



NEWSLETTER

07 May, 2010

www.foodbayofplenty.co.nz

UPCOMING EVENTS

CHAMBER OF COMMERCE CEO MAX MASON – June 3rd

The Chamber offers a range of advocacy, mentoring and education services and has an extensive network of members, partners and sponsors that will provide Food Bay of Plenty with new opportunities for future development. Max will provide an overview of the role of the Chamber and the opportunities that he sees the partnership with Food Bay of Plenty presenting to both organisations.

When: Thursday 3rd June

Where: Chamber of Commerce, Smart Business Center, Chapel Street

Time: 5.30pm

RSVP: info@foodbayofplenty.co.nz

1st FOOD INDUSTRY LEADER'S FORUM A SUCCESS

Food Bay of Plenty held its first Leader's Forum this month to look at ways to further grow and differentiate the local economy through food production. Food Bay of Plenty Chair Liz Muller says the region is a major fruit bowl for New Zealand, with the likes of avocado and kiwifruit orchards. She says it's crucial the food industry gets together and comes up with a plan to showcase the Bay's point of difference.

The Forum discussed how to make the most of emerging trends and future export and domestic market opportunities. Priority One CEO, Andrew Coker, says those attending the forum understand the huge influence the food sector has on the economic well being of both the Bay of Plenty and New Zealand. "It is vital that the food industry works together to strengthen their capabilities and plan ahead for future growth."

Brett Hewlett, CEO of Comvita, said the forum was an excellent platform for industry leaders to discuss how to ensure the region's food businesses have a point of difference based on innovation. "Comvita currently has a global vision and strategy for marketing high-end natural health products from New Zealand and we are investing heavily in

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research and development to better understand the bio-active components of manuka honey which will allow for the development of new products,” said Hewlett.

Full notes on the forum will come out in a couple of weeks, but the overall outcome was enthusiastic agreement from industry leaders to stand up and be heard within the community, to actively advocate for business needs through Food Bay of Plenty and to support regional economic development initiatives that focused on attracting business investment and skills attraction.

The forum was an outcome of the regional food and beverage sector strategy completed by Food Bay of Plenty last year and was facilitated by David Irving – the former CEO of Heinz Watties Australasia and founder of The ICEHOUSE. The Forum was organised by Food Bay of Plenty in partnership with Priority One.

INTERNATIONAL FLAVOUR TRENDS & INNOVATIONS

Maria Dagger of Zymus International, was guest presenter at Food Bay of Plenty’s May members event. Maria provided members with a ‘taste’ of current international trends and innovations in flavours, both from a marketing and product development perspective. From a flavour perspective in the beverage sector Maria believes a key trend is new/innovative flavour combinations. Zymus International is at the leading edge of international flavour innovation, working closely with many of New Zealand’s foremost food and beverage brands.

DROUGHT AIDS KIWIFRUIT GROWERS

While many Bay of Plenty farmers struggle to cope with drought, kiwifruit growers are reaping the benefits. NZ Kiwifruit Growers Inc president, Peter Ombler, says the dry conditions have created many benefits for kiwifruit growers in the region. He says the warm, dry temperatures made kiwifruit develop earlier than normal and gives the fruit a high dry matter, which makes it better to eat. "There will be individual situations where things have become pretty dry, but by and large there have been a lot of positive impacts for the industry." Peter says one disadvantage of the drought is that kiwifruit size has been marginally smaller. ZESPRI’s Director Corporate & Grower Services, Carol Ward, says 30% of the green and 60% of the gold fruit has been processed, which will get the fruit to market a week ahead of last year. Similar volumes to last year’s record of 100 million trays are also expected.

COMMERCIALISATION OF NEW KIWIFRUIT

Rigorous trials of harvest, packing, storage and in-market activities are underway for the four kiwifruit varieties currently in the advanced stages of evaluation. A comprehensive

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business case is being developed by ZESPRI to enable its board to make a decision in June as to whether or not to commercialise a new variety of kiwifruit. ZESPRI is currently seeking industry input on the potential licence allocation mechanism. Eighteen packhouses are involved in the new variety trials, where harvesting commenced on 4 March. The fruit are now undergoing consumer and retail trials.

GOOD PACKAGING HAS A GREAT FUTURE

Recent revelations about the fate of consumer recycling have raised concerns about all the packaging material that we dispose of in New Zealand. Most disposable plastic packaging is made from oil – a non sustainable resource – and most of it goes into the landfill. Of the plastic that does get recycled, most gets sent overseas. Grant Jeffrey, of local food processing company Kiwifruit, has partnered to establish a new business that offers plant-based packaging solutions that are both sustainable and ethical. Based in Auckland, the Good Packaging Company's goal is not only to produce the best packaging in New Zealand, but to also take responsibility for it post consumer. The Good Packaging Company believes in developing innovative, sustainable and ecologically-thoughtful packaging solutions that add value at every stage of a product's lifecycle. The company has already partnered with Yealands Estate Winery and Kohu Road Ice Cream to develop some unique packaging innovations. For further information, visit www.goodpackaging.co.nz.

BAY A MODEL FOR SUSTAINABILITY

The success of the Bay of Plenty Sustainable Business Network's unique productivity assessment has now been rolled out to Waikato businesses. The tool is used to benchmark businesses that enter the NZTE Productivity Award, which is part of the annual Bay of Plenty Sustainable Business Awards. The award targets business practices such as lean manufacturing or other systems that allow businesses to increase their output while reducing resource use, waste or time. Jo Wills, Regional Manager of the Sustainable Business Network Bay of Plenty / Waikato, says, "We are really pleased to introduce the productivity assessment, which we developed in conjunction with NZ Trade & Enterprise, to the Waikato. The assessment garnered very positive feedback when it was launched in the Bay last year, helping to bridge the gap between sustainable practice and mainstream business." The awards are free to enter. For further information and to receive the self-assessment, email jo@sustainable.org.nz.

NZ 4TH IN GLOBAL ECONOMIC FREEDOM RANKINGS

According to rankings released by a US think tank and the Wall Street Journal, New Zealand is the fourth most economically free country in the world. Heritage Foundation has almost nothing but praise for New Zealand, calling it a global leader in economic

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freedom. The rankings cover 10 freedoms, from property rights to entrepreneurship, in 183 countries. The top three rankings went to Hong Kong, Singapore and Australia, with Ireland, Switzerland, and Canada following New Zealand. The US was downgraded from “free” to just “mostly free”.

UPDATE ON FIRST ROUND OF NZ/INDIA FTA NEGOTIATIONS

The first round of New Zealand’s Free Trade Agreement/Comprehensive Economic Cooperation Agreement negotiations with India was held in Wellington on 7 and 8 April. The two-day round was exploratory in nature but did raise all subjects that each country is interested in negotiating on. Both sides had an opportunity to outline their normal approach to negotiations in each chapter area and to put forth their views about the substance of the agreement.

In terms of what is on the agenda for negotiations, a key priority in this FTA for New Zealand will be the elimination of India’s tariff duties. India’s average applied tariff overall is 11.9% but this varies markedly across sectors, with higher tariffs being applied on many of the goods that are of interest to us.

The next round will be held in New Delhi. No dates have been fixed for that round yet but it is hoped it will take place in late July or August.

MFAT are keen to hear about the barriers to market entry that New Zealand firms are experiencing in India, so that we can seek to address these through the negotiations. We welcome input at any stage.

For further information or to make any comment, please contact Joanne Dow, India FTA Coordinator, joanne.dow@mfat.govt.nz or 04 439 8084.

FOOD SAFETY TRAINING

Unit Standard 167

When: Monday 31st May

Time: 9am to 4pm

Venue: Tauranga Citizens Club, Corner 13th Ave and Cameron Rd

Cost is \$135 per person

To register please contact James

Phone: 021 346 015

Email: james@cuisineconcepts.co.nz

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 from the left towards the right, ending in a small blue sphere with a white highlight, resembling a globe or a planet. The 'S' in 'Solutions' is notably larger and more prominent than the other letters.

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APPOINTING THE RIGHT AGENT/DISTRIBUTOR

Export NZ, in association with Empower Team and EMA, are holding a course on how to appoint and manage the right agent or distributor for exporters or those considering entering global markets:

When: 9.00am to 4.30pm, **Wednesday 19 May 2010**

Where: Empower Team Ltd, Unit 5 3 Newton Street

Cost: EMA / ENZ members \$410 + GST

Non members \$525 + GST

This workshop deals with the vital area of agency and distribution, examining the differences between an agent and a distributor and when and where the use of each would be appropriate. Methods of finding, appointing, managing and motivating agents and distributors will also be discussed, as well as the pitfalls and potential costs of getting it wrong. To register, visit

www.ema.co.nz/Appoint_and_Manage_International_Agents_Distributors.html

STRATEGIC ALLIANCES & GLOBAL OUTSOURCING

When direct exporting is difficult, other options are available for businesses to reach international markets. Export NZ, in association with Empower Team and EMA, is running a workshop that focuses on the nature, structure and objectives of joint ventures and strategic alliances, with emphasis on the identification of a suitable partner, the requirements for effective relationships and an efficient exit route:

When: 9.00am to 4.30pm, **Friday 28 May 2010**

Where: Empower Team Ltd, Unit 5 3 Newton Street

Cost: EMA / ENZ members \$410 + GST

Non members \$525 + GST

Register: www.ema.co.nz/strategic_alliances_JV_Outourcing.html.

LATIN AMERICA MARKET FORUM

In conjunction with the Latin American Business Council, NZ Trade and Enterprise and Export NZ BOP, a Latin America Market Forum will be held in Tauranga on the 11 May. Speakers will cover a number of specific markets, including Mexico, Brazil, Chile and Argentina, as well as market entry strategies.

When: 7.30am – 1pm, **Tuesday 11 May**

Where: Smart Business Centre, Chapel St, Tauranga

Cost: \$65pp including Latin American-themed lunch

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ANGEL INVESTOR SEMINAR SERIES

The Western Bay of Plenty Business Investors Forum is sponsoring three events in Tauranga with the renowned US based 'angel investor' and BNZ University of Business School Entrepreneur in Residence, Bill Payne. Bill is one of the decorated angel investors in the United States. He has invested in more than 50 companies over the last 25 years, mentored hundreds of businesses and founded four angel networks. In recognition of his contributions, Bill was awarded the 2009 Hans Serveriens Award - the US Angel Capital Association's highest honour. Full details of the events are still being finalised, but mark these in your diary:

Monday 24 May 2010:

Noon University of Waikato Business School – Forum with students and public
6pm Dinner with address by Bill Payne – Bay of Plenty business and political luminaries

Tuesday 25 May 2010:

All day *Power of Angel Investing* seminar with Bill Payne and a panel of experts.
For further information, email michelle@seeit.co.nz.

NZIFST ANNUAL CONFERENCE

The NZIFST annual conference will feature speakers including:

- Sarah Trotman, MD Bizzone
- David Irving, Founder, The ICEHOUSE
- Peter Smith, MD Progressive Enterprises Ltd
- Barry Irvin, Chairman Tatua Milk Company

For further information on the conference contact:

The Organising Committee

NZIFST Conference 2010

<http://www.nzifst.org.nz/events/annual-conf.asp>

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