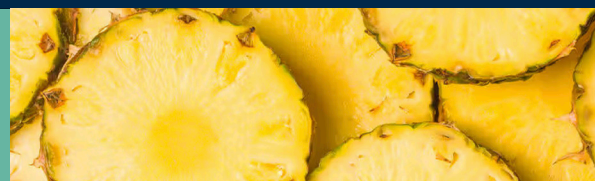


Pineapple (Ananas comosus)



1. Offer Analysis

Description & Market Trends

In New Zealand, the Pineapple consumption has been growing steadily since 2020. In 2022, the pineapple market represented 31 million NZD.

Southeast Asia and Central America currently dominate pineapple imports to New Zealand. However, Pacific exporters have a unique opportunity to deliver excellent-quality and tasty products, leveraging the unique story image of paradise tropical islands. This could make their products stand out and help grow their business within the competitive market.

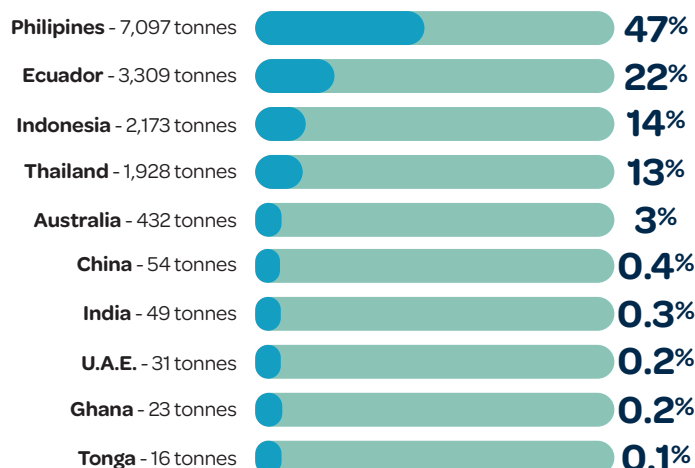


NZD
27
million

New Zealand pineapple market size in 2023 (-13% vs 2022)



Ranking of Pineapple fresh and transformed imports in volume to New Zealand in 2023



2. Market Access

Biosecurity requirements and advice

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

Checklist for fresh Pineapple 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
- ☐ Pineapple intact, free from mould or off-putting odour
- ☐ No dehydration, visible matter or pest damage
- ☐ Free from 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 shows 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:

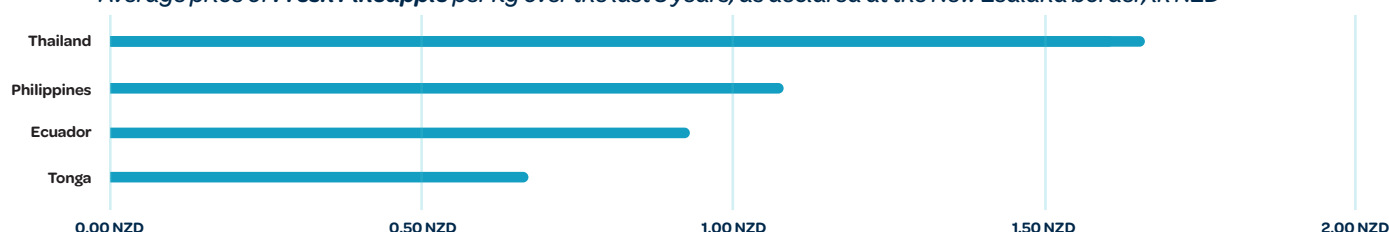
HACCP (Hazard Analysis and Critical Control Points)

NZGAP (New Zealand Good Agricultural Practices)

Global GAP (Good Agricultural Practices)



Average price of Fresh Pineapple 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. General Requirements

Volume

New Zealand buyers prefer quality and consistency in supply. Orders can range from a few kilograms for smaller businesses to several metric tonnes for larger retailers or manufacturers.

Quality

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.

Packaging

Decrowned fresh pineapples are packed in strong cardboard boxes of 10 units with ventilation holes to keep them fresh and safe. All products should have clear labels indicating the product name, country of origin, net weight, packaging date, expiration date, and other relevant certifications.

Transport recommended

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

4. Type of NZ buyers/distributors

Fresh Importer: Farm Fresh Distributors Ltd, T&G

Beverage industry: Pineapple juice (Keri, Pran, McCoy), 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 Pam's (Pams Sliced Pineapple In Juice 425g, Convenience with Fresh Pineapple Sliced Cut Fruit Fresh 400g...), Niblish.

Processed Food Industry: For integration into preparations with companies such as the Collective (Probiotic yoghurt with Pineapple puree), Wattie's (Baby puree), Parrot dog (Pineapple flavoured beer) and Pure Delish (Granola).

5. Key Success Factors

