



NEWSLETTER

6th October, 2009

www.foodbayofplenty.co.nz
www.plentyflavour.co.nz

UPCOMING EVENTS

REAL VANILLA RIGHT HERE IN THE BAY – Thursday 8th October

Be amongst the first to see Heilala Vanilla's first crop of NZ vanilla pods! Join fellow members for this special occasion.

Date: Thursday 8th September

Time: 5.30pm

Venue: *Tauranga Club [Note this is a change in venue]*

RSVP to: info@foodbayofplenty.co.nz

PLENTY OF FLAVOUR – CULINARY AWARDS

Join members of the local food producing and hospitality sectors to find out who's won the judges (and most importantly the consumers) hearts in Food Bay of Plenty's 'Plenty of Flavour' culinary competition.

Date: Monday 9th November

Time: 5.30pm

Venue: Creative Tauranga

RSVP to: info@foodbayofplenty.co.nz

plenty
of flavour



CULINARY COMPETITION
19 SEP - 01 NOV
2009

PLENTY OF FLAVOUR – NOW ON!

www.plentyflavour.co.nz

The logo for FMR Risk Solutions features a stylized grey arc above the text "FMR Risk Solutions", with a small blue globe icon above the letter "S".
FMR Risk Solutions

Professional Risk and Insurance Advice

The 'Plenty of Flavour' culinary competition is definitely hitting its stride, with lots of positive feedback. The most talented and inspirational chefs in the Bay have truly risen to the challenge, producing a selection of menus that would rival anywhere in the country.

Developed by Food Bay of Plenty, the six week competition is designed to promote 'buy local' by showcasing local restaurants and food and beverage producers. During the competition, 12 of our best known restaurants create dishes inspired by local ingredients to highlight the level of capability that exists in the Bay's innovative food and beverage sector.

Make sure you get out in support of the competition by trying some of the local dishes created by participating restaurants. The competition will run until 1st November.

Astrolabe	Halo (Sebel)	Mount Bistro	Tay Street Café
Bravo	Harbourside	Nautilus	Twickenham
Esplanade Cafe	Mills Reef	RSVP Cherrywood	Two Small Fish

KIWI FESTIVAL 2010

The Bay of Plenty is to celebrate its coastal lifestyle and world-class produce with a nine day festival running from 26 February to 6 March 2010. Commencing at the start of the kiwifruit harvest, Kiwi Festival 2010 will involve 20 events aimed at positioning the region as the centre of natural, high quality and nutritional products. Events have been planned around tourism, arts and culture and sports, and will include the Kaimoana Festival, a grand banquet, winning restaurants from the 'Plenty of Flavour' culinary competition, the ZESPRI Industry Challenge, tours and excursions, and a Mardi Gras celebrating global culture and music.

The Bay's kiwifruit crop is worth over \$1.45 billion in sales, with around \$800 million returned to growers each year. Twenty percent of the region's GDP comes from the kiwifruit industry which employs around 20,000 people. In addition, 12 million trays of avocado are expected to be harvested over the next decade, worth \$250 million. Horticulture leaders have commenced an industry-wide study, with plans to increase the sector's economic value to \$10 billion over the next decade.

TV SHOW PROFILES BAY'S UNIQUE CUISINE



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During March, Destination TV was in the Bay filming an episode of 'New Zealand on a Plate', which went to air on TV One last Saturday. The series targets domestic and international visitors who are keen to learn about and sample the cuisine and wine of different regions. Its angle is to use the freshest and most sophisticated ingredients to create food that is modern, innovative – and uniquely New Zealand. And don't worry if you missed it, you can see it on Sky TV's food channel or Air NZ in-flight programming later in the year. 'NZ on a Plate' is also schedule to screen on Channel 7 in Australia.

FOODTOWN, WOOLWORTHS NZ BRANDS TO BE PHASED OUT

Progressive Enterprises is to phase out its Foodtown and Woolworths brands during the next five years, replacing them with a "new generation" Countdown branding.

Progressive managing director Peter Smith said the Countdown brand was chosen, rather than Foodtown or Woolworths, due to its popularity with customers and its geographical spread across the country. The new Countdown branding would be applied as stores were refurbished and new stores were built.

Australian parent company Woolworths planned to invest up to \$1 billion in New Zealand during the next five years. "We plan to open up to five new generation Countdown supermarkets and transform around 20 Woolworths, Foodtown and older Countdown stores to the new brand and format each year for the next five years," Mr Smith said. The new branding was unveiled today at Progressive's Countdown Westgate store in West Auckland, where refurbishment was nearly finished. Mr Smith said a new logo, which also replaced the current Countdown identity, represented fresh produce and the company's commitment to fresh food. "It also represents a new beginning and direction of our business."

The new brand linked Progressive to Woolworths in Australia, where stores had also been gradually receiving new symbols. Through its investment, Progressive would create 2000 to 3000 permanent new jobs. It employed more than 18,000 people now.

Source: NZPA

KIWIFRUIT CARBON IN THE SPOTLIGHT



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A project has been launched to measure carbon levels in kiwifruit orchards and assist market access for the fruit. Funded by the sustainable Farming Fund, the project is seeking growers keen to volunteer their orchards for the three year study. The project will quantify the above and below-ground carbon storage in the orchards, with the improved knowledge contributing to the eco-verification of NZ's image as a clean, green producer of kiwifruit. Increasing carbon levels in the soil may have other economic benefits for growers, including a reduced need for fertilizer and irrigation, improved plant health and production.

ZESPRI VS TURNERS & GROWERS

With the case before the High Court, David Carter, Minister of Agriculture, and Tim Groser, Minister of Trade, have said that as long as growers support Zespri, the government will support Zespri. Turners & Growers is taking a case against Zespri's exclusive right to market NZ kiwifruit to anywhere in the world other than Australia. The single point of entry is a structure that is very successful and is strongly supported by growers.

WORLD EXPO DELEGATION SEMINAR

Tauranga exporters that are serious about China as a market have the rare opportunity to hear from the director of the NZ Pavilion at the Shanghai World Expo 2010. The \$30 million NZ Pavilion provides a unique Kiwi experience. The expo runs from May to October next year and will attract about 70 million people. Fresh from Shanghai, Mike Pattison will provide an update on the expo and how the local delegation being organised by Export BOP can make the most of their visit in July next year.

When: Friday, 9 October, 11.30am – 2pm
Where: Smart Business Centre, 65 Chapel St, Tauranga
Cost: \$20 including lunch
RSVP: angela@exportnewzealand.org.nz

SIGNIFICANT POTENTIAL IN NZ-INDIA TRADE

India is seen as a land of opportunity for New Zealand, however it could take 10-15 years to unlock its trade potential. Minister for Trade, Tim Groser, was in Tauranga recently after returning from a meeting of the World Trade Organisation in New Delhi.

The logo for FMR RiskSolutions features the company name in a sans-serif font. Above the text is a stylized graphic consisting of a grey arc that curves over the letters 'R' and 'S', ending in a small blue sphere. The 'S' is also partially blue.

FMR RiskSolutions

Professional Risk and Insurance Advice

He said a growing middle class and changes in India's political landscape promised significant benefits for New Zealand trade. Currently our exports to India are worth around \$4.5 million per annum, however if a free trade agreement is signed, this would open the door to what is expected to be one of the three largest economies in the world by 2050.

FOOD SAFETY TRAINING

James Broad - Cuisine Concepts, is running a 2 day food safety programme on 16th & 17th November. H.S.I units covered include:

- 167
- 168
- 2977
- 14466
- 9677
- 15274

For unit descriptors go to: <http://www.hsi.co.nz>

This is a fully subsidised food safety program with the only costs being the reporting of units with N.Z.Q.A of \$35 and N.Z.Q.A. registration of \$25 dollars (if not already registered).

Monday 16th and Tuesday 17th November (9am to 4pm)
Venue is the Tauranga Citizens Club

To register please contact James
Phone: 021 346 015
Email: james@cuisineconcepts.co.nz

GREAT ART AT THE NEW LOOK CARGO SHED

The Cargo Shed on Dive Crescent has undergone an overhaul and reopened on 30th September with a new twilight event, as well as being open on Saturdays and Sundays. The Creative Tauranga Charitable Trust took over management of The Cargo Shed in April, with a vision to provide a multi-functional space that will grow and enhance the local arts sector. This includes more exhibition opportunities, spaces for local artists to

work and hold public workshops, and a vibrant market filled with New Zealand products. There will be stalls with 'artisan-type' gourmet foods on sale. The twilight event will run from 3-7pm each Wednesday.

TICKETS ON SALE FOR TAURANGA SEAFOOD FESTIVAL

Tickets have gone on sale for the Tauranga Moana Seafood Festival, being held at Dive Crescent from 5.30pm on Saturday 28 November. Crayfish, fresh oysters, scallops, mussel and whitebait fritters, seafood kebabs and wild foods such as pig and venison are just some of the delicacies that will be offered on the day, with the majority of food sourced locally. There will be more food stalls this year to ensure queues are kept short. There will be live entertainment on three stages, including popular Kiwi band dDub. Tickets cost \$25-\$28 and can be purchased online at www.eventfinder.co.nz

100% PURE CAMPAIGN PAYS OFF

Tourism NZ's efforts at promoting the country with its "100% Pure New Zealand" slogan have paid off, topping an international branding survey. The survey asked 165 national tourism organisations which countries they considered to be good at destination branding. New Zealand topped the poll ahead of India, Spain, Australia, Dubai and Ireland.

UPDATED ENTERPRISE TRAINING SCHEDULE

Click here for the latest Enterprise Training schedules in Tauranga and Rotorua.

Tauranga <http://www.foodbayofplenty.co.nz/userfiles/file/Tauranga.doc>

Rotorua <http://www.foodbayofplenty.co.nz/userfiles/file/Rotorua.doc>



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