

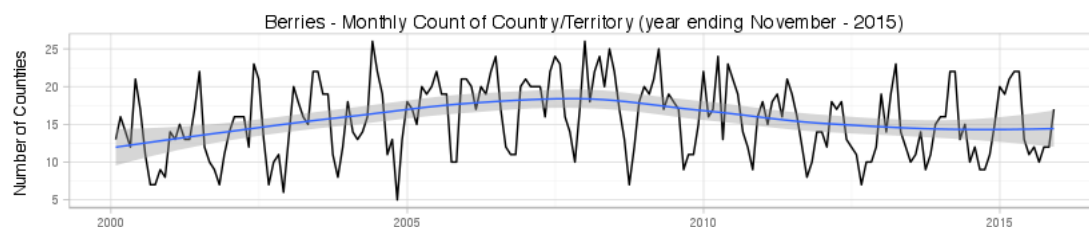
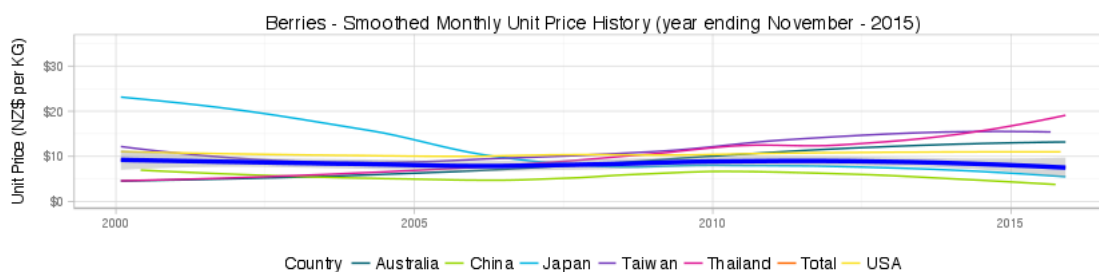
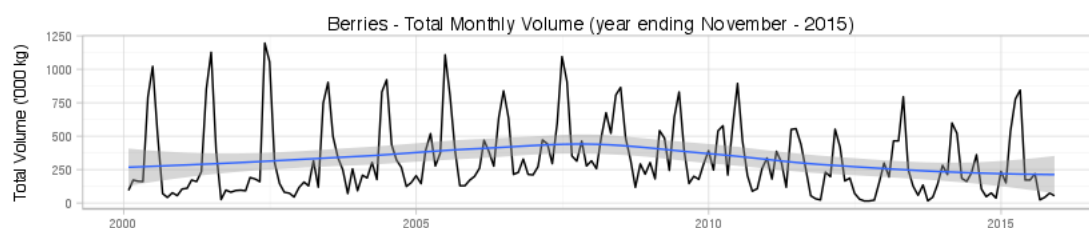
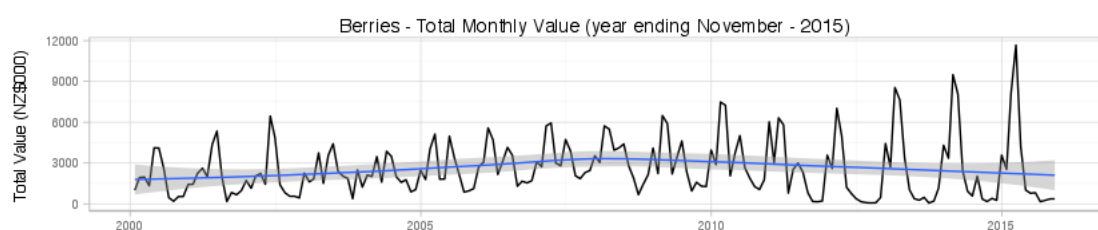


Key Export Statistics¹- Berries²

April 6, 2016

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.