

Noni (Morinda citrifolia)



1. Offer Analysis

Description & Market Trends

Noni, a traditional Polynesian fruit, is valued for its potential health benefits, including anti-inflammatory and immune-boosting properties. Often called a superfood, it is sold as juice, powder, or capsules to health-conscious consumers worldwide. A single acre with 290 plants of healthy well maintained Noni trees can produce up to 31 tons of fruit.

"Reviving interest in Noni would likely require a significant marketing & branding effort, potentially involving an influential celebrity or social media personality to drive renewed consumer demand."

Interview with NZ Importer

Key markets like China, Japan, and the United States drive demand, though interest has fluctuated due to market saturation. In New Zealand, raising awareness of Noni's heritage and health benefits could support steady growth. Premium products like organic Noni and new blends with other ingredients offer opportunities to attract wellness-focused buyers. (Retail Price for Noni juice - 57NZD per litre for Vita-Fit brand)

106
kilograms

The amount of fruit a well-maintained mature Noni tree can produce each year



8 IN 10

New Zealanders actively seek health benefits from specific foods, beverages, vitamin supplements or OTC medications*

60%

of New Zealanders believe in the concept of food as medicine leading to a market shift where groceries are used for sustenance and health benefits driving product innovation*

2. Market Access

Biosecurity requirements and advice

According to the [Stored Plant Products for Human Consumption](#) guidelines issued by MPI on 25 May 2023, "There are no certification or inspection requirements for fruit juices, fruit and vegetable purees, liquid, and pulp plant extracts that are commercially manufactured or produced." (MPI indicate that such products will still be subject to regular monitoring). Find out more on [Pier Search](#).

Checklist for Noni export/import:

- ☐ Ensure the absence of regulated pests
- ☐ Clean packaging free of contaminants
- ☐ No signs of foreign matter, moisture issues, or pest contamination

Food import to New Zealand

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

Food safety requirements

Food import should follow the [Food Act 2014](#).



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



Hygiene, ensure all food handling stages comply with rigorous hygiene standards.



Imported food complies with **Maximum Residue Levels** for Agricultural Compounds.



Labelling showing 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)



* According to an IRI Health & Wellbeing Survey conducted over 1,000 people, 2021.

Overview of export process from the Pacific Islands to New Zealand



trends. Exporters should inform importers of any changes in production capacity to maintain a consistent supply chain.

Quality and Grading

- **Colour:** Noni juice typically presents a light to dark brown hue, while noni powder ranges from light to dark brown, reflecting the natural colour of the dried fruit.
- **Texture:** Noni powder should be fine and uniform free from clumps or foreign particles. Capsules should contain evenly milled powder without any signs of moisture or contamination.
- **Aroma and Flavour:** Noni products possess a distinctive, slightly tangy flavour. The aroma should be characteristic of noni, without any off-putting odours.
- **Moisture Content:** Moisture content should be low for noni powder to prevent mould growth and ensure shelf stability.
- **Purity:** Products must be free from contaminants such as dirt, stones, or other foreign materials. Regular quality checks should be conducted to ensure product integrity.

Packaging (All must be food grade)

Crucial to maintaining noni products' quality and safety for transportation and storage.

- **Material:** Use food-grade, moisture-proof containers to maintain freshness and prevent contamination. Glass bottles are preferable for noni juice to preserve flavour and quality, as plastic bottles can be permeable and may lead to deterioration.
- **Sizes:** Common packaging sizes include 500 ml to 1 litre bottles for juice, 130kg or 1,000 litres tote for juice, 100 g to 1 kg bags for powder, and bottles containing 60 to 120 capsules, depending on market demand.



Transport recommended

Noni products are typically transported internationally via container shipping. Air freight is less common due to higher costs but may be used for urgent shipments.

3. Market Specifications

Volume

The import volume of noni products, including juice, powders, and capsules, varies based on importer demand and market

4. Type of NZ buyers/distributors

Juice Importer: iLoveNoni, LifeHealth NZ, TJ Clark.

Dietary Supplement: Nature's Sunshine, Kiwi Natural Health.

5. Key Success Factors

