

Moving to the centre: the future of the New Zealand food industry

A report commissioned from Coriolis Research by the Ministry of Economic Development: The objective of this project is to develop a clear initial overview of New Zealand's processed foods exports. In particular, to understand the drivers of the growth and success of New Zealand's processed foods exports to Australia and whether there are insights which can be applied in other markets.

New Zealand's exports of all food to Australia have been growing at double digit levels for a decade and are now valued at NZ\$2.1 billion. Nearly half of these exports are higher value processed foods.

This research has been undertaken in the context of the Government's stated growth objectives. Growth in productivity is entirely about changes in products, markets, processes and ways of doing things. It typically manifests itself by firms producing goods and services which are close (in terms of the capabilities and resources needed to produce them) to the country's current productive structure. In other words, we must work with what we already have.

This document shows that the biggest lever in the New Zealand economy is the food and beverage sector, and that this sector can be a driver of significant growth well into the future.

The report can be downloaded at: <http://www.med.govt.nz/upload/75420/Coriolis-report.pdf>

Source: MED