



Foreign Agricultural Service

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New Zealand

Organic

N.Z. Organic Products Exporters Group

1999

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Report Highlights: New Zealand's organic producers and processors have formed OPEG, the Organic Products Exporters Group, to develop international market opportunities and improve the industry infrastructure. Organic exports from OPEG members are currently worth U.S.\$15.9 million, but OPEG plans to increase exports to U.S.\$35.7 million by 2001. Japan, the United States and Europe currently take nearly all N.Z. organic exports and OPEG plans to explore opportunities in Malaysia, Singapore and Taiwan.

Includes PSD changes: No
Includes Trade Matrix: No
Unscheduled Report
Wellington [NZ1], NZ

Increasing interest in organic production has led to the formation of the Organic Products Exporters Group (OPEG), a forum to encourage and support companies and organizations who have an interest in the New Zealand organic export industry. New Zealand currently exports an estimated U.S.\$15.9 million worth of organic products, ranging from processed vegetables and eggs to baby food and wine. OPEG believes there is potential to increase organic exports by identifying market opportunities and working together to overcome barriers to market entry and development. OPEG hopes to achieve organic exports worth U.S.\$35.7 million by the year 2001.

As well as attending international trade shows such as FOODEX, IFOAM and BioFach to develop market opportunities in 1998/99, OPEG plans to work on the industry infrastructure. Proposed activities include:

- < Working with the Ministry of Agriculture and Forestry to establish an official export certification scheme for New Zealand.
- < Working with Australia to develop a joint strategy for overcoming market access issues.
- < Development of a network of small growers/exporters to take advantage of existing market opportunities.

OPEG's key target markets are Japan, the United States and Europe, but long term strategy is to explore opportunities in Malaysia, Singapore, Taiwan and Korea. At present around 70 percent of OPEG members' organic exports are destined for Japan, 20 percent destined for the United States and only 10 percent sent to Europe and Britain.

OPEG has 38 members, including the kiwifruit marketing agency Zespri International, ENZA New Zealand, Heinz-Wattie Limited and the Meat New Zealand. Organic products made by OPEG members include baby food, cider vinegar, dairy, eggs, fertilizer, flax seed oil, fresh vegetables, fruit, grain, honey juice, meat, pickles, salmon and wool/knitwear.

OPEG Website: <http://www.organicsnewzealand.org.nz>