

Pineapple *(Ananas comosus)*



1. Offer Analysis

1.1 General Description: Production, end-use, and market

Pineapple is a remarkable tropical fruit with a unique flavour profile. Native to South America, specifically Paraguay and southern Brazil, pineapples have spread across the globe, mainly thriving in the warm, humid climates of the Pacific Islands. These distinctive fruits are readily recognised by their spiky, green and brown exterior, with juicy flesh. Beyond their intrinsic appeal, pineapples offer a wealth of nutritional benefits. Rich in vitamin C and a source of vitamin A, dietary fibre and essential minerals like potassium and manganese contribute significantly to a balanced diet. Further adding to their value is the presence of bromelain, an enzyme with potential health benefits such as improved digestion and inflammation reduction.

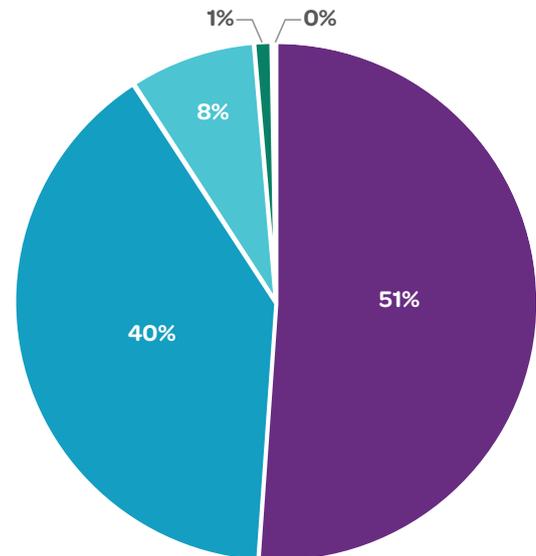
Pineapples display remarkable culinary versatility. They are savoured fresh, sliced, or diced as refreshing snacks or in addition to fruit salads. Extracted pineapple juice is a popular tropical beverage enjoyed alone or incorporated into cocktails. Canned pineapples offer year-round access to this tropical treat. In contrast, fresh pineapples find their way into sweet and savoury dishes worldwide, from pineapple upside-down cakes to pineapple fried rice.

Production of pineapples significantly contributes to the economies of Pacific Island nations such as Fiji. The region's consistent tropical climate enables year-round cultivation. With its growing demand for tropical fruits, New Zealand imports pineapples from these island nations, satisfying consumer cravings and supporting local economies. This highlights the role of global trade in connecting people and cultures, bringing a taste of the Pacific paradise to distant shores. Pineapple cultivation in the Pacific region increasingly embraces sustainable agricultural practices, including crop rotation, minimal pesticide use, and efficient water management. This prioritisation of environmental sustainability ensures the long-term viability of pineapple production in these regions.



PINEAPPLE NUTRITIONAL CONTENT	
Nutrient	Amount (per 100g)
Calories	50 kcal
Water content	86%
Carbohydrates	13.12g
- Sugars	9.85g
- Dietary Fiber	1.4g
Protein	0.54g
Fat	0.12g
Vitamin C	47.8mg
Vitamin A	58 IU
Vitamin B6	0.112mg
Folate	18mg
Calcium	13mg
Magnesium	12mg
Potassium	109mg

Table 1: Pineapple nutritional content (Source: U.S. Department of Agriculture. FoodData Central. Published 2019)



Pineapple Market Share in New Zealand (%)

- Fresh Pineapple
- Canned Pineapple
- Concentrated Pineapple Juice
- Pineapple Juice
- Dried Pineapple

PRODUCT	2022	2023	Percentage change
Fresh Pineapple	8530 Tonnes	9047 Tonnes	+6%
Canned Pineapple	6615 Tonnes	4495 Tonnes	-32%
Concentrated Pineapple Juice	1302 Tonnes	1051 Tonnes	-20%
Pineapple Juice	179 Tonnes	432 Tonnes	+141%
Dried Pineapple	48 Tonnes	70 Tonnes	+46%

Table 2: Percentage change of tonnes of pineapple products sold in New Zealand, 2022-2023

1.2 Uses & Benefits

Here is a showcase of the various value-added products that can be created from Pineapple. Underlined below have been identified as top market trends or high potential by assessing the offerings of leading retailers across New Zealand.

Processed Pineapple Products

- Pineapple Juice - Freshly squeezed or canned pineapple juice is popular.
- Dried Pineapple - Dehydrated pineapple slices or chunks make for a sweet and portable snack.
- Pineapple Jam - Pineapple jam is a sweet spread for toast and desserts.
- Pineapple Slices in Syrup - Canned pineapple slices preserved in syrup are used in various recipes.
- Pineapple Puree - Pureed pineapple is often used in smoothies, cocktails, and desserts.
- Pineapple Extract - Pineapple extract is a flavouring agent in various food and beverage products.
- Pineapple Chunks in Fruit Salad - Pineapple chunks are commonly included in fruit salads.
- Pineapple Cake - Pineapple-flavored cakes or pastries are a delicious dessert choice.
- Pineapple Salsa - Pineapple salsa is a tangy and sweet condiment or topping for grilled chicken or fish.
- Pineapple Yogurt - Yogurt with pineapple pieces is a tasty and creamy snack option.

Convenience and Ready-to-Eat Pineapple Options

- Pineapple Snack Cups - Ready-to-eat pineapple chunks or rings in individual cups are a convenient snack.
- Pineapple Fruit Bars - Pineapple-flavored fruit bars are a portable and healthy snack option.
- Pineapple Pizza - Pineapple is a popular topping for pizza, offering a sweet and savoury combination.
- Pineapple Sorbet - Pineapple sorbet is a dairy-free frozen dessert with a refreshing pineapple flavour.
- Pineapple Fruit Cups - Fruit cups often include pineapple and other fruits for a quick snack.

Other Value-Added Pineapple Products

- Pineapple-Infused Skincare - Pineapple extract is used in skincare products for its potential exfoliating and brightening properties.
- Pineapple-Scented Candles - Pineapple-scented candles create a tropical and pleasant atmosphere.
- Pineapple Supplements - Pineapple supplements containing bromelain, an enzyme found in pineapple, are taken for potential health benefits.
- Pineapple-Flavored Lip Balms - Lip balms with a hint of pineapple flavour provide moisturising and soothing properties.
- Pineapple Body Scrubs - Exfoliating body scrubs may include pineapple enzymes for gentle exfoliation.
- Pineapple Hair Products - Some hair care products incorporate pineapple extracts for hair health and fragrance.
- Pineapple-Flavored Cocktails - Pineapple is a common ingredient in tropical cocktail recipes.



1.3 Overall Market Insights

Table 3: Imports of fresh Pineapple in value to New Zealand

	2020		2021		2022		2023	
	Value (NZD)	% Total	Value (NZD)	% Total	Value (NZD)	% Total	Value (NZD)	% Total
Philippines	\$4,811,421	71.01%	\$5,568,131	73.23%	\$8,728,678	76.95%	\$7,548,619	68.62%
Ecuador	\$1,964,044	28.99%	\$2,034,974	26.76%	\$2,579,780	22.74%	\$3,420,718	31.10%
Fiji	\$56	0.00%		0.00%	\$1,843	0.02%	\$30,632	0.28%
Tonga	\$160	0.00%	\$214	0.00%	\$1,309	0.01%	\$493	0.00%
Pakistan		0.00%		0.00%	\$31,367	0.28%		0.00%
Grand Total	\$6,775,681	100.00%	\$7,603,319	100.00%	\$11,342,977	100.00%	\$11,000,462	100.00%

(The grand total includes all countries importing to New Zealand. Only the Top 5 countries are displayed above. *Some countries may not have an IHS, and small quantities may appear in this table. This represents sample size commodities recorded at the border.)

Figure 2: Imports of fresh Pineapple in value to New Zealand

(Only the Top 5 countries are displayed.)

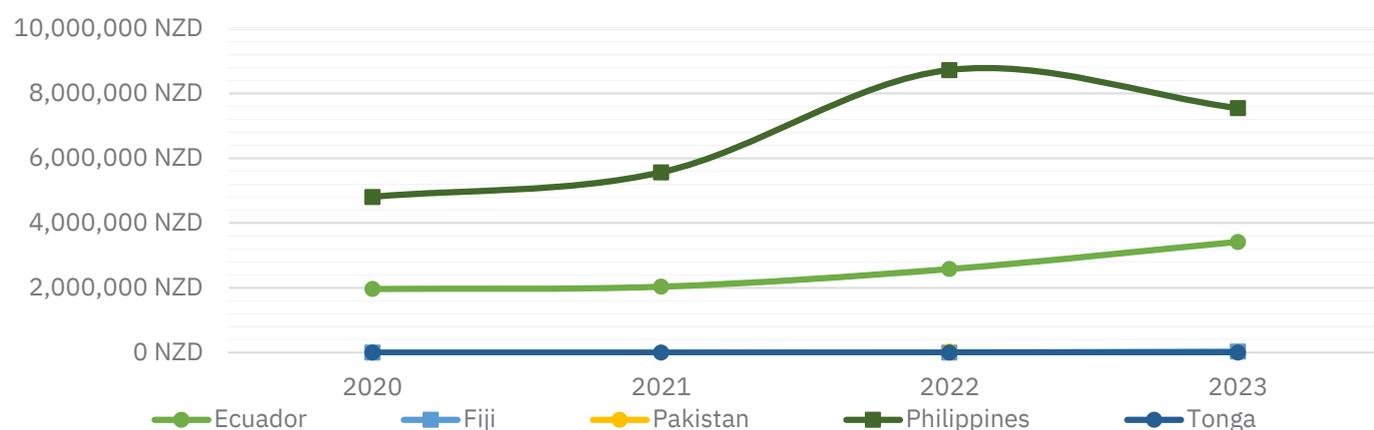


Table 4: Imports of fresh Pineapple in volume to New Zealand

	2020		2021		2022		2023	
	Quantity (Kg)	% Total						
Philippines	5,954,648	74.0%	5,831,714	70.7%	5,927,782	69.5%	5,721,201	63.2%
Ecuador	2,095,470	26.0%	2,419,920	29.3%	2,579,850	30.2%	3,309,390	36.6%
Fiji	30	0.0%		0.0%	901	0.0%	12,773	0.1%
Tonga	703	0.0%	1,341	0.0%	1,960	0.0%	4,387	0.0%
Pakistan		0.0%		0.0%	19,500	0.2%		0.0%
Grand Total	8,050,851	100.0%	8,252,975	100.0%	8,529,993	100.0%	9,047,751	100.0%

(The grand total includes all countries importing to New Zealand. Only the Top 5 countries are displayed above. *Some countries may not have an IHS, and small quantities may appear in this table. This represents sample size commodities recorded at the border.)

Figure 3: Imports of fresh Pineapple in volume to New Zealand

(Only the Top 5 countries are displayed.)

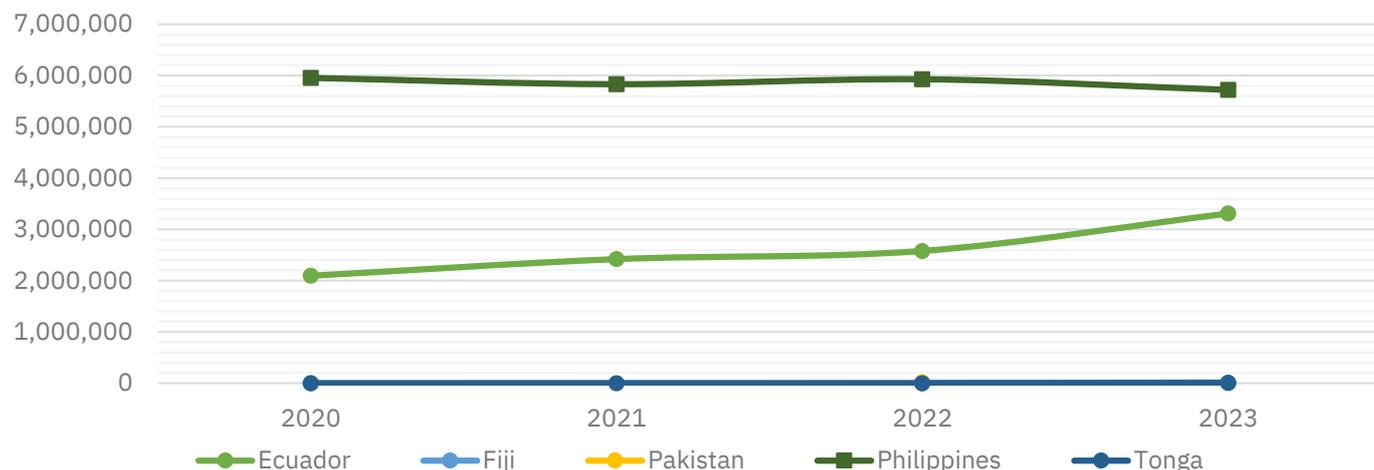


Table 5: Average price per kg of fresh Pineapple as declared at New Zealand's border

	2020	2021	2022	2023	Grand Total
Ecuador	0.94 NZD	0.84 NZD	1.00 NZD	1.03 NZD	3.81 NZD
Fiji	1.87 NZD		2.05 NZD	2.40 NZD	6.32 NZD
Pakistan			1.61 NZD		1.61 NZD
Philippines	0.81 NZD	0.95 NZD	1.47 NZD	1.32 NZD	4.55 NZD
Thailand	1.61 NZD				1.61 NZD
Tonga	0.23 NZD	0.16 NZD	0.67 NZD	0.11 NZD	1.17 NZD

Figure 4: Average price per kg of fresh Pineapple as declared at New Zealand's border

(Only the Top 5 countries are displayed.)

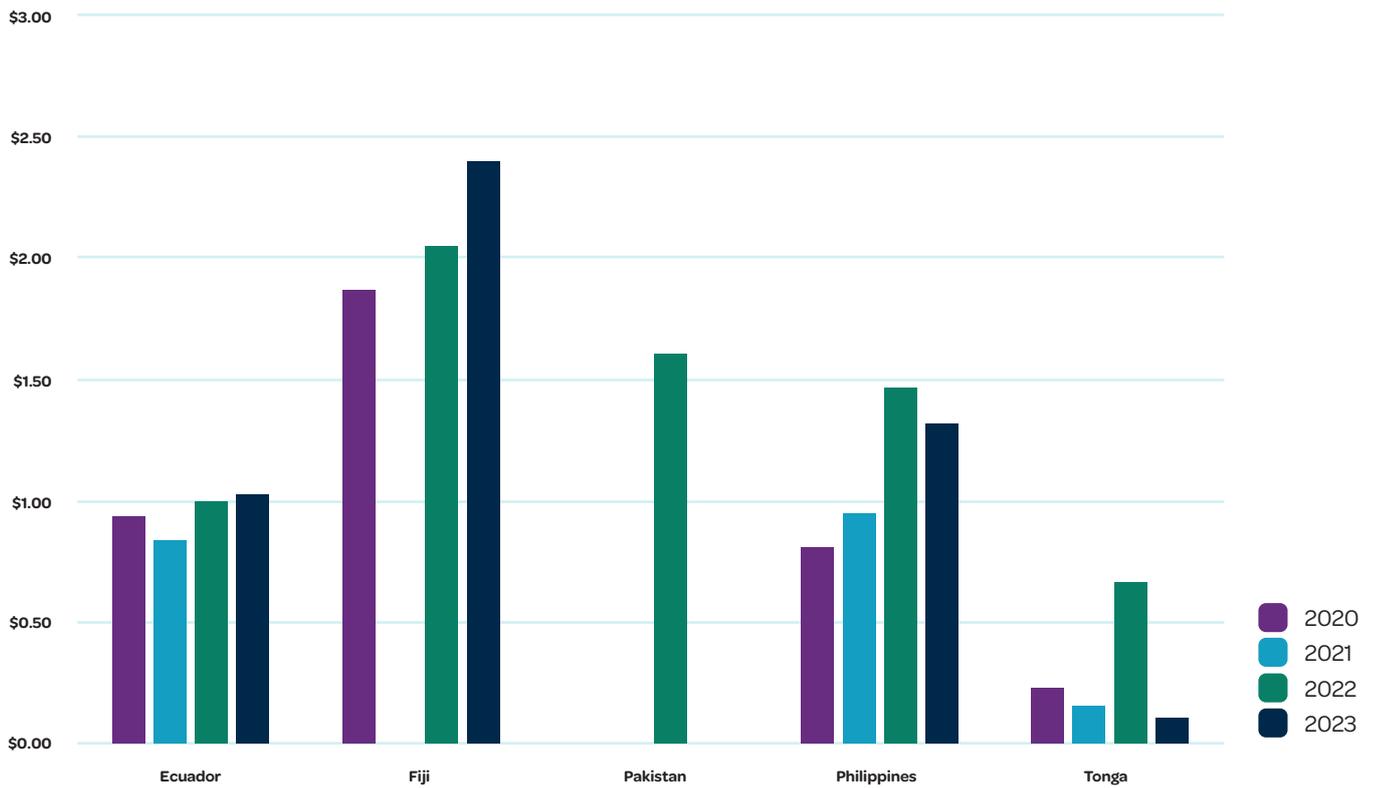


Table 6: Imports of dried Pineapple in value to New Zealand

	2020		2021		2022		2023	
	Value (NZD)	% Total						
Ghana	\$98,418	19.90%	\$20,000	4.71%	0.00%	\$311,232	49.21%	
Thailand	\$339,660	68.67%	\$373,135	87.90%	\$235,512	79.52%	\$236,305	37.37%
Philippines	\$9,670	1.95%	\$13,267	3.13%	\$13,175	4.45%	\$44,160	6.98%
Australia	\$10,710	2.17%	\$7,636	1.80%	\$47,475	16.03%	\$40,365	6.38%
Sri Lanka	\$36,199	7.32%	\$10,452	2.46%	0.00%	\$353	0.06%	
Grand Total	\$494,657	100.00%	\$424,490	100.00%	\$296,162	100.00%	\$632,415	100.00%

(The grand total includes all countries importing to New Zealand. Only the Top 5 countries are displayed above. *Some countries may not have an IHS, and small quantities may appear in this table. This represents sample size commodities recorded at the border.)

Figure 5: Imports of dried Pineapple in value to New Zealand

(Only the Top 5 countries are displayed.)

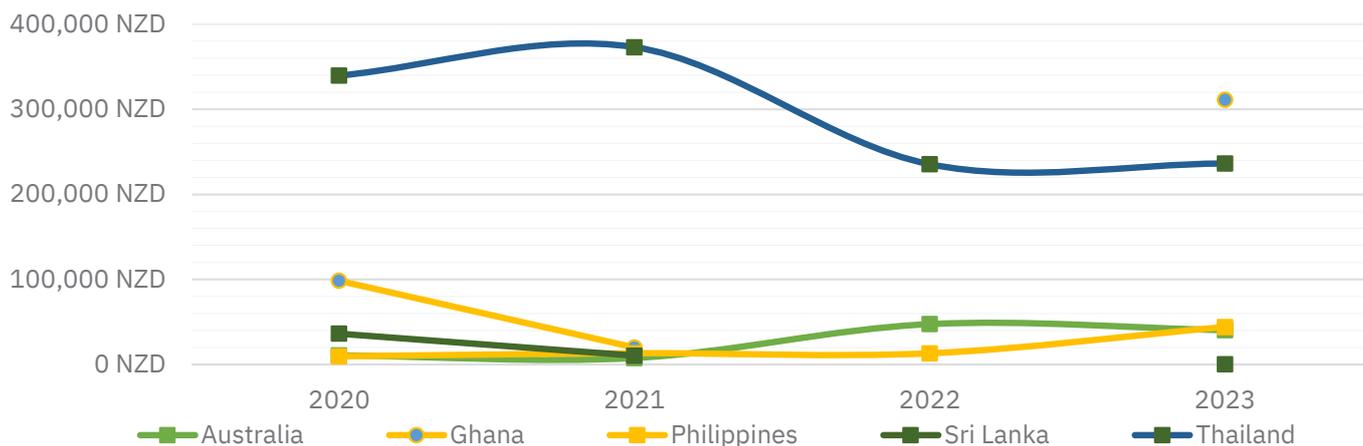


Table 7: Imports of dried Pineapple in volume to New Zealand

	2020		2021		2022		2023	
	Quantity (Kg)	% Total						
Thailand	73,929	82.1%	79,128	90.8%	45,944	94.8%	44,015	62.5%
Ghana	8,000	8.9%	6,000	6.9%	0.0%	22,798	32.4%	
Philippines	721	0.8%	1,011	1.2%	850	1.8%	2,850	4.0%
Australia	300	0.3%	450	0.5%	1,687	3.5%	763	1.1%
Sri Lanka	7,083	7.9%	525	0.6%	0.0%	10	0.0%	
Grand Total	90,033	100.0%	87,114	100.0%	48,481	100.0%	70,436	100.0%

(The grand total includes all countries importing to New Zealand. Only the Top 5 countries are displayed above. *Some countries may not have an IHS, and small quantities may appear in this table. This represents sample size commodities recorded at the border.)

Figure 6: Imports of dried Pineapple in volume to New Zealand

(Only the Top 5 countries are displayed.)

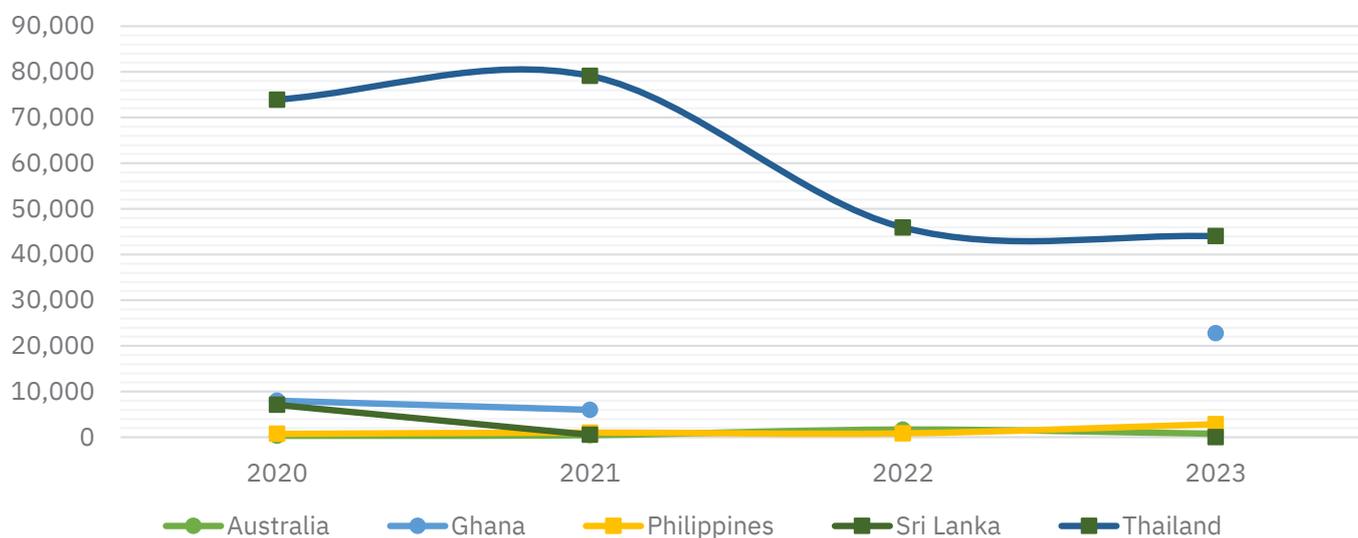


Table 8: Average price per kg of dried Pineapple as declared at New Zealand's border

	2020	2021	2022	2023	Grand Total
Australia	35.70 NZD	16.97 NZD	28.14 NZD	52.90 NZD	133.71 NZD
China	0.00 NZD	17.20 NZD			17.20 NZD
Ghana	12.30 NZD	3.33 NZD		13.65 NZD	29.28 NZD
India		60.61 NZD			60.61 NZD
Philippines	13.41 NZD	13.12 NZD	15.50 NZD	15.49 NZD	57.52 NZD
Solomon Islands			25.00 NZD		25.00 NZD
Sri Lanka	5.11 NZD	19.91 NZD		35.30 NZD	60.32 NZD
Taiwan	0.00 NZD	26.37 NZD			26.37 NZD
Thailand	4.59 NZD	4.72 NZD	5.13 NZD	5.37 NZD	19.81 NZD
Vietnam	165.00 NZD			24.78 NZD	189.78 NZD

Figure 7: Average price per kg of dried Pineapple as declared at New Zealand's border

(Only the Top 5 countries are displayed.)

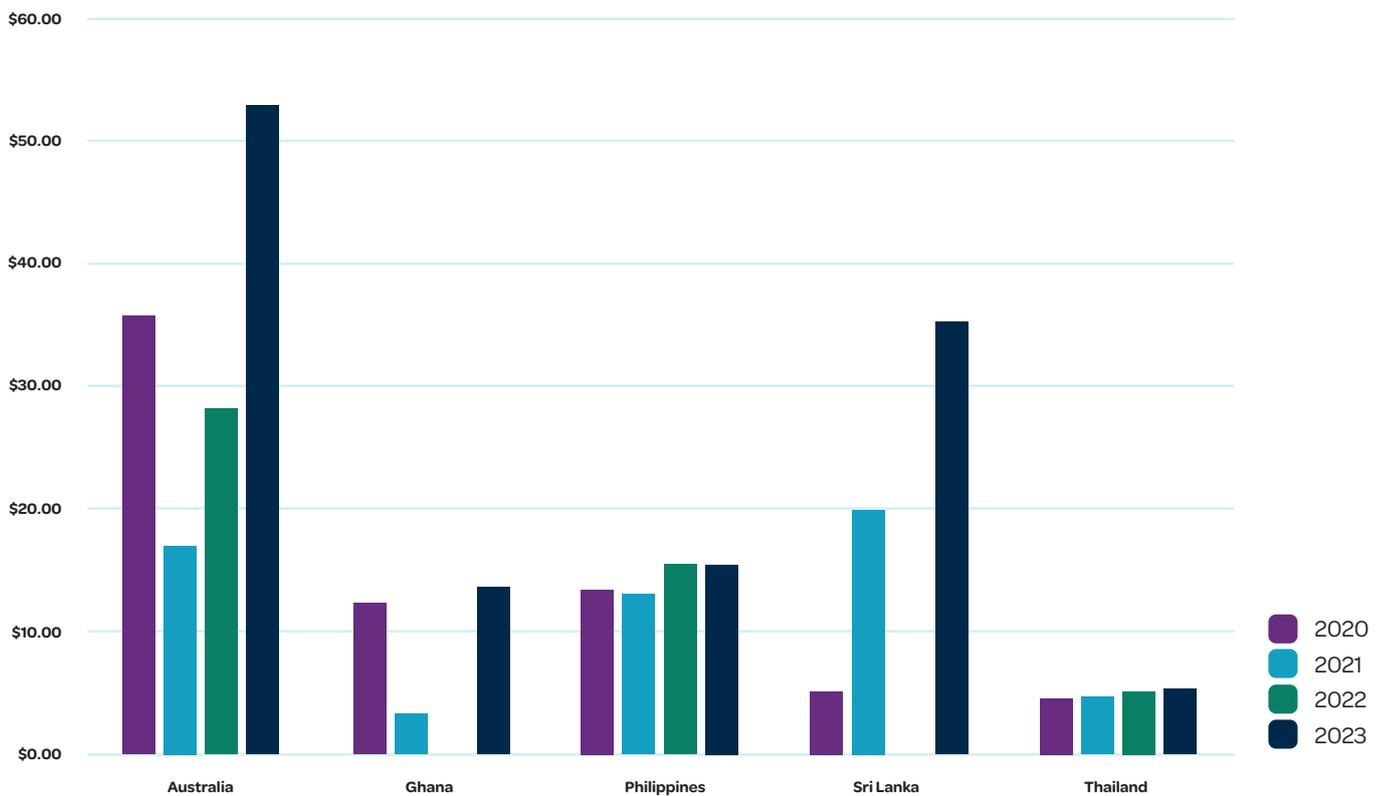


Table 9: Imports of canned Pineapple in value to New Zealand

	2020		2021		2022		2023	
	Value (NZD)	% Total	Value (NZD)	% Total	Value (NZD)	% Total	Value (NZD)	% Total
Indonesia	\$3,480,130	39.81%	\$3,279,022	36.70%	\$5,936,593	40.45%	\$4,198,350	39.00%
Thailand	\$2,118,609	24.23%	\$2,745,046	30.72%	\$3,739,088	25.48%	\$3,104,507	28.84%
Philippines	\$2,857,167	32.68%	\$2,518,144	28.18%	\$4,743,833	32.32%	\$3,005,676	27.92%
Australia	\$165,386	1.89%	\$245,415	2.75%	\$138,037	0.94%	\$370,456	3.44%
China	\$120,724	1.38%	\$147,746	1.65%	\$119,527	0.81%	\$85,701	0.80%
Grand Total	\$8,742,016	100.00%	\$8,935,373	100.00%	\$14,677,078	100.00%	\$10,764,690	100.00%

(The grand total includes all countries importing to New Zealand. Only the Top 5 countries are displayed above. *Some countries may not have an IHS, and small quantities may appear in this table. This represents sample size commodities recorded at the border.)

Figure 8: Imports of canned Pineapple in value to New Zealand

(Only the Top 5 countries are displayed.)

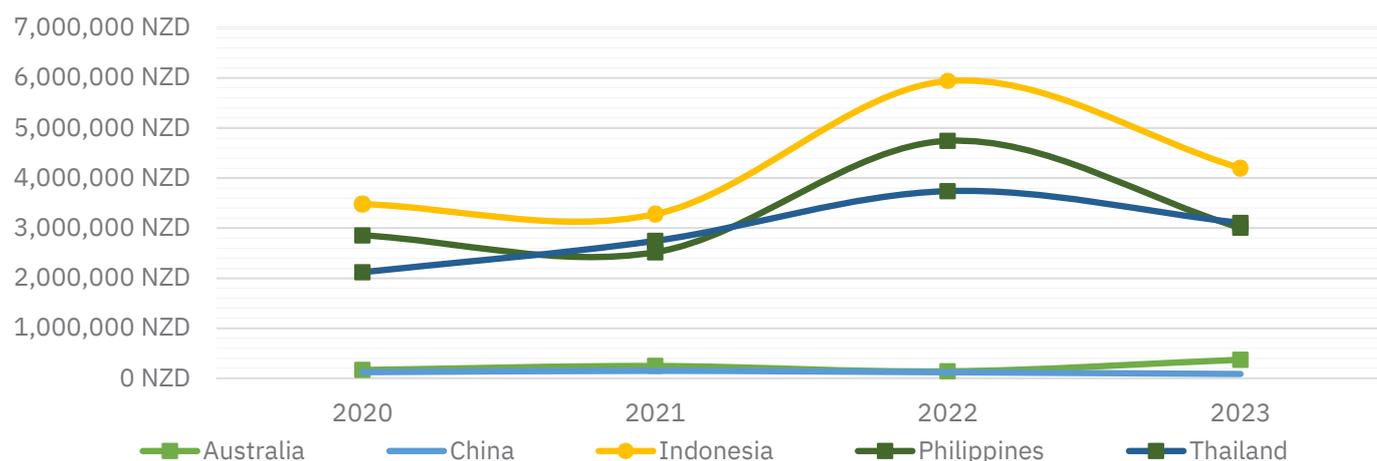


Table 10: Imports of canned Pineapple in volume to New Zealand

	2020		2021		2022		2023	
	Quantity (Kg)	% Total						
Indonesia	1,729,385	39.5%	1,709,906	34.7%	2,643,283	40.0%	1,834,157	40.8%
Thailand	1,173,304	26.8%	1,614,878	32.8%	1,845,662	27.9%	1,469,073	32.7%
Philippines	1,353,582	30.9%	1,437,327	29.1%	2,016,270	30.5%	1,048,698	23.3%
Australia	47,595	1.1%	72,217	1.5%	51,949	0.8%	89,181	2.0%
China	70,115	1.6%	96,556	2.0%	58,262	0.9%	54,114	1.2%
Grand Total	4,373,981	100.0%	4,930,884	100.0%	6,615,426	100.0%	4,495,223	100.0%

(The grand total includes all countries importing to New Zealand. Only the Top 5 countries are displayed above. *Some countries may not have an IHS, and small quantities may appear in this table. This represents sample size commodities recorded at the border.)

Figure 9: Imports of canned Pineapple in volume to New Zealand

(Only the Top 5 countries are displayed.)

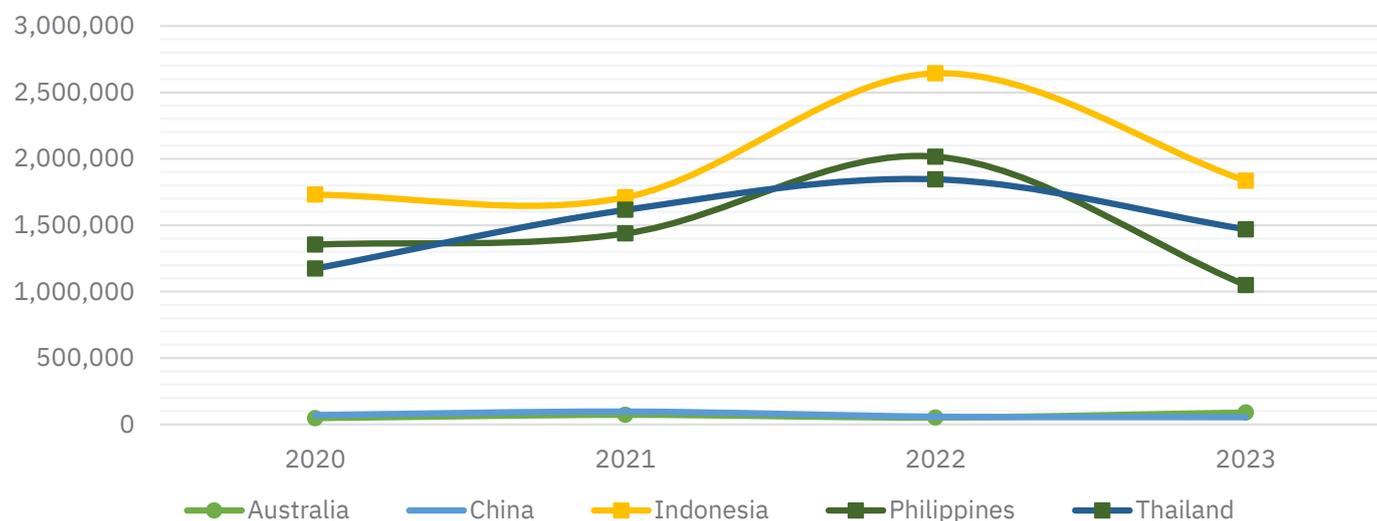


Table 11: Average price per kg of canned pineapple as declared at New Zealand's border

	2020	2021	2022	2023	Grand Total
Australia	3.47 NZD	3.40 NZD	2.66 NZD	4.15 NZD	13.68 NZD
China	1.72 NZD	1.53 NZD	2.05 NZD	1.58 NZD	6.88 NZD
Costa Rica			6.64 NZD	6.75 NZD	13.39 NZD
Fiji	1.81 NZD			6.01 NZD	7.82 NZD
France		5.56 NZD	8.61 NZD		14.17 NZD
Germany	4.18 NZD	3.92 NZD		4.59 NZD	12.69 NZD
Ghana		2.32 NZD			2.32 NZD
India	1.91 NZD	5.09 NZD		1.81 NZD	8.81 NZD
Indonesia	2.01 NZD	1.92 NZD	2.25 NZD	2.29 NZD	8.47 NZD
Malaysia	1.24 NZD	4.35 NZD	3.05 NZD		8.64 NZD
Philippines	2.11 NZD	1.75 NZD	2.35 NZD	2.87 NZD	9.08 NZD
Samoa	1.35 NZD		1.84 NZD		3.19 NZD
Sierra Leone			5.98 NZD		5.98 NZD
Sri Lanka	6.26 NZD	3.99 NZD	4.51 NZD	4.49 NZD	19.25 NZD
Taiwan	6.83 NZD	2.08 NZD	3.42 NZD	2.47 NZD	14.80 NZD
Thailand	1.81 NZD	1.70 NZD	2.03 NZD	2.11 NZD	7.65 NZD
Tonga	0.59 NZD	0.22 NZD	0.18 NZD	0.21 NZD	1.20 NZD
United Kingdom		15.21 NZD	3.69 NZD	4.01 NZD	22.91 NZD
United States	9.69 NZD				9.69 NZD
Vietnam	1.86 NZD	2.48 NZD	2.34 NZD	2.72 NZD	9.40 NZD

Figure 10: Average price per kg of canned Pineapple as declared at New Zealand's border

(Only the Top 5 countries are displayed.)

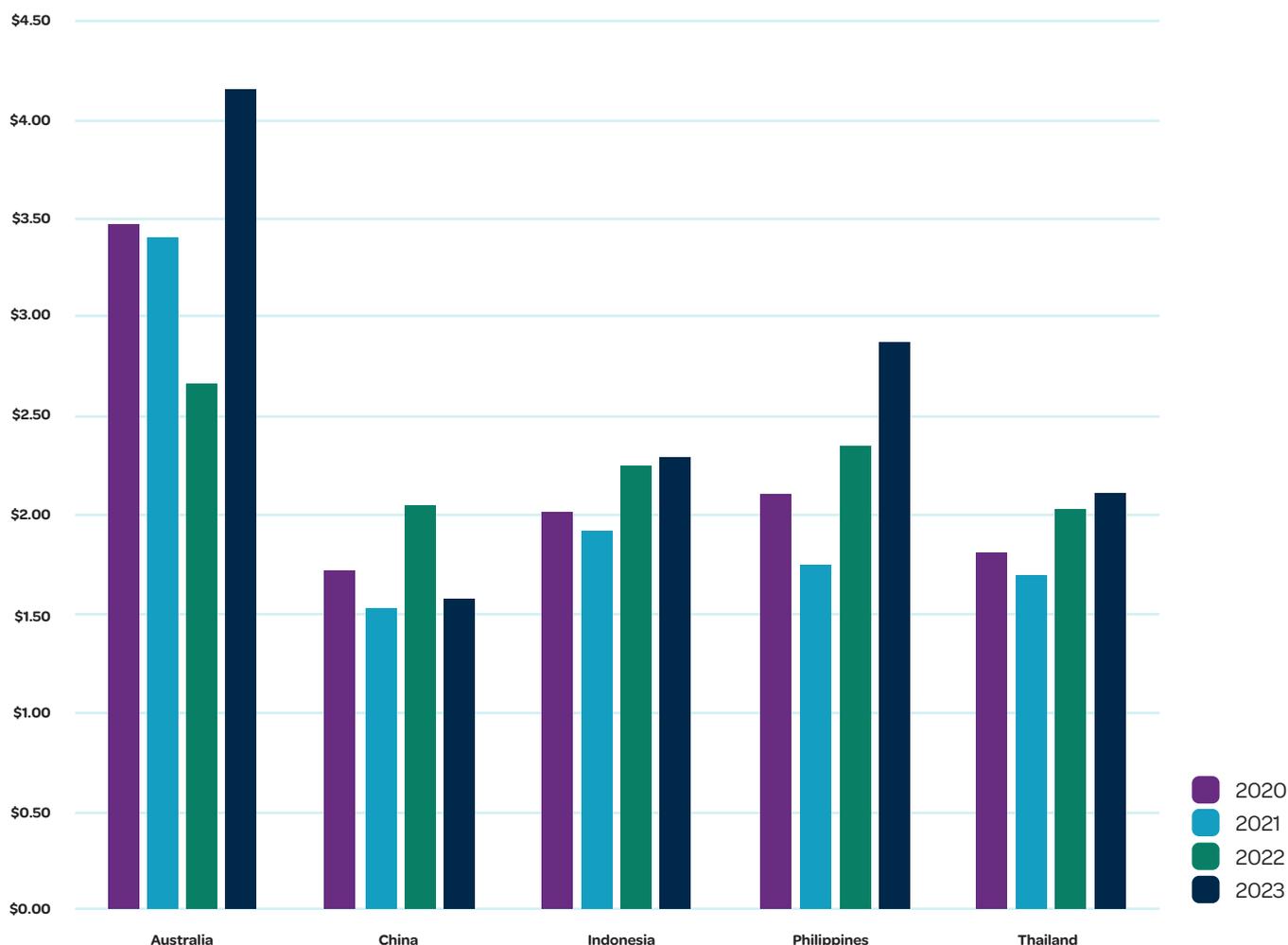


Table 12: Imports of concentrated pineapple juice in value to New Zealand

	2020		2021		2022		2023	
	Value (NZD)	% Total						
Thailand	\$4,219	0.16%	\$155,105	4.11%	\$1,097,228	23.91%	\$1,898,072	39.37%
Philippines	\$880,769	34.40%	\$1,037,044	27.47%	\$1,671,226	36.42%	\$1,481,847	30.73%
Indonesia	\$1,583,586	61.84%	\$2,410,450	63.86%	\$1,735,723	37.83%	\$1,381,854	28.66%
Italy	\$61,001	2.38%	\$45,689	1.21%	\$44,385	0.97%	\$56,667	1.18%
Australia	\$31,155	1.22%	\$126,439	3.35%	\$40,149	0.87%	\$3,220	0.07%
Grand Total	\$2,560,730	100.00%	\$3,774,727	100.00%	\$4,588,711	100.00%	\$4,821,660	100.00%

(The grand total includes all countries importing to New Zealand. Only the Top 5 countries are displayed above. *Some countries may not have an IHS, and small quantities may appear in this table. This represents sample size commodities recorded at the border.)

Figure 11: Imports of concentrated pineapple juice in value to New Zealand

(Only the Top 5 countries are displayed.)

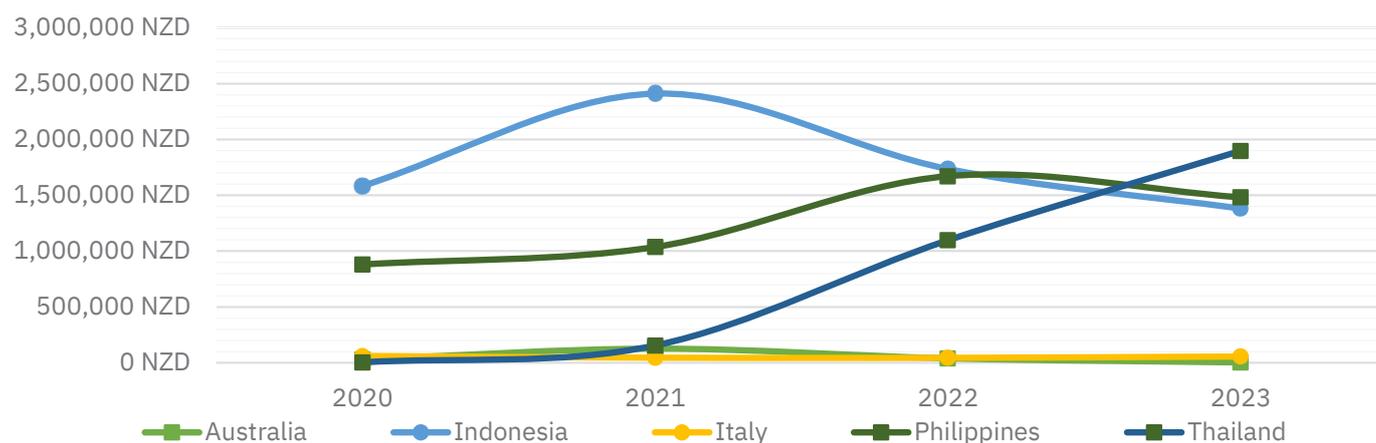


Table 13: Imports of concentrated pineapple juice in volume to New Zealand

	2020		2021		2022		2023	
	Quantity (Kg)	% Total	Quantity (Kg)	% Total	Quantity (Kg)	% Total	Quantity (Kg)	% Total
Thailand	6,624	0.7%	73,946	5.3%	245,782	18.9%	401,357	38.2%
Indonesia	565,481	62.7%	899,979	64.8%	533,766	41.0%	339,663	32.3%
Philippines	274,923	30.5%	283,894	20.4%	490,526	37.7%	309,307	29.4%
Australia	33,174	3.7%	131,848	9.5%	32,190	2.5%	631	0.1%
United States	21,450	2.4%	24	0.0%	78	0.0%	25	0.0%
Grand Total	901,652	100.0%	1,389,691	100.0%	1,302,342	100.0%	1,050,983	100.0%

(The grand total includes all countries importing to New Zealand. Only the Top 5 countries are displayed above. *Some countries may not have an IHS, and small quantities may appear in this table. This represents sample size commodities recorded at the border.)

Figure 12: Imports of concentrated pineapple juice in volume to New Zealand

(Only the Top 5 countries are displayed.)

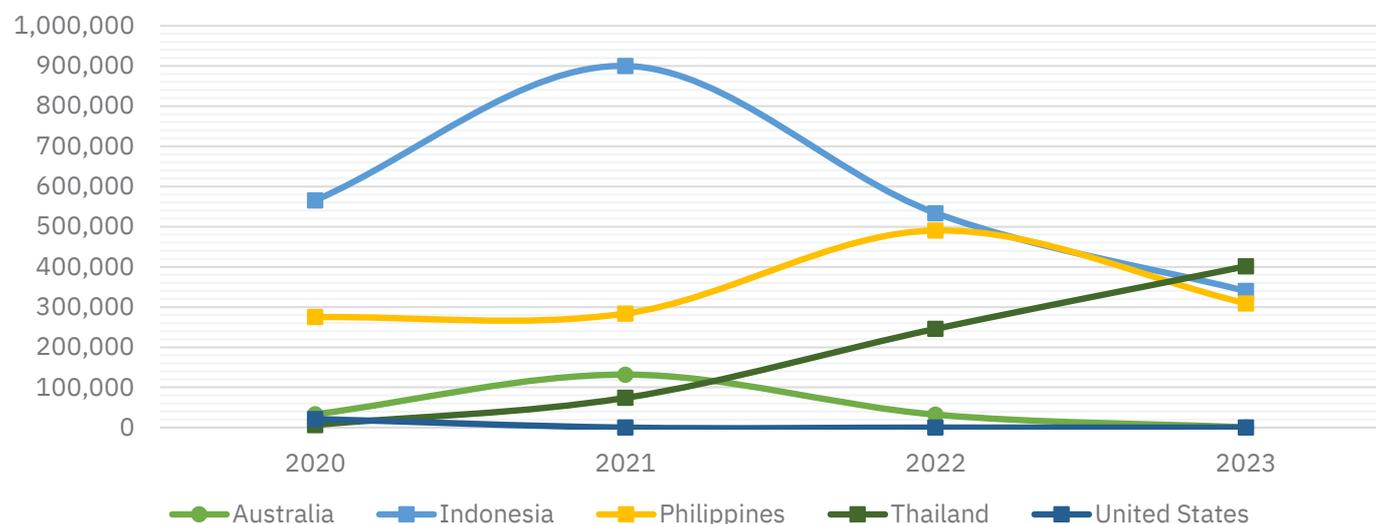


Table 14: Average price per kg of concentrated pineapple juice as declared at New Zealand's border

	2020	2021	2022	2023	Grand Total
Australia	7.81 NZD	2.37 NZD	2.49 NZD	5.10 NZD	17.77 NZD
China		2.41 NZD	0.55 NZD	2.36 NZD	5.32 NZD
Fiji	1.84 NZD				1.84 NZD
Germany	13.41 NZD	7.06 NZD	7.17 NZD	12.20 NZD	39.84 NZD
India		2.54 NZD		5.56 NZD	8.10 NZD
Indonesia	2.80 NZD	2.68 NZD	3.25 NZD	4.07 NZD	12.80 NZD
Iran			1.74 NZD		1.74 NZD
Italy	12.84 NZD	12.02 NZD	12.17 NZD	14.99 NZD	52.02 NZD
Korea, South			1.28 NZD	1.82 NZD	3.10 NZD
Malaysia	4.01 NZD				4.01 NZD
Philippines	7.94 NZD	8.69 NZD	12.45 NZD	17.47 NZD	46.55 NZD
Saudi Arabia		1.13 NZD			1.13 NZD
South Africa	1.22 NZD			3.65 NZD	4.87 NZD
Sri Lanka		5.81 NZD			5.81 NZD
Taiwan	2.39 NZD	2.34 NZD		7.31 NZD	12.04 NZD
Thailand	0.64 NZD	2.95 NZD	5.11 NZD	5.36 NZD	14.06 NZD
United Arab Emirates	0.92 NZD	1.51 NZD	0.79 NZD		3.22 NZD
United States	2.50 NZD	2.58 NZD	3.44 NZD	4.60 NZD	13.12 NZD
Vanuatu		3.30 NZD			3.30 NZD

Figure 13: Average price per kg of concentrated Pineapple juice as declared at New Zealand's border

(Only the Top 5 countries are displayed.)

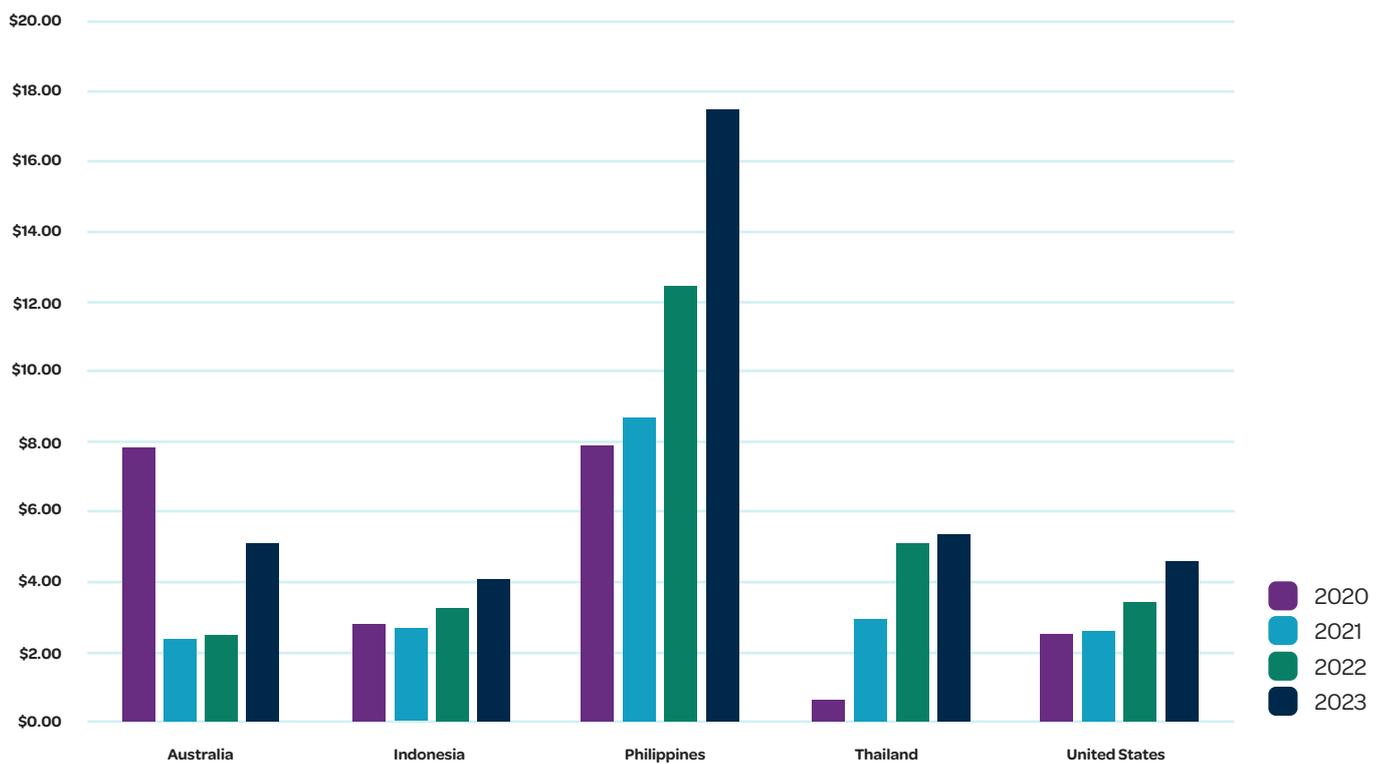


Table 15: Imports of Pineapple juice in value to New Zealand

	2020		2021		2022		2023	
	Value (NZD)	% Total						
Australia	\$693,890	96.79%	\$257,811	89.57%	\$218,972	84.59%	\$455,877	69.46%
Philippines	\$21,369	2.98%	\$22,787	7.92%	\$39,727	15.35%	\$84,304	12.84%
India		0.00%	\$7,193	2.50%		0.00%	\$71,279	10.86%
United Arab Emirates		0.00%	\$46	0.02%	\$176	0.07%	\$32,027	4.88%
Thailand	\$1,680	0.23%		0.00%		0.00%	\$12,846	1.96%
Grand Total	\$716,939	100.00%	\$287,837	100.00%	\$258,875	100.00%	\$656,333	100.00%

(The grand total includes all countries importing to New Zealand. Only the Top 5 countries are displayed above. *Some countries may not have an IHS, and small quantities may appear in this table. This represents sample size commodities recorded at the border.)

Figure 14: Imports of Pineapple juice in value to New Zealand

(Only the Top 5 countries are displayed.)

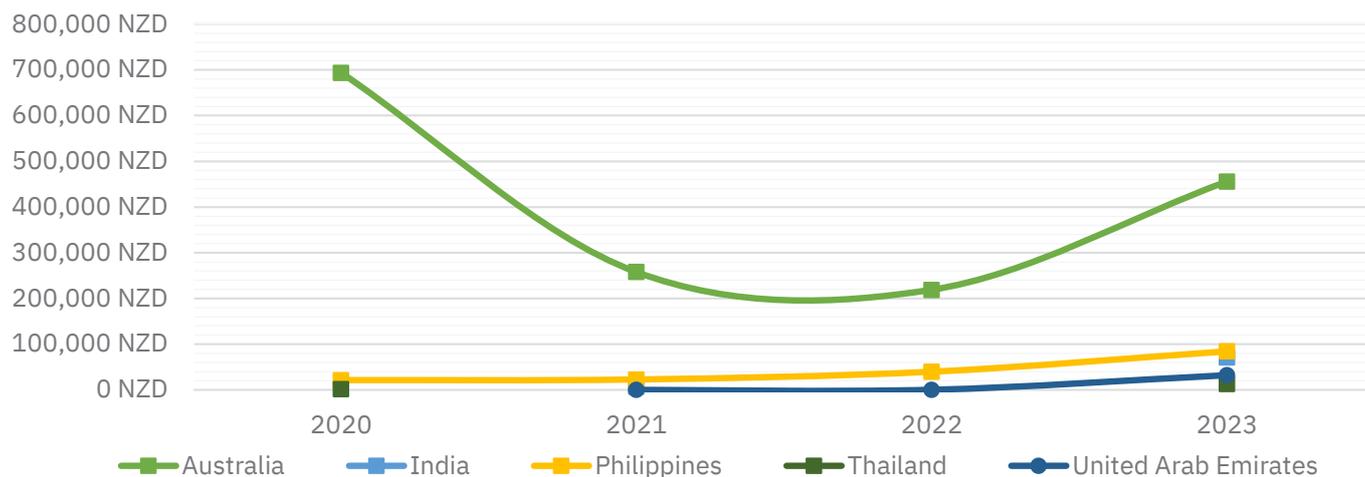


Table 16: Imports of Pineapple juice in volume to New Zealand

	2020		2021		2022		2023	
	Quantity (Kg)	% Total						
Australia	600,405	97.5%	227,694	94.0%	162,081	90.6%	340,695	78.8%
United Arab Emirates		0.0%	60	0.0%	204	0.1%	31,637	7.3%
India		0.0%	5,000	2.1%		0.0%	29,930	6.9%
Philippines	14,551	2.4%	9,428	3.9%	16,672	9.3%	15,583	3.6%
Thailand	960	0.2%		0.0%		0.0%	14,256	3.3%
Grand Total	615,916	100.0%	242,182	100.0%	178,957	100.0%	432,101	100.0%

(The grand total includes all countries importing to New Zealand. Only the Top 5 countries are displayed above. *Some countries may not have an IHS, and small quantities may appear in this table. This represents sample size commodities recorded at the border.)

Figure 15: Imports of Pineapple juice in volume to New Zealand

(Only the Top 5 countries are displayed.)

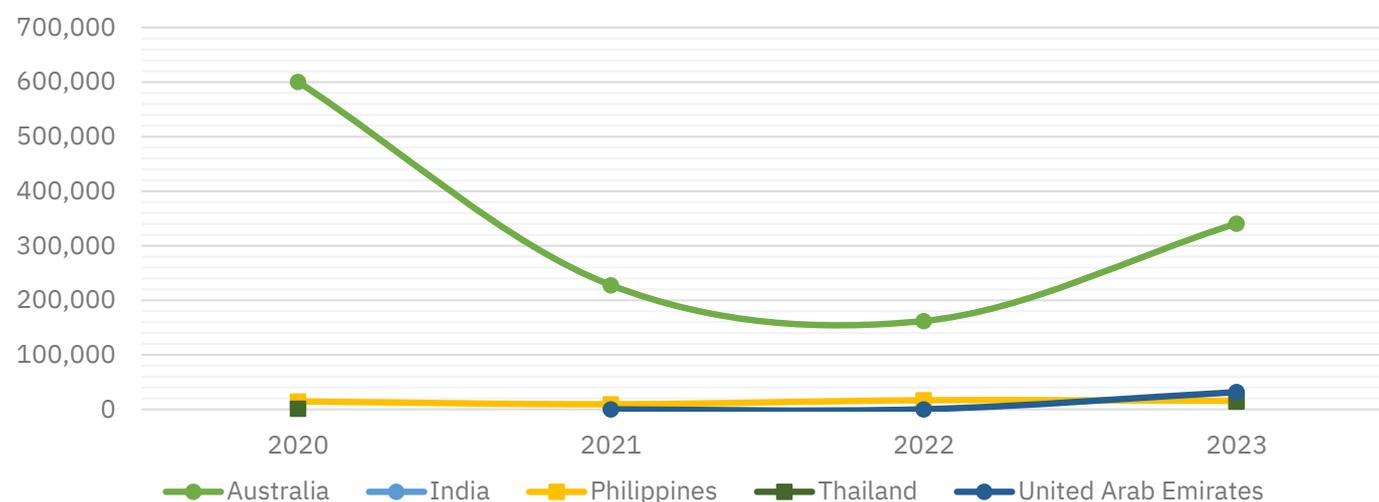
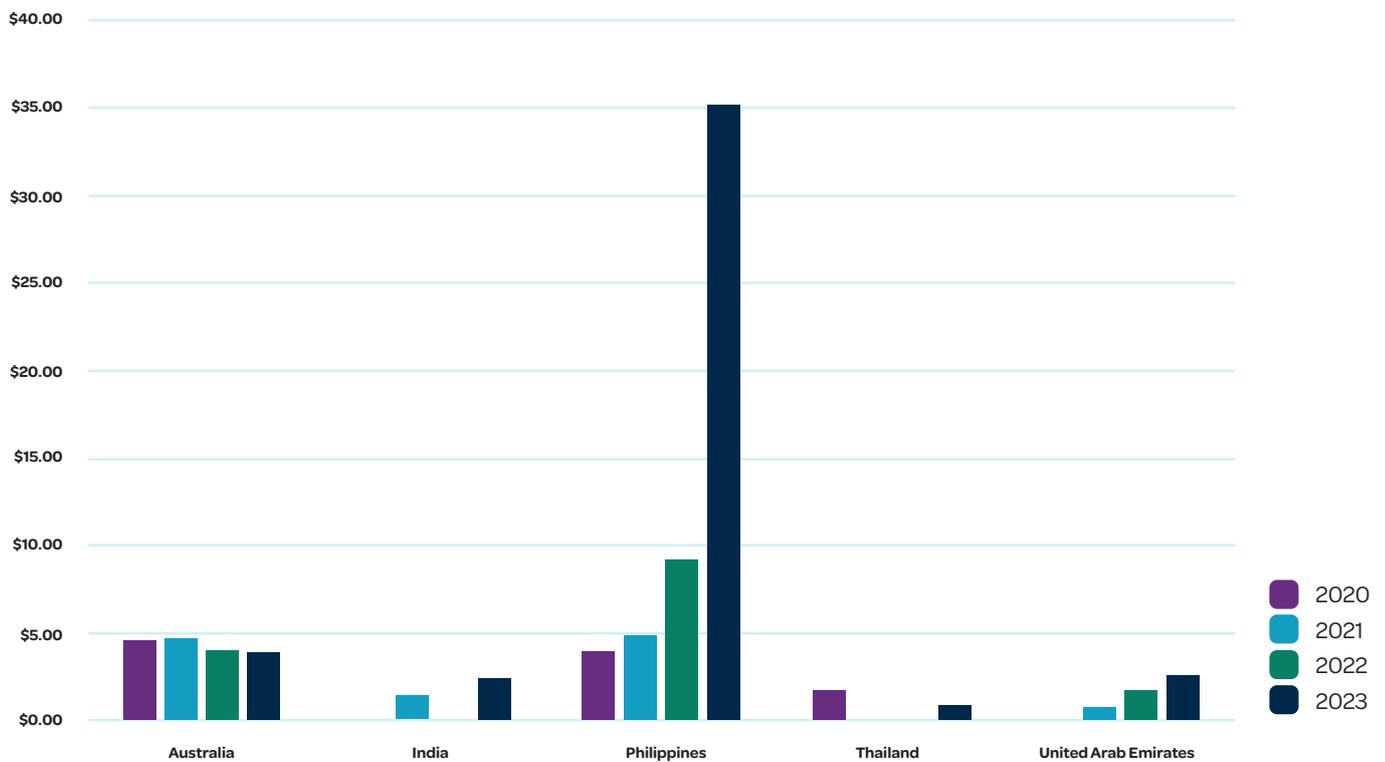


Table 17: Average price per kg of Pineapple juice as declared at New Zealand's border

	2020	2021	2022	2023	Grand Total
Australia	4.64 NZD	4.74 NZD	4.07 NZD	3.93 NZD	17.38 NZD
Germany		87.95 NZD			87.95 NZD
India		1.44 NZD		2.38 NZD	3.82 NZD
Indonesia	0.74 NZD				0.74 NZD
Philippines	3.95 NZD	4.87 NZD	9.22 NZD	35.23 NZD	53.27 NZD
Saudi Arabia			1.89 NZD		1.89 NZD
South Africa	2.53 NZD			3.00 NZD	5.53 NZD
Spain		2.51 NZD	2.51 NZD	6.75 NZD	11.77 NZD
Sri Lanka			2.21 NZD		2.21 NZD
Taiwan	5.11 NZD				5.11 NZD
Thailand	1.75 NZD			0.90 NZD	2.65 NZD
Turkey				1.12 NZD	1.12 NZD
United Arab Emirates		0.77 NZD	1.69 NZD	2.64 NZD	5.10 NZD
United Kingdom	0.00 NZD	5.50 NZD		4.15 NZD	9.65 NZD

Figure 16: Average price per kg of Pineapple juice as declared at New Zealand's border

(Only the Top 5 countries are displayed.)



2. Market Access

2.1 Biosecurity Requirements and Advice

Fresh Pineapple imported into New Zealand from any country must have an Import Health Standard (IHS). The Fresh Pineapple IHS can be found here which outlines the specific conditions that must be satisfied before a product can be brought into the country. The complete list of fresh fruits, herbs, and vegetables authorised by countries for import into New Zealand is available via this link: [Importation and Clearance of Fresh Fruit and Vegetables 152 02 \(mpi.govt.nz\)](#)

When Pineapple is authorised to be imported to New Zealand from your country, there are particular quarantine requirements that exporters from Pacific Island countries must comply with before shipping.

These requirements include:

- ✓ Pineapple must be grown following commercial production requirements specified by New Zealand Ministry for Primary Industries (MPI).
- ✓ Control measures must be implemented to target pests of economic importance (regulated) to New Zealand.
- ✓ Pineapple should be firm and turgid. The fruit may have some small remnant crown left after decrowning, but no stem or other plant parts. Pineapples showing signs of shrivelling or dehydration are excluded.
- ✓ Pineapple must be practically free of visible soil, dust, chemical residue or other foreign matter. The acceptable limit for “practically free” would be slight traces of foreign matter. Extensive soiling or deposits are not allowed.¹
- ✓ Clean packaging, free from soil and contaminants.
- ✓ Inspection by the exporting country’s quarantine/biosecurity agency to ensure the absence of regulated pests.
- ✓ A valid and completed Phytosanitary Certificate issued by the exporting country’s NPPO (quarantine/biosecurity agency) in line with International Plant Protection Convention (IPPC) standards, verifying compliance with the relevant import health standard.

Importers must follow **the clearance process diligently**, as failure to comply at any stage can result in refusal to enter the New Zealand border. Non-compliance reduces the willingness of New Zealand importers to source commodities from the Pacific and has financial implications for exporters.

2.2 Biosecurity Clearance in New Zealand for imported Pineapple

Countries approved to export fresh Pineapple to New Zealand can be found via the [PIER Search tool](#).

STEP 1: Provision of Documents

- ✓ Importers must submit detailed information to MPI before goods arrive.
- ✓ Electronically issued phytosanitary certificates are sent to MPI.
- ✓ MPI reviews all accompanying documents for compliance with Import Health Standards (IHS).

STEP 2: Non-compliant Documentation

- ✓ Clearance is refused for consignments without valid phytosanitary certificates and those detected with regulated pests.
- ✓ Correct documentation must be provided within 48 hours if missing.
- ✓ Consignments detected with regulated pests are treated before they are released.
- ✓ A consignment may fail clearance if:
 - the number of goods exceeds those stated on the phytosanitary certificate (within reason)
 - the consignment contains unmanifested goods

STEP 3: Transit Requirements

- ✓ Consignments that are shipped in phases (short-shipped) must comply with the IHS.
- ✓ Transit consignments must meet requirements for importing into transit countries.

STEP 4: Transport to Approved Inspection Facility

- ✓ Consignments are transported to an approved transitional facility under an MPI inspector’s direction, using pest-proof containers for inspection.

STEP 5: Phytosanitary Security Before and After Inspection

- ✓ Consignments not inspected within 4-6 hours are securely stored.
- ✓ Non-compliant consignments are securely stored until biosecurity requirements have been satisfied.

STEP 6: Inspection

- ✓ MPI conducts risk profiling activities before or upon arrival.
- ✓ Visual inspections verify the absence of pests or contaminants and compliance with the IHS.
- ✓ Sampling plans determine inspection quantity based on lot size.
- ✓ Biosecurity clearance is granted when all IHS requirements are met.

STEP 7: Reconciliation

- ✓ Compliance checks validate phytosanitary certificates.

¹ Explanatory brochure, UNECE Standard on the marketing and commercial quality control of Pineapple, 2013

2.3 Food Safety Requirement

In New Zealand, food safety regulations are primarily governed by the Food Act 2014, the Food Regulations 2015, and the Australia New Zealand Food Standards Code. These regulations apply to all foods sold in New Zealand, including imported foods like Pineapple.

General Requirements

- **Traceability:** Businesses must be able to trace where their food products came from and demonstrate how they are going to ensure that any products that are found to be unsafe can be quickly removed from sale. (Section 110 of New Zealand Food Act 2014)
- **Hygiene:** All aspects of food handling, from production to harvesting, processing, storage, and sale, must adhere to strict hygiene standards. (Food Hygiene Regulations 1974)
- **Labelling:** Food items must be correctly labelled, including ingredients and allergens, and may need to have nutritional information displayed. (Sections 11, 12, 227, 228 of New Zealand Food Act 2014)

Please note that this information may be subject to change; it is crucial to consult New Zealand's Ministry for Primary Industries | NZ Government (mpi.govt.nz) or similar authorities for the most current guidelines. They are country-specific and product-specific. * Failure to adhere to these regulations can result in rejection at the New Zealand border, additional treatment costs, fines, or other penalties.

2.4 Overview of the export process from the Pacific Islands to New Zealand



3. NZ Buyers' Requirements

3.1 Quality

Quality needs may vary between importers, so exporters and growers of Pineapple (fresh and processed) should be aware of any importer specifications regarding the commodity's size, colour, and general quality. Contact your relevant biosecurity and food safety authorities for further information on market specifications.

Fresh Pineapple: Buyers importing pineapples into New Zealand require the fruit to meet specific standards to ensure quality and compliance with market expectations. The pineapples must be of a certain size, typically with an average weight of 1kg. Pineapples must be decrowned before importation, meaning the leafy tops are removed to prevent the spread of pests and diseases and to facilitate easier handling and storage. Requirements may vary across importers. Growers must conform to specific needs regarding the commodity's size, colour, and general quality. Buyers usually prefer decrowned pineapple, weighing around 1.3kg.

Canned Pineapple: The quality of canned pineapple is determined based on core material, uniformity of weight and shape, blemishes, and trimming. The core material in all styles should not exceed 7% of the drained weight. Slices, half slices, quarter slices, spears, tidbits, chunks, cubes, and pieces have specific requirements for uniformity in weight and size. The presence of blemishes (surface areas and spots contrasting strongly in colour or texture with normal pineapple tissue) is regulated, and not more than 12.5% of the units in the container may be blemished. Slices and other forms of pineapple are also assessed for excessive trimming. Thermal processing is crucial for the preservation of canned pineapple products. It ensures the inactivation of spoilage microorganisms and enzymes, and its efficacy depends on the size and form of the pineapple (slices, tidbits, etc.). The temperature profiles during this process are vital for retaining the nutritional properties of the pineapple, such as vitamin C content.

Concentrated Pineapple Juice: While specific details on the quality requirements for concentrated pineapple juice were not directly found, it is generally expected to meet strict standards for purity, concentration levels, and absence of contaminants. The manufacturing process should preserve the nutritional and sensory qualities of the pineapple.

Pineapple Juice: Quality requirements for pineapple juice include standards for purity, the absence of added sugars or artificial flavours, and maintaining the natural nutritional content of the pineapple.

Dried Pineapple: For dried pineapple, the quality standards would involve ensuring proper drying techniques to preserve the fruit's nutritional value, flavour, and colour. The absence of mold, yeast, and other contaminants is crucial, and the final product should have a consistent size and moisture content.

3.2 Certifications

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

- a) **HACCP (Hazard Analysis and Critical Control Points)** is a systematic approach to food safety that identifies, evaluates, and controls potential hazards in food production. It's a preventive system that identifies critical points in food production process where hazards can be controlled or eliminated. It aims to ensure the safety of food products by identifying and managing potential risks at critical stages of production.
- b) **New Zealand GAP (Good Agricultural Practices)** is a set of voluntary standards that focus on agricultural and aquacultural practices to ensure the safety and sustainability of food production. These requirements cover various aspects, such as environmental conservation, worker welfare, and food safety. Essentially, Global GAP aims to establish and maintain standardised farming and food production practices to meet quality and safety standards for global markets.
- c) **Organic Certification**, while not mandatory, organic certification can be an important credential for products sold in New Zealand. Certified organic products must meet specific standards for organic farming and processing. Common certifications include BioGro New Zealand, the largest and best-known certifier for organic products, ensuring compliance with international organic standards.

3.3 Volume

New Zealand buyers prefer consistency in supply. Orders can range from a few kilograms for smaller businesses (like local food stores) to several metric tonnes for larger retailers or manufacturers. It is essential to maintain the volume of pineapple you supply.

3.4 Packaging

Pineapple should be packaged appropriately, taking care of biosecurity and food safety requirements. All products should have clear labels indicating the product name, country of origin, net weight, packaging date, expiration date, and other relevant certifications.

Fresh Pineapple: Fresh pineapples are typically sold either with their green leaves intact to indicate freshness or trimmed to reduce size and facilitate transport. The packaging for fresh pineapples is minimal to allow for ventilation and easy inspection of the fruit. Common methods include open-top cardboard boxes or crates, which are sturdy enough to protect the pineapples during transportation while allowing air circulation to prevent the build-up of ethylene gas, which can hasten ripening and decay.

Canned Pineapple: The packaging for canned pineapple must be suitable for its intended use, ensuring that the food is not contaminated. It should prevent chemical migration from the packaging into the food, especially if recycled materials are used. The packaging must also adhere to stringent labelling

requirements, including accurate ingredient listing, country of origin, and compliance with national trade measurement laws, ensuring consumer safety and regulatory compliance.

Concentrated Pineapple Juice and Pineapple Juice:

Packaging for these products is designed to maintain the safety and quality of the juice, using materials that do not react with or contaminate the acidic contents. Labels must provide detailed information, including concentration levels for concentrated juice, nutritional content, and storage instructions, all in compliance with New Zealand's food packaging regulations to avoid any risk of product seizure by customs.

Dried Pineapple: Packaging for dried pineapple protects the product from environmental factors such as moisture and contamination while preserving its flavor, color, and nutritional value. The packaging must include comprehensive labelling with ingredient information, nutritional value, and storage guidelines, following New Zealand's guidelines for consumer safety and sustainable packaging practices.

3.5 Transport recommended and precautions

Pineapple should be transported using conditions that minimise contamination risks for biosecurity and food safety requirements.

Sea Freight: This is the most common mode for transporting large volumes of pineapple products, including fresh, canned, concentrated juice, juice, and dried pineapple, due to its cost-effectiveness. Sea freight allows for transporting larger quantities at lower costs than air freight. Containers used in sea freight are typically refrigerated (reefer containers) for fresh and perishable products like fresh pineapples, ensuring they remain fresh during the journey. Standard shipping containers

are usually sufficient for canned, concentrated, and dried pineapple. The longer transit time is a significant consideration, especially for fresh pineapples, which are perishable. Therefore, timing and route planning are critical to ensure the products reach New Zealand in good condition.

Air Freight: This method is faster than sea freight and is typically used for urgent shipments or products with a shorter shelf life, such as fresh pineapples. Air freight is more expensive than sea freight, so it's usually reserved for products that require quick delivery to maintain freshness. The cost might be justified for high-value, perishable items or to meet demand during peak seasons or shortages. However, due to the cost and limited capacity compared to sea freight, it is less commonly used for canned, concentrated, juice, and dried pineapple products unless specific circumstances demand a rapid delivery.

4. Buyers/Distributors

Beverage industry: Companies such as No Ugly, Wild Appetite (Pineapple & Rum Marinade 250ml)

Processed Food industry: For integration into preparations with companies such as Foodstuff and their own brand Pams (Pams Sliced Pineapple In Juice 425g, Convenience with Fresh Pineapple Sliced Cut Fruit Fresh 400g..), Niblish (Sourcing directly to the growers - Growers & Process - Nibblish)

Fresh Pineapple Buyers

Large commercial & wholesalers: Foodstuff (Gilmours, Trents Wholesale), Foodstuffs (New World, Pak'n Save, Four Square), Woolworth (New Zealand Grocery Wholesalers) Bidfood New Zealand, Moore Wilson's Wholesale. Buying for supermarkets or restaurants.

Specialty shops: Moshims, Huckleberry Farms, Commonsense Organics

5. Key Success Factors

