



Export Intelligence Reports

December - 2015



**MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT**
HĪKINA WHAKATUTUKI

Ministry of Business, Innovation and Employment (MBIE)

Hīkina Whakatutuki – Lifting to make successful

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December - 2015

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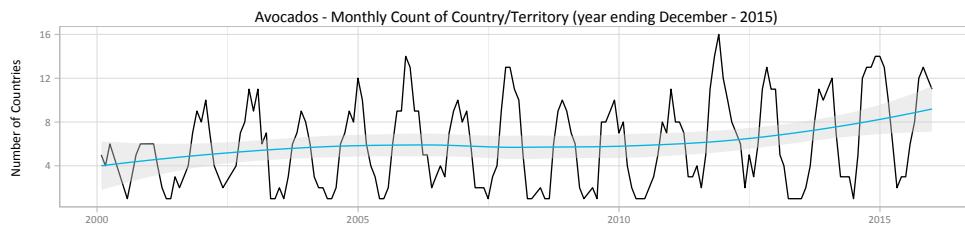
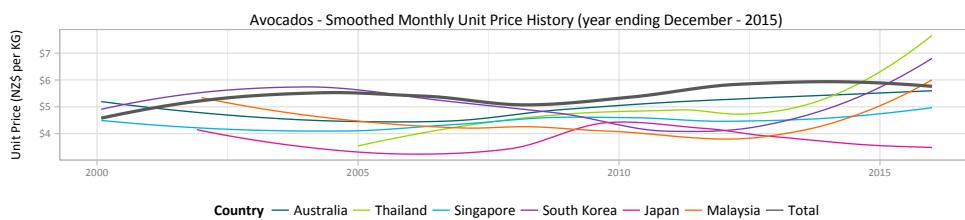
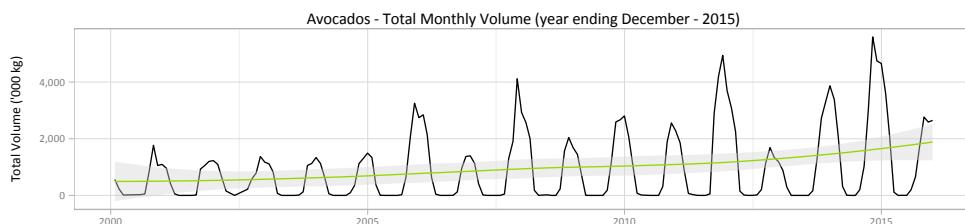
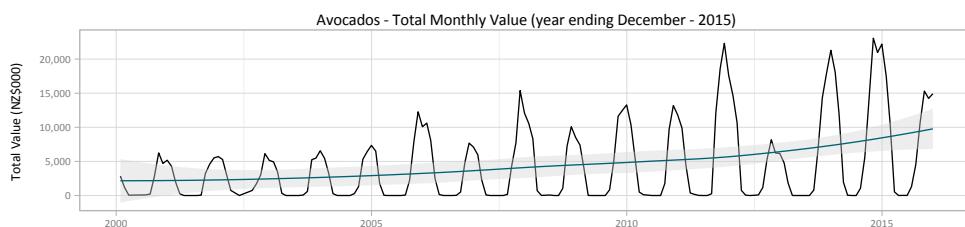
Key Export Statistics¹- Avocados²

Published on May 02, 2016.

Monthly data from January 2000 to December 2015.

Country	Yearly Qty	Yearly Value	Yearly Price	3Year CAGR(Qty)	3Year CAGR(Value)	3Year CAGR(Price)	Price Elasticity
Australia	14,325	\$ 77.34	\$ 5.40	14.93%	17.89%	2.58%	5.79
Thailand	539	\$ 3.88	\$ 7.19	220.67%	286.19%	20.43%	10.80
Singapore	588	\$ 3.07	\$ 5.22	4.40%	13.64%	8.85%	0.50
South Korea	343	\$ 2.27	\$ 6.62	19.21%	41.87%	19.01%	1.01
Japan	399	\$ 1.52	\$ 3.80	-19.89%	-15.85%	5.04%	-3.94
Malaysia	105	\$ 0.59	\$ 5.59	17.99%	34.80%	14.25%	1.26
Other	133	\$ 0.92	\$ 6.96	27.92%	45.73%	13.92%	2.01
Total	16,432	\$ 89.59	\$ 5.45	14.05%	18.94%	4.29%	3.28

Top 6 Avocados Markets for year ending December - 2015: Quantity ('000 kg), Value (NZ\$Mill) and Price.



¹Source: Statistics New Zealand - Overseas Merchandise Trade.

²Harmonised System Codes for Avocados starting with: 080440.



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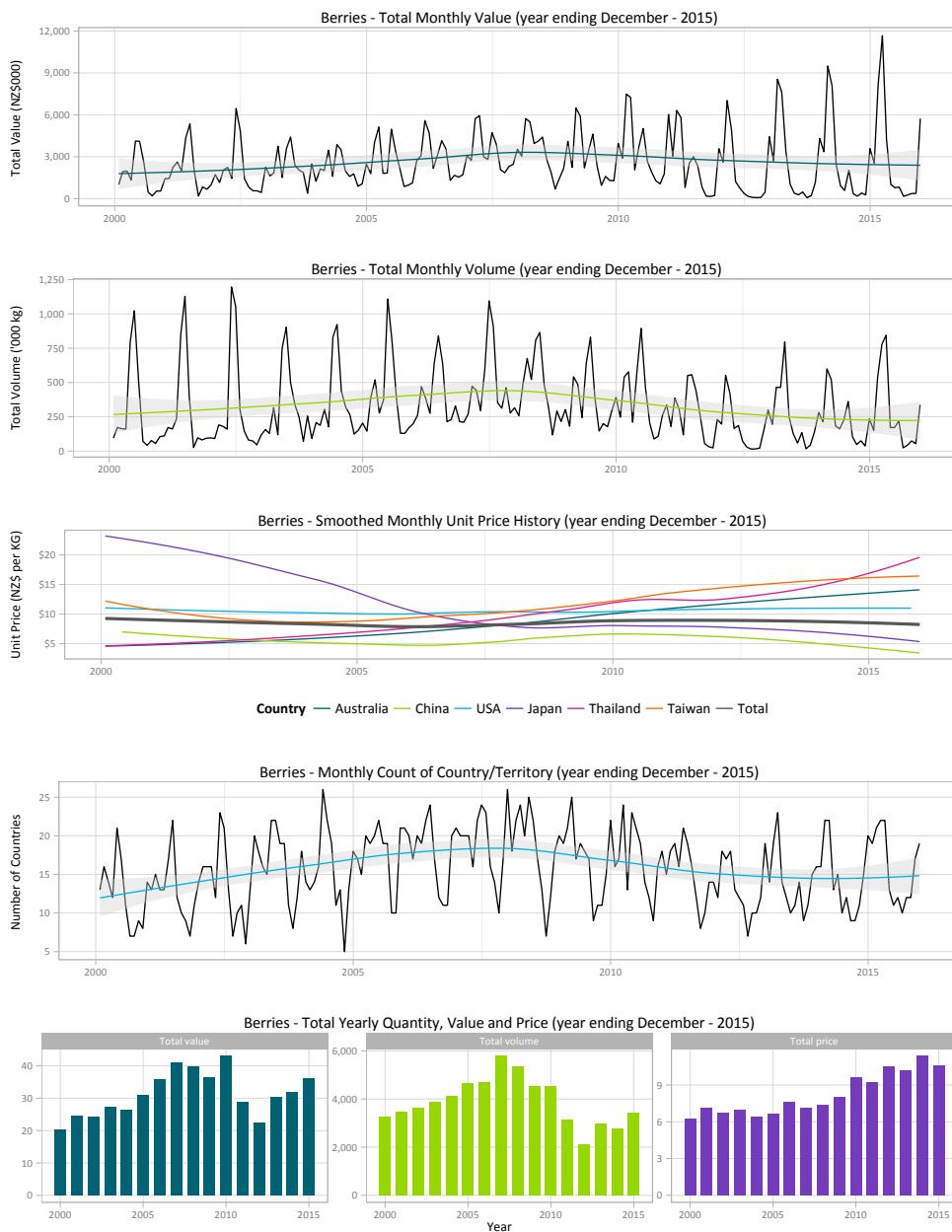
Key Export Statistics¹- Berries²

Published on May 02, 2016.

Monthly data from January 2000 to December 2015.

Country	Yearly Qty	Yearly Value	Yearly Price	3Year CAGR(Qty)	3Year CAGR(Value)	3Year CAGR(Price)	Price Elasticity
Australia	1,176	\$ 23.61	\$ 20.07	4.79%	10.82%	5.75%	0.83
China	1,337	\$ 4.57	\$ 3.42	26.28%	44.62%	14.53%	1.81
USA	236	\$ 2.40	\$ 10.18	21.37%	21.57%	0.16%	132.72
Japan	390	\$ 1.53	\$ 3.92	24.34%	24.78%	0.35%	69.04
Thailand	45	\$ 0.74	\$ 16.38	9.64%	45.58%	32.79%	0.29
Taiwan	43	\$ 0.69	\$ 16.24	32.02%	61.33%	22.20%	1.44
Other	176	\$ 2.54	\$ 14.44	50.90%	41.79%	-6.04%	-8.43
Total	3,403	\$ 36.08	\$ 10.60	17.00%	17.44%	0.38%	44.87

Top 6 Berries Markets for year ending December - 2015: Quantity ('000 kg), Value (NZ\$Mill) and Price.



¹Source: Statistics New Zealand - Overseas Merchandise Trade.

²Harmonised System Codes for Berries starting with: 081040, 081090, 081120.



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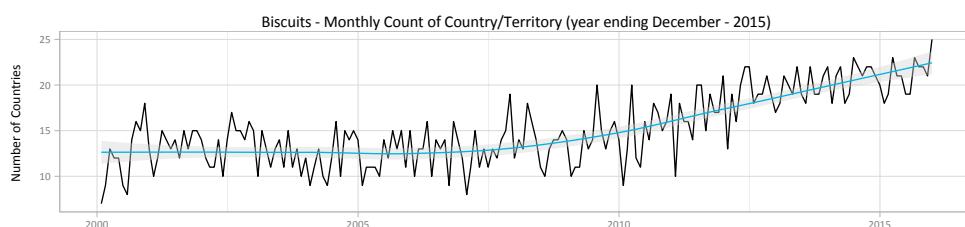
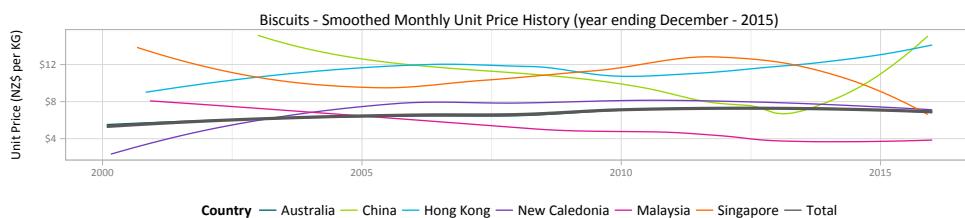
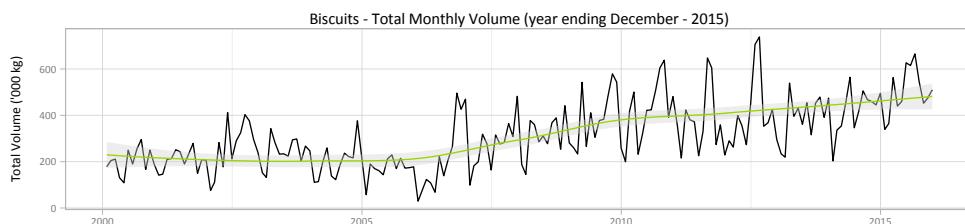
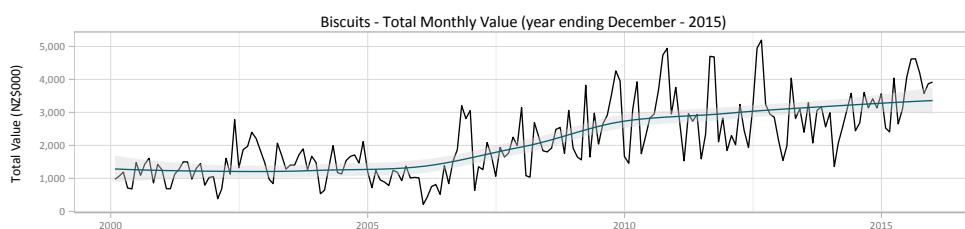
Key Export Statistics¹- Biscuits²

Published on May 02, 2016.

Monthly data from January 2000 to December 2015.

Country	Yearly Qty	Yearly Value	Yearly Price	3Year CAGR(Qty)	3Year CAGR(Value)	3Year CAGR(Price)	Price Elasticity
Australia	5,063	\$ 35.79	\$ 7.07	5.84%	3.30%	-2.40%	-2.43
China	171	\$ 2.52	\$ 14.76	30.01%	68.63%	29.70%	1.01
Hong Kong	56	\$ 0.92	\$ 16.46	52.95%	71.02%	11.81%	4.48
New Caledonia	101	\$ 0.77	\$ 7.57	12.06%	13.36%	1.16%	10.41
Malaysia	204	\$ 0.75	\$ 3.70	3.82%	3.74%	-0.08%	-50.71
Singapore	106	\$ 0.55	\$ 5.13	114.24%	78.88%	-16.51%	-6.92
Other	354	\$ 2.30	\$ 6.49	7.47%	6.27%	-1.12%	-6.69
Total	6,055	\$ 43.60	\$ 7.20	7.21%	6.21%	-0.93%	-7.72

Top 6 Biscuits Markets for year ending December - 2015: Quantity ('000 kg), Value (NZ\$Mill) and Price.



¹Source: Statistics New Zealand - Overseas Merchandise Trade.

²Harmonised System Codes for Biscuits starting with: 190530, 190531, 190590.



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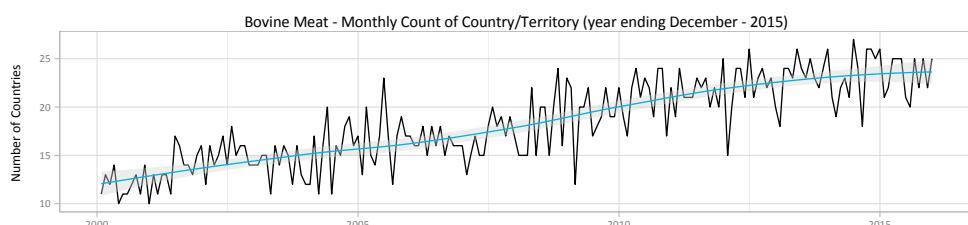
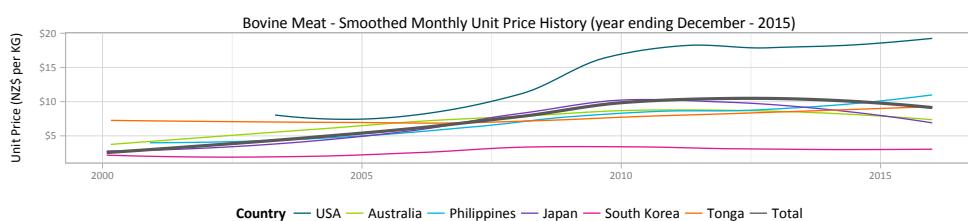
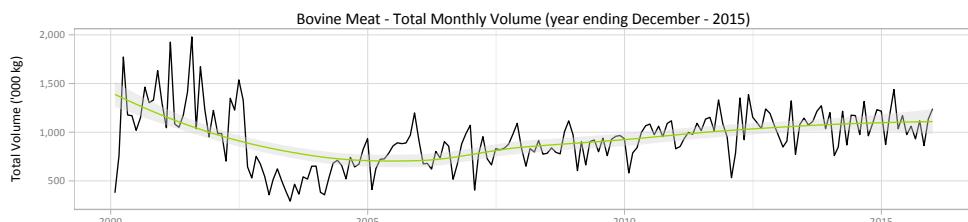
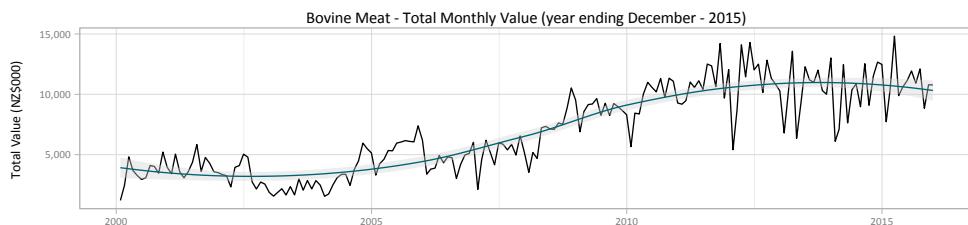
Key Export Statistics¹- Bovine Meat²

Published on May 02, 2016.

Monthly data from January 2000 to December 2015.

Country	Yearly Qty	Yearly Value	Yearly Price	3Year CAGR(Qty)	3Year CAGR(Value)	3Year CAGR(Price)	Price Elasticity
USA	2,526	\$ 49.35	\$ 19.54	-10.06%	-6.42%	4.05%	-2.49
Australia	4,139	\$ 32.29	\$ 7.80	5.03%	2.11%	-2.78%	-1.81
Philippines	687	\$ 7.81	\$ 11.37	5.88%	15.95%	9.52%	0.62
Japan	908	\$ 7.54	\$ 8.30	-6.17%	-11.08%	-5.24%	1.18
South Korea	1,873	\$ 6.00	\$ 3.20	11.06%	14.95%	3.50%	3.16
Tonga	342	\$ 3.16	\$ 9.23	-3.09%	-0.94%	2.23%	-1.39
Other	2,538	\$ 23.84	\$ 9.39	3.80%	5.21%	1.36%	2.80
Total	13,013	\$ 129.98	\$ 9.99	0.72%	-1.00%	-1.71%	-0.42

Top 6 Bovine Meat Markets for year ending December - 2015: Quantity ('000 kg), Value (NZ\$Mill) and Price.



¹Source: Statistics New Zealand - Overseas Merchandise Trade.

²Harmonised System Codes for Bovine Meat starting with: 160250.



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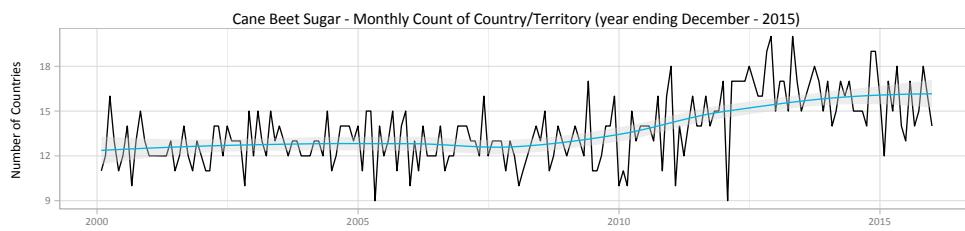
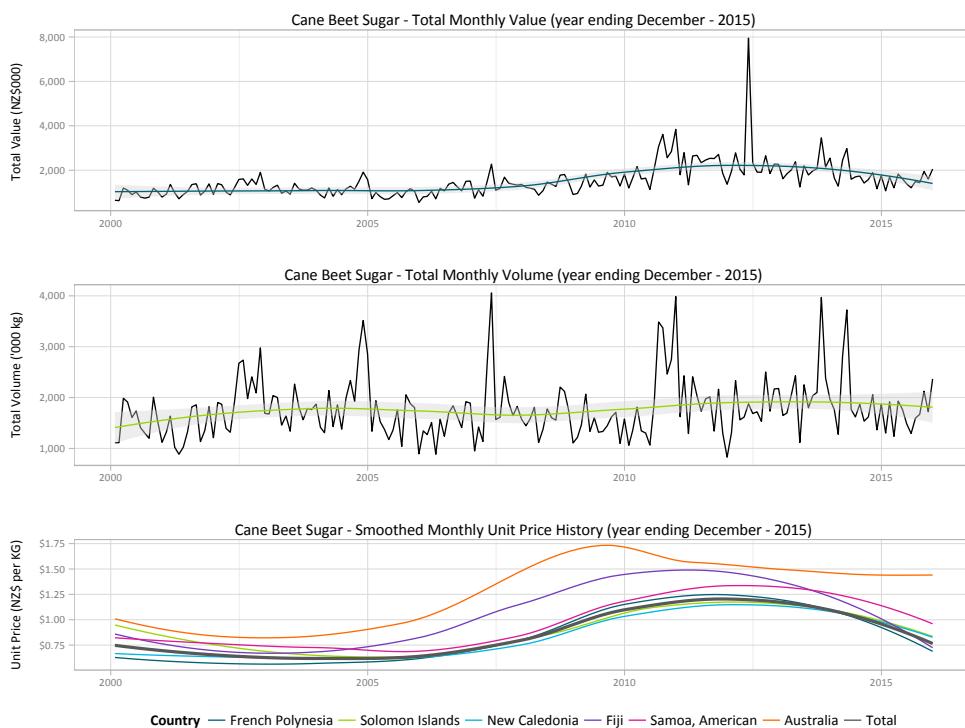
Key Export Statistics¹- Cane Beet Sugar²

Published on May 02, 2016.

Monthly data from January 2000 to December 2015.

Country	Yearly Qty	Yearly Value	Yearly Price	3Year CAGR(Qty)	3Year CAGR(Value)	3Year CAGR(Price)	Price Elasticity
French Polynesia	6,053	\$ 5.21	\$ 0.86	1.20%	-24.16%	-25.06%	-0.05
Solomon Islands	4,823	\$ 4.46	\$ 0.93	11.47%	-1.84%	-11.94%	-0.96
New Caledonia	3,197	\$ 3.04	\$ 0.95	-18.78%	-25.98%	-8.87%	2.12
Fiji	2,489	\$ 2.08	\$ 0.83	70.90%	46.97%	-14.00%	-5.06
Samoa, American	982	\$ 1.04	\$ 1.06	-6.08%	-13.31%	-7.70%	0.79
Australia	627	\$ 0.57	\$ 0.91	36.84%	28.52%	-6.08%	-6.06
Other	2,225	\$ 2.14	\$ 0.96	-23.61%	-24.96%	-1.76%	13.38
Total	20,397	\$ 18.53	\$ 0.91	-2.80%	-16.41%	-14.00%	0.20

Top 6 Cane Beet Sugar Markets for year ending December - 2015: Quantity ('000 kg), Value (NZ\$Mill) and Price.



¹Source: Statistics New Zealand - Overseas Merchandise Trade.

²Harmonised System Codes for Cane Beet Sugar starting with: 170199.



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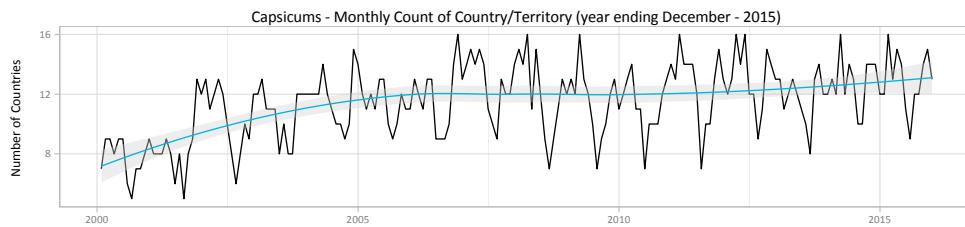
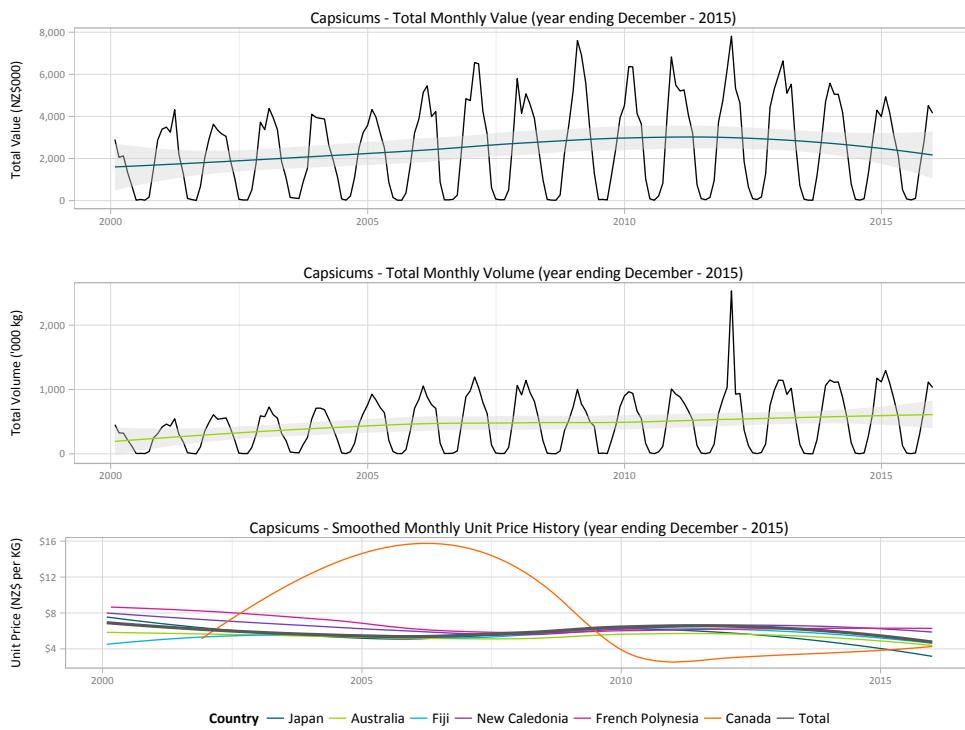
Key Export Statistics¹- Capsicums²

Published on May 02, 2016.

Monthly data from January 2000 to December 2015.

Country	Yearly Qty	Yearly Value	Yearly Price	3Year CAGR(Qty)	3Year CAGR(Value)	3Year CAGR(Price)	Price Elasticity
Japan	5,180	\$ 19.50	\$ 3.76	-5.66%	-10.53%	-5.17%	1.10
Australia	1,719	\$ 7.48	\$ 4.35	1.15%	-7.47%	-8.52%	-0.13
Fiji	73	\$ 0.33	\$ 4.58	11.32%	6.83%	-4.04%	-2.80
New Caledonia	47	\$ 0.25	\$ 5.24	8.29%	2.87%	-5.01%	-1.66
French Polynesia	38	\$ 0.21	\$ 5.57	9.95%	6.70%	-2.96%	-3.36
Canada	40	\$ 0.18	\$ 4.36	NA	NA	NA	NA
Other	28	\$ 0.19	\$ 6.64	10.35%	-0.66%	-9.98%	-1.04
Total	7,126	\$ 28.14	\$ 3.95	-3.66%	-9.16%	-5.71%	0.64

Top 6 Capsicums Markets for year ending December - 2015: Quantity ('000 kg), Value (NZ\$Mill) and Price.



¹Source: Statistics New Zealand - Overseas Merchandise Trade.

²Harmonised System Codes for Capsicums starting with: 070960.



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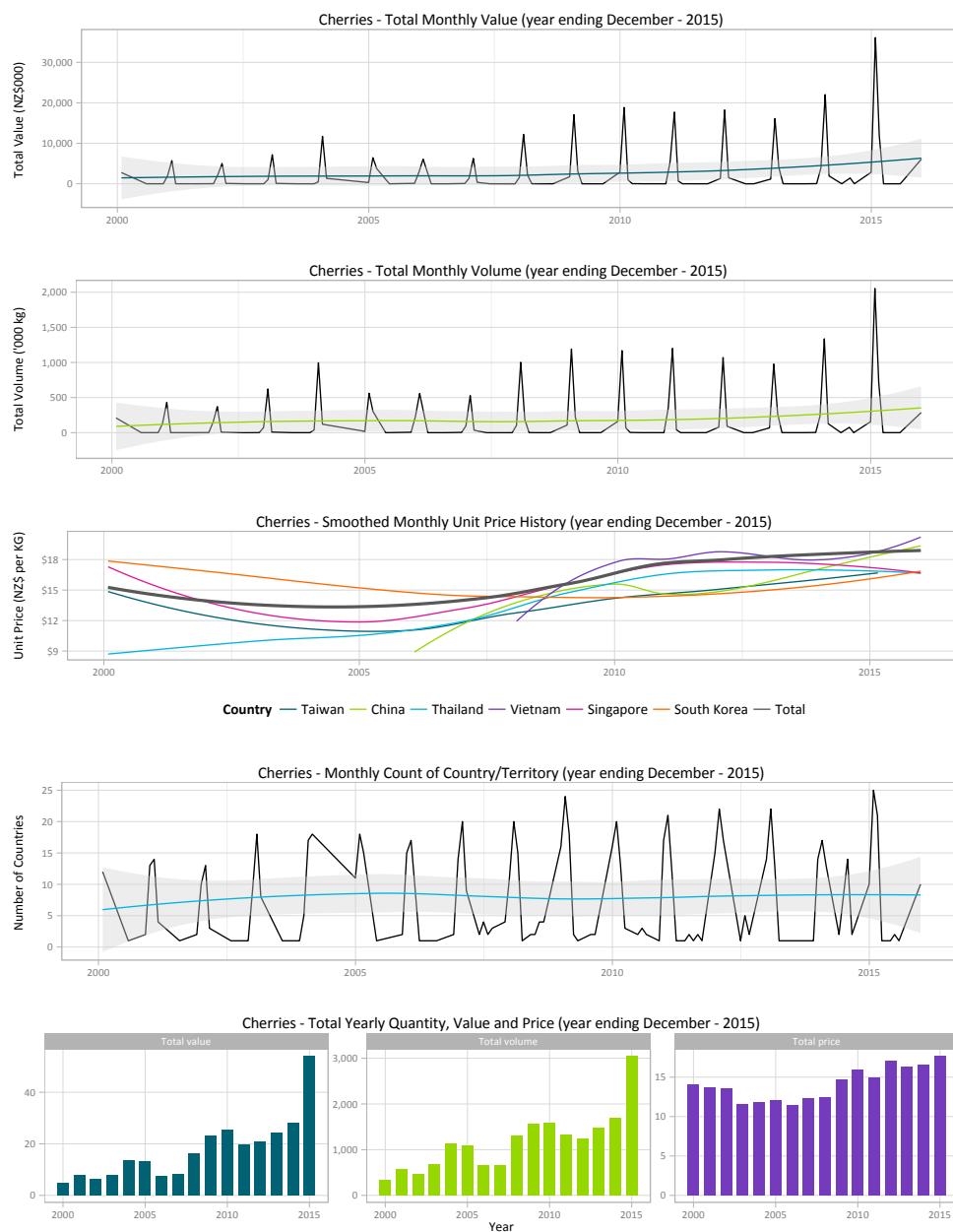
Key Export Statistics¹- Cherries²

Published on May 02, 2016.

Monthly data from January 2000 to December 2015.

Country	Yearly Qty	Yearly Value	Yearly Price	3Year CAGR(Qty)	3Year CAGR(Value)	3Year CAGR(Price)	Price Elasticity
Taiwan	1,149	\$ 20.81	\$ 18.11	23.60%	29.66%	4.90%	4.82
China	620	\$ 11.94	\$ 19.25	365.91%	256.01%	-23.59%	-15.51
Thailand	386	\$ 6.28	\$ 16.25	25.61%	20.82%	-3.81%	-6.72
Vietnam	271	\$ 4.63	\$ 17.10	152.00%	126.13%	-10.27%	-14.81
Singapore	164	\$ 2.66	\$ 16.26	32.88%	28.36%	-3.41%	-9.65
South Korea	168	\$ 2.58	\$ 15.34	17.50%	14.84%	-2.27%	-7.72
Other	294	\$ 5.22	\$ 17.79	8.53%	7.76%	-0.71%	-12.02
Total	3,052	\$ 54.12	\$ 17.73	35.39%	37.30%	1.41%	25.06

Top 6 Cherries Markets for year ending December - 2015: Quantity ('000 kg), Value (NZ\$Mill) and Price.



¹Source: Statistics New Zealand - Overseas Merchandise Trade.

²Harmonised System Codes for Cherries starting with: 080920, 080921, 080929.



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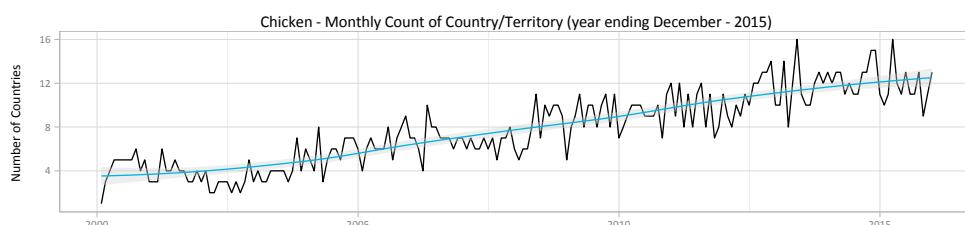
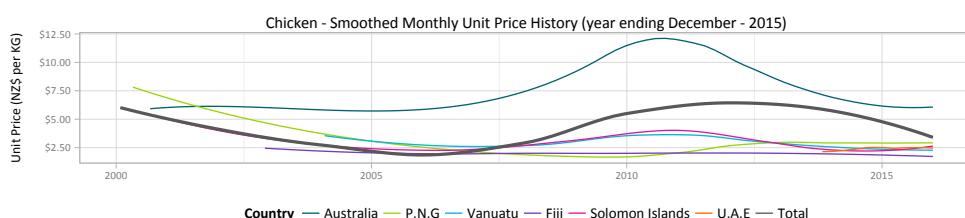
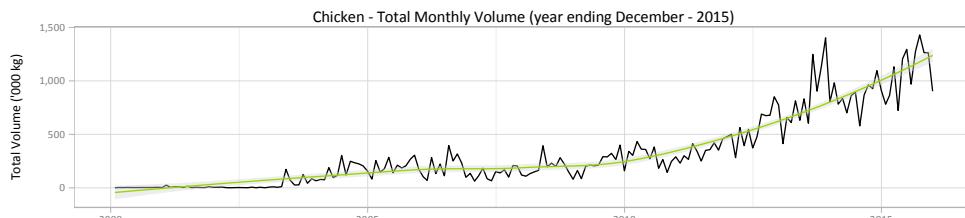
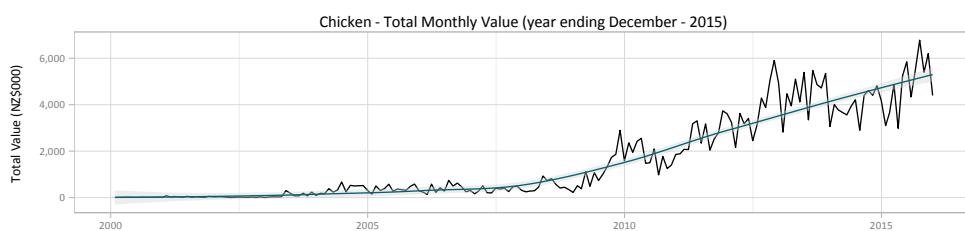
Key Export Statistics¹- Chicken²

Published on May 02, 2016.

Monthly data from January 2000 to December 2015.

Country	Yearly Qty	Yearly Value	Yearly Price	3Year CAGR(Qty)	3Year CAGR(Value)	3Year CAGR(Price)	Price Elasticity
Australia	6,861	\$ 41.72	\$ 6.08	16.51%	2.27%	-12.23%	-1.35
P.N.G	2,631	\$ 8.19	\$ 3.11	89.64%	95.64%	3.16%	28.32
Vanuatu	1,138	\$ 2.72	\$ 2.39	117.35%	103.47%	-6.38%	-18.39
Fiji	1,234	\$ 2.29	\$ 1.85	-2.76%	-8.02%	-5.40%	0.51
Solomon Islands	521	\$ 1.28	\$ 2.45	87.33%	90.43%	1.65%	52.92
U.A.E	263	\$ 0.65	\$ 2.47	NA	NA	NA	NA
Other	457	\$ 1.48	\$ 3.24	-6.20%	-4.21%	2.12%	-2.92
Total	13,106	\$ 58.32	\$ 4.45	24.39%	8.84%	-12.50%	-1.95

Top 6 Chicken Markets for year ending December - 2015: Quantity ('000 kg), Value (NZ\$Mill) and Price.



¹Source: Statistics New Zealand - Overseas Merchandise Trade.

²Harmonised System Codes for Chicken starting with: 020714.



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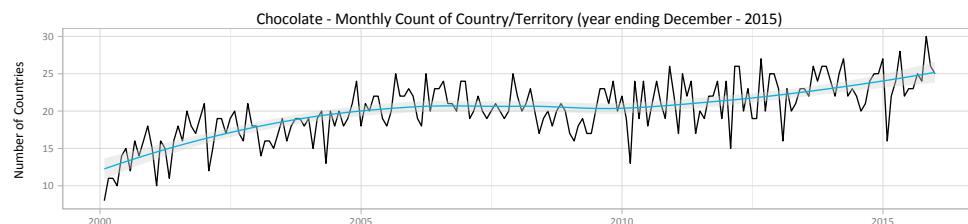
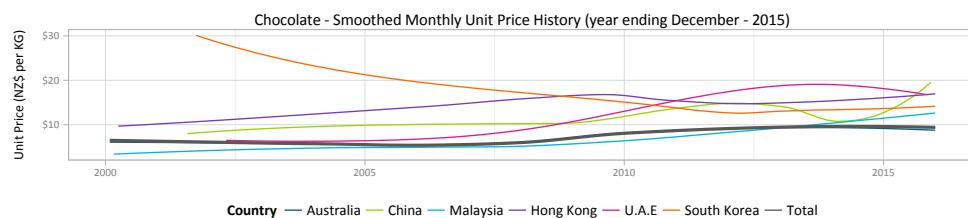
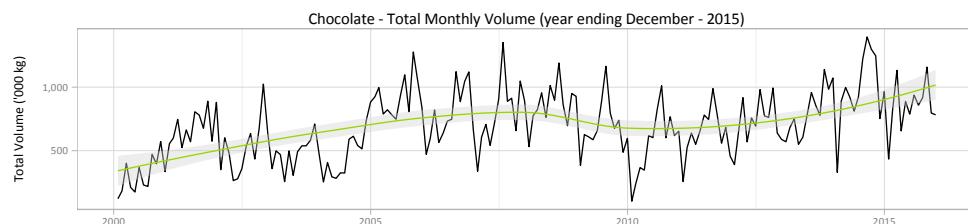
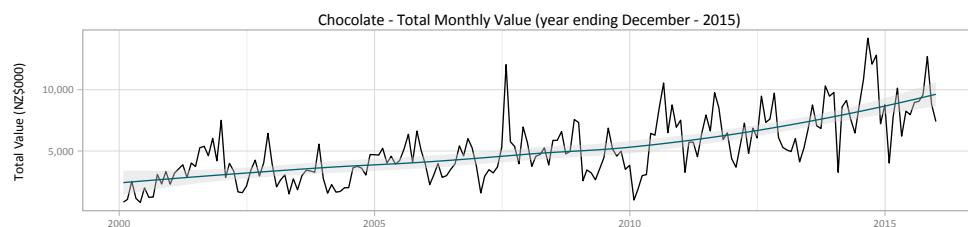
Key Export Statistics¹- Chocolate²

Published on May 02, 2016.

Monthly data from January 2000 to December 2015.

Country	Yearly Qty	Yearly Value	Yearly Price	3Year CAGR(Qty)	3Year CAGR(Value)	3Year CAGR(Price)	Price Elasticity
Australia	9,071	\$ 85.71	\$ 9.45	4.43%	6.30%	1.79%	2.48
China	223	\$ 3.51	\$ 15.73	103.44%	120.65%	8.46%	12.22
Malaysia	222	\$ 2.94	\$ 13.22	13.11%	22.58%	8.37%	1.57
Hong Kong	68	\$ 1.02	\$ 14.98	43.12%	49.89%	4.73%	9.13
U.A.E	46	\$ 0.94	\$ 20.40	314.43%	216.90%	-23.53%	-13.36
South Korea	57	\$ 0.80	\$ 14.07	6.63%	11.98%	5.02%	1.32
Other	481	\$ 5.98	\$ 12.44	-1.23%	3.12%	4.41%	-0.28
Total	10,168	\$ 100.90	\$ 9.92	5.28%	8.21%	2.78%	1.90

Top 6 Chocolate Markets for year ending December - 2015: Quantity ('000 kg), Value (NZ\$Mill) and Price.



¹Source: Statistics New Zealand - Overseas Merchandise Trade.

²Harmonised System Codes for Chocolate starting with: 180631, 180632, 180690.



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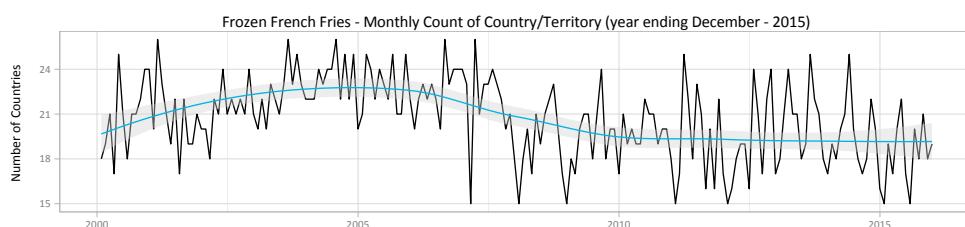
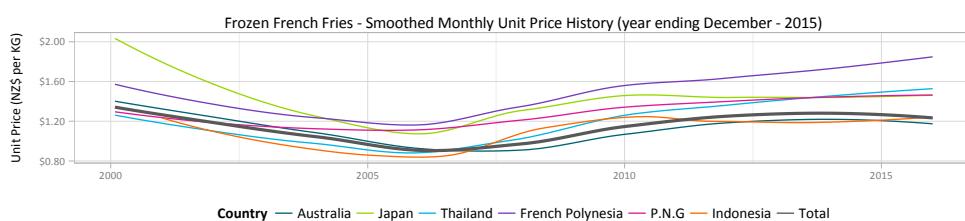
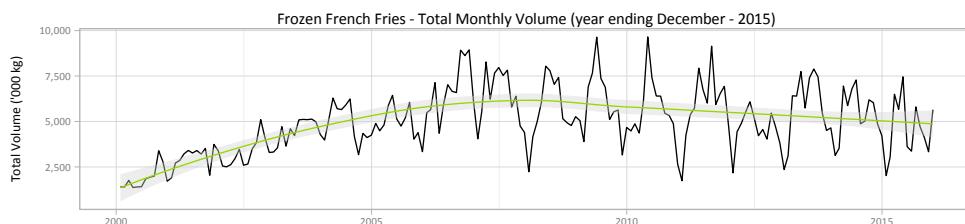
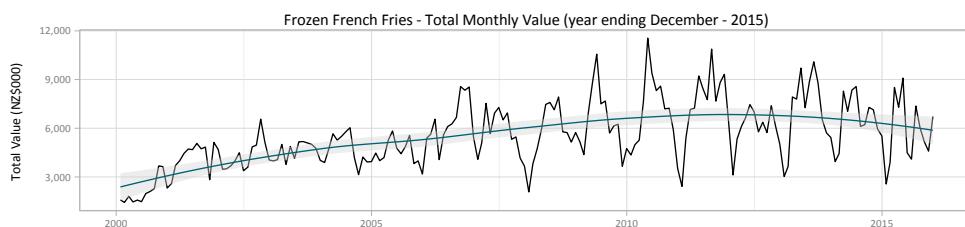
Key Export Statistics¹- Frozen French Fries²

Published on May 02, 2016.

Monthly data from January 2000 to December 2015.

Country	Yearly Qty	Yearly Value	Yearly Price	3Year CAGR(Qty)	3Year CAGR(Value)	3Year CAGR(Price)	Price Elasticity
Australia	44,003	\$ 52.25	\$ 1.19	4.20%	2.90%	-1.24%	-3.38
Japan	3,203	\$ 5.04	\$ 1.57	-4.33%	-0.37%	4.14%	-1.05
Thailand	2,071	\$ 3.39	\$ 1.64	-24.32%	-23.39%	1.23%	-19.85
French Polynesia	1,300	\$ 2.47	\$ 1.90	-10.38%	-7.30%	3.44%	-3.02
P.N.G	855	\$ 1.28	\$ 1.49	-26.18%	-26.02%	0.22%	-120.93
Indonesia	902	\$ 1.17	\$ 1.30	14.68%	22.61%	6.92%	2.12
Other	2,970	\$ 4.23	\$ 1.43	-3.22%	-2.86%	0.37%	-8.60
Total	55,302	\$ 69.83	\$ 1.26	0.10%	-1.06%	-1.16%	-0.09

Top 6 Frozen French Fries Markets for year ending December - 2015: Quantity ('000 kg), Value (NZ\$Mill) and Price.



¹Source: Statistics New Zealand - Overseas Merchandise Trade.

²Harmonised System Codes for Frozen French Fries starting with: 200410.



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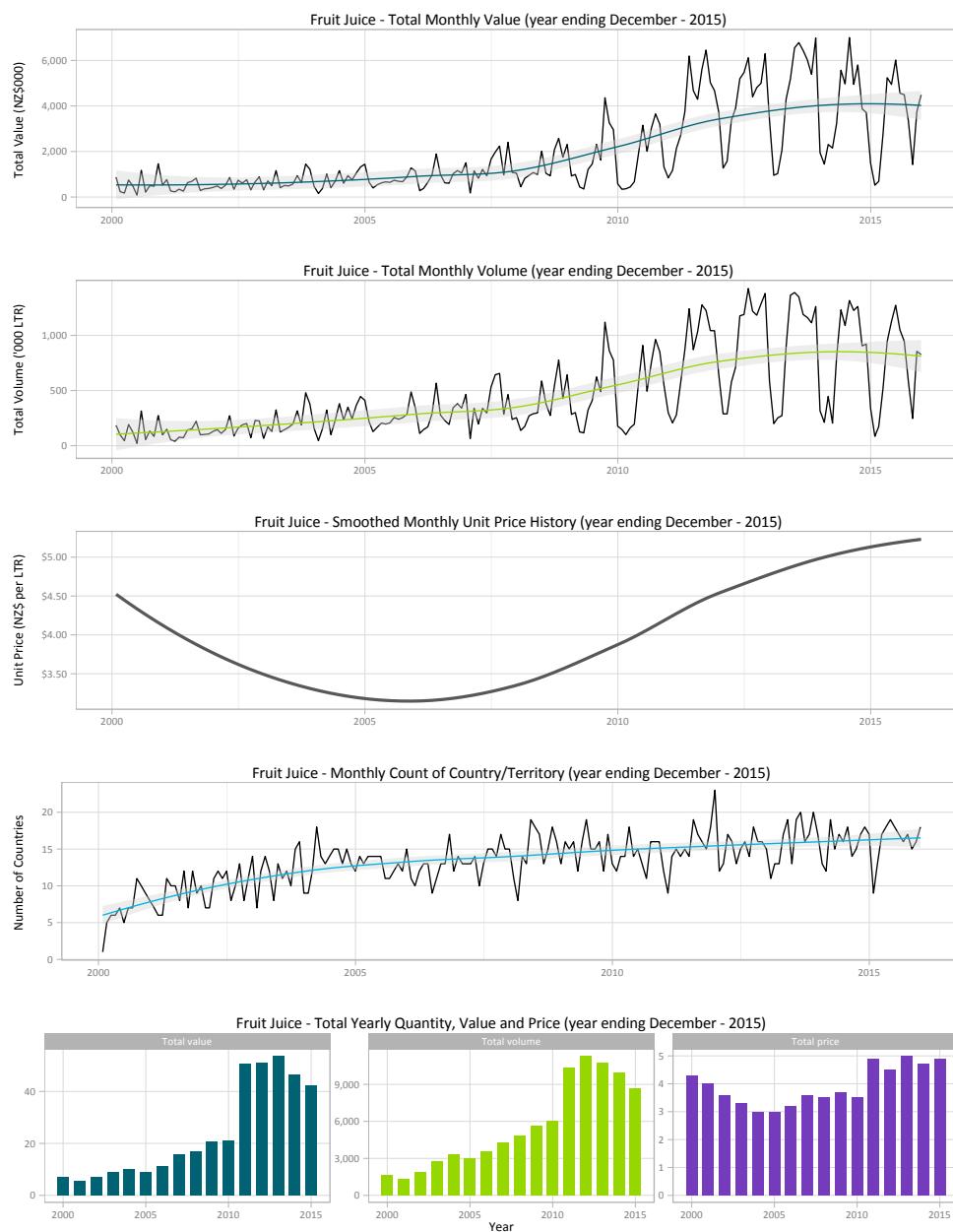
Key Export Statistics¹- Fruit Juice²

Published on May 02, 2016.

Monthly data from January 2000 to December 2015.

Country	Yearly Qty	Yearly Value	Yearly Price	3Year CAGR(Qty)	3Year CAGR(Value)	3Year CAGR(Price)	Price Elasticity
Japan	5,240	\$ 23.32	\$ 4.45	-14.24%	-8.73%	6.42%	-2.22
USA	1,623	\$ 6.12	\$ 3.77	11.52%	22.17%	9.55%	1.21
Malaysia	421	\$ 5.62	\$ 13.34	-20.57%	-16.49%	5.13%	-4.01
Australia	319	\$ 1.60	\$ 5.01	-7.50%	-22.57%	-16.29%	0.46
China	271	\$ 1.10	\$ 4.06	59.40%	57.18%	-1.40%	-42.58
Kuwait	26	\$ 1.03	\$ 40.17	5.10%	20.15%	14.32%	0.36
Other	733	\$ 3.46	\$ 4.73	13.45%	7.40%	-5.33%	-2.52
Total	8,632	\$ 42.25	\$ 4.89	-8.62%	-5.96%	2.91%	-2.96

Top 6 Fruit Juice Markets for year ending December - 2015: Quantity ('000 LTR), Value (NZ\$Mill) and Price.



¹Source: Statistics New Zealand - Overseas Merchandise Trade.

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



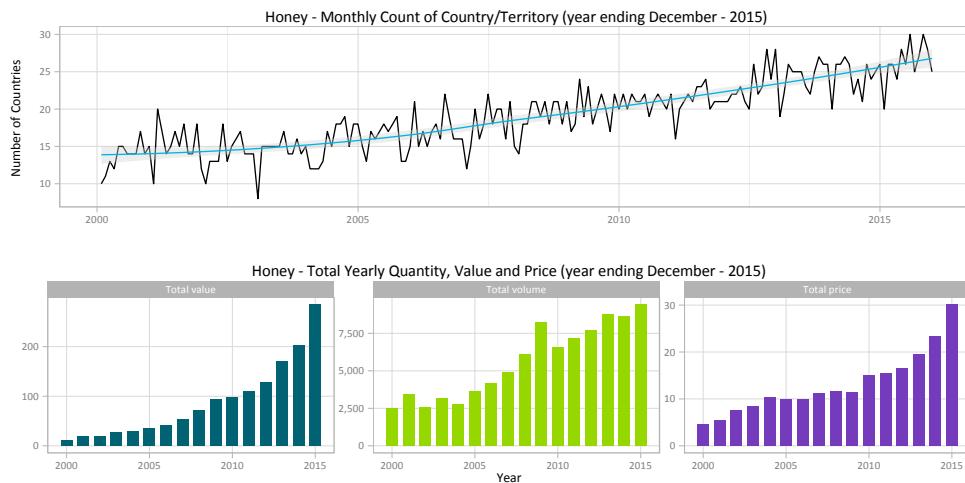
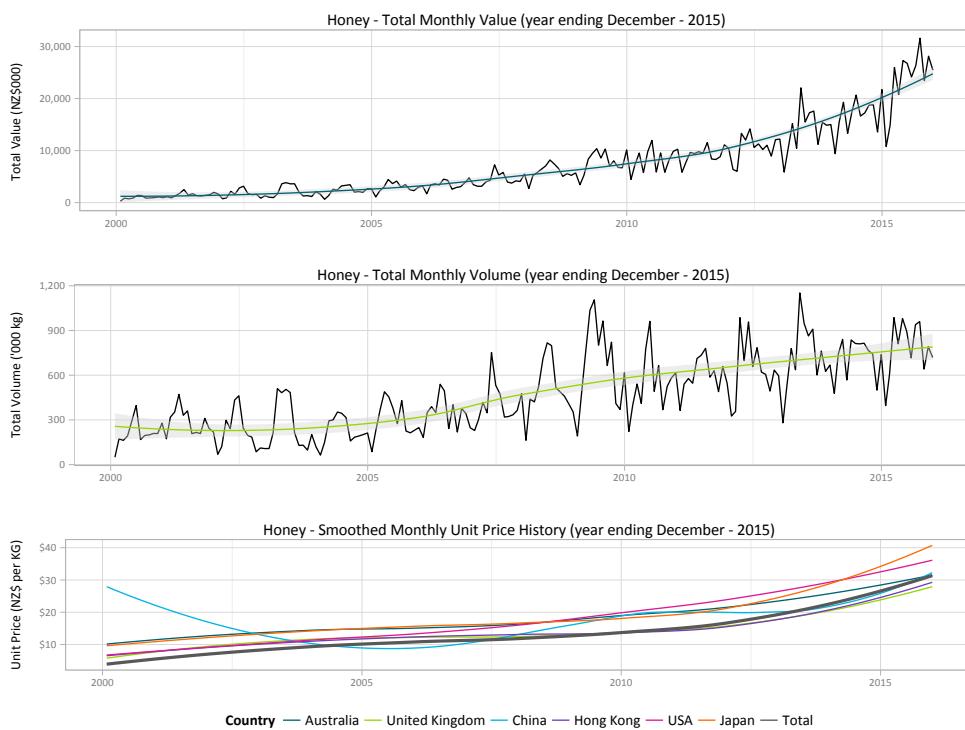
Key Export Statistics¹- Honey²

Published on May 02, 2016.

Monthly data from January 2000 to December 2015.

Country	Yearly Qty	Yearly Value	Yearly Price	3Year CAGR(Qty)	3Year CAGR(Value)	3Year CAGR(Price)	Price Elasticity
Australia	1,487	\$ 48.55	\$ 32.65	37.13%	52.52%	11.22%	3.31
United Kingdom	2,021	\$ 46.35	\$ 22.94	2.23%	19.23%	16.63%	0.13
China	1,493	\$ 45.30	\$ 30.33	42.10%	68.96%	18.90%	2.23
Hong Kong	1,181	\$ 34.84	\$ 29.50	-0.18%	26.84%	27.07%	-0.01
USA	738	\$ 26.54	\$ 35.95	25.88%	45.92%	15.92%	1.63
Japan	584	\$ 22.47	\$ 38.47	-3.05%	24.95%	28.88%	-0.11
Other	1,938	\$ 61.59	\$ 31.77	-8.52%	14.78%	25.46%	-0.33
Total	9,443	\$ 285.65	\$ 30.25	6.95%	30.58%	22.10%	0.31

Top 6 Honey Markets for year ending December - 2015: Quantity ('000 kg), Value (NZ\$Mill) and Price.



¹Source: Statistics New Zealand - Overseas Merchandise Trade.

²Harmonised System Codes for Honey starting with: 040900.



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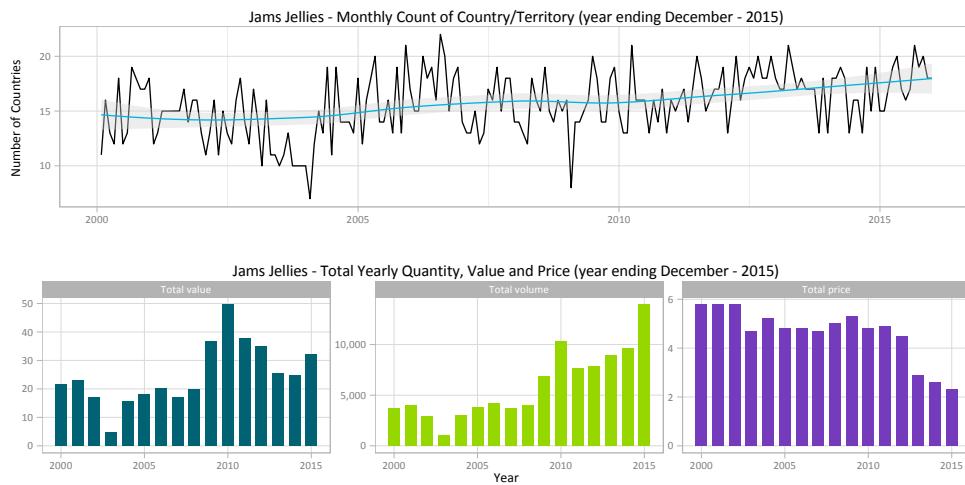
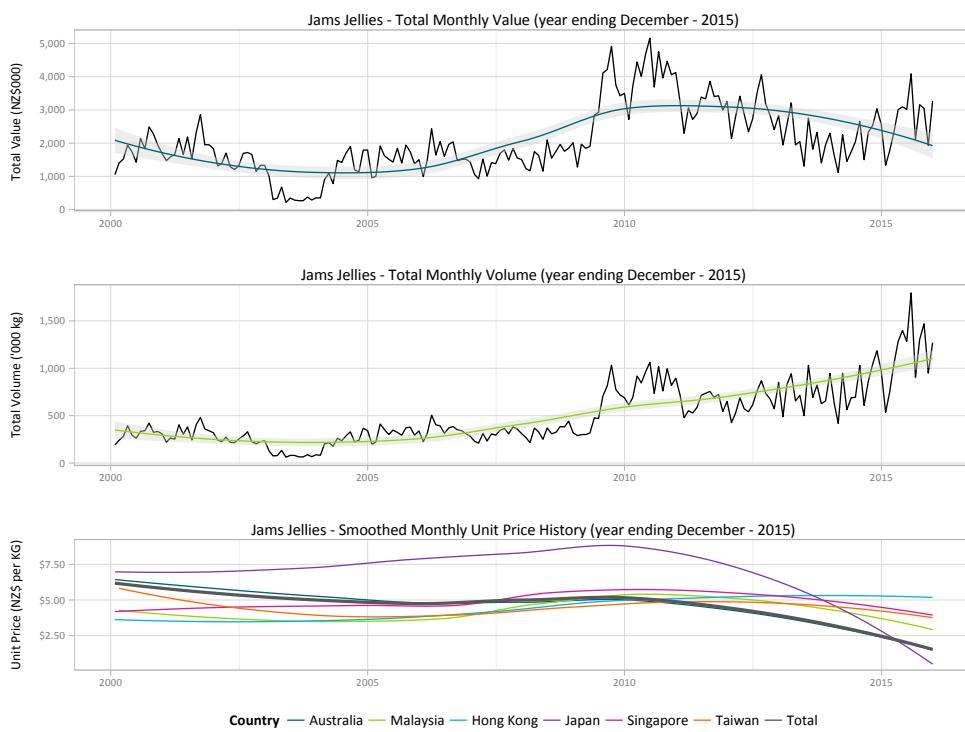
Key Export Statistics¹- Jams Jellies²

Published on May 02, 2016.

Monthly data from January 2000 to December 2015.

Country	Yearly Qty	Yearly Value	Yearly Price	3Year CAGR(Qty)	3Year CAGR(Value)	3Year CAGR(Price)	Price Elasticity
Australia	12,539	\$ 28.00	\$ 2.23	23.16%	-1.05%	-19.65%	-1.18
Malaysia	177	\$ 0.59	\$ 3.32	-7.95%	-17.80%	-10.69%	0.74
Hong Kong	108	\$ 0.54	\$ 4.97	11.59%	7.19%	-3.94%	-2.94
Japan	255	\$ 0.53	\$ 2.06	68.06%	22.30%	-27.23%	-2.50
Singapore	127	\$ 0.38	\$ 2.97	33.34%	10.72%	-16.96%	-1.97
Taiwan	105	\$ 0.37	\$ 3.49	-2.09%	-12.85%	-10.99%	0.19
Other	675	\$ 1.76	\$ 2.60	3.90%	-21.42%	-24.36%	-0.16
Total	13,987	\$ 32.16	\$ 2.30	21.29%	-2.91%	-19.95%	-1.07

Top 6 Jams Jellies Markets for year ending December - 2015: Quantity ('000 kg), Value (NZ\$Mill) and Price.



¹Source: Statistics New Zealand - Overseas Merchandise Trade.

²Harmonised System Codes for Jams Jellies starting with: 200791, 200799.



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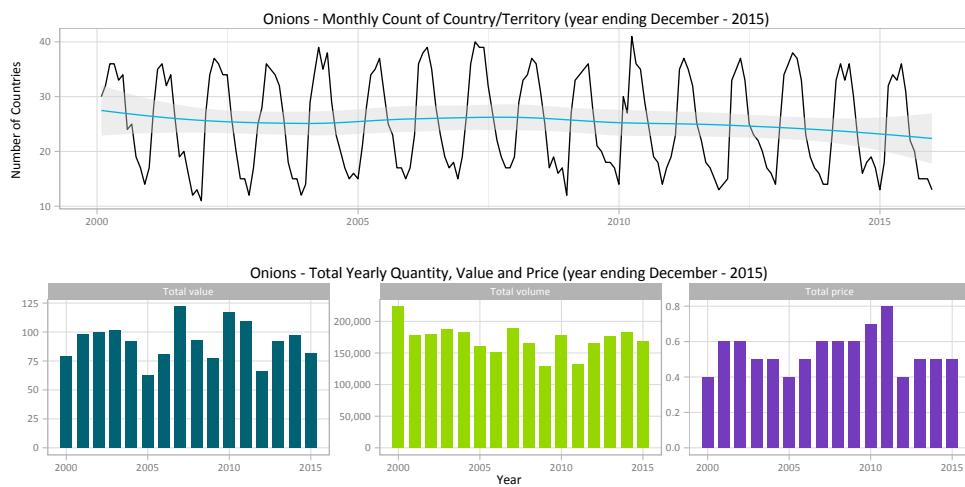
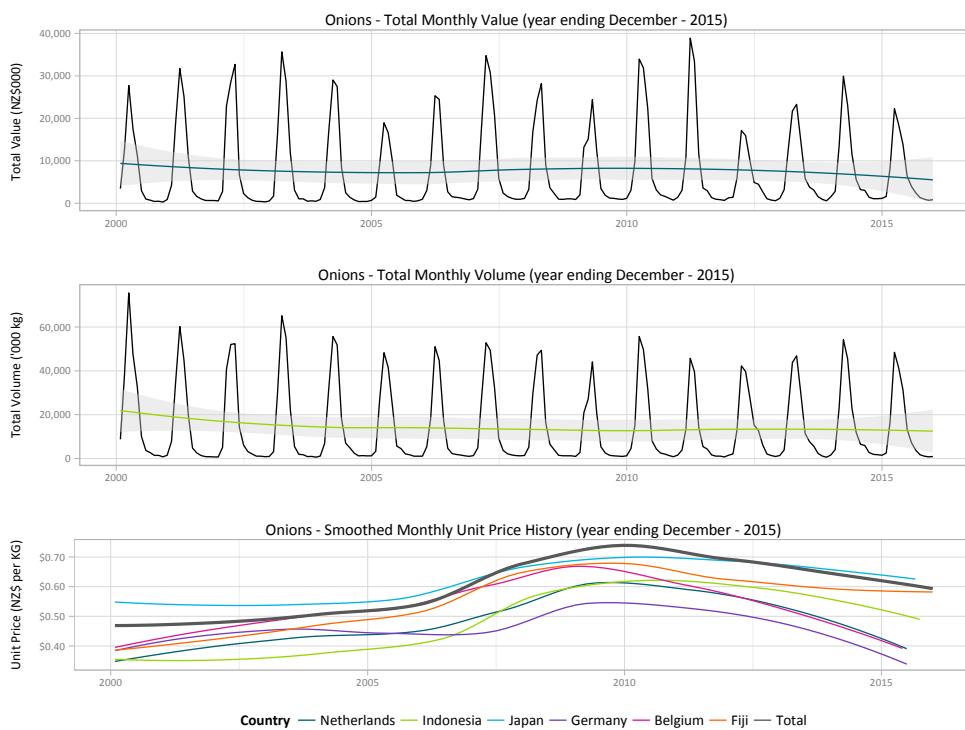
Key Export Statistics¹- Onions²

Published on May 02, 2016.

Monthly data from January 2000 to December 2015.

Country	Yearly Qty	Yearly Value	Yearly Price	3Year CAGR(Qty)	3Year CAGR(Value)	3Year CAGR(Price)	Price Elasticity
Netherlands	31,492	\$ 13.85	\$ 0.44	7.84%	9.73%	1.75%	4.49
Indonesia	21,307	\$ 10.24	\$ 0.48	10.00%	22.51%	11.37%	0.88
Japan	18,340	\$ 9.30	\$ 0.51	-9.91%	-6.68%	3.59%	-2.76
Germany	15,764	\$ 6.40	\$ 0.41	12.96%	24.25%	10.00%	1.30
Belgium	14,348	\$ 6.21	\$ 0.43	1.17%	6.07%	4.84%	0.24
Fiji	8,560	\$ 5.24	\$ 0.61	3.17%	17.01%	13.41%	0.24
Other	59,384	\$ 29.92	\$ 0.50	-3.45%	3.74%	7.45%	-0.46
Total	169,196	\$ 81.17	\$ 0.48	0.89%	7.08%	6.14%	0.14

Top 6 Onions Markets for year ending December - 2015: Quantity ('000 kg), Value (NZ\$Mill) and Price.



¹Source: Statistics New Zealand - Overseas Merchandise Trade.

²Harmonised System Codes for Onions starting with: 070310.



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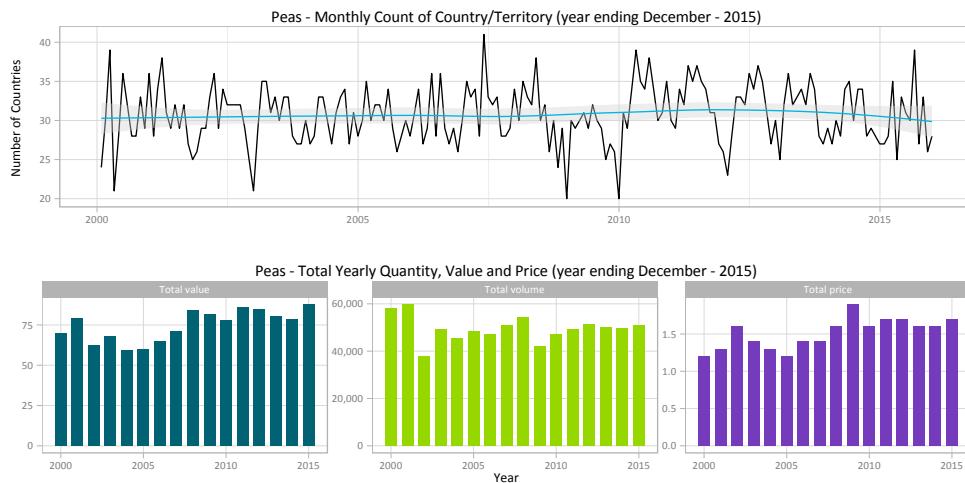
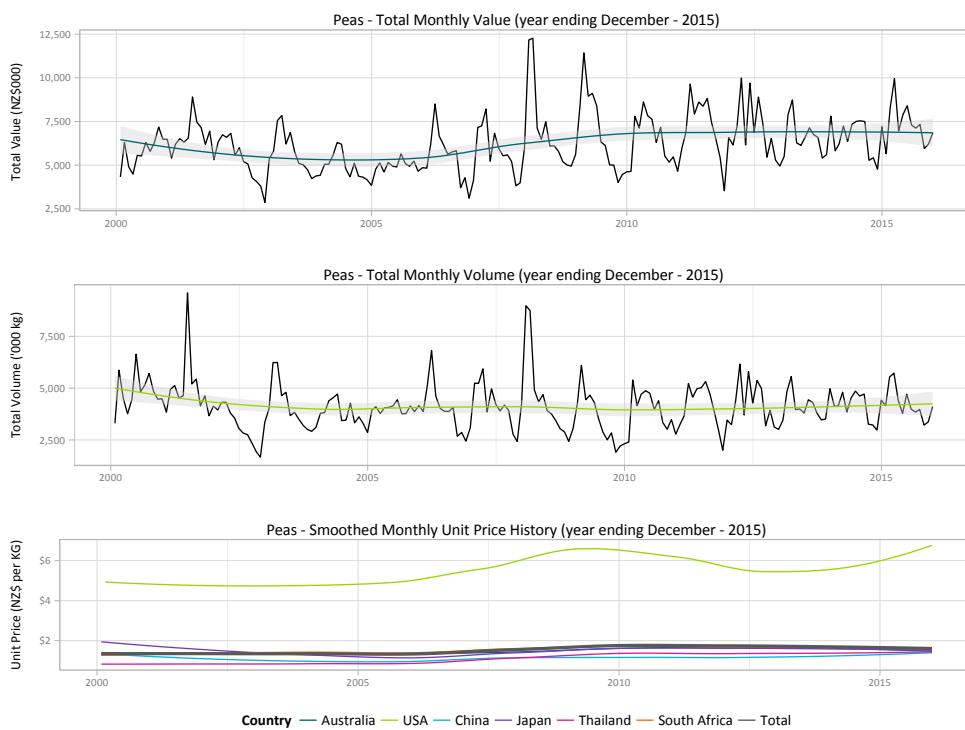
Key Export Statistics¹- Peas²

Published on May 02, 2016.

Monthly data from January 2000 to December 2015.

Country	Yearly Qty	Yearly Value	Yearly Price	3Year CAGR(Qty)	3Year CAGR(Value)	3Year CAGR(Price)	Price Elasticity
Australia	21,165	\$ 32.82	\$ 1.55	-0.54%	-3.35%	-2.82%	0.19
USA	2,042	\$ 9.20	\$ 4.51	-10.74%	-0.95%	10.97%	-0.98
China	6,367	\$ 8.63	\$ 1.35	10.21%	14.24%	3.66%	2.79
Japan	3,750	\$ 6.25	\$ 1.67	-3.82%	-1.92%	1.97%	-1.94
Thailand	2,718	\$ 4.16	\$ 1.53	2.80%	13.84%	10.73%	0.26
South Africa	3,000	\$ 3.81	\$ 1.27	30.49%	20.96%	-7.31%	-4.17
Other	11,781	\$ 23.02	\$ 1.95	-5.43%	2.44%	8.32%	-0.65
Total	50,823	\$ 87.90	\$ 1.73	-0.20%	1.27%	1.48%	-0.14

Top 6 Peas Markets for year ending December - 2015: Quantity ('000 kg), Value (NZ\$Mill) and Price.



¹Source: Statistics New Zealand - Overseas Merchandise Trade.

²Harmonised System Codes for Peas starting with: 071021, 071310.



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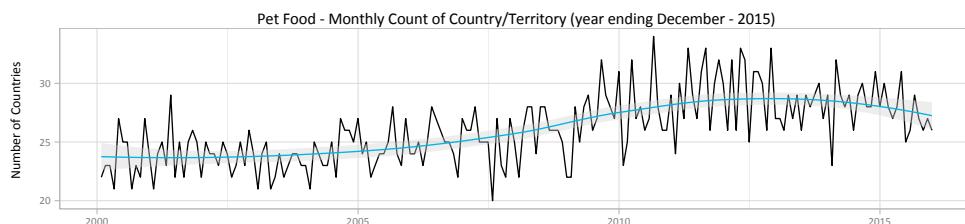
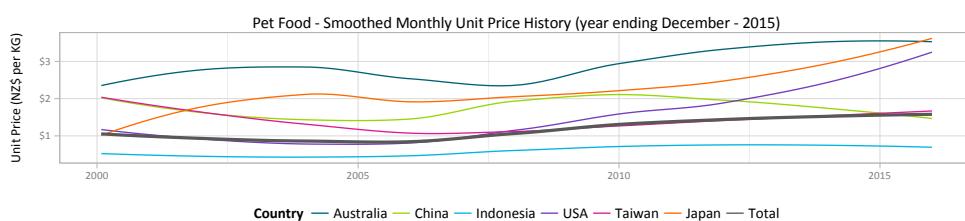
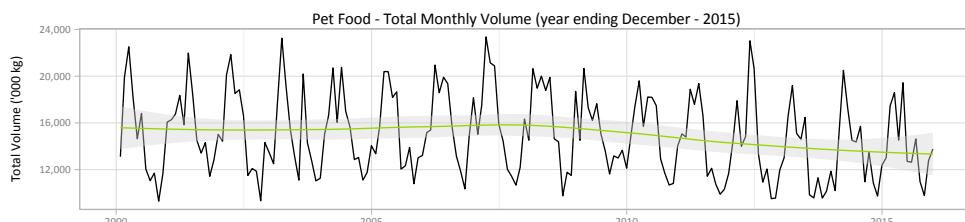
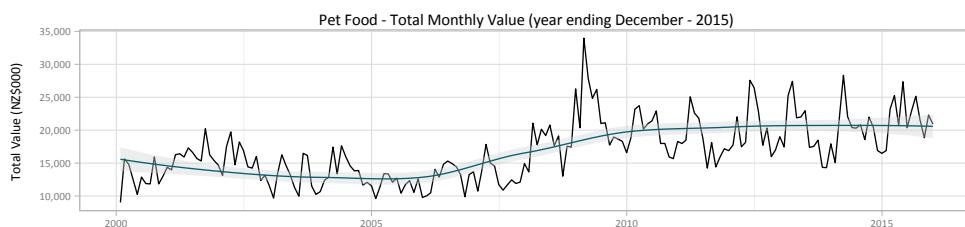
Key Export Statistics¹- Pet Food²

Published on May 02, 2016.

Monthly data from January 2000 to December 2015.

Country	Yearly Qty	Yearly Value	Yearly Price	3Year CAGR(Qty)	3Year CAGR(Value)	3Year CAGR(Price)	Price Elasticity
Australia	14,012	\$ 53.70	\$ 3.83	3.75%	2.21%	-1.48%	-2.53
China	31,105	\$ 48.03	\$ 1.54	30.95%	27.82%	-2.39%	-12.97
Indonesia	63,714	\$ 44.84	\$ 0.70	-4.34%	-6.35%	-2.09%	2.07
USA	12,615	\$ 36.93	\$ 2.93	-21.00%	-5.68%	19.38%	-1.08
Taiwan	10,011	\$ 16.16	\$ 1.61	5.06%	10.34%	5.03%	1.01
Japan	4,469	\$ 15.09	\$ 3.38	-13.46%	-3.07%	12.01%	-1.12
Other	34,376	\$ 50.74	\$ 1.48	2.49%	6.72%	4.12%	0.61
Total	170,302	\$ 265.48	\$ 1.56	-0.37%	3.10%	3.49%	-0.11

Top 6 Pet Food Markets for year ending December - 2015: Quantity ('000 kg), Value (NZ\$Mill) and Price.



¹Source: Statistics New Zealand - Overseas Merchandise Trade.

²Harmonised System Codes for Pet Food starting with: 230110, 230120, 230910.



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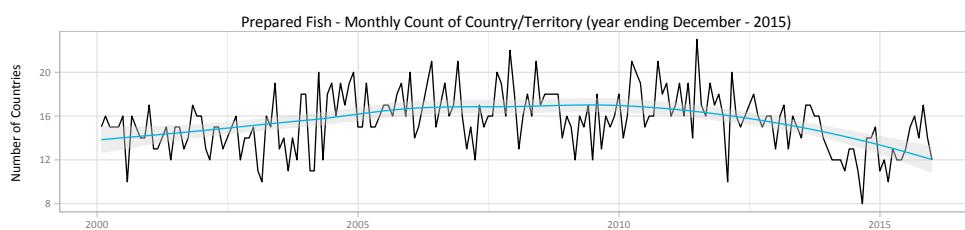
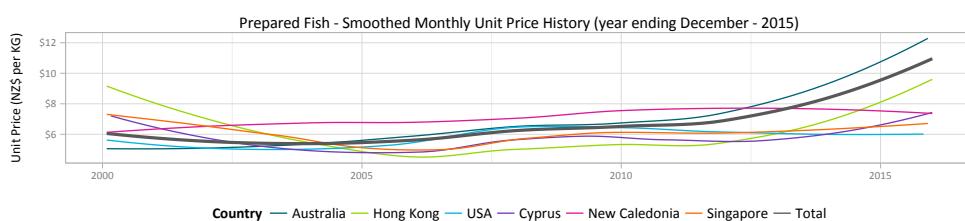
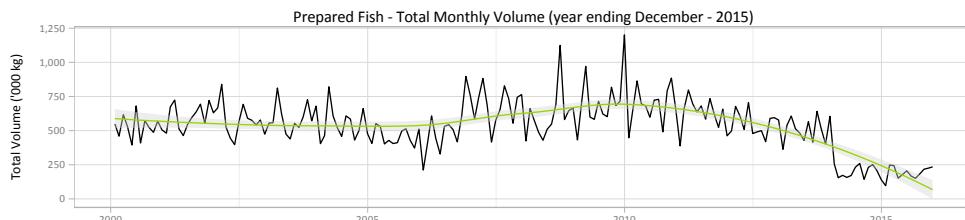
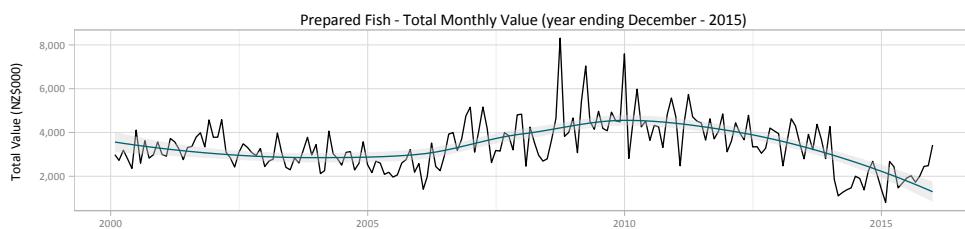
Key Export Statistics¹- Prepared Fish²

Published on May 02, 2016.

Monthly data from January 2000 to December 2015.

Country	Yearly Qty	Yearly Value	Yearly Price	3Year CAGR(Qty)	3Year CAGR(Value)	3Year CAGR(Price)	Price Elasticity
Australia	1,179	\$ 15.23	\$ 12.92	-36.54%	-23.64%	20.33%	-1.80
Hong Kong	554	\$ 5.93	\$ 10.70	4.94%	30.87%	24.71%	0.20
USA	249	\$ 1.62	\$ 6.52	-24.27%	-20.07%	5.55%	-4.38
Cyprus	194	\$ 1.33	\$ 6.88	2.67%	12.73%	9.80%	0.27
New Caledonia	69	\$ 0.53	\$ 7.67	-14.47%	-15.33%	-1.01%	14.33
Singapore	6	\$ 0.08	\$ 12.34	-50.79%	-34.00%	34.12%	-1.49
Other	50	\$ 0.39	\$ 7.87	-57.32%	-52.41%	11.49%	-4.99
Total	2,301	\$ 25.11	\$ 10.91	-29.79%	-18.11%	16.63%	-1.79

Top 6 Prepared Fish Markets for year ending December - 2015: Quantity ('000 kg), Value (NZ\$Mill) and Price.



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 May 02, 2016.

Monthly data from January 2000 to December 2015.

Country	Yearly Qty	Yearly Value	Yearly Price	3Year CAGR(Qty)	3Year CAGR(Value)	3Year CAGR(Price)	Price Elasticity
Japan	663	\$ 7.00	\$ 10.57	-19.66%	-13.49%	7.68%	-2.56
Australia	60	\$ 1.98	\$ 33.18	-16.57%	-5.73%	13.00%	-1.28
Philippines	55	\$ 0.62	\$ 11.23	-11.68%	0.24%	13.49%	-0.87
Netherlands	12	\$ 0.55	\$ 47.88	39.91%	122.96%	59.35%	0.67
Singapore	30	\$ 0.54	\$ 18.00	-7.12%	14.04%	22.79%	-0.31
Switzerland	11	\$ 0.51	\$ 46.46	6.58%	4.65%	-1.81%	-3.63
Other	90	\$ 1.93	\$ 21.31	-41.13%	-32.32%	14.96%	-2.75
Total	921	\$ 13.13	\$ 14.26	-22.20%	-14.31%	10.14%	-2.19

Top 6 Salmon Markets for year ending December - 2015: Quantity ('000 kg), Value (NZ\$Mill) and Price.



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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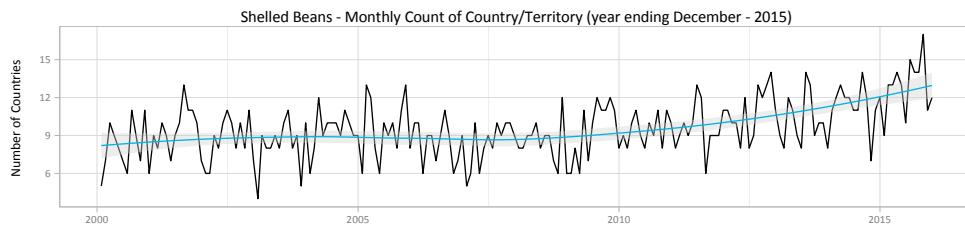
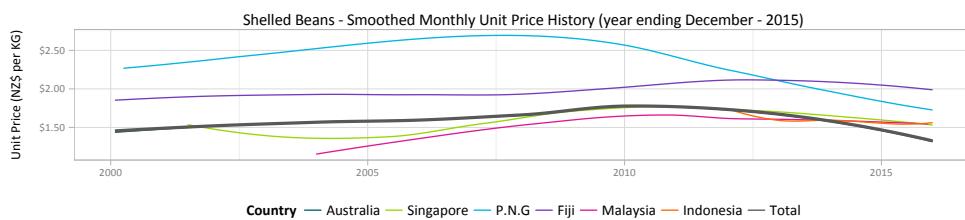
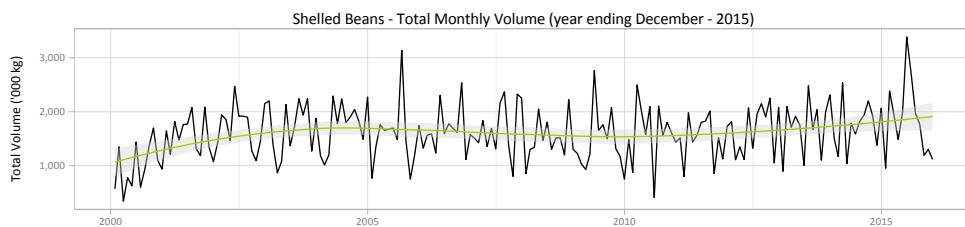
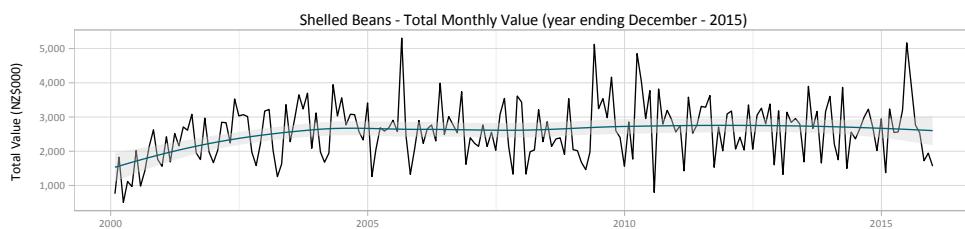
Key Export Statistics¹- Shelled Beans²

Published on May 02, 2016.

Monthly data from January 2000 to December 2015.

Country	Yearly Qty	Yearly Value	Yearly Price	3Year CAGR(Qty)	3Year CAGR(Value)	3Year CAGR(Price)	Price Elasticity
Australia	21,130	\$ 30.78	\$ 1.46	2.96%	-0.17%	-3.04%	-0.97
Singapore	358	\$ 0.56	\$ 1.58	3.52%	1.69%	-1.77%	-1.99
P.N.G	168	\$ 0.29	\$ 1.75	58.37%	52.56%	-3.66%	-15.93
Fiji	166	\$ 0.28	\$ 1.65	10.09%	10.34%	0.23%	43.39
Malaysia	126	\$ 0.19	\$ 1.54	-0.25%	-1.77%	-1.53%	0.17
Indonesia	87	\$ 0.13	\$ 1.55	-0.67%	-2.73%	-2.07%	0.32
Other	156	\$ 0.35	\$ 2.25	12.84%	10.33%	-2.23%	-5.77
Total	22,191	\$ 32.59	\$ 1.47	3.23%	0.22%	-2.91%	-1.11

Top 6 Shelled Beans Markets for year ending December - 2015: Quantity ('000 kg), Value (NZ\$Mill) and Price.



¹Source: Statistics New Zealand - Overseas Merchandise Trade.

²Harmonised System Codes for Shelled Beans starting with: 200551.



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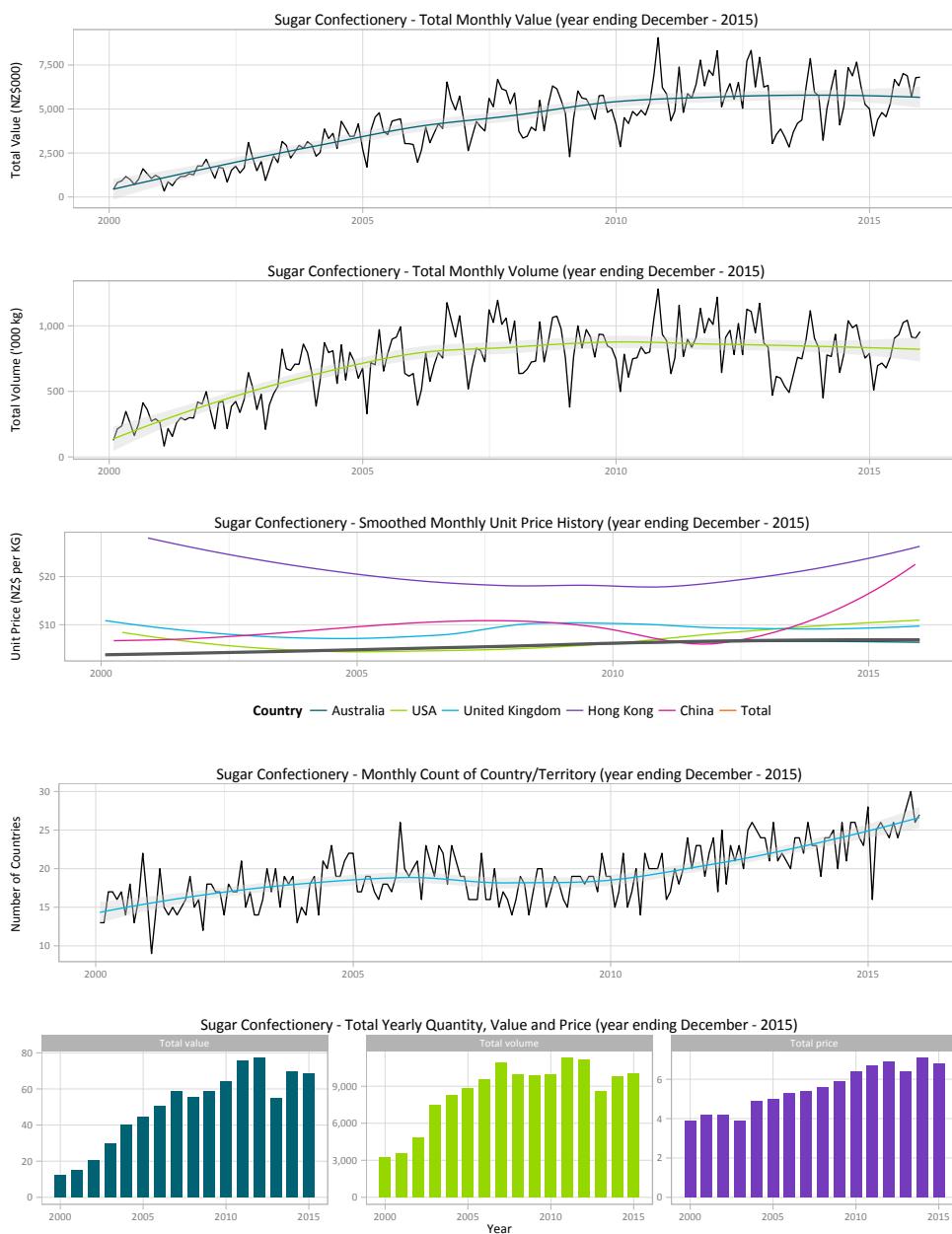
Key Export Statistics¹- Sugar Confectionery²

Published on May 02, 2016.

Monthly data from January 2000 to December 2015.

Country	Yearly Qty	Yearly Value	Yearly Price	3Year CAGR(Qty)	3Year CAGR(Value)	3Year CAGR(Price)	Price Elasticity
Australia	9,031	\$ 57.99	\$ 6.42	-4.42%	-6.56%	-2.24%	1.97
USA	368	\$ 2.83	\$ 7.70	24.99%	30.18%	4.16%	6.01
United Kingdom	207	\$ 1.65	\$ 7.99	-3.35%	5.36%	9.02%	-0.37
Hong Kong	58	\$ 1.43	\$ 24.65	-5.09%	7.84%	13.62%	-0.37
China	17	\$ 0.85	\$ 50.06	23.70%	146.07%	98.92%	0.24
Poland	5	\$ 0.84	\$ 165.95	NA	NA	NA	NA
Other	359	\$ 3.11	\$ 8.65	3.60%	9.21%	5.41%	0.66
Total	10,045	\$ 68.70	\$ 6.84	-3.45%	-3.88%	-0.44%	7.79

Top 6 Sugar Confectionery Markets for year ending December - 2015: Quantity ('000 kg), Value (NZ\$Mill) and Price.



¹Source: Statistics New Zealand - Overseas Merchandise Trade.

²Harmonised System Codes for Sugar Confectionery starting with: 170490.



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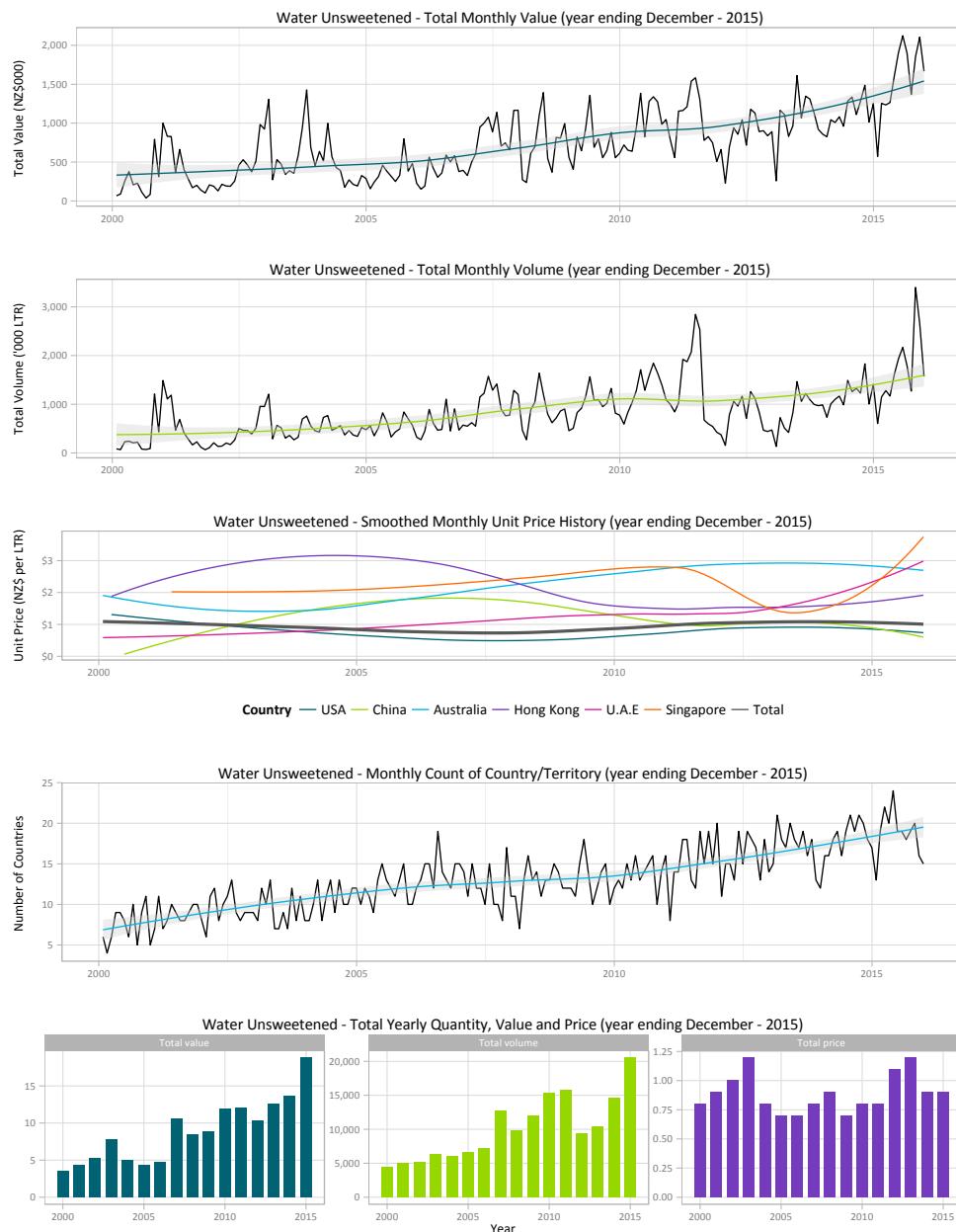
Key Export Statistics¹- Water Unsweetened²

Published on May 02, 2016.

Monthly data from January 2000 to December 2015.

Country	Yearly Qty	Yearly Value	Yearly Price	3Year CAGR(Qty)	3Year CAGR(Value)	3Year CAGR(Price)	Price Elasticity
USA	9,445	\$ 7.46	\$ 0.79	17.50%	18.49%	0.84%	20.78
China	7,492	\$ 4.47	\$ 0.60	100.67%	71.10%	-14.74%	-6.83
Australia	1,139	\$ 2.89	\$ 2.54	11.42%	5.60%	-5.22%	-2.19
Hong Kong	752	\$ 1.07	\$ 1.42	67.11%	61.41%	-3.41%	-19.69
U.A.E	359	\$ 0.95	\$ 2.65	-0.81%	29.79%	30.84%	-0.03
Singapore	223	\$ 0.54	\$ 2.43	35.64%	41.84%	4.57%	7.80
Other	1,185	\$ 1.47	\$ 1.24	-1.59%	-2.76%	-1.18%	1.35
Total	20,595	\$ 18.86	\$ 0.92	29.73%	22.29%	-5.73%	-5.19

Top 6 Water Unsweetened Markets for year ending December - 2015: Quantity ('000 LTR), Value (NZ\$Mill) and Price.



¹Source: Statistics New Zealand - Overseas Merchandise Trade.

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