

Tahitian Lime *(Citrus latifolia)*



1. Offer Analysis

Description & Market Trends

New Zealand's consumption of limes is rising, driven by a mounting interest in healthy and international foods. Tahitian limes are rich in nutrients, and one lime can contribute significantly to your daily vitamin C requirement.

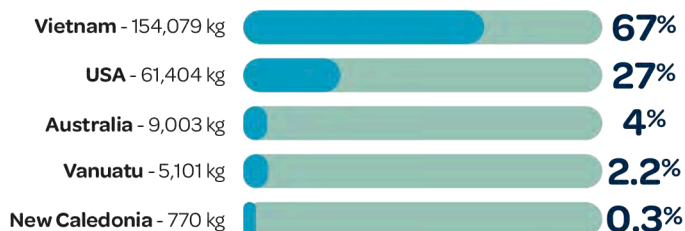
Fresh lime has the best value per kilogram within New Zealand's market; other forms, such as juice or concentrate juice, are also imported into New Zealand.



Increase in demand for fresh lime in New Zealand in 2023 vs 2022.



Ranking of **Fresh Lime** imports in volume to New Zealand in 2023



Ranking of **Lime Juice** imports in volume to New Zealand in 2023



2. Market Access

Biosecurity requirements and advice

Importing Tahitian lime into New Zealand is subject to [strict biosecurity controls](#). You can verify the authorised countries for import into New Zealand [here](#).

Checklist for fresh Lime export/import:

- ☐ Biosecurity inspection for absence of regulated pests
- ☐ Implement pest control measures pre-export
- ☐ Provide Phytosanitary Certificate to IPPC standards
- ☐ Packaging is clean and free of soil or contaminants
- ☐ Lime intact, free from mould or off-putting odour
- ☐ No dehydration or pest damage
- ☐ The fruit may have the calyx attached but not the stem, leaves or other plant parts

Food import to New Zealand

All food for sale must be imported by a [registered food importer](#).

Food safety requirements

Food imports should follow the [Food Act 2014](#) (See full report for more details).



Traceability, track the origin and destination of the food products to recall any unsafe items.



Hygiene, from harvesting to sale, all food handling stages with rigorous hygiene standards.



Labelling for processed products should display the list of ingredients, allergens, and, if necessary, nutritional data. [Find out more](#).

Certifications

Several certification standards could be considered for the New Zealand market:

HACCP (Hazard Analysis and Critical Control Points)

NZGAP (New Zealand Good Agricultural Practices)

Global GAP (Good Agricultural Practices)



Average price of **Fresh Lime** per Kg over the last 3 years, as declared at the New Zealand border, in NZD



Overview of export process from the Pacific Islands to New Zealand



3. NZ Buyers' Requirements

Quality

Buyers of fresh Tahitian Lime require a Light green to green skin with pale green flesh, round to slightly oval. Firm with smooth, thin peel, juicy flesh with strong tangy flavour. Usually, it is expected to have a minimum diameter of 40mm up to 60mm, with a juice content compared to the mass > 30%.

Volume

Orders can vary from a few kilograms for smaller businesses to several metric tons for larger retailers or manufacturers. Maintaining the volume of Tahitian Lime you supply is essential. Opportunities for Pacific exporters:

November – January is an ideal window for export to New Zealand as the market price is up to 50% higher.

It is also worth noting that minimal volume is imported between March – September due to the availability of locally grown lime.

Packaging

Packaging manufactured from new food-grade materials or sanitised returnable crates. All labelling must meet the current legislative requirements. The crate card must include the product description, SKU number (in large font), supplier name, grower/packer's name, product grade, count/weight, and delivery date. Pre-packaged produce must display the grower's name, the packed on date, best before date or use by date (batch code optional).

Transport recommended

Tahitian Lime should be transported using conditions that minimise contamination risks for biosecurity and food safety requirements. Stacked to Ti Hi specifications onto a stabilised pallet as per ordered. Refrigerated van with air bag suspension unless otherwise approved.

4. Type of NZ buyers/distributors

Fresh Importers: T&G, The produce company, Fresh Direct.

Pharmaceuticals/Skin Care industry: Buyers and manufacturers such as Pure Ingredients or Shieling Laboratories require high-quality lime for the cosmetic sector, which produces and distributes essential oils.

Juice industry: Companies such as Hakanoa or Redshoots (Lemon Fresh Lime Juice 245ml)

Processed Food industry: For integration into preparations with companies such as Lisa's Jalapeno & Lime Hummus, Genevieve's Lime & Parmesan Dressing, Rose's Lime Marmalade.

5. Key Success Factors

