

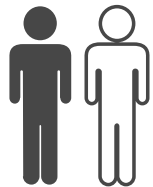


New Zealand Country Report

Chris Morrison
Chair

NZ Market 2018

- High public, consumer and producer interest
- Well placed to optimise both domestic and global opportunity
- Organic domestic market growing 2x faster than conventional
- Little or no support from government – still driven by private and voluntary sector



More than **50% of producers** say they are interested in transitioning to, or learning more about organic

Key changes 2015-2017

The total size of the New Zealand organic sector in 2017 is estimated at \$600 million, **up 30% or \$139 million** since 2015.



15% growth p.a.

60%



\$355 million
is export

40%



\$245 million
is domestic



Organic Regulation

- All top 25 trading nations have organic regulation, except NZ and Oz
- OANZ has been working on this since 2013
- 2018 Govt confirmed that a national standard will progress as a Bill and be supported by regulations for domestic market
- We expect draft Act to be tabled by April and extensive public consultation
- OANZ will be central to leading the collective will of the organic community

THANK YOU

