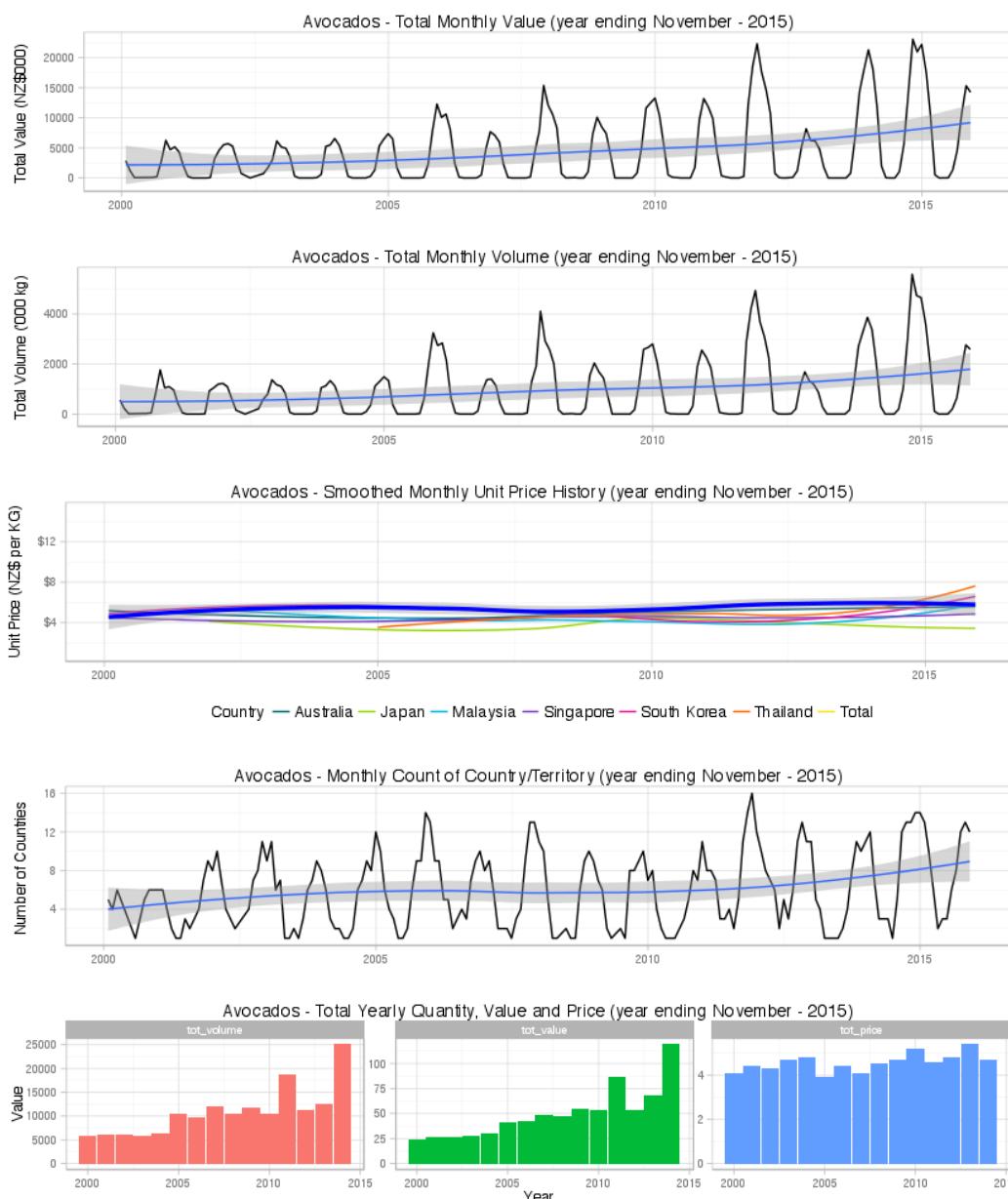
Key Export Statistics¹- Avocados²

Published on April 07, 2016.

Monthly data from January 2000 to November 2015.

| Country | Yearly Qty | Yearly Value | Yearly Price | 3Year CAGR(Qty) | 3Year CAGR(Value) | 3Year CAGR(Price) | Price Elasticity |
|-------------|------------|--------------|--------------|-----------------|-------------------|-------------------|------------------|
| Australia | 15,842 | 83.2 | \$5.3 | 18.8% | 20.8% | 1.6% | 11.5 |
| Thailand | 561 | 3.8 | \$6.9 | 224.8% | 285% | 18.5% | 12.1 |
| Singapore | 742 | 3.6 | \$4.8 | 12.8% | 19.6% | 6% | 2.1 |
| Japan | 701 | 2.5 | \$3.5 | -3.4% | -1.2% | 2.2% | -1.5 |
| South Korea | 364 | 2.4 | \$6.5 | 21.6% | 44.1% | 18.5% | 1.2 |
| Malaysia | 106 | 0.5 | \$5.0 | 18.2% | 30.4% | 10.3% | 1.8 |
| Other | 128 | 0.9 | \$6.8 | 26.4% | 42.9% | 13.1% | 2.0 |
| Total | 18,443 | 96.9 | \$5.3 | 18.5% | 22.1% | 3% | 6.2 |

Top 6 Avocados 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 Avocados starting with: 080440.



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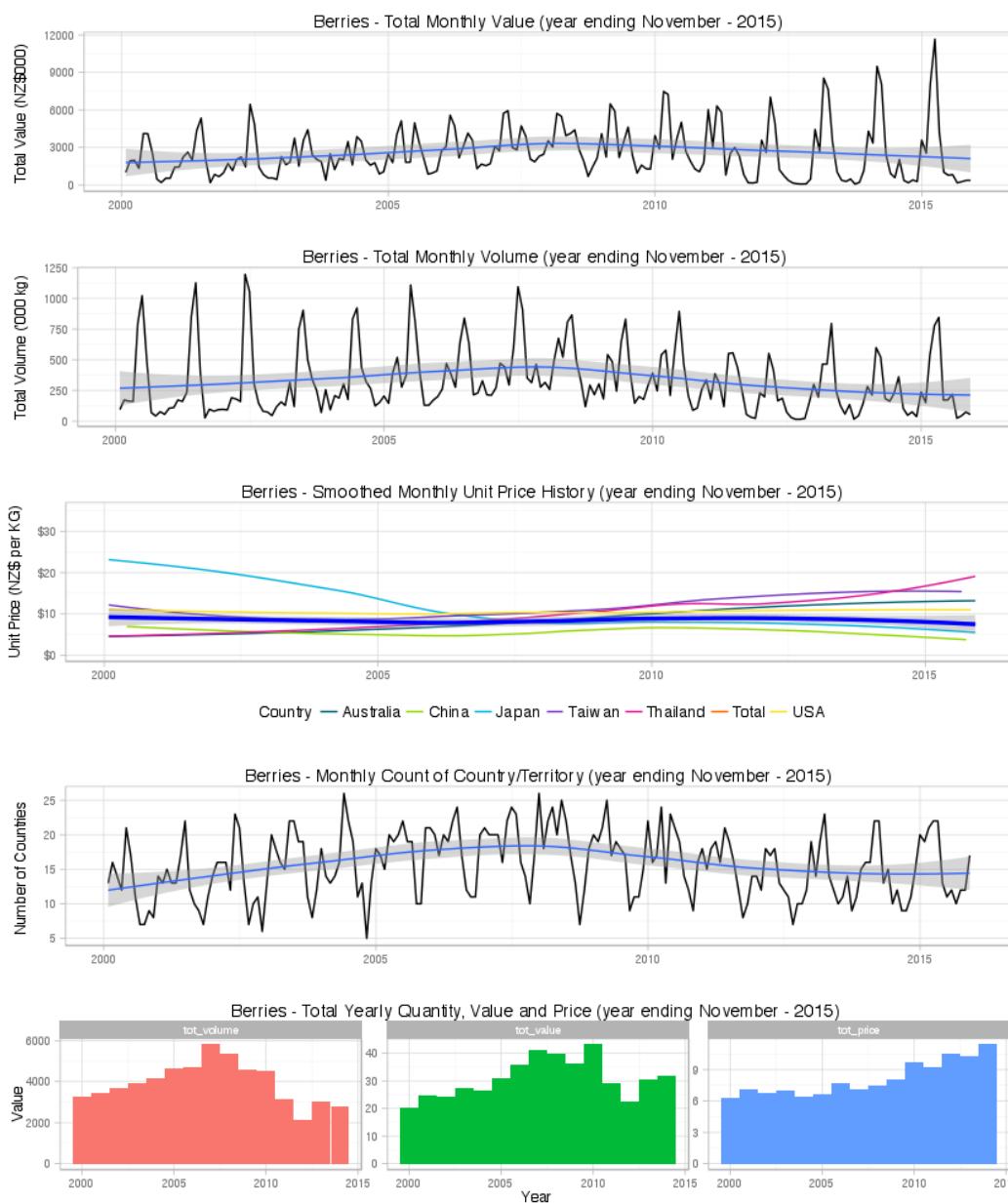
Key Export Statistics¹- Berries²

Published on April 07, 2016.

Monthly data from January 2000 to November 2015.

| Country | Yearly Qty | Yearly Value | Yearly Price | 3Year CAGR(Qty) | 3Year CAGR(Value) | 3Year CAGR(Price) | Price Elasticity |
|-----------|------------|--------------|--------------|-----------------|-------------------|-------------------|------------------|
| Australia | 1,137 | 22.0 | \$19.3 | 3.6% | 8.2% | 4.4% | 0.8 |
| China | 1,291 | 4.5 | \$3.5 | 24.8% | 43.5% | 15% | 1.7 |
| USA | 248 | 2.6 | \$10.4 | 23.4% | 24.6% | 0.9% | 25.3 |
| Japan | 383 | 1.5 | \$3.8 | 23.6% | 22.9% | -0.5% | -44.5 |
| Thailand | 41 | 0.7 | \$16.1 | 6% | 39.9% | 32% | 0.2 |
| Taiwan | 39 | 0.6 | \$15.7 | 27.8% | 54.2% | 20.7% | 1.3 |
| Other | 164 | 2.2 | \$13.3 | 47.3% | 34.7% | -8.5% | -5.5 |
| Total | 3,302 | 33.9 | \$10.3 | 15.8% | 15.1% | -0.7% | -23.9 |

Top 6 Berries 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 Berries starting with: 081040, 081090, 081120.



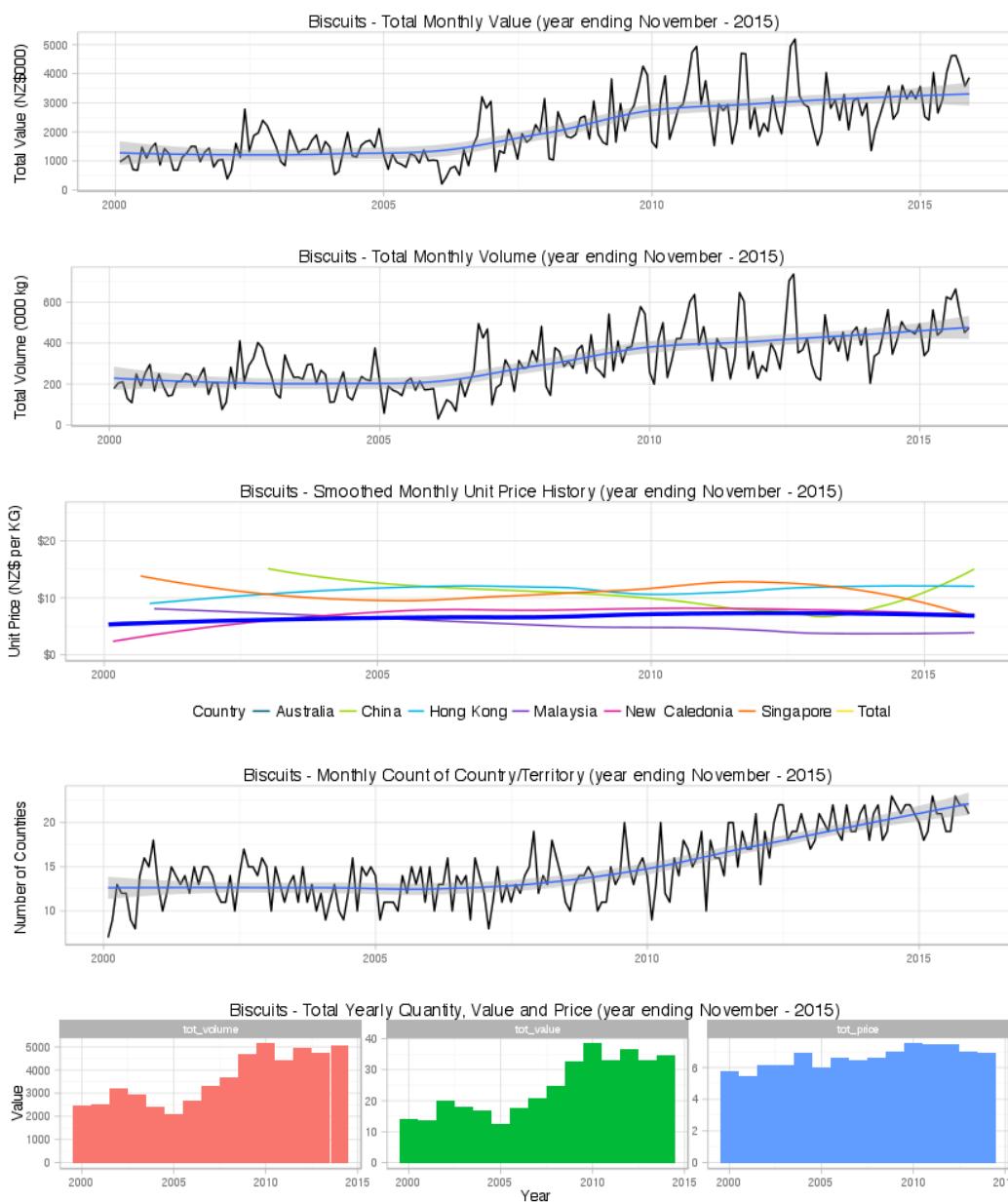
Key Export Statistics¹- Biscuits²

Published on April 07, 2016.

Monthly data from January 2000 to November 2015.

| Country | Yearly Qty | Yearly Value | Yearly Price | 3Year CAGR(Qty) | 3Year CAGR(Value) | 3Year CAGR(Price) | Price Elasticity |
|---------------|------------|--------------|--------------|-----------------|-------------------|-------------------|------------------|
| Australia | 5,024 | 35.3 | \$7.0 | 5.6% | 2.8% | -2.6% | -2.2 |
| China | 170 | 2.4 | \$13.9 | 29.7% | 65% | 27.2% | 1.1 |
| Hong Kong | 67 | 1.1 | \$16.7 | 62% | 81.9% | 12.3% | 5.1 |
| Malaysia | 230 | 0.8 | \$3.7 | 8.1% | 7.9% | -0.2% | -47.2 |
| New Caledonia | 109 | 0.8 | \$7.4 | 14.9% | 15.2% | 0.2% | 79.9 |
| Singapore | 106 | 0.5 | \$4.9 | 114.1% | 76.6% | -17.5% | -6.5 |
| Other | 334 | 2.3 | \$6.8 | 5.4% | 5.9% | 0.5% | 11.0 |
| Total | 6,040 | 43.2 | \$7.2 | 7.1% | 5.9% | -1.1% | -6.4 |

Top 6 Biscuits 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 Biscuits starting with: 190530, 190531, 190590.



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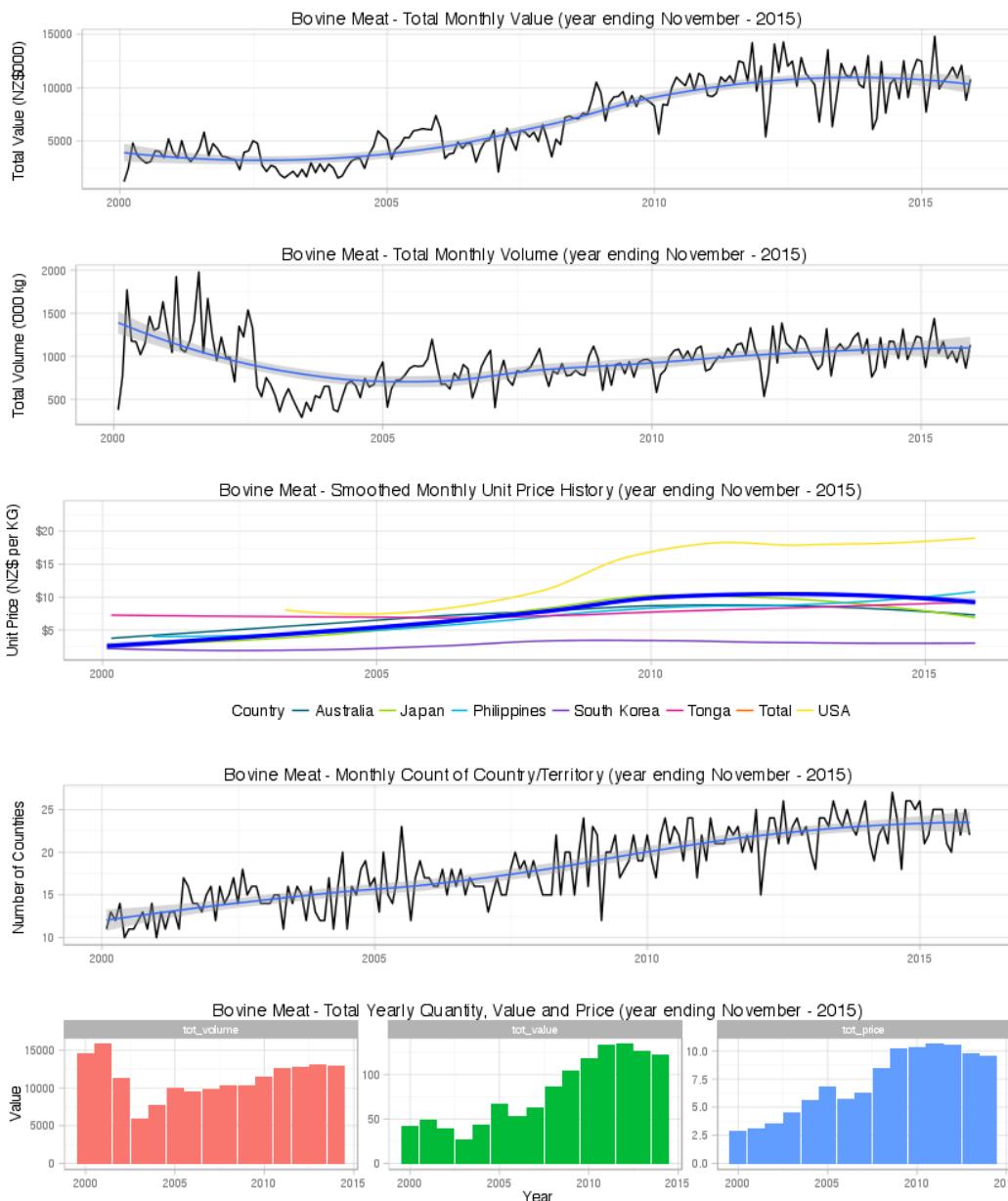
Key Export Statistics¹- Bovine Meat²

Published on April 07, 2016.

Monthly data from January 2000 to November 2015.

| Country | Yearly Qty | Yearly Value | Yearly Price | 3Year CAGR(Qty) | 3Year CAGR(Value) | 3Year CAGR(Price) | Price Elasticity |
|-------------|------------|--------------|--------------|-----------------|-------------------|-------------------|------------------|
| USA | 2,595 | 50.4 | \$19.4 | -9.3% | -5.8% | 3.8% | -2.4 |
| Australia | 4,230 | 32.2 | \$7.6 | 5.8% | 2% | -3.6% | -1.6 |
| Japan | 905 | 7.7 | \$8.5 | -6.3% | -10.4% | -4.4% | 1.4 |
| Philippines | 661 | 7.5 | \$11.4 | 4.5% | 14.4% | 9.5% | 0.5 |
| South Korea | 1,727 | 5.5 | \$3.2 | 8.1% | 11.8% | 3.4% | 2.4 |
| Tonga | 347 | 3.2 | \$9.3 | -2.6% | -0.3% | 2.3% | -1.1 |
| Other | 2,523 | 25.2 | \$10.0 | 3.6% | 7.2% | 3.5% | 1.0 |
| Total | 12,987 | 131.7 | \$10.1 | 0.7% | -0.6% | -1.2% | -0.5 |

Top 6 Bovine Meat 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 Bovine Meat starting with: 160250.



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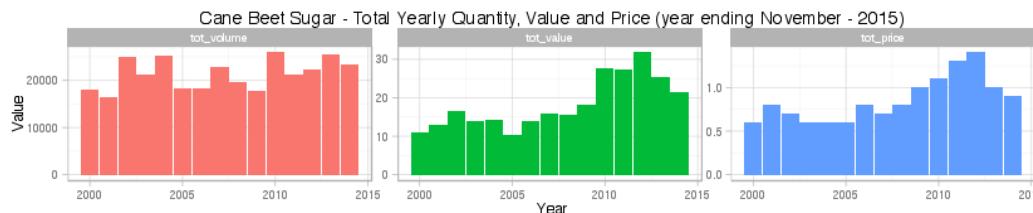
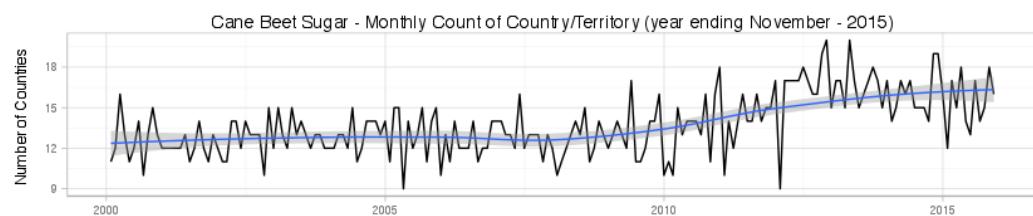
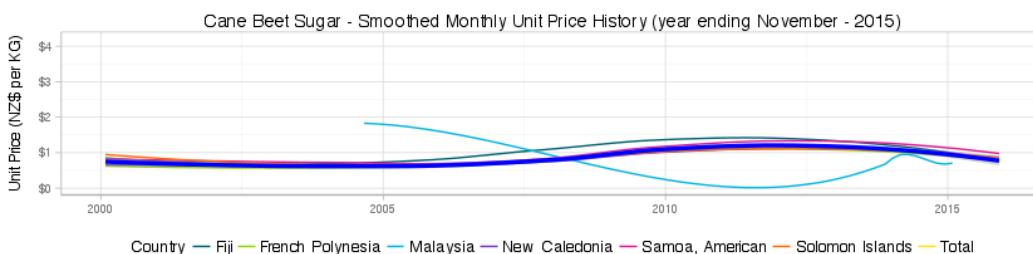
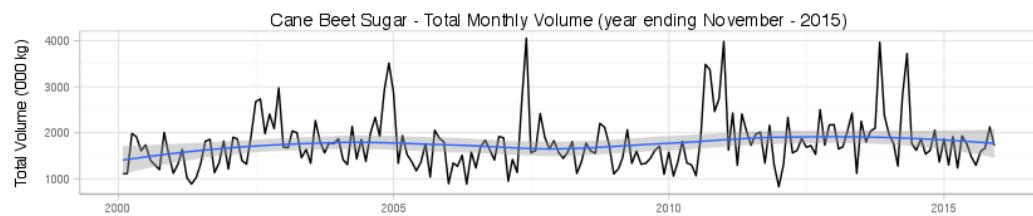
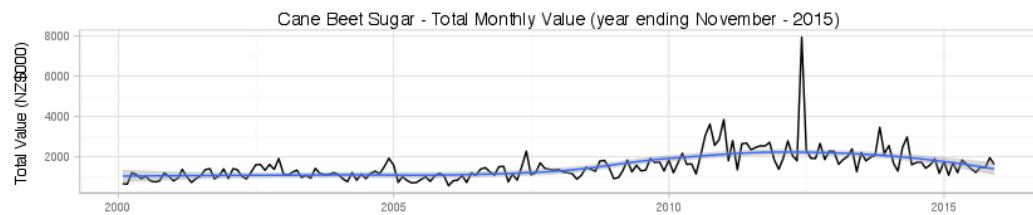
Key Export Statistics¹- Cane Beet Sugar²

Published on April 07, 2016.

Monthly data from January 2000 to November 2015.

| Country | Yearly Qty | Yearly Value | Yearly Price | 3Year CAGR(Qty) | 3Year CAGR(Value) | 3Year CAGR(Price) | Price Elasticity |
|------------------|------------|--------------|--------------|-----------------|-------------------|-------------------|------------------|
| French Polynesia | 6,059 | 5.2 | \$0.9 | 1.2% | -24% | -25% | 0.0 |
| Solomon Islands | 4,560 | 4.3 | \$0.9 | 9.4% | -3.4% | -11.7% | -0.8 |
| New Caledonia | 3,308 | 3.1 | \$0.9 | -17.8% | -25.2% | -8.9% | 2.0 |
| Fiji | 2,453 | 2.1 | \$0.8 | 70.1% | 47% | -13.6% | -5.2 |
| Samoa, American | 981 | 1.0 | \$1.1 | -6.1% | -13.1% | -7.4% | 0.8 |
| Malaysia | 666 | 0.5 | \$0.7 | -49.7% | -55.5% | -11.6% | 4.3 |
| Other | 1,873 | 2.0 | \$1.1 | -56.1% | -60.2% | -9.2% | 6.1 |
| Total | 19,901 | 18.2 | \$0.9 | 50.5% | 15.1% | -23.5% | -2.1 |

Top 6 Cane Beet Sugar 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 Cane Beet Sugar starting with: 170199.



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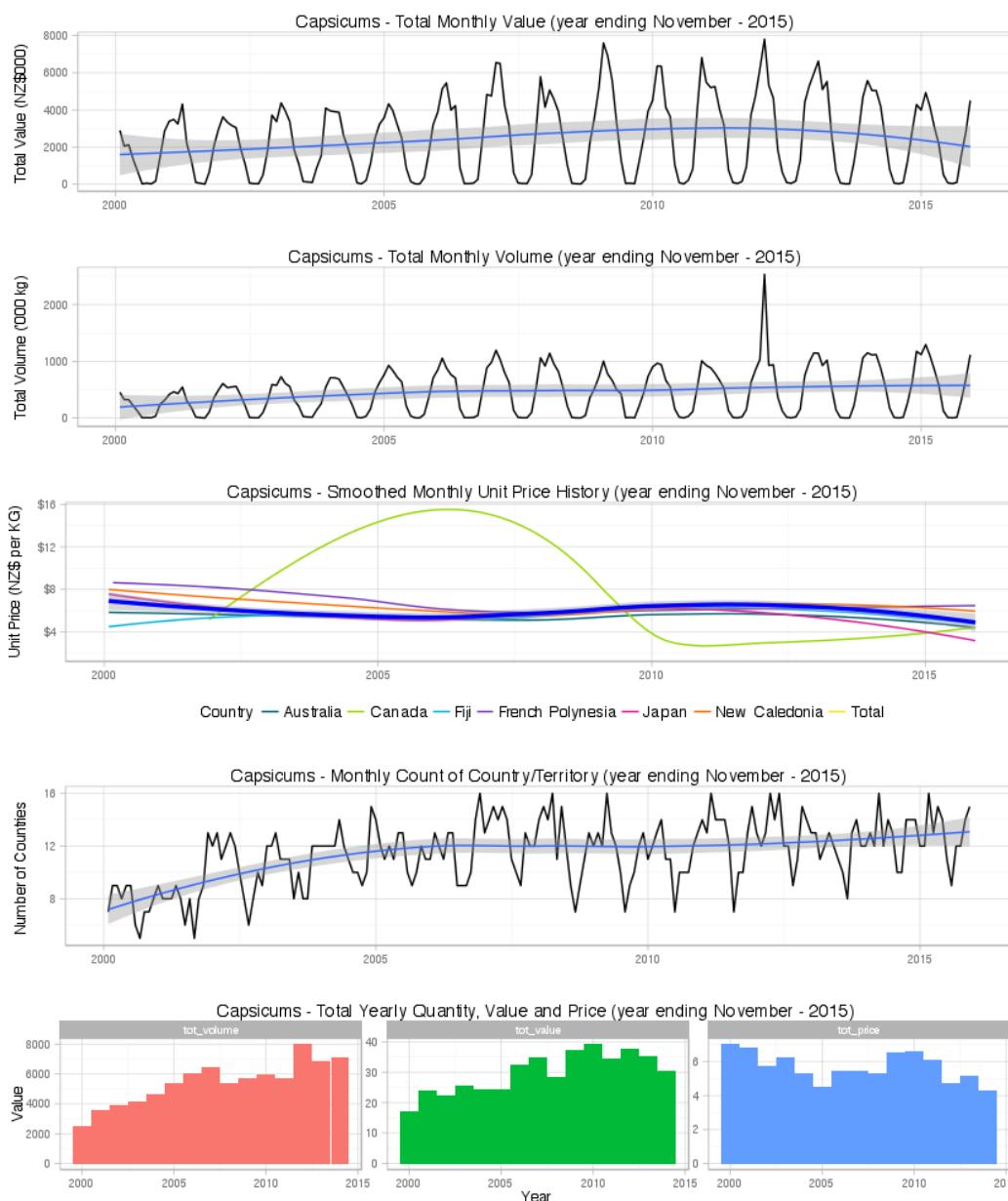
Key Export Statistics¹- Capsicums²

Published on April 07, 2016.

Monthly data from January 2000 to November 2015.

| 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.



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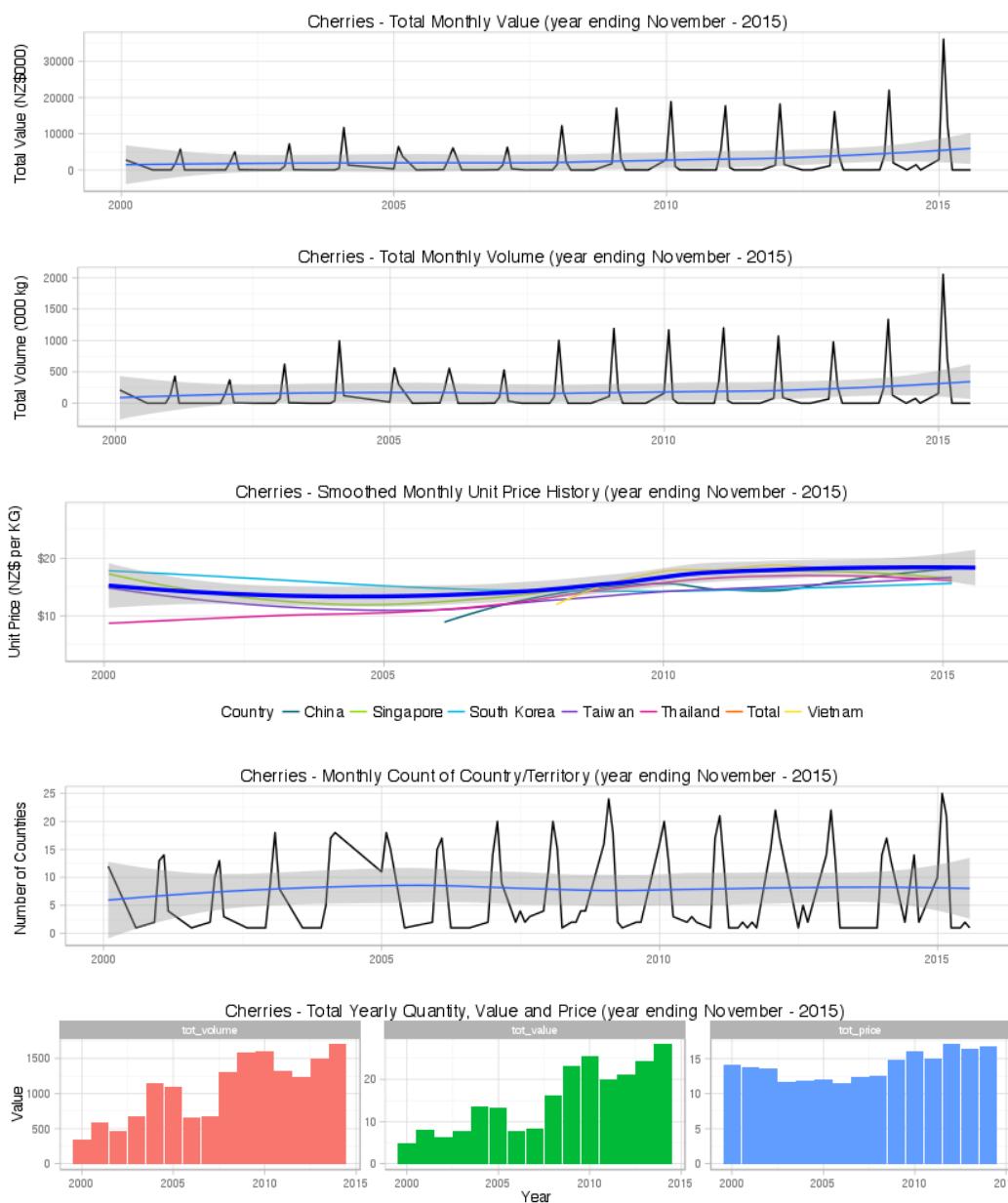
Key Export Statistics¹- Cherries²

Published on April 07, 2016.

Monthly data from January 2000 to November 2015.

| Country | Yearly Qty | Yearly Value | Yearly Price | 3Year CAGR(Qty) | 3Year CAGR(Value) | 3Year CAGR(Price) | Price Elasticity |
|-------------|------------|--------------|--------------|-----------------|-------------------|-------------------|------------------|
| Taiwan | 1,163 | 20.3 | \$17.5 | 24.1% | 28.7% | 3.7% | 6.5 |
| China | 578 | 11.1 | \$19.2 | 355.2% | 247.2% | -23.7% | -15.0 |
| Thailand | 350 | 5.7 | \$16.2 | 21.5% | 16.8% | -3.9% | -5.5 |
| Vietnam | 242 | 4.0 | \$16.7 | 142.7% | 115.9% | -11% | -12.9 |
| Singapore | 160 | 2.6 | \$16.1 | 31.8% | 26.9% | -3.7% | -8.7 |
| South Korea | 140 | 2.1 | \$14.7 | 10.7% | 6.7% | -3.6% | -2.9 |
| Other | 289 | 5.1 | \$17.7 | 8% | 7% | -0.9% | -8.9 |
| Total | 2,922 | 50.9 | \$17.4 | 33.5% | 34.5% | 0.8% | 42.6 |

Top 6 Cherries 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 Cherries starting with: 080920, 080921, 080929.



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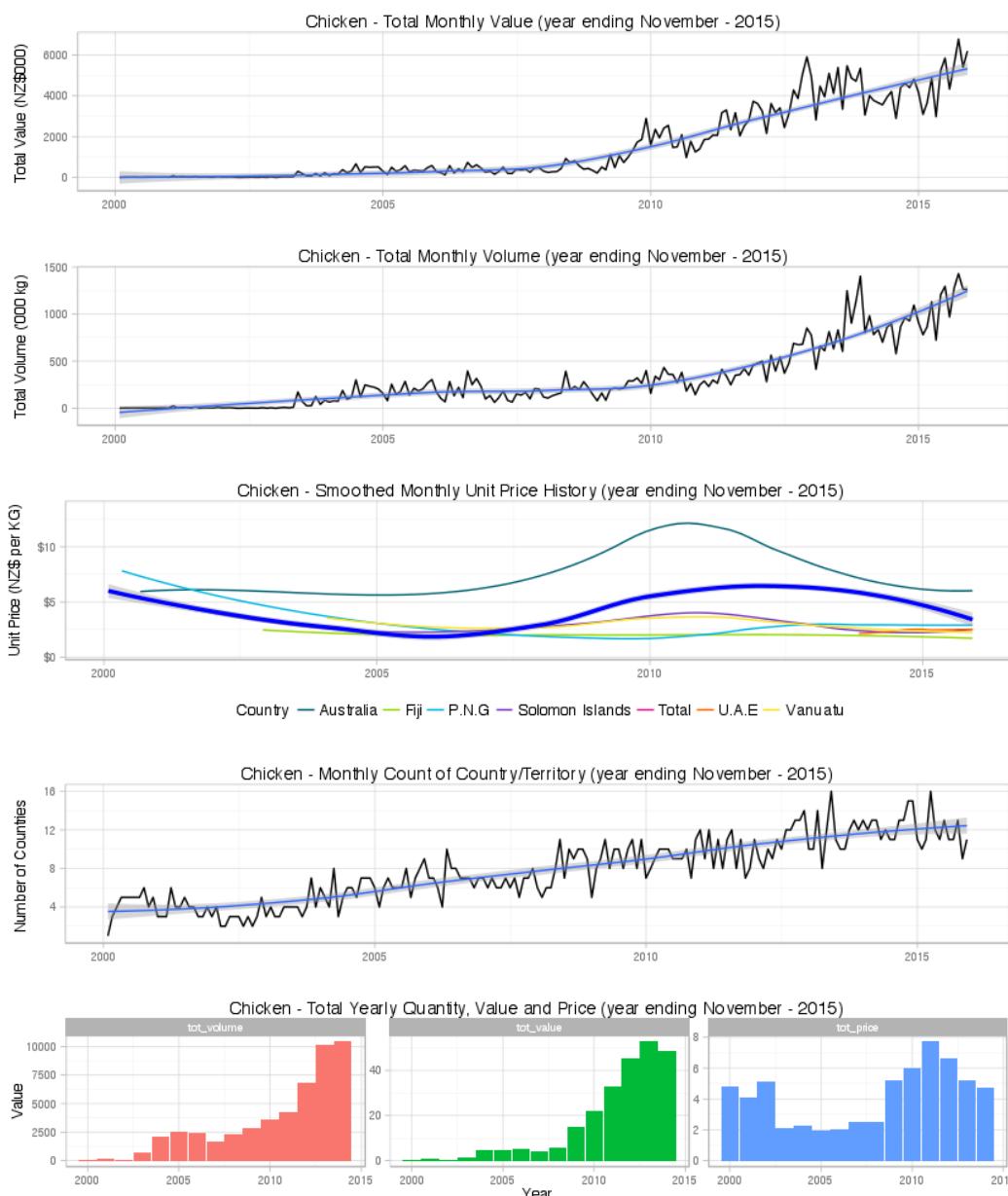
Key Export Statistics¹- Chicken²

Published on April 07, 2016.

Monthly data from January 2000 to November 2015.

| Country | Yearly Qty | Yearly Value | Yearly Price | 3Year CAGR(Qty) | 3Year CAGR(Value) | 3Year CAGR(Price) | Price Elasticity |
|-----------------|------------|--------------|--------------|-----------------|-------------------|-------------------|------------------|
| Australia | 6,874 | 41.7 | \$6.1 | 16.6% | 2.2% | -12.3% | -1.3 |
| P.N.G | 2,559 | 7.9 | \$3.1 | 87.9% | 93.2% | 2.8% | 30.9 |
| Vanuatu | 1,146 | 2.7 | \$2.4 | 117.9% | 103.7% | -6.5% | -18.1 |
| Fiji | 1,240 | 2.3 | \$1.8 | -2.6% | -8.2% | -5.8% | 0.5 |
| Solomon Islands | 555 | 1.3 | \$2.4 | 91.2% | 93.5% | 1.2% | 77.5 |
| U.A.E | 262 | 0.6 | \$2.5 | -22% | -27.4% | -6.9% | 3.2 |
| Other | 478 | 1.5 | \$3.2 | -58.8% | -67.7% | -21.6% | 2.7 |
| Total | 13,114 | 58.1 | \$4.4 | 44.6% | 14.2% | -21% | -2.1 |

Top 6 Chicken 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 Chicken starting with: 020714.



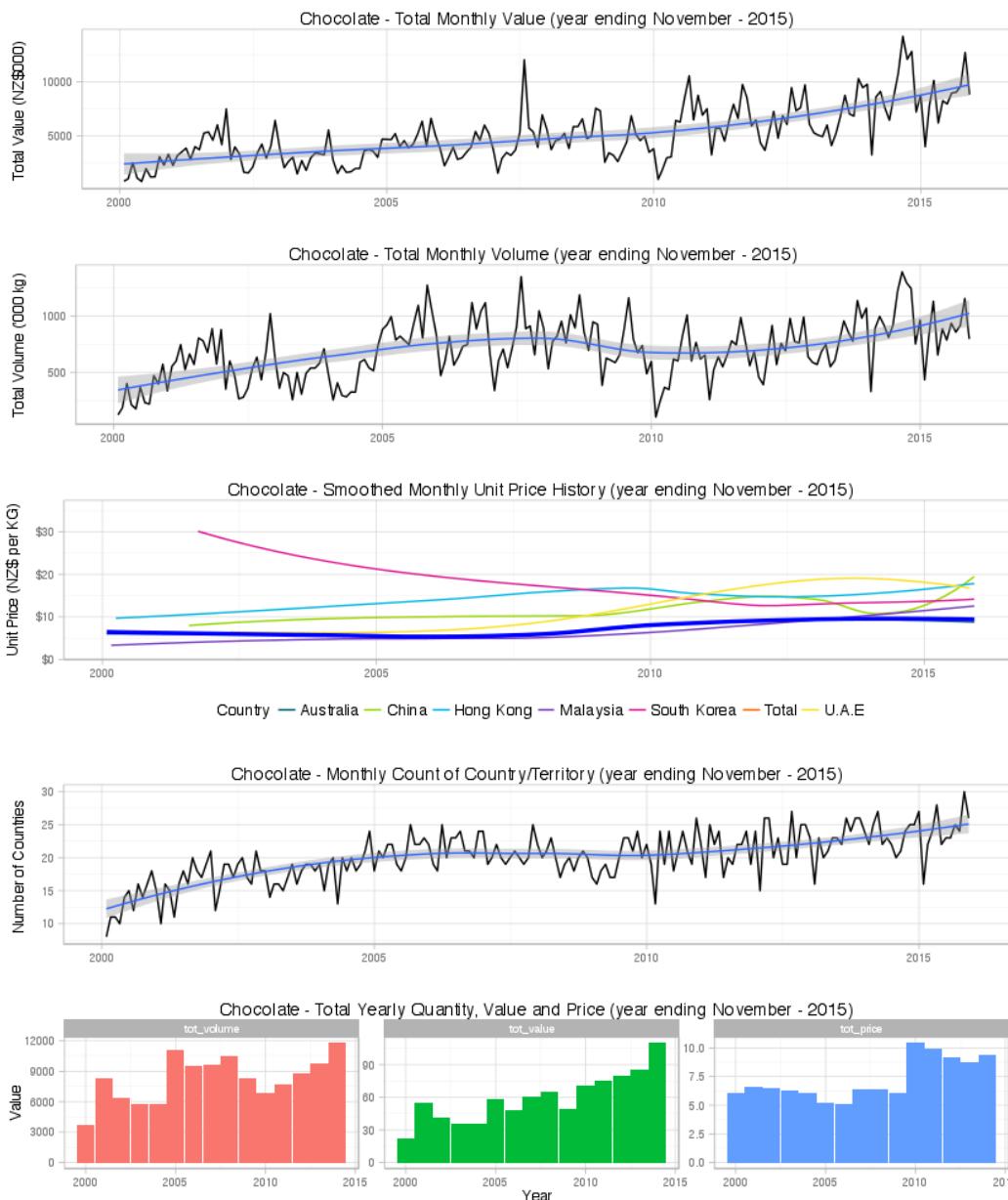
Key Export Statistics¹- Chocolate²

Published on April 07, 2016.

Monthly data from January 2000 to November 2015.

| Country | Yearly Qty | Yearly Value | Yearly Price | 3Year CAGR(Qty) | 3Year CAGR(Value) | 3Year CAGR(Price) | Price Elasticity |
|-------------|------------|--------------|--------------|-----------------|-------------------|-------------------|------------------|
| Australia | 9,197 | 86.6 | \$9.4 | 4.9% | 6.7% | 1.7% | 3.0 |
| China | 237 | 3.4 | \$14.1 | 107.6% | 117.3% | 4.7% | 22.9 |
| Malaysia | 227 | 3.0 | \$13.3 | 13.9% | 23.8% | 8.6% | 1.6 |
| U.A.E | 58 | 1.1 | \$19.2 | 346.8% | 234.7% | -25.1% | -13.8 |
| Hong Kong | 54 | 0.9 | \$16.8 | 32% | 43.7% | 8.9% | 3.6 |
| South Korea | 65 | 0.9 | \$13.9 | 11.5% | 16.4% | 4.5% | 2.6 |
| Other | 513 | 6.4 | \$12.5 | 1% | 5.6% | 4.6% | 0.2 |
| Total | 10,350 | 102.3 | \$9.9 | 5.9% | 8.7% | 2.6% | 2.2 |

Top 6 Chocolate 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 Chocolate starting with: 180631, 180632, 180690.



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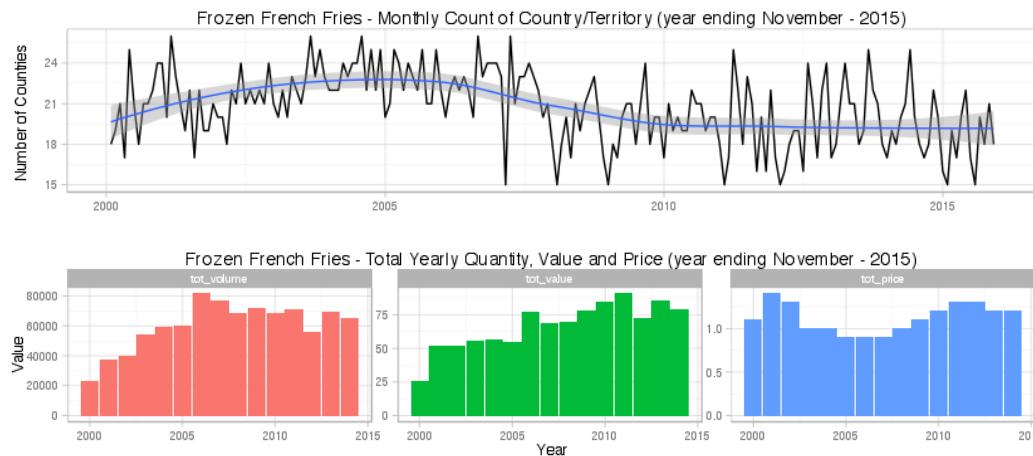
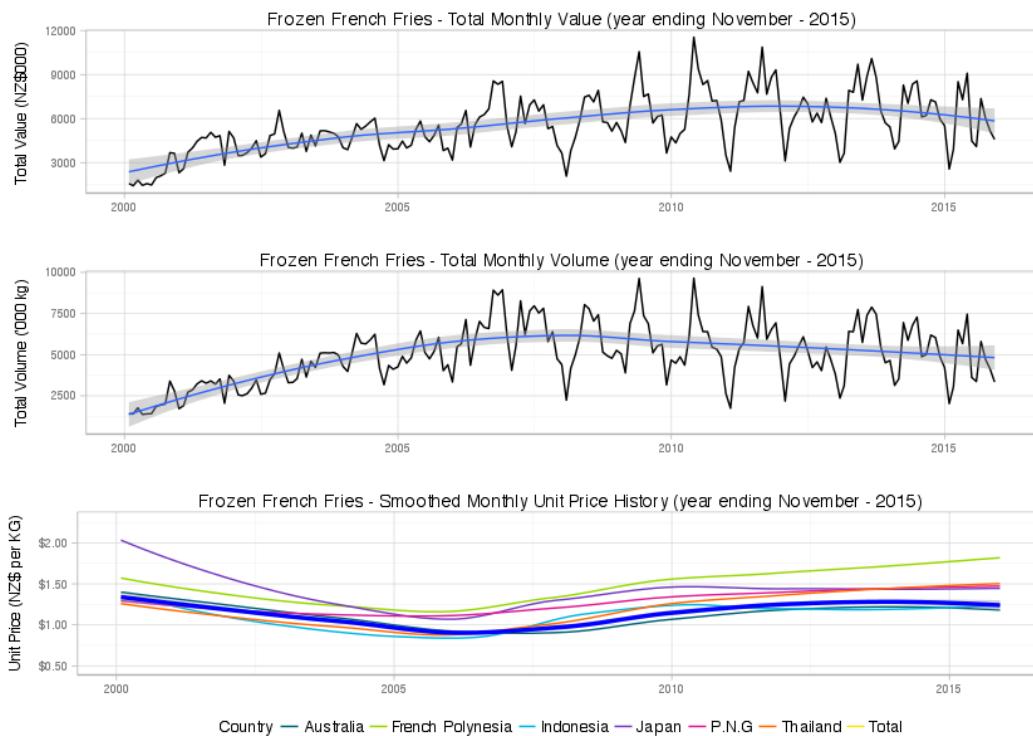
Key Export Statistics¹- Frozen French Fries²

Published on April 07, 2016.

Monthly data from January 2000 to November 2015.

| Country | Yearly Qty | Yearly Value | Yearly Price | 3Year CAGR(Qty) | 3Year CAGR(Value) | 3Year CAGR(Price) | Price Elasticity |
|------------------|------------|--------------|--------------|-----------------|-------------------|-------------------|------------------|
| Australia | 42,774 | 51.4 | \$1.2 | 3.2% | 2.3% | -0.9% | -3.7 |
| Japan | 3,302 | 5.2 | \$1.6 | -3.3% | 0.5% | 4% | -0.8 |
| Thailand | 1,974 | 3.2 | \$1.6 | -25.5% | -24.9% | 0.8% | -31.1 |
| French Polynesia | 1,341 | 2.5 | \$1.9 | -9.5% | -6.6% | 3.2% | -3.0 |
| P.N.G | 834 | 1.3 | \$1.5 | -26.8% | -26.3% | 0.7% | -38.7 |
| Indonesia | 902 | 1.2 | \$1.3 | 14.7% | 22.6% | 6.9% | 2.1 |
| Other | 2,745 | 3.9 | \$1.4 | -5.7% | -5.1% | 0.7% | -8.5 |
| Total | 53,871 | 68.6 | \$1.3 | -0.8% | -1.6% | -0.9% | 0.9 |

Top 6 Frozen French Fries 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 Frozen French Fries starting with: 200410.



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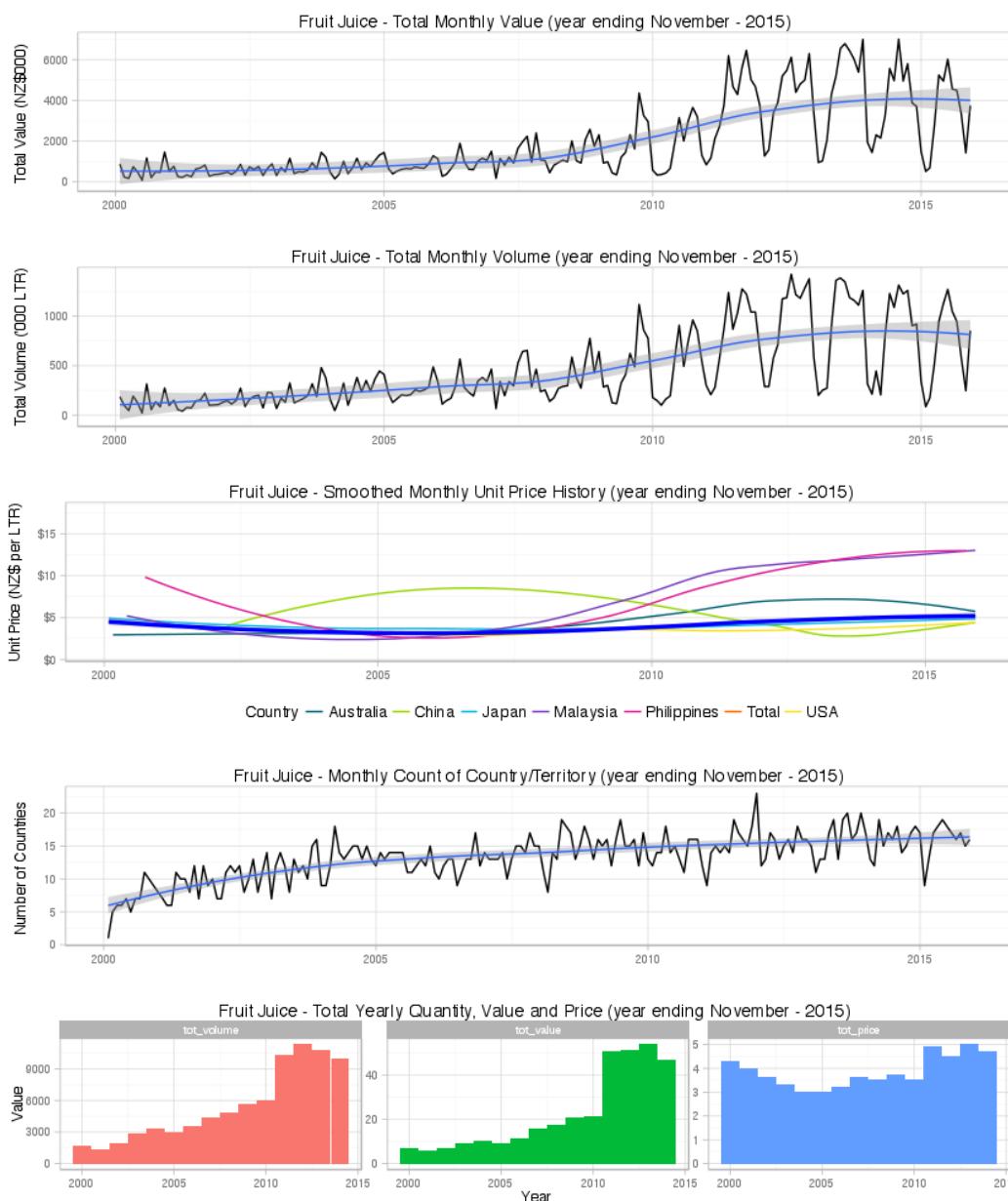
Key Export Statistics¹- Fruit Juice²

Published on April 07, 2016.

Monthly data from January 2000 to November 2015.

| Country | Yearly Qty | Yearly Value | Yearly Price | 3Year CAGR(Qty) | 3Year CAGR(Value) | 3Year CAGR(Price) | Price Elasticity |
|-------------|------------|--------------|--------------|-----------------|-------------------|-------------------|------------------|
| Japan | 5,216 | 23.1 | \$4.4 | -14.4% | -9% | 6.3% | -2.3 |
| USA | 1,475 | 5.5 | \$3.7 | 8% | 17.9% | 9.2% | 0.9 |
| Malaysia | 377 | 5.0 | \$13.3 | -23.5% | -19.5% | 5.1% | -4.6 |
| Australia | 275 | 1.3 | \$4.8 | -11.9% | -27.2% | -17.3% | 0.7 |
| China | 236 | 0.9 | \$3.8 | 52.2% | 47.4% | -3.2% | -16.4 |
| Philippines | 52 | 0.8 | \$15.1 | -11.6% | -5.1% | 7.3% | -1.6 |
| Other | 515 | 2.6 | \$5.0 | 4.7% | 1.4% | -3.2% | -1.5 |
| Total | 8,146 | 39.3 | \$4.8 | -10.4% | -8.2% | 2.4% | -4.4 |

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



¹Source: Statistics New Zealand - Overseas Merchandise Trade

²Harmonised System Codes for Fruit Juice starting with: 200980, 200981, 200989.



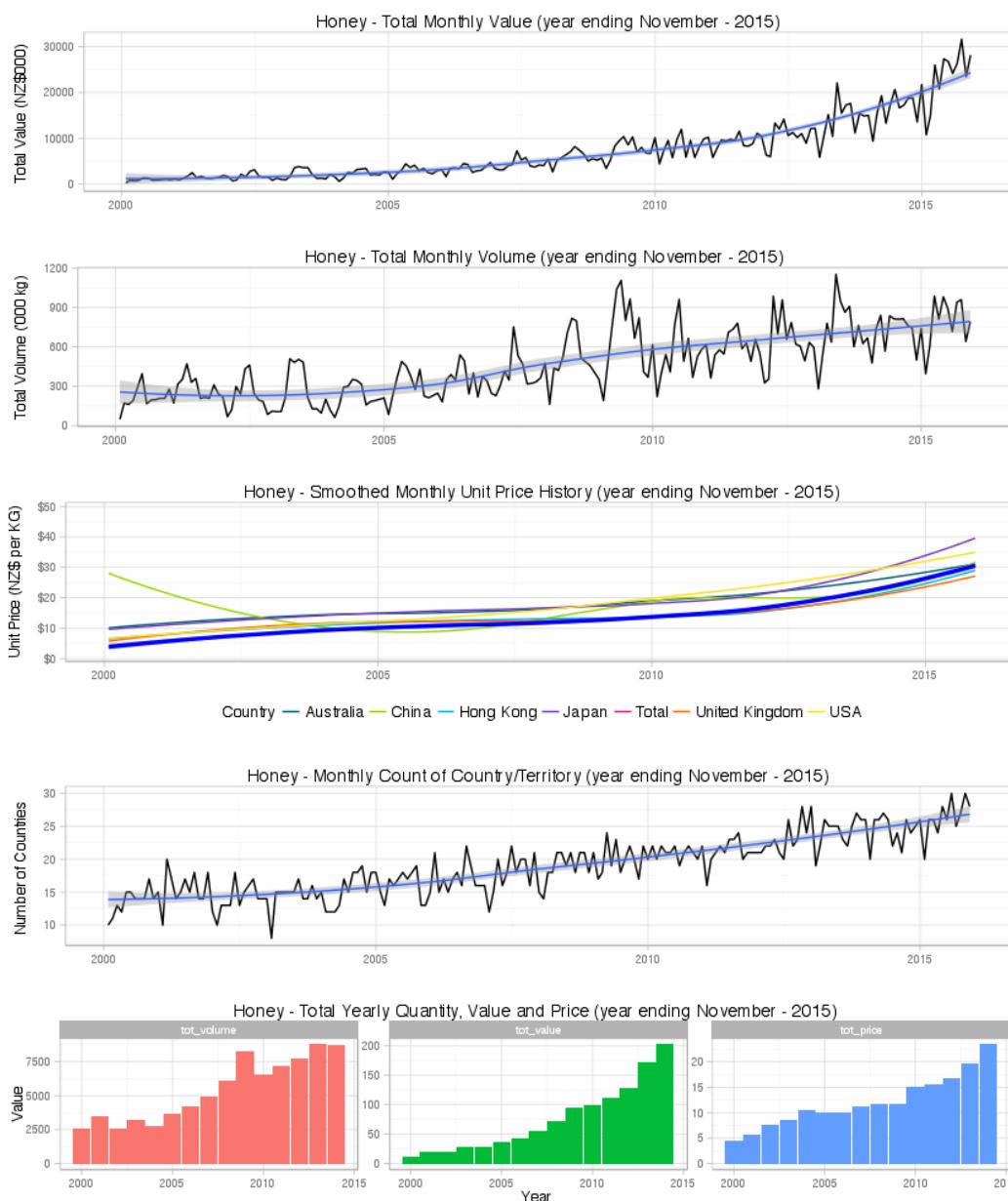
Key Export Statistics¹- Honey²

Published on April 07, 2016.

Monthly data from January 2000 to November 2015.

| Country | Yearly Qty | Yearly Value | Yearly Price | 3Year CAGR(Qty) | 3Year CAGR(Value) | 3Year CAGR(Price) | Price Elasticity |
|----------------|------------|--------------|--------------|-----------------|-------------------|-------------------|------------------|
| Australia | 1,452 | 46.9 | \$32.3 | 36% | 50.8% | 10.8% | 3.3 |
| United Kingdom | 2,040 | 46.8 | \$22.9 | 2.5% | 19.6% | 16.6% | 0.2 |
| China | 1,476 | 43.9 | \$29.7 | 41.6% | 67.2% | 18.1% | 2.3 |
| Hong Kong | 1,211 | 35.2 | \$29.0 | 0.7% | 27.2% | 26.4% | 0.0 |
| USA | 730 | 25.1 | \$34.4 | 25.4% | 43.3% | 14.2% | 1.8 |
| Japan | 595 | 22.7 | \$38.1 | -2.5% | 25.3% | 28.5% | -0.1 |
| Other | 1,959 | 61.4 | \$31.3 | -8.2% | 14.6% | 24.9% | -0.3 |
| Total | 9,463 | 281.9 | \$29.8 | 7% | 30% | 21.5% | 0.3 |

Top 6 Honey 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 Honey starting with: 040900.



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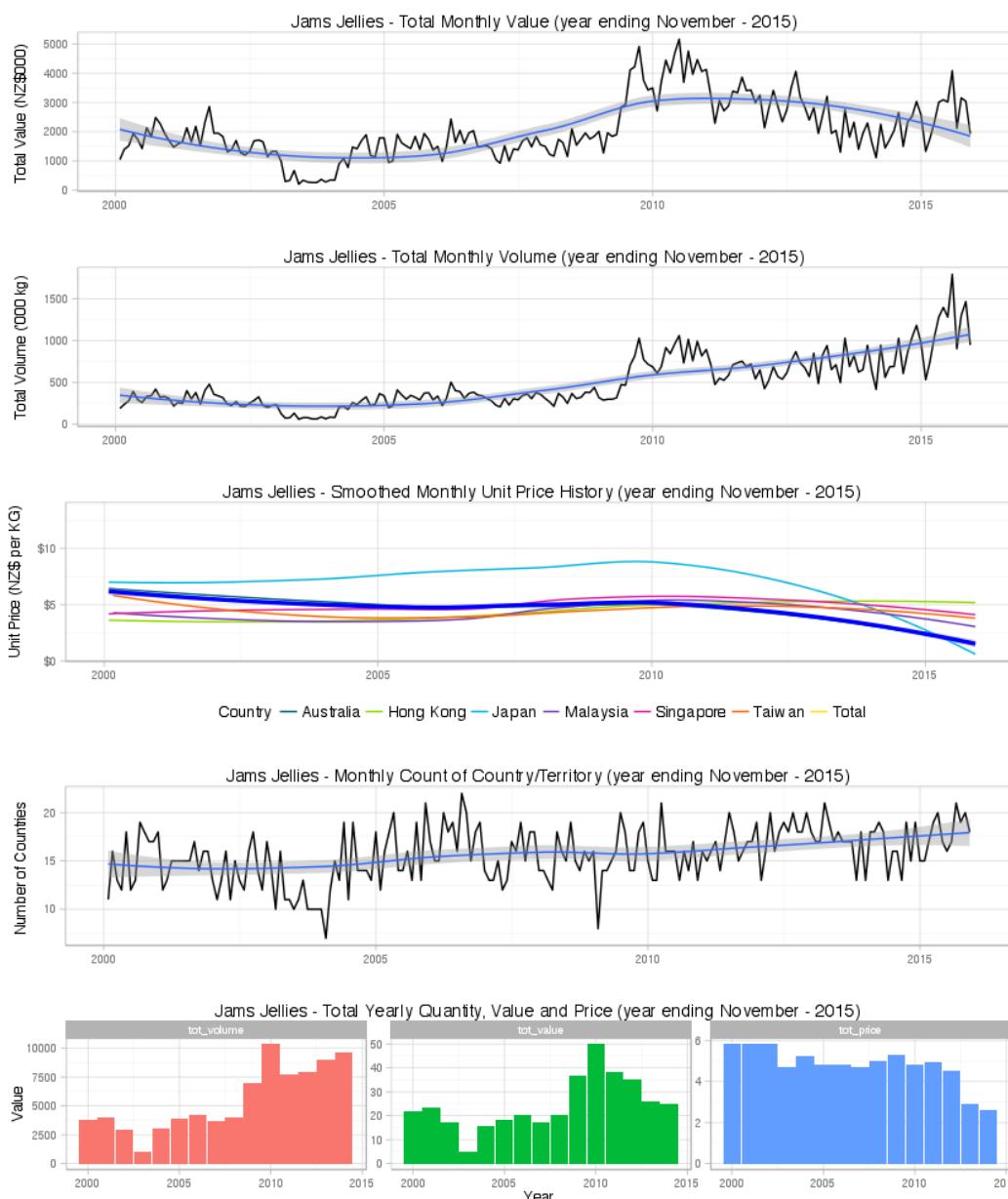
Key Export Statistics¹- Jams Jellies²

Published on April 07, 2016.

Monthly data from January 2000 to November 2015.

| Country | Yearly Qty | Yearly Value | Yearly Price | 3Year CAGR(Qty) | 3Year CAGR(Value) | 3Year CAGR(Price) | Price Elasticity |
|-----------|------------|--------------|--------------|-----------------|-------------------|-------------------|------------------|
| Australia | 12,319 | 27.6 | \$2.2 | 22.4% | -1.5% | -19.6% | -1.1 |
| Malaysia | 162 | 0.6 | \$3.4 | -10.6% | -19.4% | -9.9% | 1.1 |
| Hong Kong | 108 | 0.5 | \$5.0 | 11.7% | 7.3% | -3.9% | -3.0 |
| Japan | 224 | 0.5 | \$2.1 | 60.8% | 17.7% | -26.8% | -2.3 |
| Taiwan | 104 | 0.4 | \$3.5 | -2.4% | -12.9% | -10.8% | 0.2 |
| Singapore | 107 | 0.3 | \$3.1 | 26.1% | 6.4% | -15.6% | -1.7 |
| Other | 659 | 1.6 | \$2.4 | 3.1% | -24.2% | -26.4% | -0.1 |
| Total | 13,683 | 31.4 | \$2.3 | 20.4% | -3.6% | -20% | -1.0 |

Top 6 Jams Jellies 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 Jams Jellies starting with: 200791, 200799.



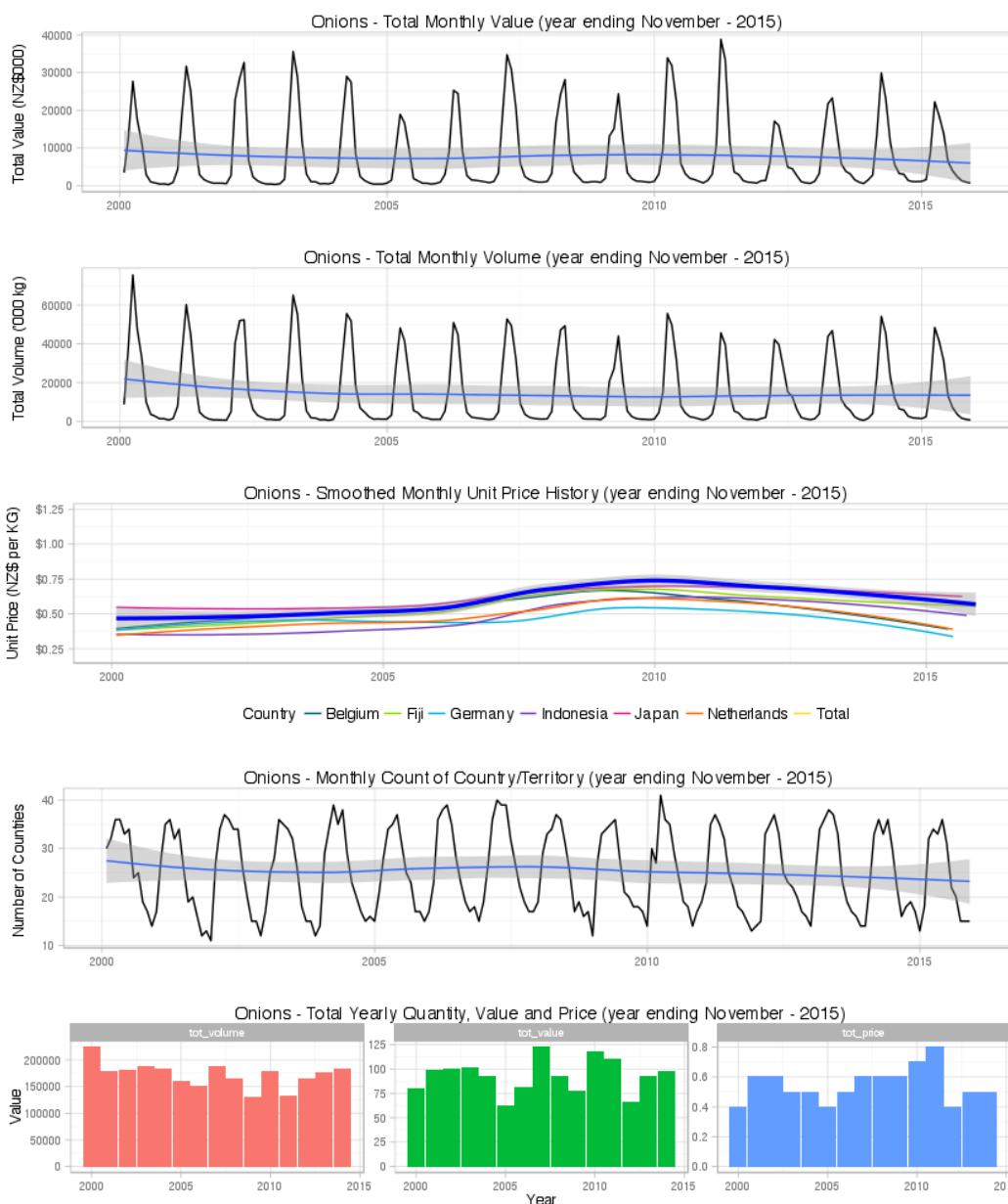
Key Export Statistics¹- Onions²

Published on April 07, 2016.

Monthly data from January 2000 to November 2015.

| Country | Yearly Qty | Yearly Value | Yearly Price | 3Year CAGR(Qty) | 3Year CAGR(Value) | 3Year CAGR(Price) | Price Elasticity |
|-------------|------------|--------------|--------------|-----------------|-------------------|-------------------|------------------|
| Netherlands | 31,492 | 13.9 | \$0.4 | 7.8% | 9.7% | 1.7% | 4.5 |
| Indonesia | 21,307 | 10.2 | \$0.5 | 10% | 22.5% | 11.4% | 0.9 |
| Japan | 18,340 | 9.3 | \$0.5 | -9.9% | -6.7% | 3.6% | -2.8 |
| Germany | 15,764 | 6.4 | \$0.4 | 1.3% | 24.3% | 10% | 1.3 |
| Belgium | 14,348 | 6.2 | \$0.4 | 1.2% | 6.1% | 4.8% | 0.2 |
| Fiji | 8,675 | 5.2 | \$0.6 | 3.6% | 16.8% | 12.7% | 0.3 |
| Other | 59,838 | 30.2 | \$0.5 | -3.2% | 4.1% | 7.6% | -0.4 |
| Total | 169,765 | 81.5 | \$0.5 | 1% | 7.2% | 6.1% | 0.2 |

Top 6 Onions 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 Onions starting with: 070310.



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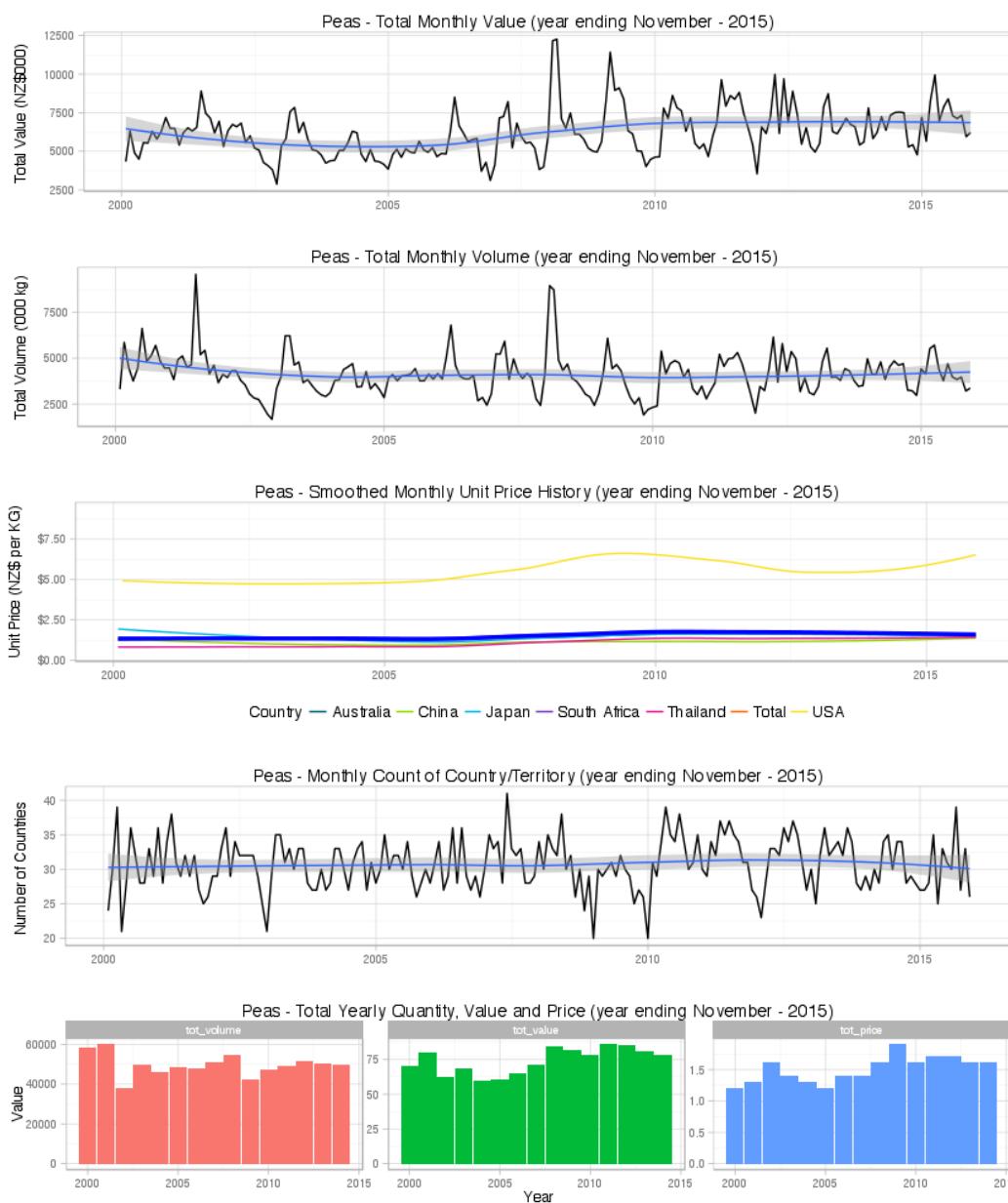
Key Export Statistics¹- Peas²

Published on April 07, 2016.

Monthly data from January 2000 to November 2015.

| Country | Yearly Qty | Yearly Value | Yearly Price | 3Year CAGR(Qty) | 3Year CAGR(Value) | 3Year CAGR(Price) | Price Elasticity |
|--------------|------------|--------------|--------------|-----------------|-------------------|-------------------|------------------|
| Australia | 21,216 | 32.9 | \$1.5 | -0.5% | -3.3% | -2.8% | 0.2 |
| USA | 2,059 | 9.4 | \$4.6 | -10.5% | -0.3% | 11.4% | -0.9 |
| China | 5,909 | 7.9 | \$1.3 | 7.5% | 10.9% | 3.2% | 2.4 |
| Japan | 3,817 | 6.3 | \$1.7 | -3.2% | -1.7% | 1.6% | -2.0 |
| South Africa | 3,464 | 4.3 | \$1.2 | 36.9% | 25.9% | -8% | -4.6 |
| Thailand | 2,665 | 4.1 | \$1.5 | 2.1% | 13.2% | 10.8% | 0.2 |
| Other | 12,002 | 23.4 | \$1.9 | -4.8% | 3% | 8.2% | -0.6 |
| Total | 51,131 | 88.2 | \$1.7 | 0% | 1.4% | 1.4% | 0.0 |

Top 6 Peas 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 Peas starting with: 071021, 071310.



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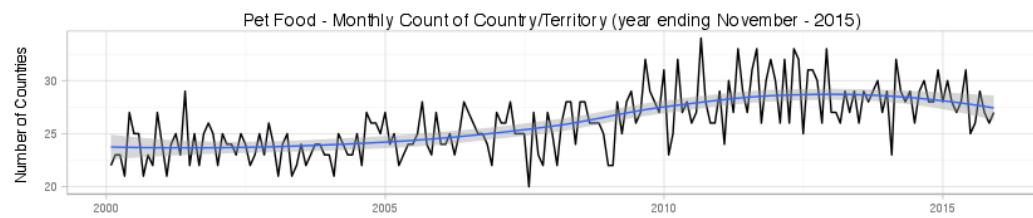
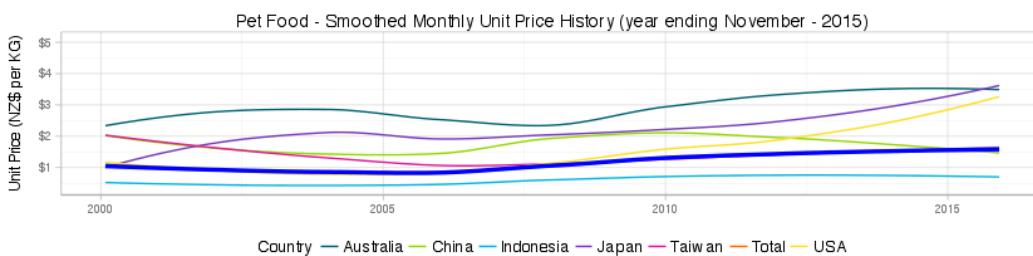
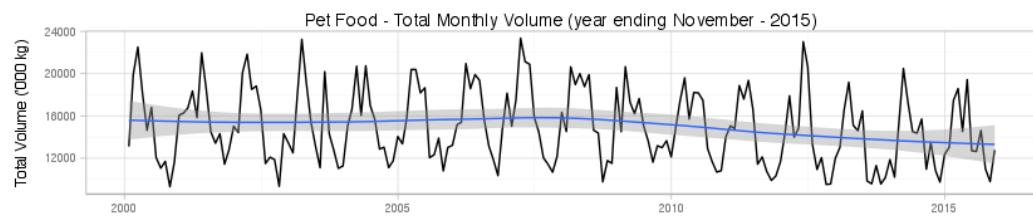
Key Export Statistics¹- Pet Food²

Published on April 07, 2016.

Monthly data from January 2000 to November 2015.

| Country | Yearly Qty | Yearly Value | Yearly Price | 3Year CAGR(Qty) | 3Year CAGR(Value) | 3Year CAGR(Price) | Price Elasticity |
|-----------|------------|--------------|--------------|-----------------|-------------------|-------------------|------------------|
| Australia | 13,358 | 50.5 | \$3.8 | 2.1% | 0.2% | -1.9% | -1.1 |
| China | 31,952 | 48.1 | \$1.5 | 32.1% | 27.9% | -3.2% | -10.0 |
| Indonesia | 62,337 | 43.9 | \$0.7 | -5% | -7% | -2% | 2.5 |
| USA | 12,032 | 36.0 | \$3.0 | -22.2% | -6.5% | 20.2% | -1.1 |
| Taiwan | 10,310 | 16.1 | \$1.6 | 6.1% | 10.2% | 3.9% | 1.6 |
| Japan | 4,418 | 15.1 | \$3.4 | -13.8% | -3.1% | 12.4% | -1.1 |
| Other | 34,483 | 51.3 | \$1.5 | 2.6% | 7.1% | 4.4% | 0.6 |
| Total | 168,890 | 261.0 | \$1.5 | -0.7% | 2.5% | 3.2% | -0.2 |

Top 6 Pet Food 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 Pet Food starting with: 230110, 230120, 230910.



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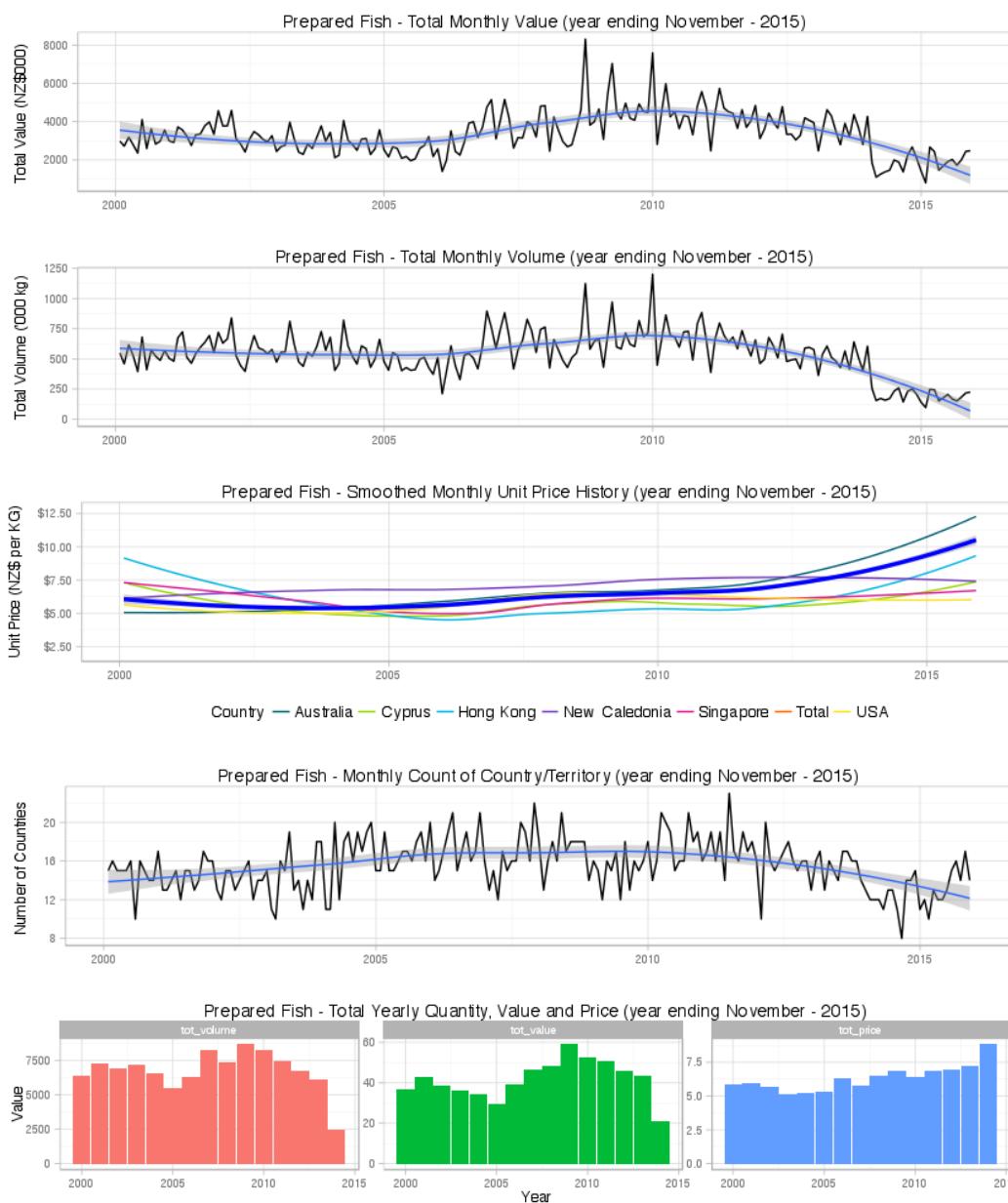
Key Export Statistics¹- Prepared Fish²

Published on April 07, 2016.

Monthly data from January 2000 to November 2015.

| Country | Yearly Qty | Yearly Value | Yearly Price | 3Year CAGR(Qty) | 3Year CAGR(Value) | 3Year CAGR(Price) | Price Elasticity |
|---------------|------------|--------------|--------------|-----------------|-------------------|-------------------|------------------|
| Australia | 1,084 | 13.2 | \$12.2 | -38.3% | -27.2% | 18% | -2.1 |
| Hong Kong | 517 | 5.7 | \$11.0 | 2.6% | 29.2% | 25.9% | 0.1 |
| USA | 282 | 1.8 | \$6.5 | -21.1% | -16.8% | 5.5% | -3.8 |
| Cyprus | 193 | 1.3 | \$6.8 | 2.6% | 12.3% | 9.5% | 0.3 |
| New Caledonia | 69 | 0.5 | \$7.6 | -14.6% | -15.7% | -1.3% | 11.1 |
| Singapore | 12 | 0.1 | \$10.7 | -39.1% | -22.2% | 27.8% | -1.4 |
| Other | 49 | 0.4 | \$7.9 | -57.6% | -52.6% | 11.7% | -4.9 |
| Total | 2,206 | 23.1 | \$10.5 | -30.8% | -20.4% | 15% | -2.0 |

Top 6 Prepared Fish 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 Prepared Fish starting with: 160419, 160420.



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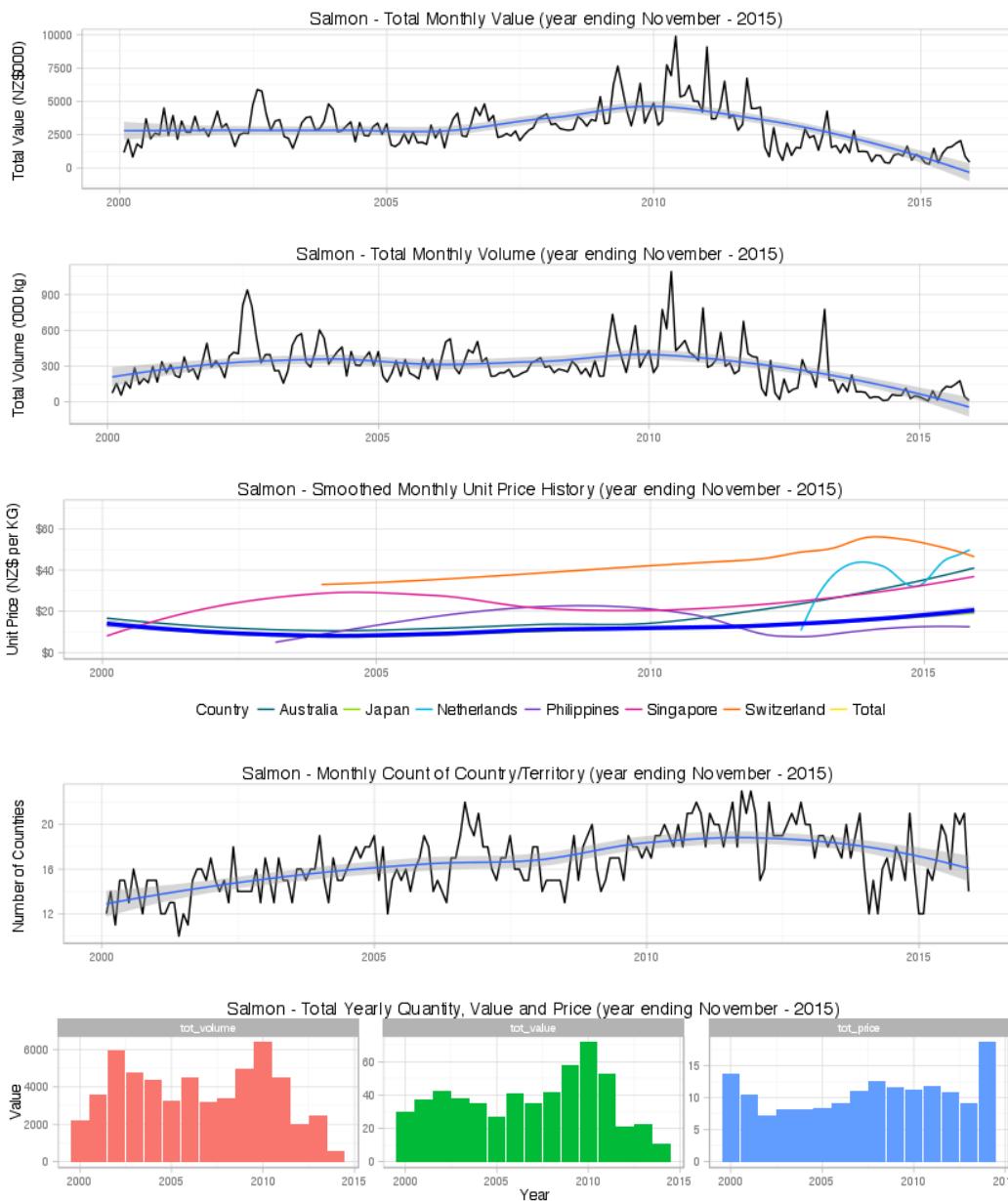
Key Export Statistics¹- Salmon²

Published on April 07, 2016.

Monthly data from January 2000 to November 2015.

| Country | Yearly Qty | Yearly Value | Yearly Price | 3Year CAGR(Qty) | 3Year CAGR(Value) | 3Year CAGR(Price) | Price Elasticity |
|-------------|------------|--------------|--------------|-----------------|-------------------|-------------------|------------------|
| Japan | 674 | 7.2 | \$10.6 | -19.2% | -12.9% | 7.9% | -2.4 |
| Australia | 60 | 1.9 | \$32.2 | -16.4% | -6.4% | 11.9% | -1.4 |
| Philippines | 55 | 0.6 | \$11.2 | -11.7% | 0.2% | 13.5% | -0.9 |
| Singapore | 30 | 0.5 | \$17.8 | -7.1% | 13.6% | 22.4% | -0.3 |
| Switzerland | 11 | 0.5 | \$45.9 | 7% | 4.6% | -2.2% | -3.1 |
| Netherlands | 9 | 0.4 | \$47.7 | 27.3% | 102.6% | 59.2% | 0.5 |
| Other | 79 | 1.8 | \$22.3 | -43.8% | -34.4% | 16.7% | -2.6 |
| Total | 918 | 12.9 | \$14.1 | -22.3% | -14.8% | 9.7% | -2.3 |

Top 6 Salmon 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 Salmon starting with: 030212, 030214, 030219, 030310, 030311, 030312, 030313, 030319, 030329, 030541.



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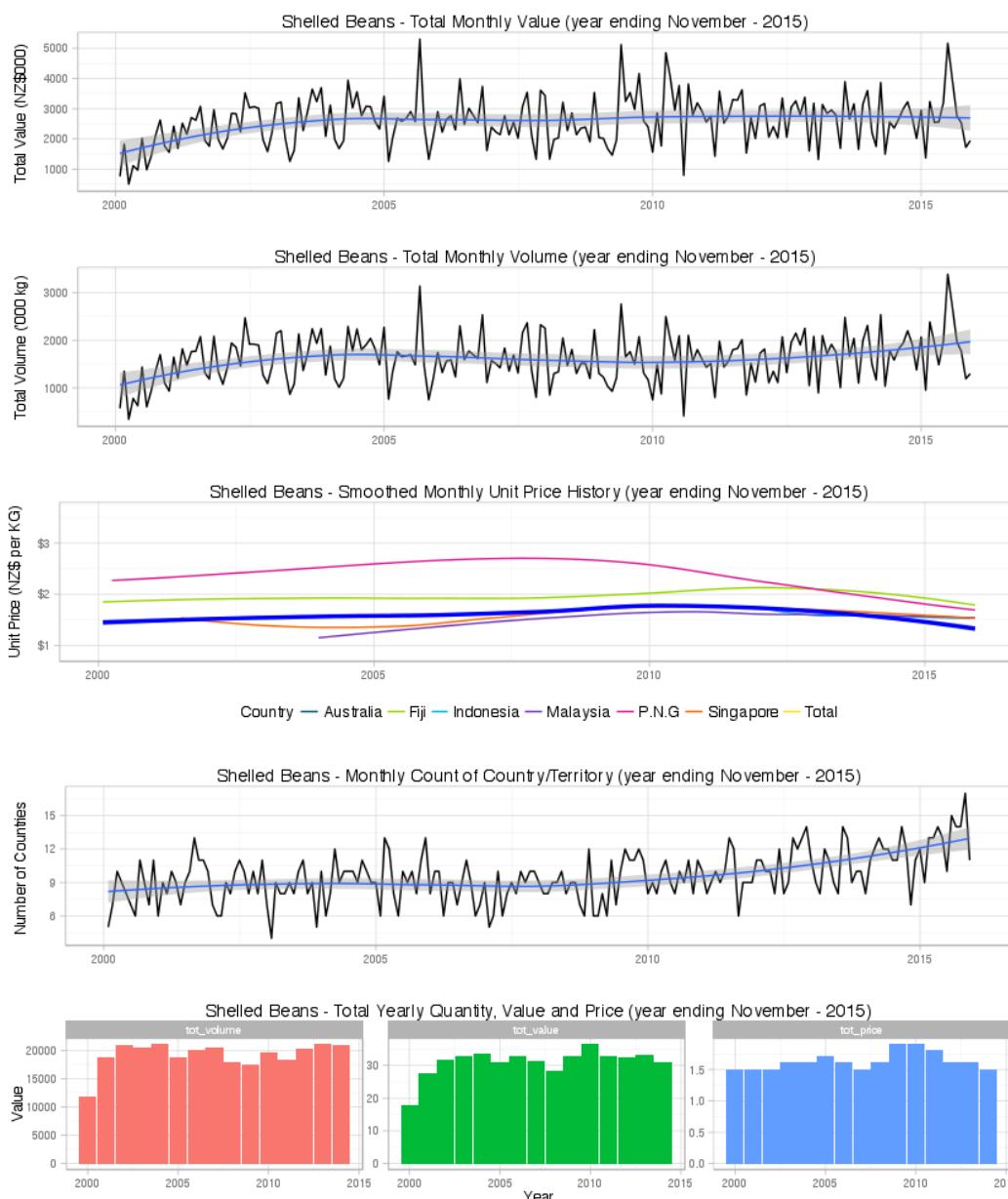
Key Export Statistics¹- Shelled Beans²

Published on April 07, 2016.

Monthly data from January 2000 to November 2015.

| Country | Yearly Qty | Yearly Value | Yearly Price | 3Year CAGR(Qty) | 3Year CAGR(Value) | 3Year CAGR(Price) | Price Elasticity |
|-----------|------------|--------------|--------------|-----------------|-------------------|-------------------|------------------|
| Australia | 22,102 | 32.2 | \$1.5 | 4.5% | 1.3% | -3% | -1.5 |
| Singapore | 343 | 0.5 | \$1.6 | 2% | 0.3% | -1.7% | -1.2 |
| Fiji | 184 | 0.3 | \$1.6 | 14% | 14.1% | 0.1% | 114.3 |
| P.N.G | 153 | 0.3 | \$1.7 | 53.4% | 47.1% | -4.1% | -13.0 |
| Malaysia | 126 | 0.2 | \$1.5 | -0.3% | -1.8% | -1.5% | 0.2 |
| Indonesia | 73 | 0.1 | \$1.5 | -6.4% | -8.4% | -2.2% | 2.9 |
| Other | 158 | 0.4 | \$2.3 | 13.3% | 11.3% | -1.7% | -7.8 |
| Total | 23,138 | 34.0 | \$1.5 | 4.7% | 1.6% | -2.9% | -1.6 |

Top 6 Shelled Beans 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 Shelled Beans starting with: 200551.



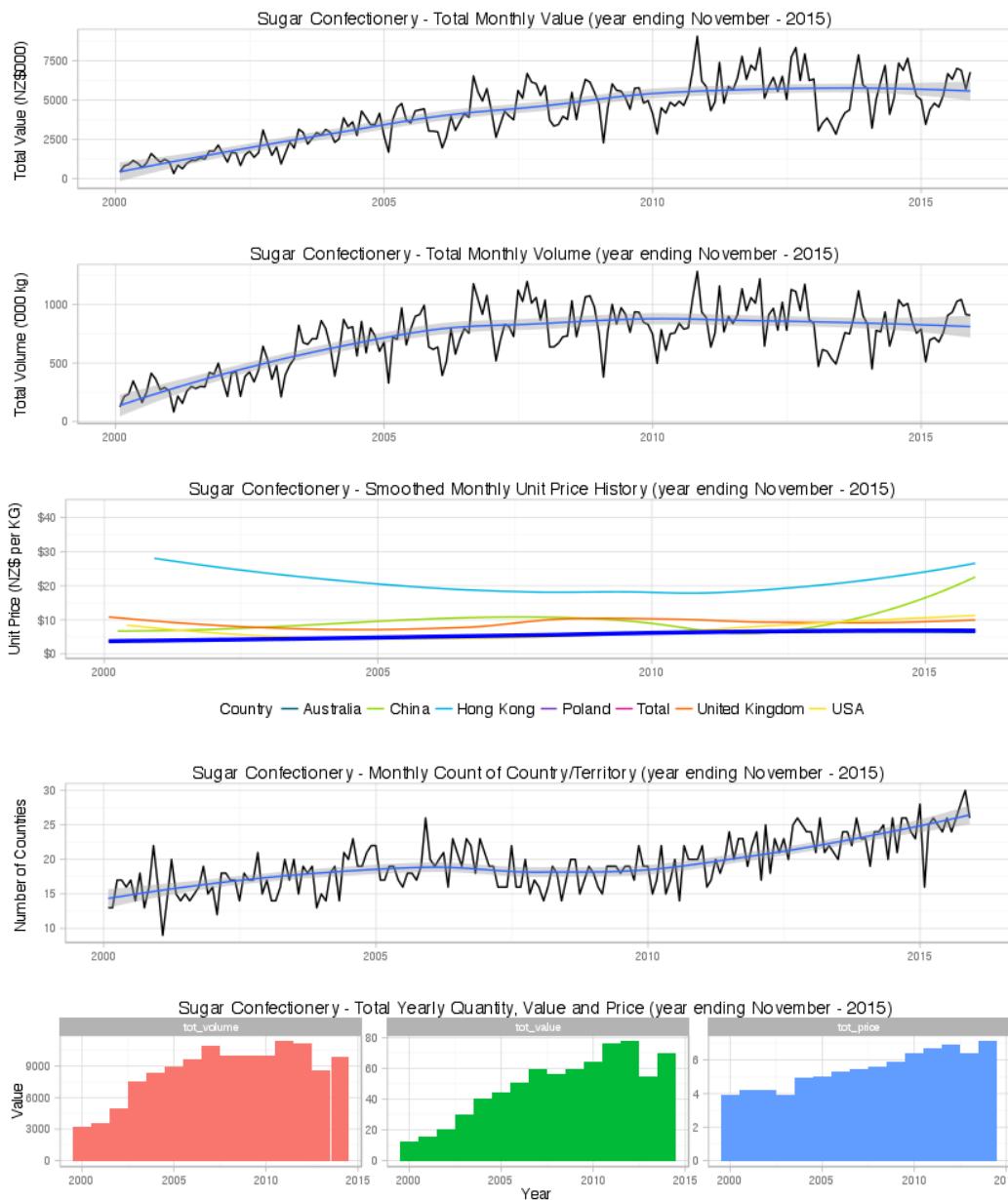
Key Export Statistics¹- Sugar Confectionery²

Published on April 07, 2016.

Monthly data from January 2000 to November 2015.

| Country | Yearly Qty | Yearly Value | Yearly Price | 3Year CAGR(Qty) | 3Year CAGR(Value) | 3Year CAGR(Price) | Price Elasticity |
|----------------|------------|--------------|--------------|-----------------|-------------------|-------------------|------------------|
| Australia | 8,887 | 56.7 | \$6.4 | -4.9% | -7.2% | -2.4% | 2.0 |
| USA | 335 | 2.6 | \$7.8 | 21.2% | 26.8% | 4.6% | 4.6 |
| United Kingdom | 198 | 1.6 | \$8.1 | -4.8% | 4.2% | 9.4% | -0.5 |
| Hong Kong | 53 | 1.3 | \$24.9 | -8.1% | 4.8% | 14% | -0.6 |
| Poland | 5 | 0.8 | \$166.0 | -17.4% | 144.9% | 196.6% | -0.1 |
| China | 16 | 0.6 | \$41.8 | -63.7% | -35.2% | 78.2% | -0.8 |
| Other | 386 | 3.2 | \$8.2 | -67.4% | -65.6% | 5.6% | -11.9 |
| Total | 9,878 | 66.9 | \$6.8 | -1.5% | -2% | -0.5% | 3.2 |

Top 6 Sugar Confectionery 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 Sugar Confectionery starting with: 170490.



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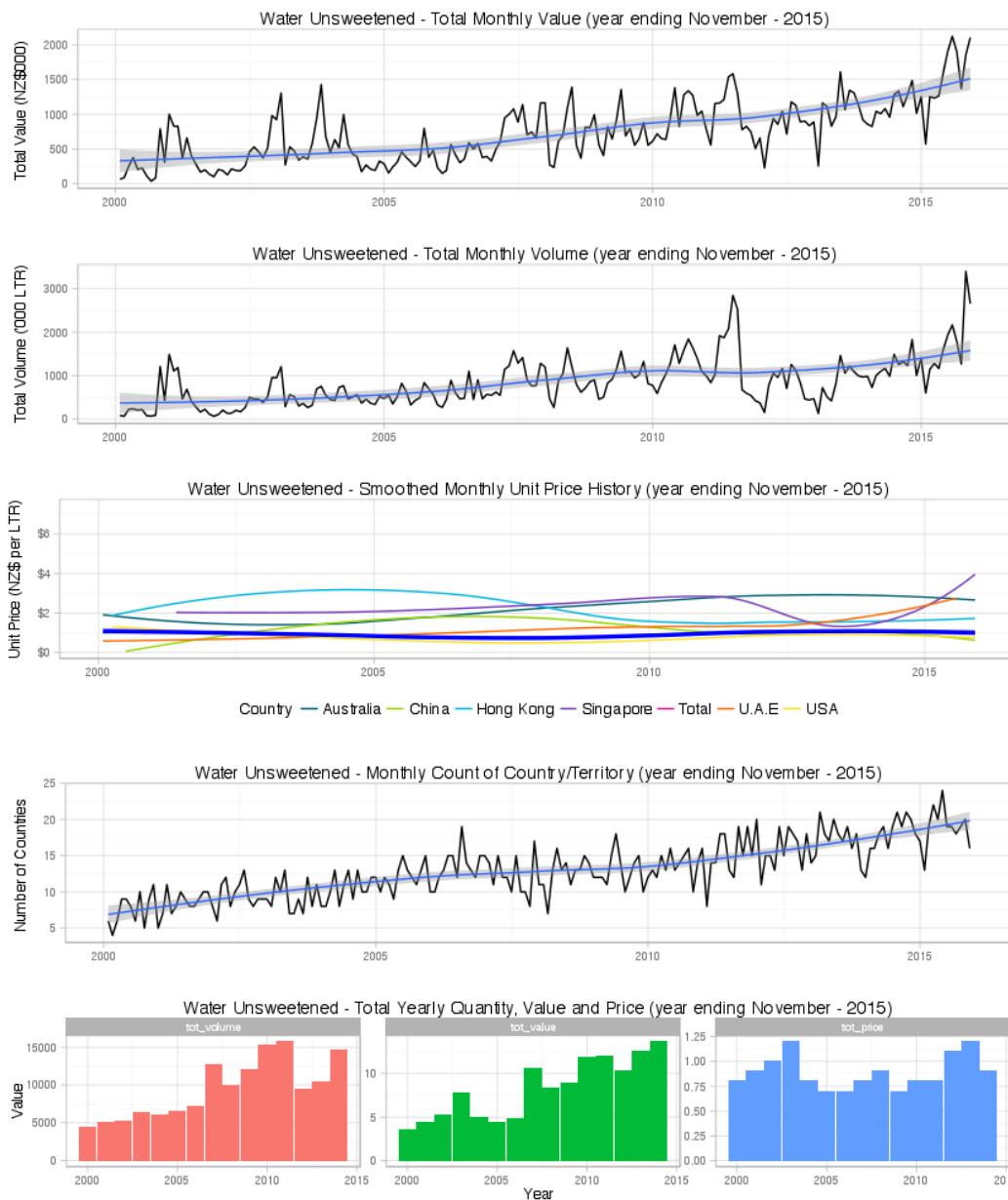
Key Export Statistics¹- Water Unsweetened²

Published on April 07, 2016.

Monthly data from January 2000 to November 2015.

| Country | Yearly Qty | Yearly Value | Yearly Price | 3Year CAGR(Qty) | 3Year CAGR(Value) | 3Year CAGR(Price) | Price Elasticity |
|-----------|------------|--------------|--------------|-----------------|-------------------|-------------------|------------------|
| USA | 9,330 | 7.2 | \$0.8 | 17% | 16.8% | -0.2% | -95.0 |
| China | 7,361 | 4.4 | \$0.6 | 99.5% | 70.6% | -14.5% | -6.9 |
| Australia | 1,170 | 2.9 | \$2.5 | 12.4% | 6% | -5.7% | -2.2 |
| Hong Kong | 861 | 1.1 | \$1.3 | 74.8% | 64.7% | -5.8% | -12.9 |
| U.A.E | 336 | 0.9 | \$2.7 | -3% | 27.1% | 31% | -0.1 |
| Singapore | 174 | 0.4 | \$2.4 | 24.8% | 30.1% | 4.2% | 5.9 |
| Other | 1,198 | 1.5 | \$1.2 | -1.2% | -2.3% | -1.1% | 1.2 |
| Total | 20,430 | 18.4 | \$0.9 | 29.4% | 21.4% | -6.2% | -4.8 |

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



¹Source: Statistics New Zealand - Overseas Merchandise Trade

²Harmonised System Codes for Water Unsweetened starting with: 220110, 220190.