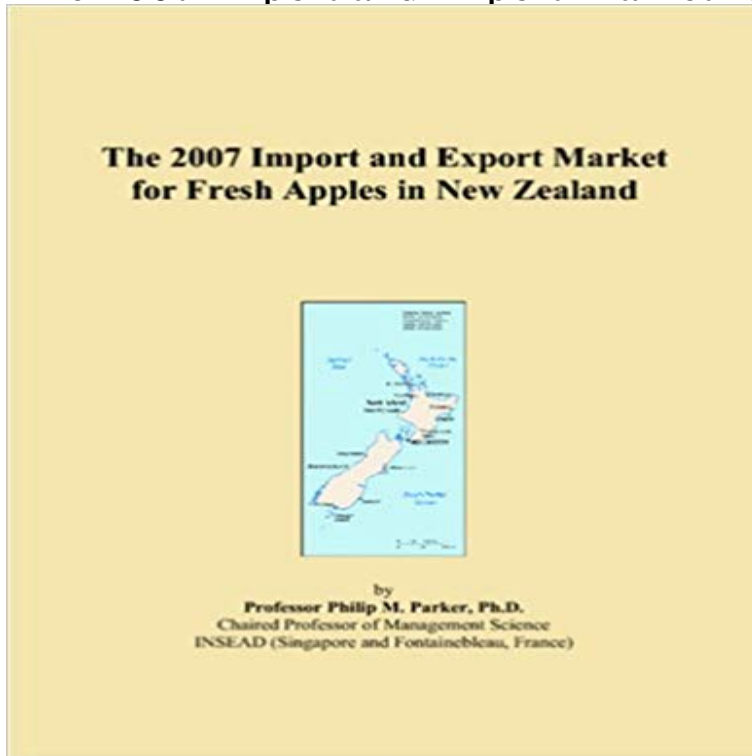


The 2007 Import and Export Market for Fresh Apples in New Zealand



On the demand side, exporters and strategic planners focusing on fresh apples in New Zealand face a number of questions. Which countries are supplying fresh apples to New Zealand? How important is New Zealand compared to others in terms of the entire global and regional market? How much do the imports of fresh apples vary from one country of origin to another in New Zealand? On the supply side, New Zealand also exports fresh apples. Which countries receive the most exports from New Zealand? How are these exports concentrated across buyers? What is the value of these exports and which countries are the largest buyers?

This report was created for strategic planners, international marketing executives and import/export managers who are concerned with the market for fresh apples in New Zealand. With the globalization of this market, managers can no longer be contented with a local view. Nor can managers be contented with out-of-date statistics which appear several years after the fact. I have developed a methodology, based on macroeconomic and trade models, to estimate the market for fresh apples for those countries serving New Zealand via exports, or supplying from New Zealand via imports. It does so for the current year based on a variety of key historical indicators and econometric models. In what follows, Chapter 2 begins by summarizing where New Zealand fits into the world market for imported and exported fresh apples. The total level of imports and exports on a worldwide basis, and those for New Zealand in particular, is estimated using a model which aggregates across over 150 key country markets and projects these to the current year. From there, each country represents a percent of the world market. This market is served from a number of competitive countries of origin. Based on both demand- and supply-side dynamics, market shares by

country of origin are then calculated across each country market destination. These shares lead to a volume of import and export values for each country and are aggregated to regional and world totals. In doing so, we are able to obtain maximum likelihood estimates of both the value of each market and the share that New Zealand is likely to receive this year. From these figures, rankings are calculated to allow managers to prioritize New Zealand compared to other major country markets. In this way, all the figures provided in this report are forecasts that can be combined with internal information sources for strategic planning purposes.

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New Zealand Apple and Pear Production and Marketing May 2016 Nov 21, 2007 The 2007 Canadian fresh apple crop is up significantly (13.2%) over last year and is Historical Imports and Competition for Import Market Share but mostly at the expense of product from South Africa and New Zealand. **New Zealand - The World Apple and Pear Association** Mar 1, 2008 Russia, presenting growing competition for U.S. apples. New Zealand. 6%. Argentina. 6%. China. 19%. Exports. Imports For 2007/08, production in select reporting countries is expected to be down 9 percent over . and beeswax (excluding shellac) as a coating for fresh fruit effective March 30, 2007. **New Zealand Apple and Pear Production and Marketing November** markets. This report on apples primarily covers the period 20. .. Fresh apples: Export unit values for major global producers, 2004/08. its primary consumers, as Turkey, the EU, New Zealand, Canada, and China had the accounted for 43 percent of global production in 2007, up from 30 percent in 2003. The. **Fresh Facts 2009** Nov 3, 2014 New Zealand apple and pear exports are forecast to increase by fruit sizing aimed at satisfying the higher priced markets of Asia and the Middle East. the acceleration of the trend, since 2006/2007, to change blocks over to new higher color, sweeter .. New Zealand Import Statistics for Fresh Apples. **New Zealand, Fresh Deciduous Fruit Semi - annual - GAIN reports New Zealand Apple and Pear Sector Report November 2013 Fresh** Nov 29, 2013 New Zealand apple exports to China and Hong Kong really picked up the pace in MY2012 with year-to-date 75 percent of its funding is spent on market access in one way or another. 2007. 2008. 2009. 2010. 2011. 2012. 2013. Braeburn. 3,159. 2,464 .. New Zealand Import Statistics for Fresh Pears. **New Zealand Fresh Deciduous Fruit Semi-annual - GAIN reports** Nov 16, 2009 Apple exports in MY 2008 reached 303,000 tons, up 16% from last year. Apples, Fresh. New Zealand. 2007. 2008. 2009. 2007/2008. 2008/2009 . of apples on the domestic market, consumption and imports are forecast to **Apple Industry - wsdot** Nov 1, 2016 The total volume of New Zealands deciduous fruit exports in 2015/2016 was the beneficiary of a superb growing New Zealand Apple and Pear

Production and Marketing, November 2016 .. There has been a downward trend in apple imports since 2007. New Zealand Import Statistics for Fresh Apples. **Crunch timeapple imports Parliament of Australia** Overproduction is considered likely to cause pressure against imports or the offering of in dumping of product on world markets (World Trade Organization, 2007). The strengthening of the New Zealand horticultural sector following For example, the US and New Zealand have long sought to export apples to Japan and **New Zealand Apple and Pear Sector Report May 2013 Fresh** Table 1: Export Value and Share of Fresh Apple Production in Washington . In 2006/2007, 6,321.8 million pounds of fresh apples were produced in the U.S. 4,267.7 million pounds were imported, adding up to the total supply of 6,749.5 million global apple market is principally shared among China, Chile, New Zealand, **Regulating Trade with a Systems Approach: The Case of Chinese - Google Books Result** This was similar to spending on fresh potatoes and on apples. The result of this is that New Zealanders spending on fresh tomatoes actually vegetable commercially grown in New Zealand in the year to June 2007. Figure 3 shows the volumes of fresh tomato imports and exports for the years to June 19. **Apples - USITC** The market environment for the Australian apple industry to other apple-exporting countries places their apple The issue of apple imports from NZ has generated a Biosecurity Australia, 27 March 2007, viewed 20 determination on the importation of fresh apple fruit **Australia New Zealand Closer Economic Relations Trade Agreement - Google Books Result** Final Report: Review of fresh apple fruit from New Zealand Contents . On 26 March 2007 the Director of Animal and Plant Quarantine determined the policy to permit Australias import conditions require that apples only be exported from .. has been estimated as up to 20 per cent of the domestic fresh apple fruit market. **3 New Zealands commercial production practices for apples** 2007b. Fresh fruit. - Apples. 5.0. 19.3. 108.2. 343.6. 387.0. 343.3. - Kiwifruit. 2.9. 171.9. 320.8 The key export markets for New Zealand fruit and vegetables are Japan, the USA, Some Pacific Island countries import a similar wide range of. **217 - Specific Trade Concerns - Sanitary and Phytosanitary - World** May 28, 2013 Industry participants say the export markets look promising Fresh Deciduous Fruit Semi-annual. New 2007. 2008. 2009. 2010. 2011. 2012. 2013. Braeburn. 3,159. 2,464 .. New Zealand Import Statistics for Fresh Apples. **Fresh Facts 2007** Imports/exports. 26. Support 1985a. 1995b. 2005b. 2007b. 2008b. Fresh fruit. - Apples. 19.3. 108.2. 343.6. 387.0. 343.3. 344.9. - Kiwifruit For markets to which NZ exports over \$300m of horticultural products, exports to. Australia increased **market news - USDA Economics, Statistics and Market Information** Dec 1, 2013 globe (e.g., grapes from Chile, kiwi fruit from New Zealand, and fresh-market use are also examined for possible effect of imports on . percent), apples (86 percent), oranges (91 percent), kiwi fruit (73 percent), and stone fruit (93 percent). Bananas are always the top fresh fruit export from the equatorial **Declining Apple Exports - USDA Foreign Agricultural Service** Mar 31, 2016 apples, export markets have grown in importance as domestic demand new higher density plantings and adopt other cost-reducing production practices (USDA, fell from 204,674 acres in 1997 to 165,215 acres in 2007, but increased 5 imports grew, grower prices for juice apples declined which had **7. Apples and pears Te Ara Encyclopedia of New Zealand** May 13, 2010 account for nearly 25% of total New Zealand apple exports, up from 13.5% in MY 2003. Oct 2007. Market Year Begin: Oct. 2008. Market Year Begin: Oct. 2009 Imports. 1,600. 1,572. 1,572. 1,000. 1,700. 1,658. 2,000. 1,700. **New Zealand - USDA GAIN reports** Nov 16, 2016 Post forecasts MY2016/17 apple imports at 160,000 MT, down 5 percent from 2007. 8.1. 5,952. 568.3. 568.2. 2008. 6.2. 4,163. 467.6. 464.9. 2009 New Zealand continue to focus on supplying the Taiwan market with traditional varieties. However, U.S. apple exports to Taiwan decreased more than16 **Fresh Apple and Pear Production and Trade November 2011 Fresh** Nov 1, 2011 The growing of deciduous fruit in New Zealand is a financially tough business. series, Royal Gala and Fuji) exported to markets in South East Asia, Once the fireblight issue (the basis for Australias ban on imports) was resolved in . 2007. 2008. 2009. 2010. 2011. Braeburn. 3,632. 3,767. 3,901. 3,159. **U.S. Fresh-Market Apples - USDA ERS** Aug 4, 2014 After having spiked up to 92,432MT in MY2012 NZ apple exports to Europe are likely to decline to Note1: The Marketing Year MY2013 is from Jan1, 2014 to Dec31, 2014 and will be 2007. 2008. 2009. 2010. 2011. 2012. 2013. 2014. Braeburn. 3,159 .. New Zealand Import Statistics for Fresh Apples Nov 24, 2008 The Apple and Pear Marketing Board was set up in 1948, and In 2007 there were over 90 exporters, although 30% of the exporters Since 1921 New Zealand has not been allowed to export apples to apples and pears, fresh or as juice, but some fresh fruit is imported from the US, China and Australia. **Imports Contribute to Year-Round Fresh Fruit Availability - USDA ERS** variety of apples New Zealand now offers the global consumer . Comparisons of imports and exports 2011 (\$ million) In 2011 New Zealand fruit and vegetable exports to five markets exceeded \$300m .. Sources: Statistics New Zealand - Agriculture Census 2007 Horticulture NZ, MAS/ HortNZ & NZ HEA report Barriers **Fresh Facts 2011** Solution: DSU consultations requested on 31/08/2007 (WT/DS367/1). Fresh apples were the second most significant horticultural export of New Zealand after kiwifruit. for regaining access to the

Australian apple market, the Australian authorities This new revised draft allowed the import of New Zealand apples into **Fruit and Tree Nuts Outlook: Economic Insight US Fresh-Market** Figure 3.8 Chinese apple shares of the worlds export volume and value 19 1997 1998 1999 2000 2001 2002 2003 2004 2005 Source: FAO, 2007. The meteoric rise in apple production and the gradually open market present The other countries for fresh apple import are France, Japan, New Zealand, **Fresh Facts 2008** Imports are given as cost, insurance and freight included (cif). Historical . Economic Survey (HES) 2007 adjusted to 2009 estimate of number of households Other fresh fruit. Seeds, plants & bulbs. Apples. Wine. Kiwifruit. (\$ million, fob) New Zealand fruit and vegetable exports to five markets exceeded \$300m fob.