



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

Sector Trends



Export Intelligence Reports

November - 2015



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

Ministry of Business, Innovation and Employment (MBIE)

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November - 2015

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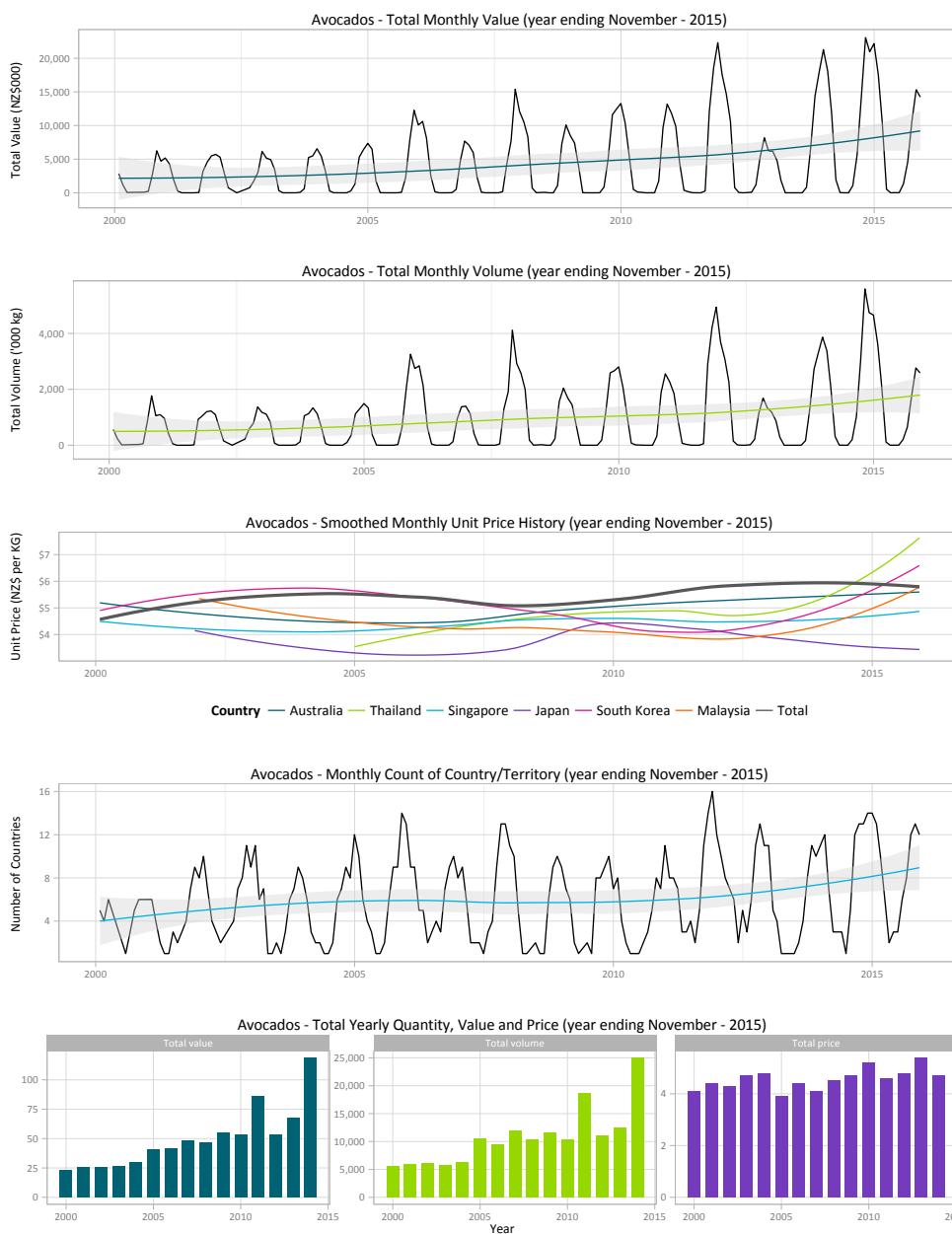
Key Export Statistics¹- Avocados²

Published on April 28, 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	\$ 83.21	\$ 5.25	10.40%	12.67%	2.05%	5.06
Thailand	561	\$ 3.84	\$ 6.86	197.46%	245.63%	16.19%	12.19
Singapore	742	\$ 3.57	\$ 4.82	13.94%	21.17%	6.34%	2.20
Japan	701	\$ 2.45	\$ 3.50	-6.69%	-5.55%	1.22%	-5.48
South Korea	364	\$ 2.37	\$ 6.53	18.88%	42.37%	19.77%	0.95
Malaysia	106	\$ 0.53	\$ 5.03	14.02%	25.87%	10.39%	1.35
Other	128	\$ 0.87	\$ 6.81	-2.90%	28.42%	32.26%	-0.09
Total	18,443	\$ 96.86	\$ 5.25	10.73%	14.40%	3.32%	3.23

Top 6 Avocados Markets for year ending November - 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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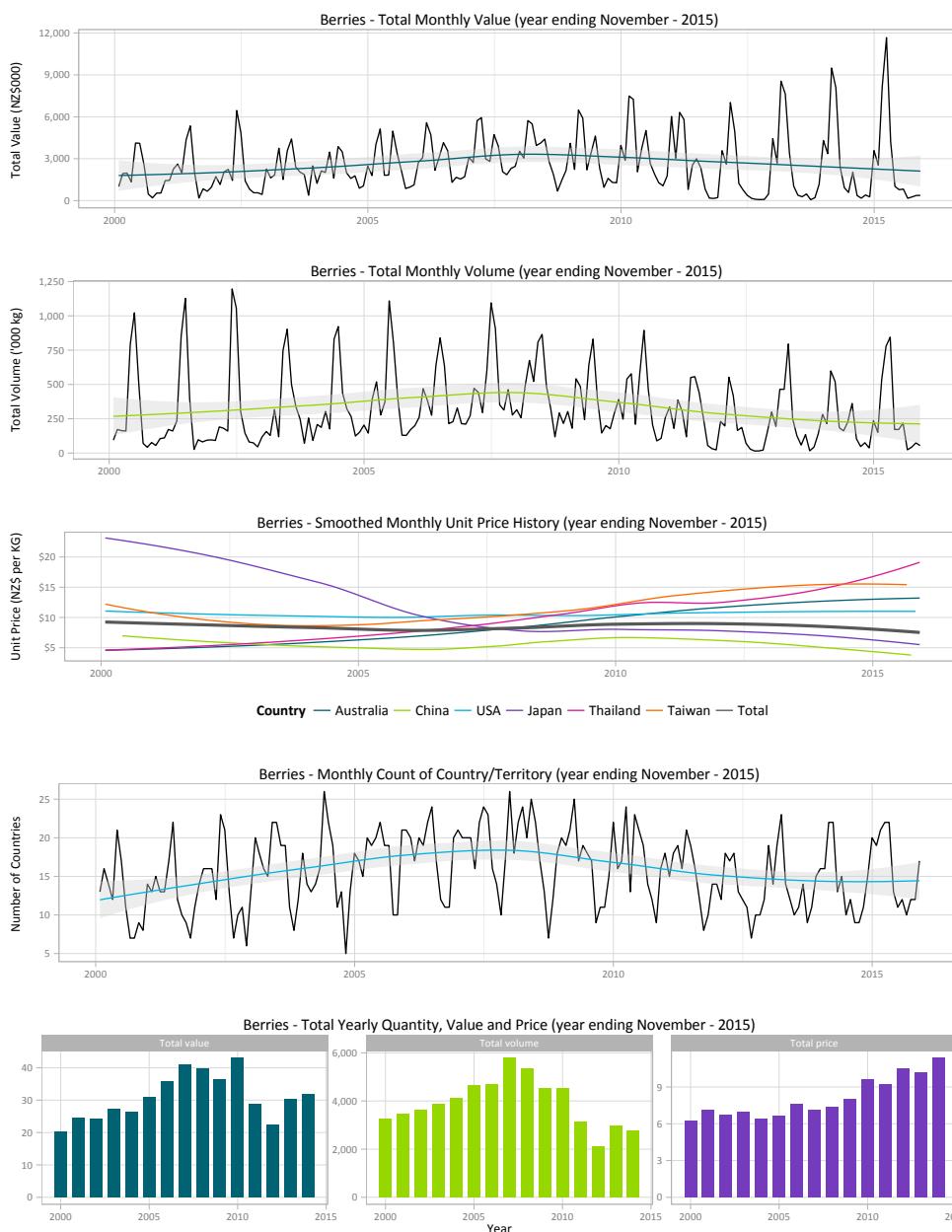
Key Export Statistics¹- Berries²

Published on April 28, 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	\$ 21.98	\$ 19.33	4.92%	9.77%	4.62%	1.06
China	1,291	\$ 4.47	\$ 3.46	25.81%	45.06%	15.30%	1.69
USA	248	\$ 2.59	\$ 10.42	22.86%	23.93%	0.87%	26.21
Japan	383	\$ 1.46	\$ 3.82	26.45%	24.10%	-1.86%	-14.22
Thailand	41	\$ 0.65	\$ 16.08	7.92%	45.00%	34.35%	0.23
Taiwan	39	\$ 0.60	\$ 15.66	27.77%	54.22%	20.71%	1.34
Other	164	\$ 2.18	\$ 13.31	48.38%	37.89%	-7.07%	-6.84
Total	3,302	\$ 33.93	\$ 10.28	17.09%	16.58%	-0.44%	-39.11

Top 6 Berries Markets for year ending November - 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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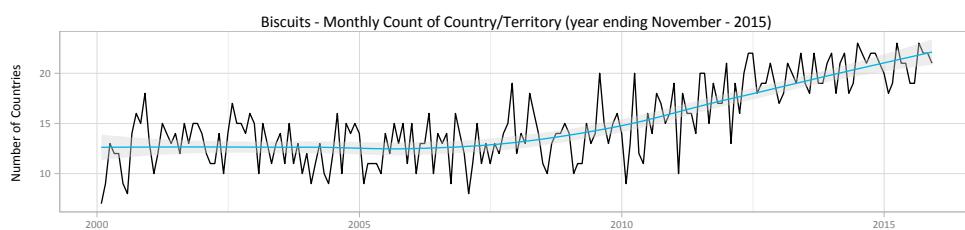
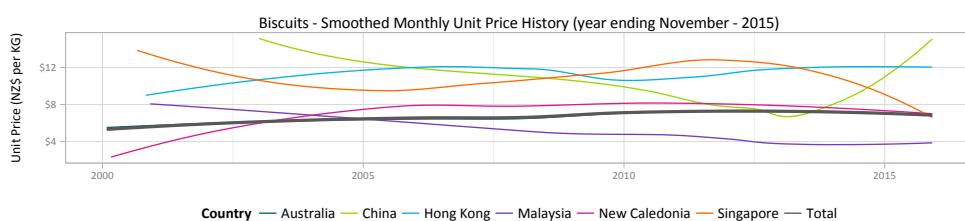
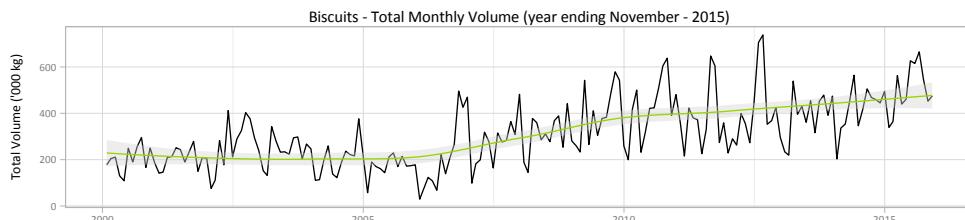
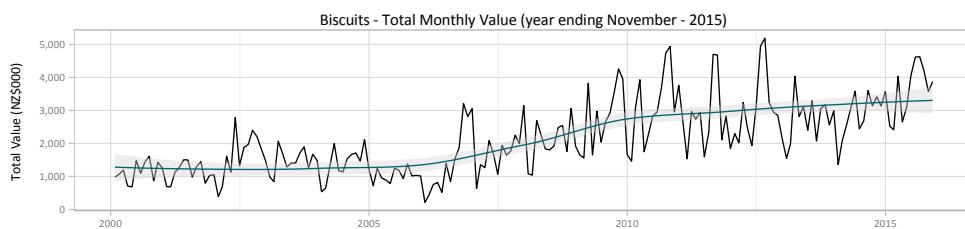
Key Export Statistics¹- Biscuits²

Published on April 28, 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	\$ 35.32	\$ 7.03	6.12%	3.16%	-2.79%	-2.19
China	170	\$ 2.36	\$ 13.93	29.13%	65.58%	28.22%	1.03
Hong Kong	67	\$ 1.11	\$ 16.66	65.44%	86.38%	12.65%	5.17
Malaysia	230	\$ 0.85	\$ 3.69	8.02%	7.83%	-0.18%	-44.32
New Caledonia	109	\$ 0.80	\$ 7.35	14.19%	13.61%	-0.51%	-27.92
Singapore	106	\$ 0.52	\$ 4.94	109.44%	69.40%	-19.12%	-5.72
Other	334	\$ 2.27	\$ 6.81	5.72%	6.28%	0.52%	10.92
Total	6,040	\$ 43.24	\$ 7.16	7.61%	6.21%	-1.30%	-5.86

Top 6 Biscuits Markets for year ending November - 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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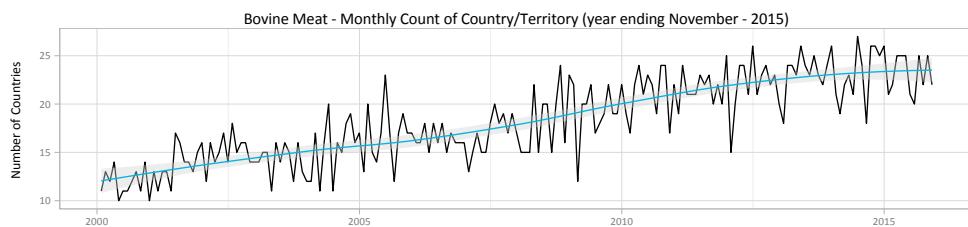
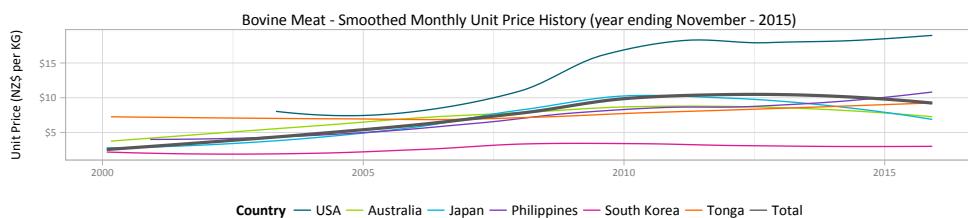
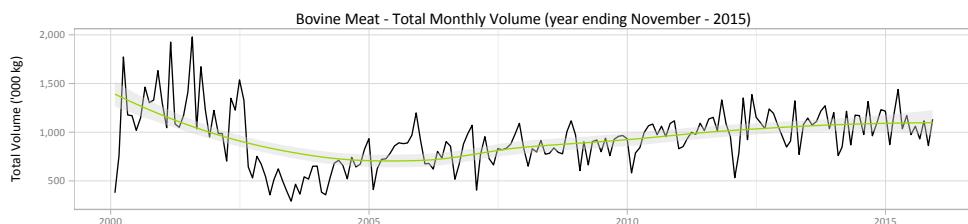
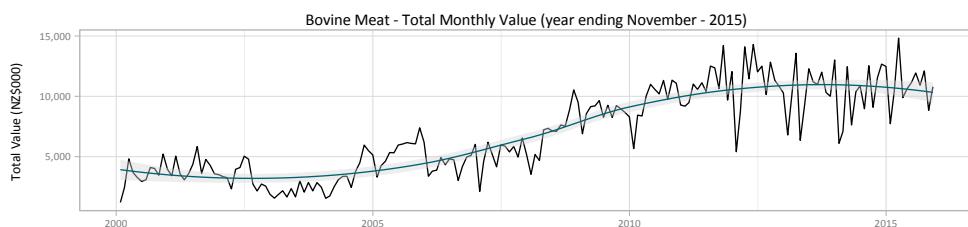
Key Export Statistics¹- Bovine Meat²

Published on April 28, 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	\$ 50.37	\$ 19.41	-9.85%	-6.92%	3.25%	-3.03
Australia	4,230	\$ 32.17	\$ 7.60	6.89%	2.84%	-3.79%	-1.82
Japan	905	\$ 7.71	\$ 8.52	-7.02%	-10.30%	-3.52%	1.99
Philippines	661	\$ 7.51	\$ 11.36	7.01%	17.15%	9.48%	0.74
South Korea	1,727	\$ 5.51	\$ 3.19	8.27%	10.40%	1.97%	4.20
Tonga	347	\$ 3.21	\$ 9.26	-5.03%	-2.82%	2.33%	-2.16
Other	2,523	\$ 25.21	\$ 9.99	3.27%	6.73%	3.35%	0.98
Total	12,987	\$ 131.69	\$ 10.14	0.68%	-1.00%	-1.67%	-0.41

Top 6 Bovine Meat Markets for year ending November - 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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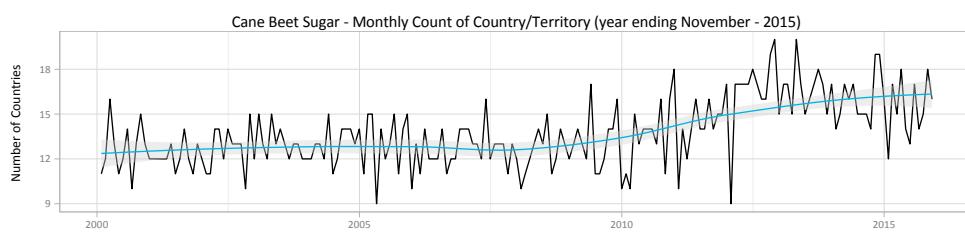
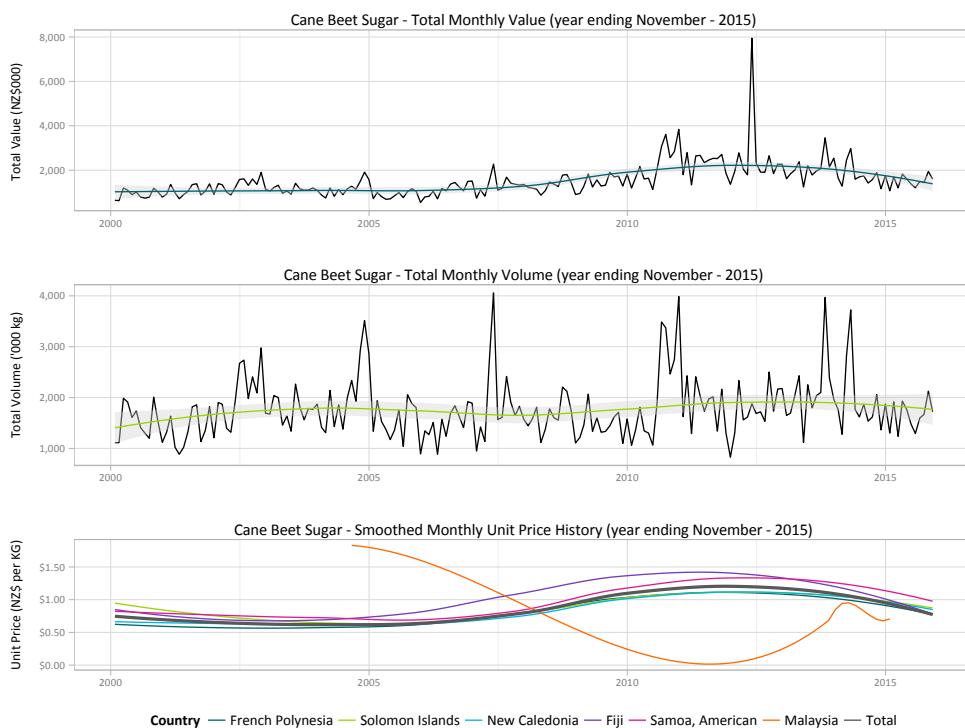
Key Export Statistics¹- Cane Beet Sugar²

Published on April 28, 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	\$ 5.24	\$ 0.86	4.24%	-23.28%	-26.40%	-0.16
Solomon Islands	4,560	\$ 4.26	\$ 0.93	11.59%	-1.68%	-11.89%	-0.97
New Caledonia	3,308	\$ 3.14	\$ 0.95	-17.29%	-25.34%	-9.73%	1.78
Fiji	2,453	\$ 2.08	\$ 0.85	76.33%	51.69%	-13.97%	-5.46
Samoa, American	981	\$ 1.05	\$ 1.07	-9.33%	-16.20%	-7.58%	1.23
Malaysia	666	\$ 0.47	\$ 0.70	NA	NA	NA	NA
Other	1,873	\$ 2.00	\$ 1.07	-25.97%	-25.45%	0.70%	-37.00
Total	19,901	\$ 18.23	\$ 0.92	-1.56%	-16.06%	-14.74%	0.11

Top 6 Cane Beet Sugar Markets for year ending November - 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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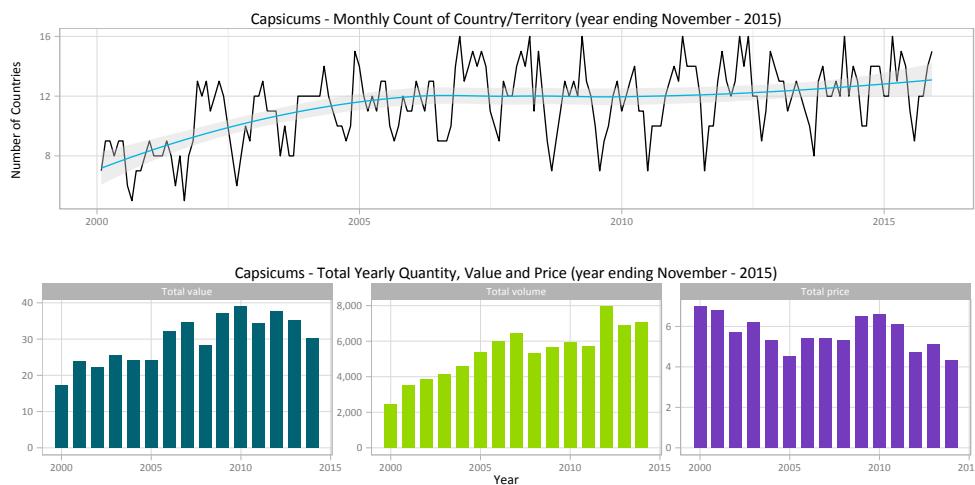
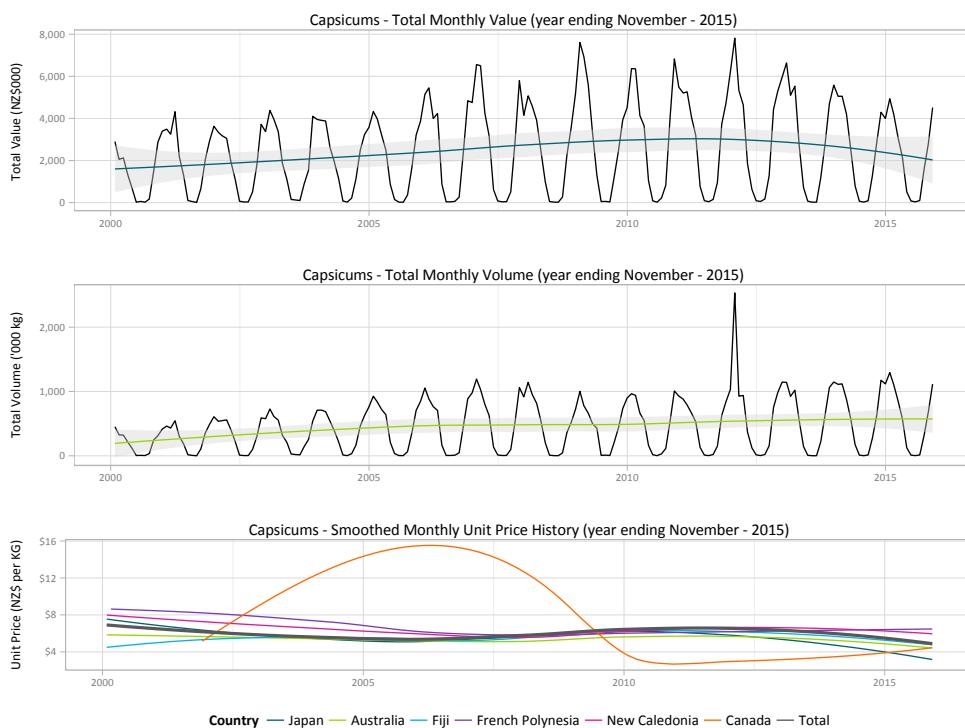
Key Export Statistics¹- Capsicums²

Published on April 28, 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	\$ 19.56	\$ 3.70	-4.52%	-10.99%	-6.78%	0.67
Australia	1,720	\$ 7.32	\$ 4.26	1.54%	-7.22%	-8.62%	-0.18
Fiji	67	\$ 0.32	\$ 4.74	7.78%	4.09%	-3.42%	-2.27
French Polynesia	39	\$ 0.22	\$ 5.65	11.75%	8.73%	-2.70%	-4.35
New Caledonia	42	\$ 0.22	\$ 5.22	5.14%	-0.34%	-5.21%	-0.99
Canada	36	\$ 0.16	\$ 4.40	83.78%	109.98%	14.26%	5.88
Other	28	\$ 0.19	\$ 6.67	8.27%	-2.30%	-9.76%	-0.85
Total	7,213	\$ 27.98	\$ 3.88	-2.81%	-9.53%	-6.92%	0.41

Top 6 Capsicums Markets for year ending November - 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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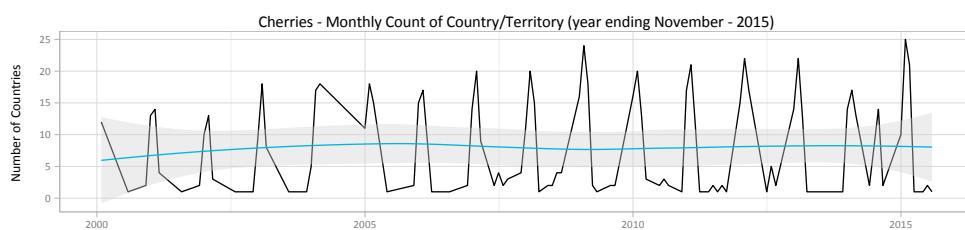
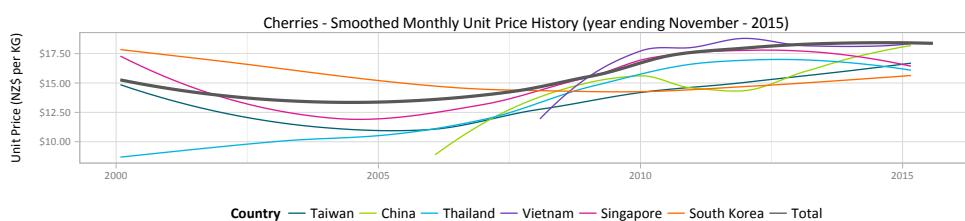
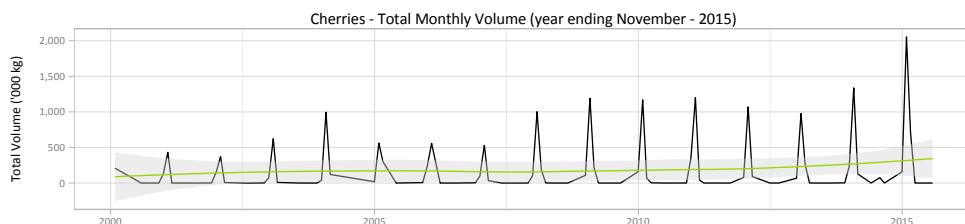
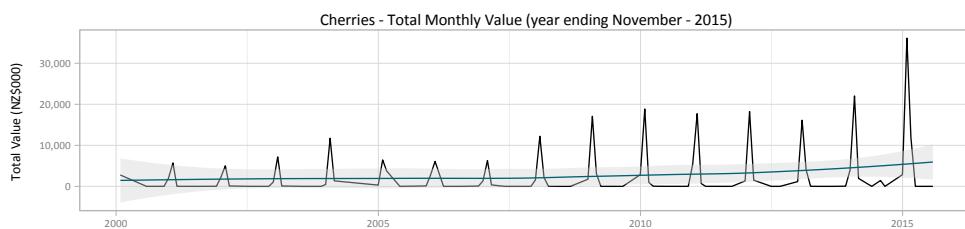
Key Export Statistics¹- Cherries²

Published on April 28, 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	\$ 20.33	\$ 17.49	23.45%	28.20%	3.85%	6.09
China	578	\$ 11.07	\$ 19.15	282.24%	226.45%	-14.59%	-19.34
Thailand	350	\$ 5.67	\$ 16.21	21.51%	16.63%	-4.02%	-5.35
Vietnam	242	\$ 4.03	\$ 16.66	140.42%	114.27%	-10.87%	-12.91
Singapore	160	\$ 2.58	\$ 16.13	33.36%	27.26%	-4.57%	-7.30
South Korea	140	\$ 2.07	\$ 14.71	10.68%	6.29%	-3.96%	-2.69
Other	289	\$ 5.12	\$ 17.69	8.13%	7.36%	-0.72%	-11.36
Total	2,922	\$ 50.87	\$ 17.41	33.05%	34.17%	0.84%	39.26

Top 6 Cherries Markets for year ending November - 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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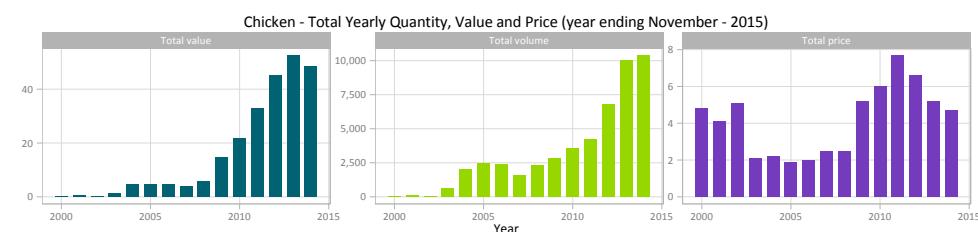
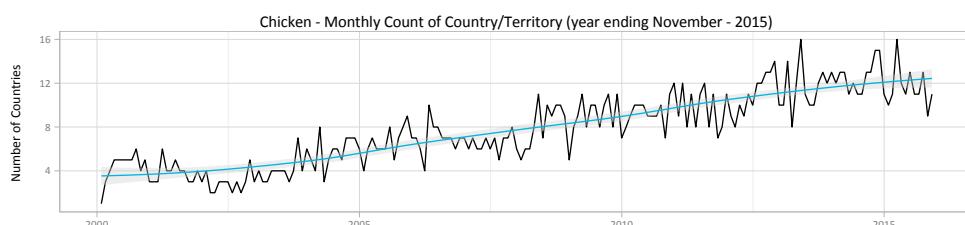
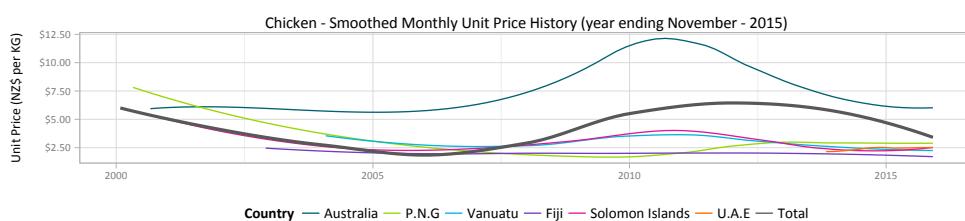
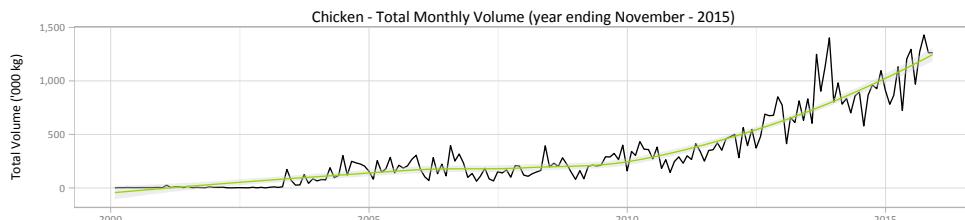
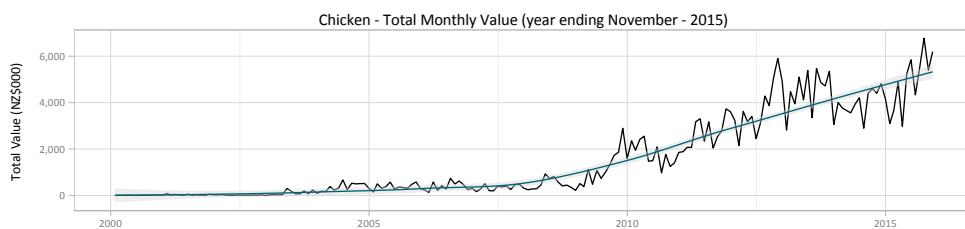
Key Export Statistics¹- Chicken²

Published on April 28, 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	\$ 41.70	\$ 6.07	17.42%	2.91%	-12.36%	-1.41
P.N.G	2,559	\$ 7.89	\$ 3.08	94.60%	108.36%	7.07%	13.38
Vanuatu	1,146	\$ 2.73	\$ 2.38	129.21%	113.60%	-6.81%	-18.98
Fiji	1,240	\$ 2.27	\$ 1.83	0.67%	-4.99%	-5.63%	-0.12
Solomon Islands	555	\$ 1.34	\$ 2.42	100.20%	100.11%	-0.05%	-2,193.52
U.A.E	262	\$ 0.64	\$ 2.45	NA	NA	NA	NA
Other	478	\$ 1.53	\$ 3.20	-4.14%	-3.35%	0.83%	-4.98
Total	13,114	\$ 58.09	\$ 4.43	26.27%	9.77%	-13.06%	-2.01

Top 6 Chicken Markets for year ending November - 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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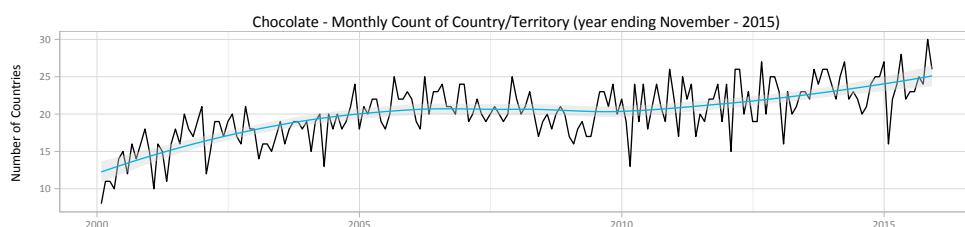
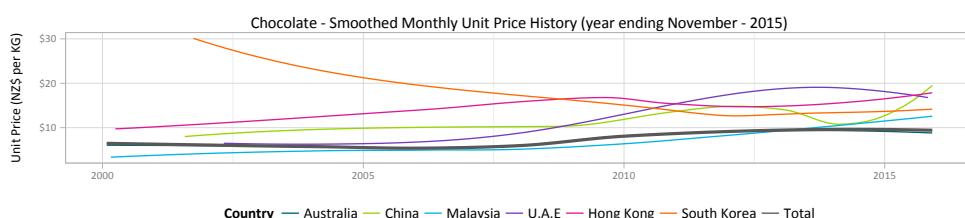
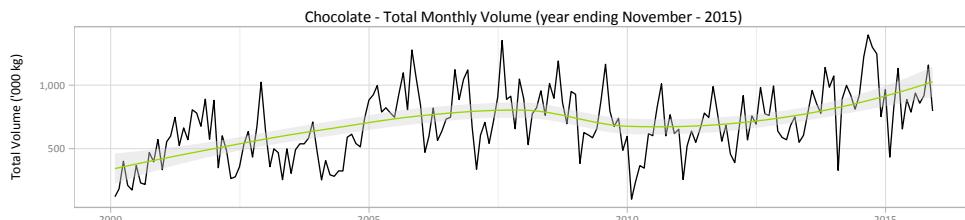
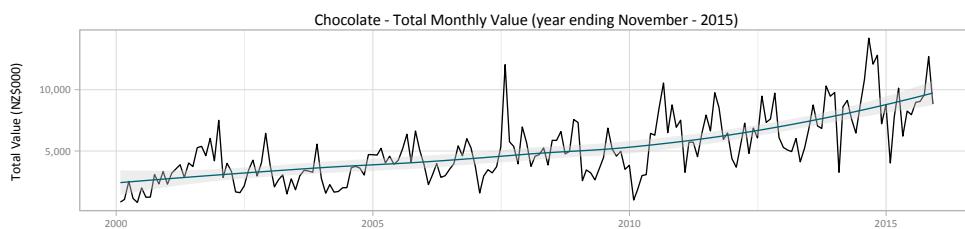
Key Export Statistics¹- Chocolate²

Published on April 28, 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	\$ 86.56	\$ 9.41	5.50%	7.10%	1.51%	3.64
China	237	\$ 3.35	\$ 14.15	112.50%	122.97%	4.92%	22.85
Malaysia	227	\$ 3.03	\$ 13.31	14.05%	24.01%	8.74%	1.61
U.A.E	58	\$ 1.11	\$ 19.19	499.04%	286.71%	-35.45%	-14.08
Hong Kong	54	\$ 0.90	\$ 16.83	52.72%	63.03%	6.75%	7.81
South Korea	65	\$ 0.90	\$ 13.85	24.24%	28.61%	3.52%	6.88
Other	513	\$ 6.42	\$ 12.51	-0.74%	3.99%	4.77%	-0.16
Total	10,350	\$ 102.26	\$ 9.88	6.44%	9.12%	2.52%	2.56

Top 6 Chocolate Markets for year ending November - 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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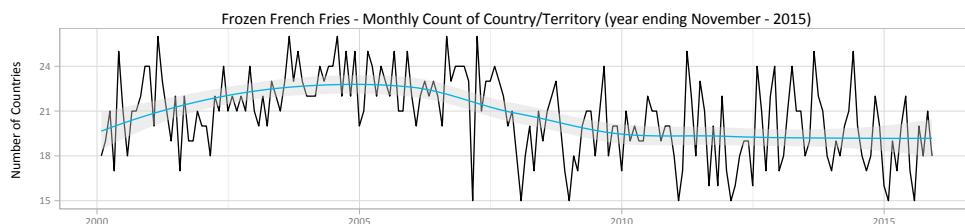
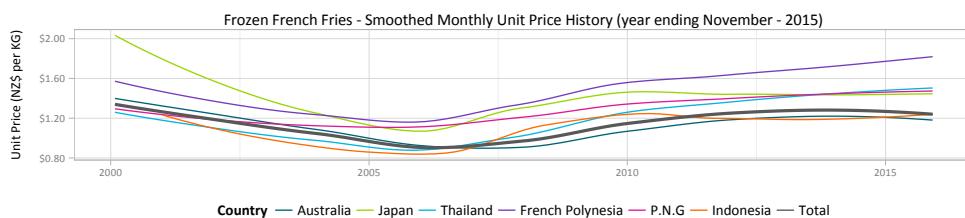
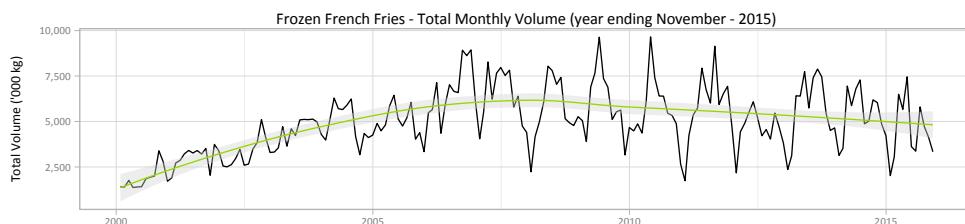
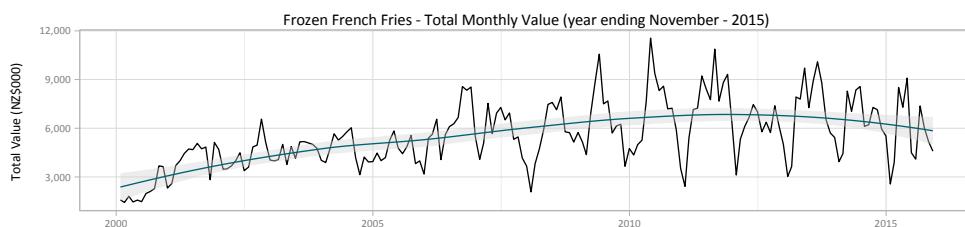
Key Export Statistics¹- Frozen French Fries²

Published on April 28, 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	\$ 51.35	\$ 1.20	2.11%	1.16%	-0.93%	-2.26
Japan	3,302	\$ 5.17	\$ 1.56	-3.72%	-0.07%	3.79%	-0.98
Thailand	1,974	\$ 3.19	\$ 1.62	-24.60%	-24.07%	0.69%	-35.44
French Polynesia	1,341	\$ 2.53	\$ 1.89	-9.12%	-6.32%	3.07%	-2.97
P.N.G	834	\$ 1.26	\$ 1.52	-26.26%	-26.10%	0.22%	-121.74
Indonesia	902	\$ 1.17	\$ 1.30	16.71%	23.53%	5.85%	2.86
Other	2,745	\$ 3.95	\$ 1.44	-4.06%	-4.25%	-0.20%	20.00
Total	53,871	\$ 68.63	\$ 1.27	-1.30%	-2.22%	-0.94%	1.38

Top 6 Frozen French Fries Markets for year ending November - 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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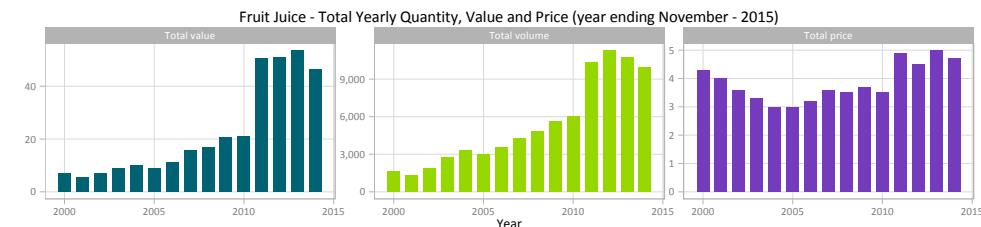
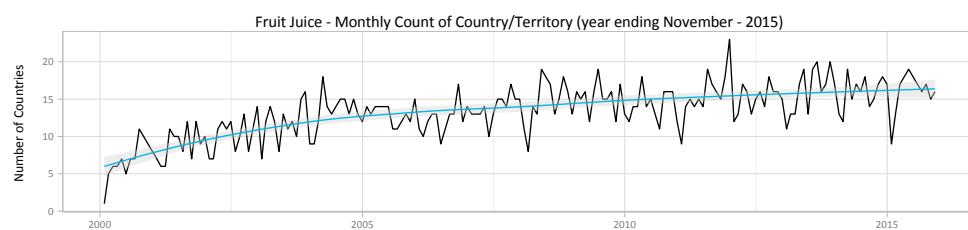
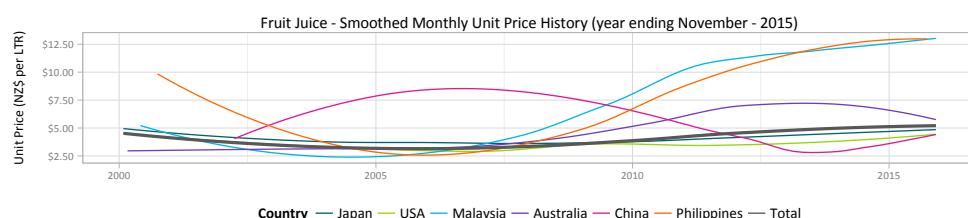
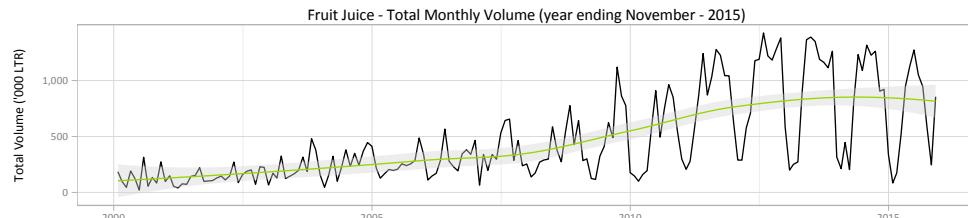
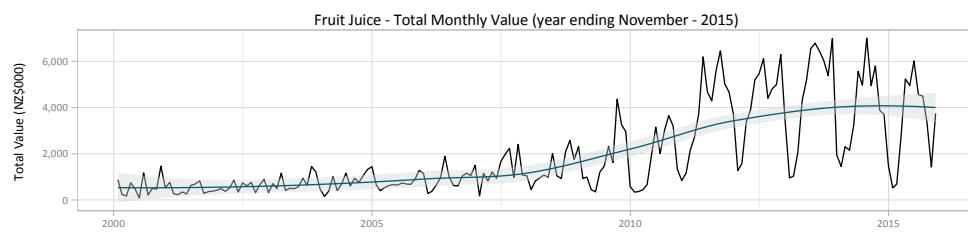
Key Export Statistics¹- Fruit Juice²

Published on April 28, 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	\$ 23.12	\$ 4.43	-14.61%	-9.64%	5.82%	-2.51
USA	1,475	\$ 5.50	\$ 3.73	9.45%	18.65%	8.40%	1.13
Malaysia	377	\$ 5.03	\$ 13.35	-23.86%	-19.65%	5.53%	-4.32
Australia	275	\$ 1.33	\$ 4.83	-11.57%	-26.09%	-16.41%	0.71
China	236	\$ 0.91	\$ 3.84	59.49%	51.39%	-5.08%	-11.71
Philippines	52	\$ 0.78	\$ 15.10	-11.63%	-5.14%	7.34%	-1.58
Other	515	\$ 2.57	\$ 5.00	2.30%	3.57%	1.24%	1.85
Total	8,146	\$ 39.25	\$ 4.82	-10.52%	-8.43%	2.33%	-4.51

Top 6 Fruit Juice Markets for year ending November - 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.



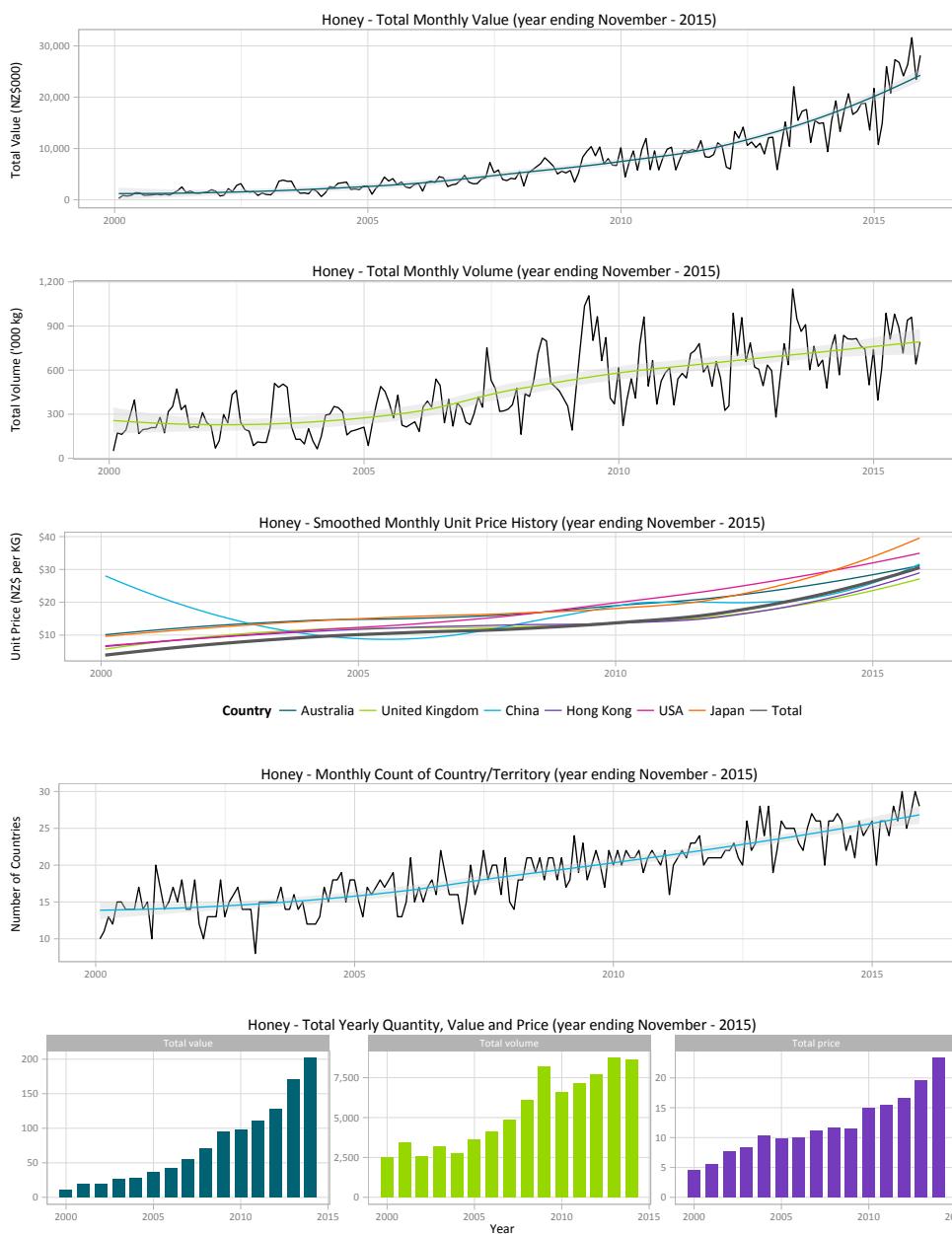
Key Export Statistics¹- Honey²

Published on April 28, 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	\$ 46.89	\$ 32.30	35.29%	54.22%	13.99%	2.52
United Kingdom	2,040	\$ 46.80	\$ 22.95	3.23%	19.45%	15.72%	0.21
China	1,476	\$ 43.91	\$ 29.74	47.12%	75.46%	19.26%	2.45
Hong Kong	1,211	\$ 35.15	\$ 29.02	0.19%	26.87%	26.64%	0.01
USA	730	\$ 25.13	\$ 34.41	29.39%	47.31%	13.85%	2.12
Japan	595	\$ 22.67	\$ 38.13	-3.69%	23.43%	28.16%	-0.13
Other	1,959	\$ 61.35	\$ 31.32	-8.50%	14.37%	24.99%	-0.34
Total	9,463	\$ 281.90	\$ 29.79	7.26%	30.62%	21.77%	0.33

Top 6 Honey Markets for year ending November - 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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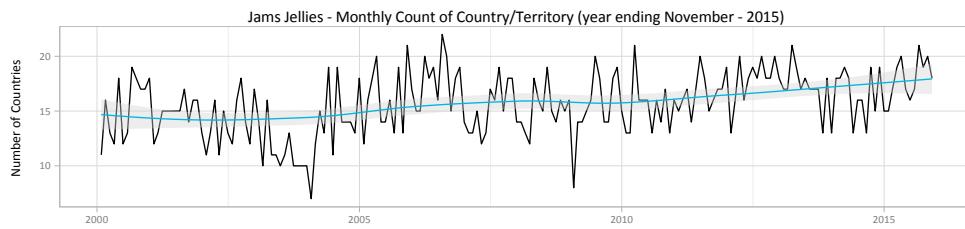
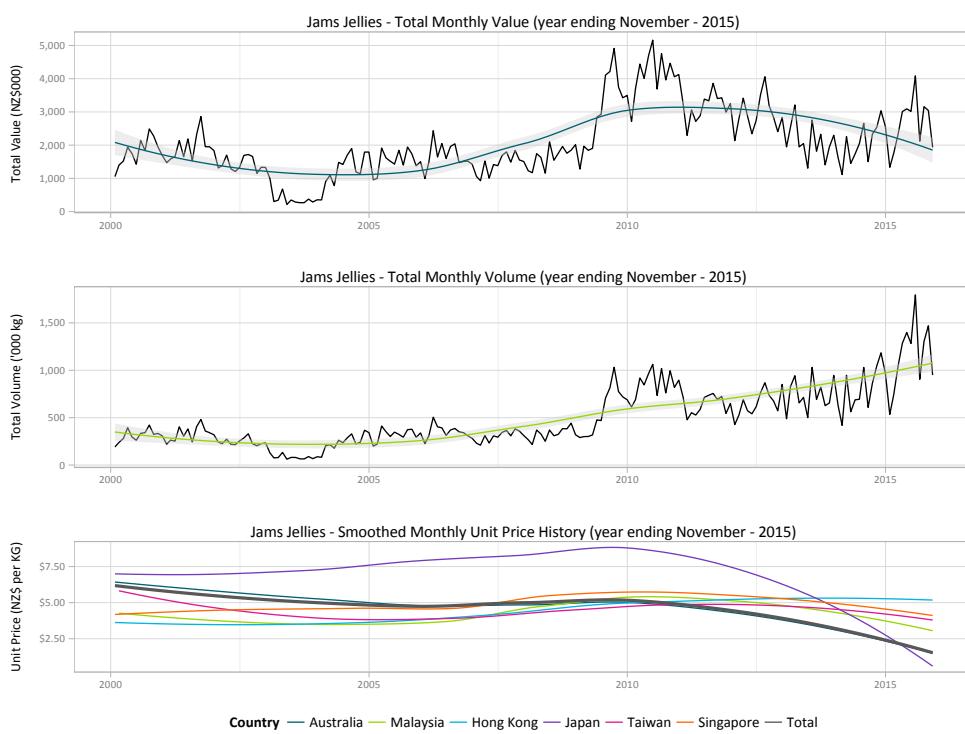
Key Export Statistics¹- Jams Jellies²

Published on April 28, 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	\$ 27.60	\$ 2.24	23.73%	-1.69%	-20.54%	-1.15
Malaysia	162	\$ 0.55	\$ 3.41	-10.47%	-19.49%	-10.07%	1.04
Hong Kong	108	\$ 0.54	\$ 4.98	11.53%	7.17%	-3.90%	-2.95
Japan	224	\$ 0.47	\$ 2.10	79.77%	19.66%	-33.44%	-2.39
Taiwan	104	\$ 0.37	\$ 3.52	-5.92%	-14.68%	-9.31%	0.64
Singapore	107	\$ 0.33	\$ 3.11	27.10%	7.20%	-15.66%	-1.73
Other	659	\$ 1.58	\$ 2.40	2.35%	-25.87%	-27.57%	-0.09
Total	13,683	\$ 31.44	\$ 2.30	21.45%	-4.02%	-20.97%	-1.02

Top 6 Jams Jellies Markets for year ending November - 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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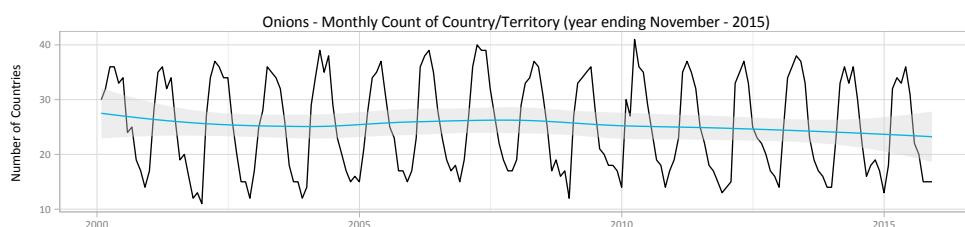
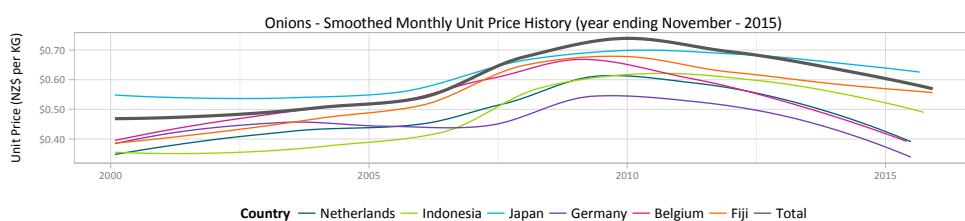
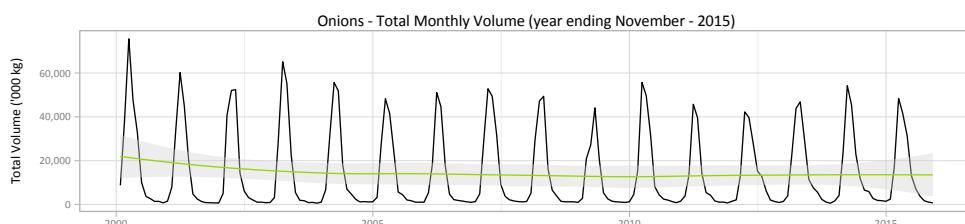
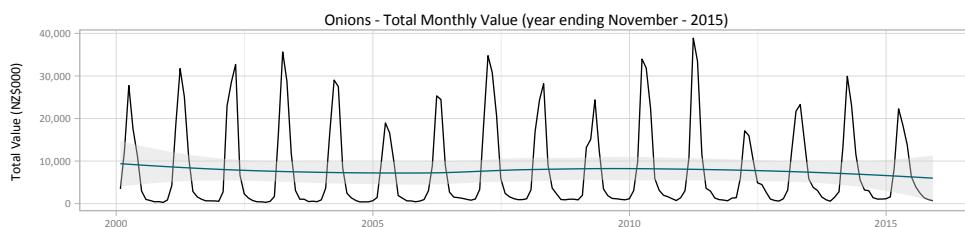
Key Export Statistics¹- Onions²

Published on April 28, 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	\$ 13.85	\$ 0.44	7.84%	9.73%	1.75%	4.49
Indonesia	21,307	\$ 10.24	\$ 0.48	10.23%	22.88%	11.47%	0.89
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	8,675	\$ 5.22	\$ 0.60	2.82%	15.09%	11.93%	0.24
Other	59,838	\$ 30.24	\$ 0.51	-3.22%	4.06%	7.51%	-0.43
Total	169,765	\$ 81.46	\$ 0.48	0.98%	7.13%	6.09%	0.16

Top 6 Onions Markets for year ending November - 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 April 28, 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	\$ 32.87	\$ 1.55	-0.76%	-3.71%	-2.97%	0.26
USA	2,059	\$ 9.39	\$ 4.56	-15.20%	-2.98%	14.42%	-1.05
China	5,909	\$ 7.90	\$ 1.34	9.64%	13.02%	3.08%	3.14
Japan	3,817	\$ 6.30	\$ 1.65	-3.51%	-2.25%	1.30%	-2.69
South Africa	3,464	\$ 4.29	\$ 1.24	39.85%	27.93%	-8.53%	-4.67
Thailand	2,665	\$ 4.10	\$ 1.54	3.14%	14.22%	10.74%	0.29
Other	12,002	\$ 23.40	\$ 1.95	-5.18%	1.84%	7.40%	-0.70
Total	51,131	\$ 88.24	\$ 1.73	-0.30%	0.76%	1.06%	-0.28

Top 6 Peas Markets for year ending November - 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.



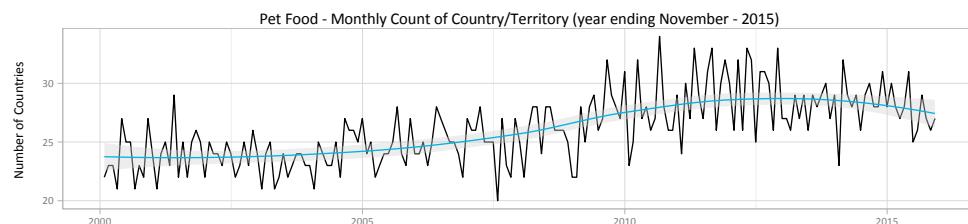
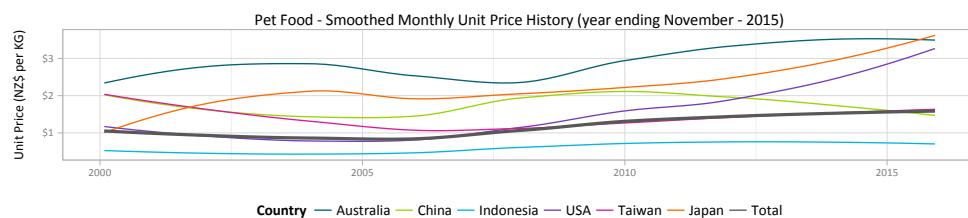
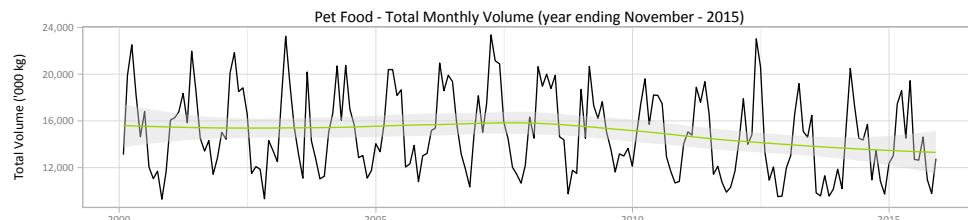
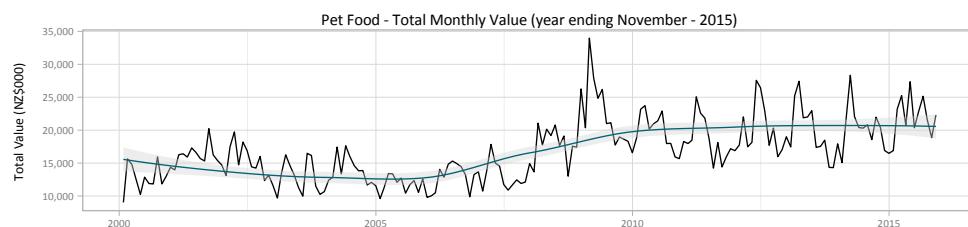
Key Export Statistics¹- Pet Food²

Published on April 28, 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	\$ 50.55	\$ 3.78	2.26%	0.71%	-1.51%	-1.49
China	31,952	\$ 48.07	\$ 1.50	34.09%	28.59%	-4.10%	-8.31
Indonesia	62,337	\$ 43.94	\$ 0.70	-4.71%	-6.50%	-1.87%	2.52
USA	12,032	\$ 35.97	\$ 2.99	-22.15%	-6.50%	20.11%	-1.10
Taiwan	10,310	\$ 16.12	\$ 1.56	5.77%	9.96%	3.97%	1.45
Japan	4,418	\$ 15.06	\$ 3.41	-12.59%	-1.42%	12.78%	-0.98
Other	34,483	\$ 51.33	\$ 1.49	1.18%	6.58%	5.33%	0.22
Total	168,890	\$ 261.04	\$ 1.55	-0.59%	2.83%	3.44%	-0.17

Top 6 Pet Food Markets for year ending November - 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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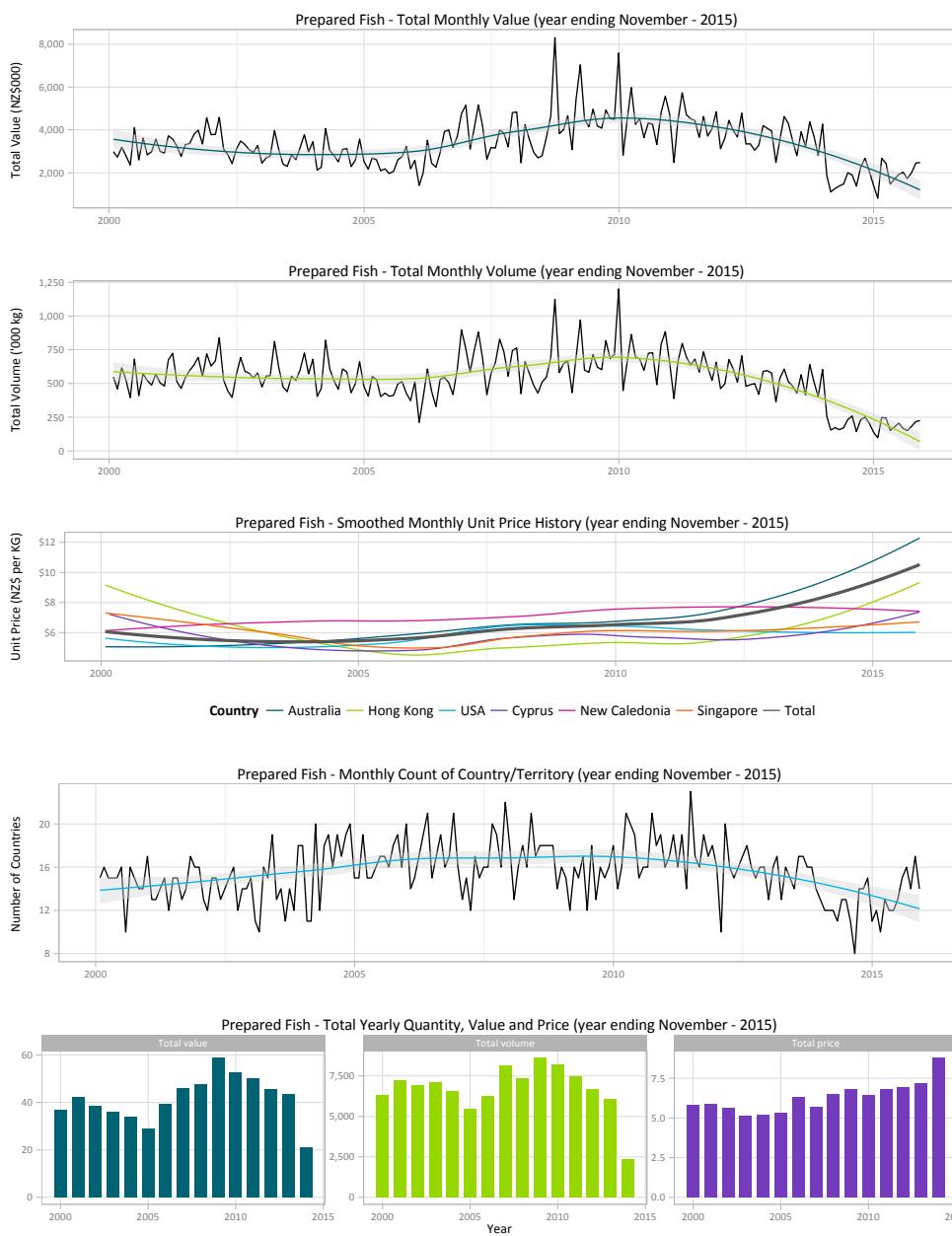
Key Export Statistics¹- Prepared Fish²

Published on April 28, 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	\$ 13.21	\$ 12.19	-37.54%	-26.36%	17.90%	-2.10
Hong Kong	517	\$ 5.70	\$ 11.02	2.59%	29.43%	26.16%	0.10
USA	282	\$ 1.83	\$ 6.50	-22.83%	-18.16%	6.05%	-3.77
Cyprus	193	\$ 1.32	\$ 6.83	0.26%	9.38%	9.10%	0.03
New Caledonia	69	\$ 0.53	\$ 7.60	-14.98%	-16.22%	-1.47%	10.21
Singapore	12	\$ 0.13	\$ 10.68	-41.19%	-26.06%	25.73%	-1.60
Other	49	\$ 0.38	\$ 7.92	-57.35%	-52.63%	11.06%	-5.19
Total	2,206	\$ 23.11	\$ 10.47	-30.36%	-19.87%	15.07%	-2.02

Top 6 Prepared Fish Markets for year ending November - 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 April 28, 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	\$ 7.16	\$ 10.62	-19.12%	-14.35%	5.90%	-3.24
Australia	60	\$ 1.93	\$ 32.22	-25.42%	-11.98%	18.03%	-1.41
Philippines	55	\$ 0.62	\$ 11.23	-11.68%	0.24%	13.49%	-0.87
Singapore	30	\$ 0.54	\$ 17.82	-24.06%	-4.41%	25.88%	-0.93
Switzerland	11	\$ 0.50	\$ 45.87	11.92%	10.52%	-1.25%	-9.53
Netherlands	9	\$ 0.41	\$ 47.73	27.34%	102.87%	59.30%	0.46
Other	79	\$ 1.76	\$ 22.29	-46.28%	-37.29%	16.74%	-2.76
Total	918	\$ 12.93	\$ 14.08	-23.97%	-17.48%	8.53%	-2.81

Top 6 Salmon Markets for year ending November - 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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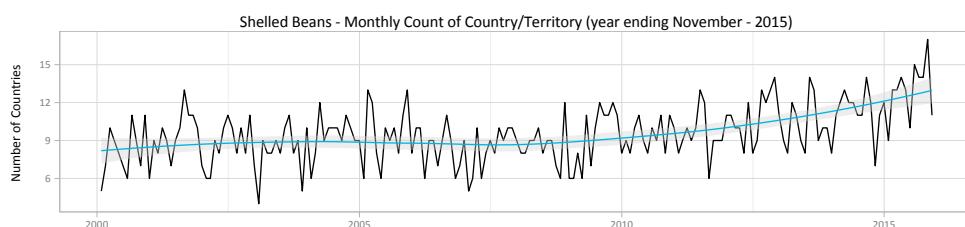
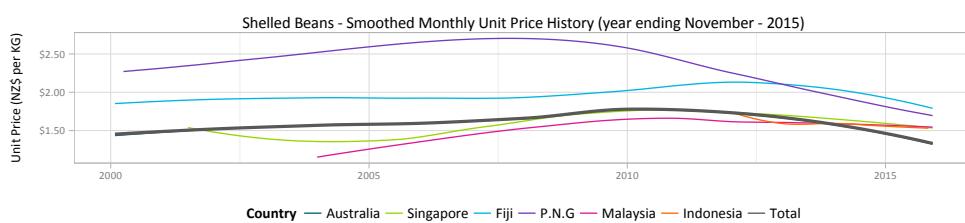
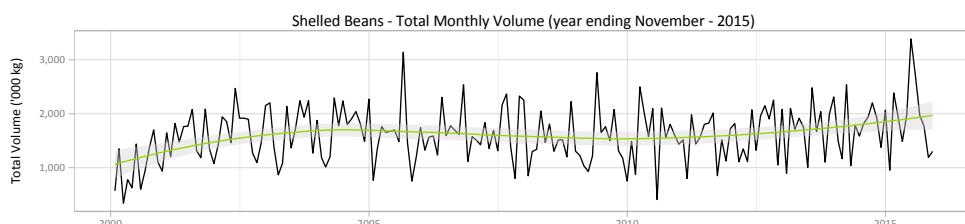
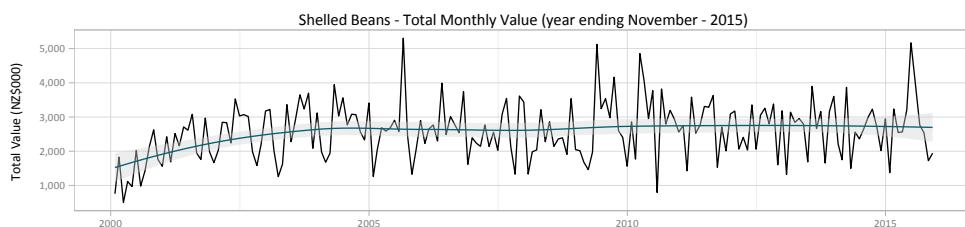
Key Export Statistics¹- Shelled Beans²

Published on April 28, 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	\$ 32.20	\$ 1.46	5.24%	1.51%	-3.54%	-1.48
Singapore	343	\$ 0.54	\$ 1.58	-1.94%	-3.67%	-1.76%	1.10
Fiji	184	\$ 0.30	\$ 1.65	15.98%	16.44%	0.40%	40.29
P.N.G	153	\$ 0.26	\$ 1.72	53.98%	49.28%	-3.05%	-17.69
Malaysia	126	\$ 0.19	\$ 1.54	-2.79%	-4.34%	-1.60%	1.75
Indonesia	73	\$ 0.11	\$ 1.55	-6.36%	-8.43%	-2.20%	2.89
Other	158	\$ 0.36	\$ 2.29	14.04%	12.63%	-1.24%	-11.34
Total	23,138	\$ 33.97	\$ 1.47	5.29%	1.72%	-3.40%	-1.56

Top 6 Shelled Beans Markets for year ending November - 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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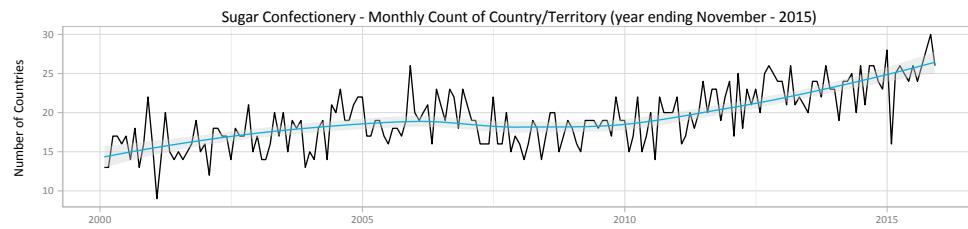
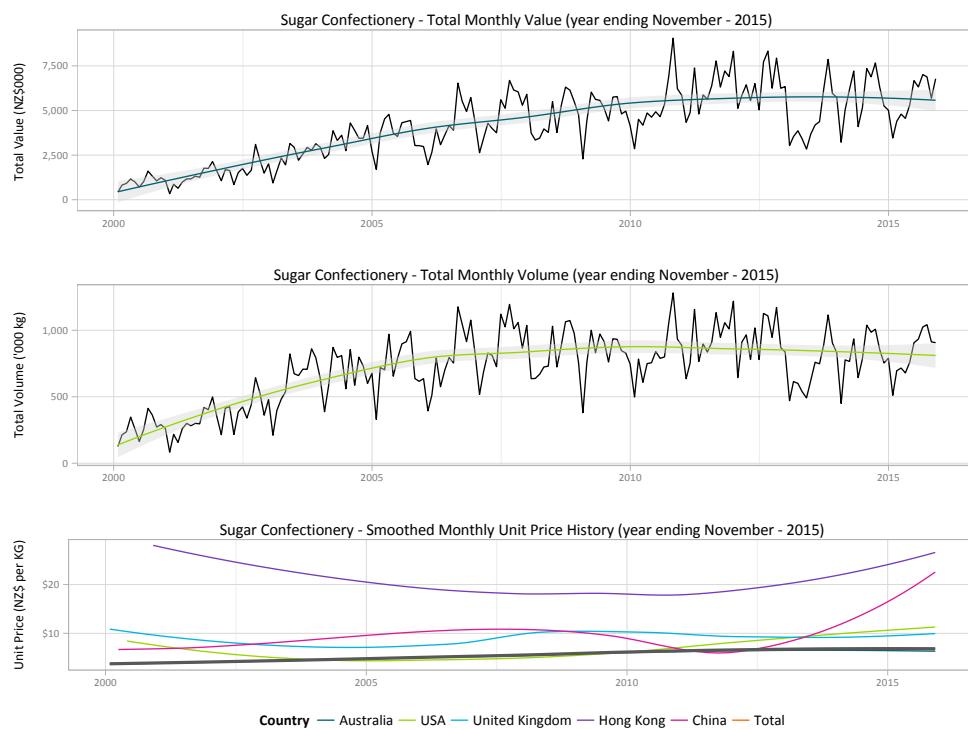
Key Export Statistics¹- Sugar Confectionery²

Published on April 28, 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	\$ 56.75	\$ 6.39	-5.73%	-7.82%	-2.21%	2.59
USA	335	\$ 2.61	\$ 7.81	19.35%	24.78%	4.55%	4.25
United Kingdom	198	\$ 1.60	\$ 8.08	-13.11%	-3.32%	11.27%	-1.16
Hong Kong	53	\$ 1.31	\$ 24.91	-10.05%	3.02%	14.53%	-0.69
Poland	5	\$ 0.84	\$ 165.95	NA	NA	NA	NA
China	16	\$ 0.65	\$ 41.79	-3.21%	71.37%	77.05%	-0.04
Other	386	\$ 3.15	\$ 8.17	3.66%	8.82%	4.98%	0.73
Total	9,878	\$ 66.92	\$ 6.77	-5.06%	-5.52%	-0.48%	10.47

Top 6 Sugar Confectionery Markets for year ending November - 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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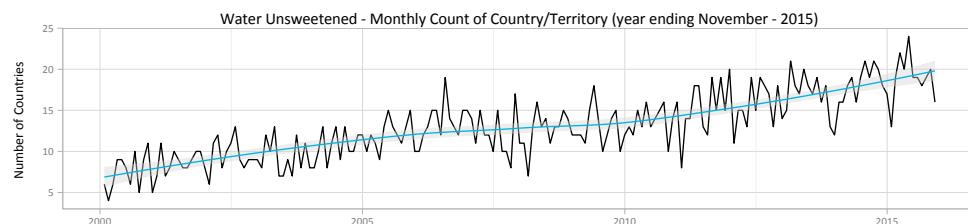
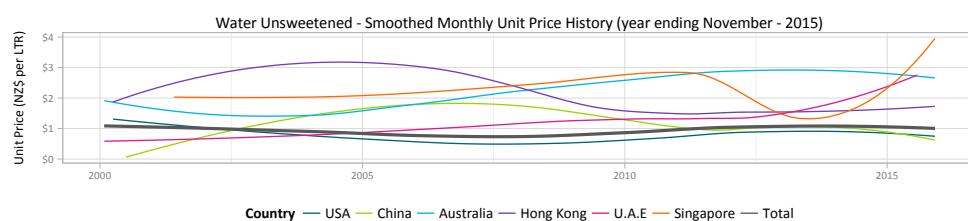
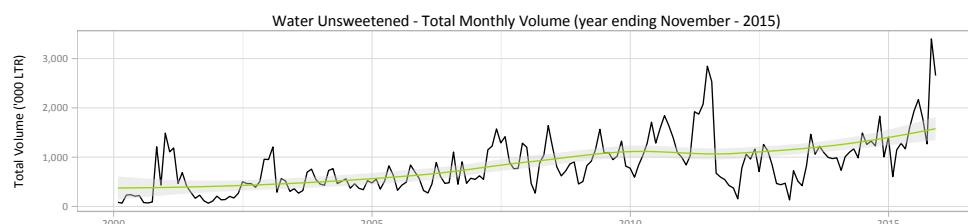
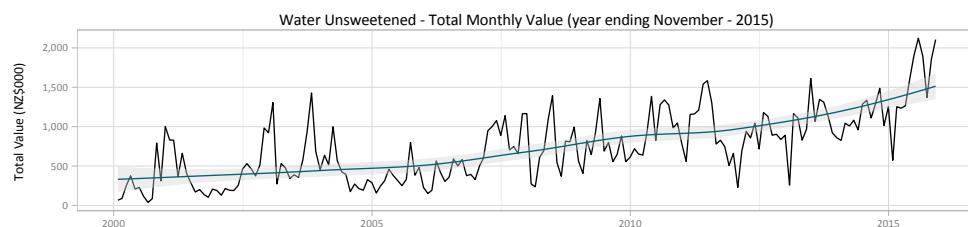
Key Export Statistics¹- Water Unsweetened²

Published on April 28, 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	\$ 7.15	\$ 0.77	18.06%	19.73%	1.41%	12.82
China	7,361	\$ 4.43	\$ 0.60	99.52%	68.39%	-15.60%	-6.38
Australia	1,170	\$ 2.92	\$ 2.50	12.39%	7.28%	-4.54%	-2.73
Hong Kong	861	\$ 1.14	\$ 1.32	71.20%	58.26%	-7.56%	-9.42
U.A.E	336	\$ 0.89	\$ 2.66	4.78%	33.73%	27.64%	0.17
Singapore	174	\$ 0.42	\$ 2.41	29.01%	33.52%	3.50%	8.29
Other	1,198	\$ 1.49	\$ 1.24	-4.41%	-5.82%	-1.47%	2.99
Total	20,430	\$ 18.44	\$ 0.90	29.83%	22.31%	-5.79%	-5.15

Top 6 Water Unsweetened Markets for year ending November - 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.