

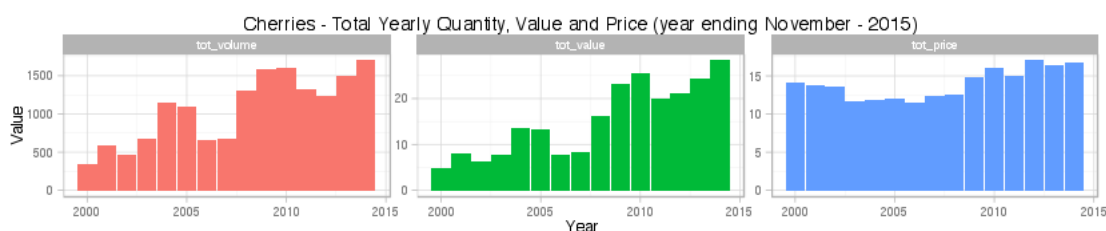
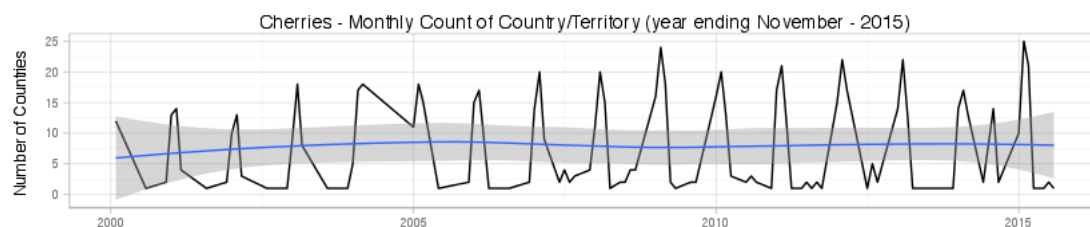
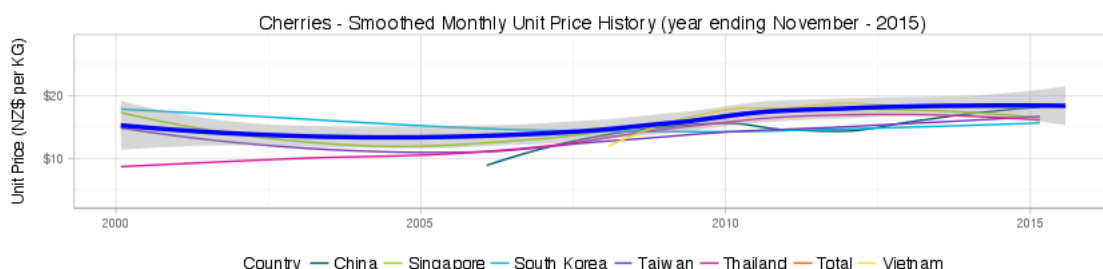
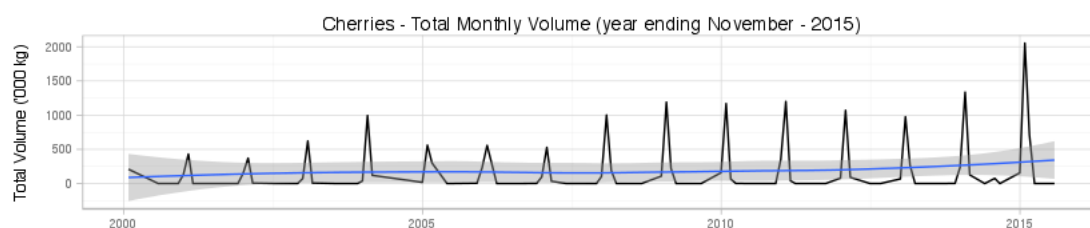
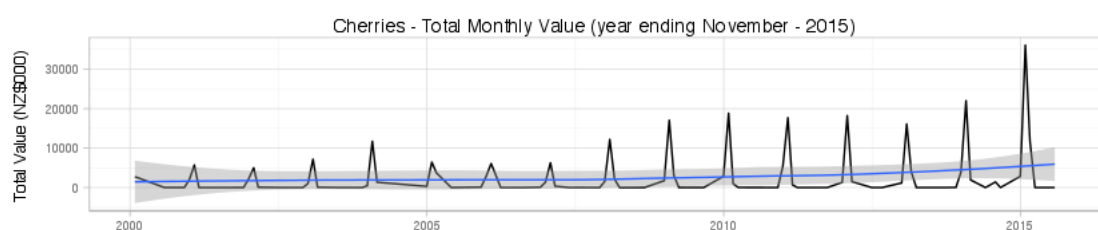


Key Export Statistics¹- Cherries²

April 6, 2016

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.