

# Coconut (Cocos nucifera)



## 1. Offer Analysis

### 1.1 General Description: Production, end-use, and market <sup>1, 2</sup>

Coconut is a versatile tropical fruit, highly valued for its multiple uses and nutritional benefits. Thriving in the warm climates of the Pacific, coconuts are a staple in the region, playing a significant role in both daily life and the economy. Originating in the Indo-Malay region, the coconut palm has spread across much of the tropics and is deeply integrated into the cultural and culinary traditions of the Pacific. Rich in vitamins, minerals, and dietary fibre, coconuts offer a range of health benefits. They are a source of lauric acid known for its immune-boosting properties. The fruit's water is hydrating and rich in electrolytes, making it a popular natural beverage. Its oil is used in cooking, skincare, and haircare and is valued for its nourishing qualities. The commercial cultivation of coconuts is extensive in the Pacific, where they are grown both on small family plots and large plantations. The planting and harvesting of coconuts are year-round activities, thanks to the region's tropical climate. Coconut products, including coconut water, oil, milk, and dried coconut, have a significant market both locally and internationally.

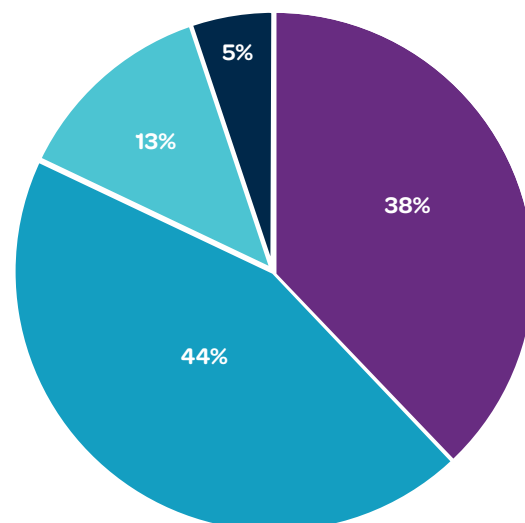
The most common fresh form of coconut found in New Zealand supermarkets is the mature brown coconut, known for its hard shell and rich, flavorful meat. Coconuts are incredibly versatile. The meat can be eaten fresh, used in desserts, or dried and shredded for baking. Coconut milk and cream are essential ingredients in many Asian and Pacific Island dishes, adding a rich, creamy texture and flavour. Coconut oil is also a popular cooking medium, adding a distinct flavour to dishes. The coconut industry in the Pacific, including countries like Fiji, Samoa, and Tonga, continues to grow, driven by the increasing global demand for coconut-based products. This growth is economically beneficial and promotes sustainable agricultural practices, as the coconut palm is a relatively low-maintenance and environmentally friendly crop.

Coconut palm is one of the most resilient traditional Pacific Island food crops. It can grow in low-fertility saline coastal soil, resist prolonged drought, and is low-maintenance. Declining world coconut production results from an increasing percentage of senile plants. Renewing the plantation with younger crops brings an opportunity to trade high-value timber products from senile palms, such as coco veneer, for premium-quality flooring while preparing a stronger coconut production.



COCONUT NUTRITIONAL CONTENT	
Nutrient	Amount (per 100g)
Calories	354 kcal
Water	0
Protein	3.3g
Fat	33g
Saturated Fat	30g
Monounsaturated Fat	1.4g
Polyunsaturated Fat	0.4g
Carbohydrates	15g
Fiber	9g
Sugars	6g
Vitamin C	3.3mg
Vitamin E	0.24mg
Vitamin K	0.2µg
Thiamin	0.066mg
Riboflavin	0.02mg
Niacin	0.54mg
Vitamin B6	0.054mg
Folate	26µg
Choline	12.3mg
Calcium	14mg
Iron	2.43mg
Magnesium	32mg
Phosphorus	113mg
Potassium	356mg
Sodium	20mg
Zinc	1.1mg
Copper	0.435mg
Manganese	1.5mg
Selenium	10.1µg

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



Coconut Market Share in New Zealand in 2023 (%)

- Coconut Cream
- Coconut Oil
- Dessicated Coconut
- Coconut Dried or Fresh

<sup>1</sup> The Food and Agriculture Organization of the United Nations (FAO) on Coconut Palm

<sup>2</sup> The International Coconut Community (ICC)

PRODUCT	2022	2023	Percentage change
Coconut Cream	6501	6549	+0.7%
Coconut Oil	6019	7647	+27%
Desiccated Coconut	1846	2206	+19.5%
Coconut Dried or Fresh	851	888	+4.3%

Table 2: Percentage change of tonnes of coconut 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 Coconut. Underlined below have been identified as top market trends or high potential by assessing the offerings of leading retailers across New Zealand.

### Processed Products

- Coconut Water - The clear liquid inside a young green coconut.
- Coconut Milk - Coconut milk is made by blending coconut meat with water. It's a common ingredient in many Asian and tropical cuisines.
- Virgin Coconut Oil - Coconut oil is extracted from the meat of mature coconuts. It's used for cooking, skincare, and haircare.
- Coconut Cream - Coconut cream is a thicker and richer version of coconut milk, often used in desserts and curries.
- Coconut Flour - Coconut flour is made from dried coconut meat. It's a gluten-free alternative to regular flour in baking.
- Coconut Milk Powder - Powdered coconut milk is used in convenience foods and beverages.
- Desiccated Coconut - This is finely shredded and dried coconut meat used in baking and cooking.
- Coconut Sugar - Coconut sugar is derived from the sap of the coconut flower buds. It's a natural sweetener.
- Coconut Vinegar - Coconut vinegar is made from the sap of coconut flowers and is used in various recipes and as a condiment.

### Convenience and Ready-to-Eat Options

- Coconut Chips - These are thinly sliced and roasted or fried coconut flakes that make for a convenient and tasty snack.
- Coconut Snack Bars - Ready-to-eat snack bars often include coconut as one of the main ingredients for a quick energy boost.
- Coconut-based Curries and Sauces - You can find ready-to-eat curries and sauces that incorporate coconut milk or cream for a convenient meal preparation.
- Coconut Yogurt - Dairy-free yoghurt made from coconut milk is available in many stores and is ready to eat as a dairy alternative.
- Coconut Ice Cream - Various brands offer coconut-based ice cream flavours for a delicious dessert option.
- Coconut Electrolyte Drinks - Drinks and sports beverages contain coconut water for hydration and electrolyte replenishment.
- Coconut Rice - Pre-packaged coconut-flavoured rice or rice dishes provide a quick and tasty meal option.
- Coconut Cereal - Some breakfast cereals contain coconut flakes for added flavour and texture.

## Other Value-Added Products

- Coconut Oil-based Soap - Coconut oil is a common ingredient in natural soaps, offering moisturizing and cleansing properties.
- Coconut Body Scrubs - Exfoliating body scrubs often include coconut shell powder or coconut sugar for gentle exfoliation.
- Coconut Oil-based Cosmetics - Coconut oil is used in cosmetics such as lotions, creams, and lip balms for its skin-nourishing properties.
- Coconut-Scented Candles - Coconut-scented candles create a pleasant tropical ambience.
- Coconut Oil Supplements - Coconut oil capsules or supplements are taken for potential health benefits.
- Coconut Oil-based Massage Oils - These oils are used for massages and skincare.
- Coconut-based Hair Products - Shampoos, conditioners, and hair masks often contain coconut oil for hair health.
- Coconut-based Beauty Masks - Facial masks and beauty treatments may contain coconut extracts.
- Coconut Shell Charcoal Teeth Whitening Products - Activated charcoal made from coconut shells is used in teeth whitening products.
- Coconut Wood Furniture - The wood from coconut trees could be used to create durable and visually appealing furniture. As coconut trees end their fruit-bearing years, they are harvested for lumber, making this a sustainable resource.
- Coconut Shell Handicrafts - The hard shells of coconuts are transformed into various decorative and functional items through skilled craftsmanship. This includes bowls, cups, spoons, lamps, vases, intricate carvings, and jewellery.



## 1.3 Overall Market Insights

Table 3: Imports of fresh or dried whole coconut in value to New Zealand

	2020		2021		2022		2023	
	Value (NZD)	% Total	Value (NZD)	% Total	Value (NZD)	% Total	Value (NZD)	% Total
Vietnam		0.00%	\$14	0.00%	\$45,295	3.80%	\$502,943	39.02%
Thailand	\$421,610	46.19%	\$648,476	55.44%	\$744,828	62.42%	\$322,433	25.01%
<b>Samoa</b>	<b>\$328,072</b>	<b>35.94%</b>	<b>\$369,247</b>	<b>31.57%</b>	<b>\$298,133</b>	<b>24.98%</b>	<b>\$263,172</b>	<b>20.42%</b>
India	\$62,868	6.89%	\$68,709	5.87%	\$48,043	4.03%	\$135,204	10.49%
<b>Fiji</b>	<b>\$100,273</b>	<b>10.98%</b>	<b>\$83,174</b>	<b>7.11%</b>	<b>\$57,013</b>	<b>4.78%</b>	<b>\$65,227</b>	<b>5.06%</b>
<b>Grand Total</b>	<b>\$912,823</b>	<b>100.00%</b>	<b>\$1,169,620</b>	<b>100.00%</b>	<b>\$1,193,312</b>	<b>100.00%</b>	<b>\$1,288,979</b>	<b>100.00%</b>

(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 or dried whole coconut in value to New Zealand

(Only the Top 5 countries are displayed.)

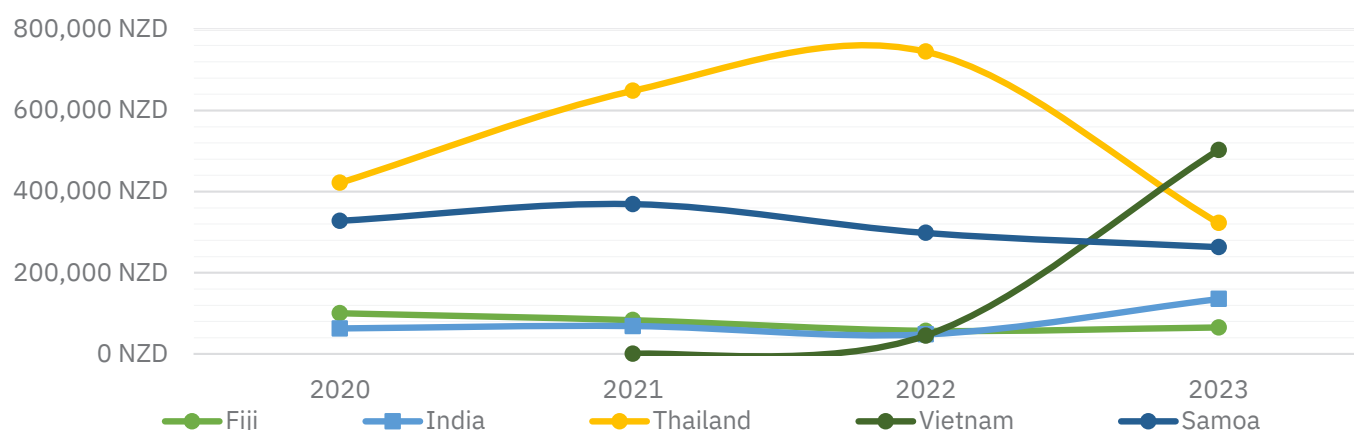


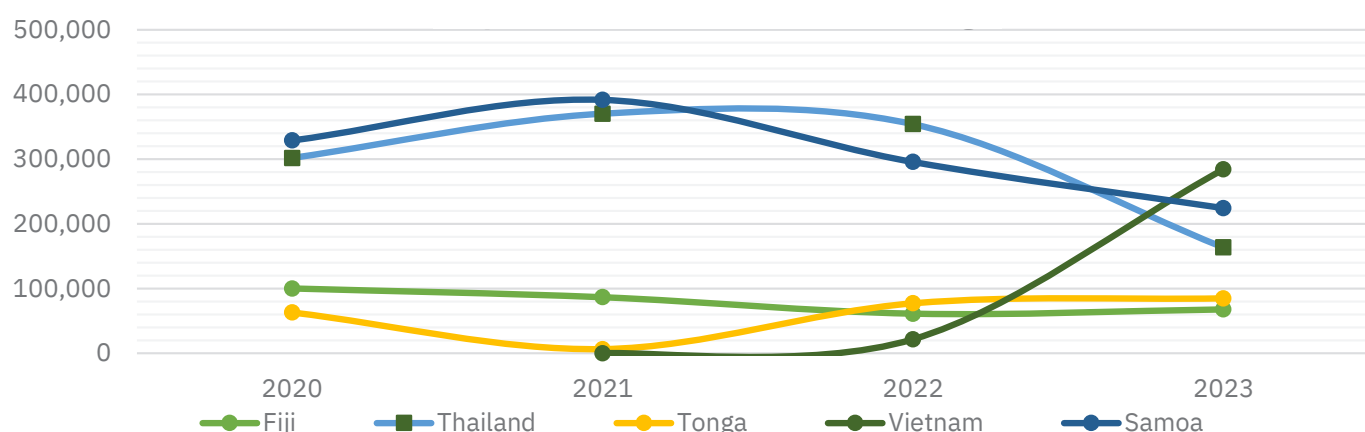
Table 4: Imports of fresh or dried whole coconut in volume to New Zealand

	2020		2021		2022		2023	
	Quantity (Kg)	% Total	Quantity (Kg)	% Total	Quantity (Kg)	% Total	Quantity (Kg)	% Total
Vietnam		0.0%	7	0.0%	21,650	2.7%	284,365	34.5%
<b>Samoa</b>	<b>328,895</b>	<b>41.4%</b>	<b>391,681</b>	<b>45.8%</b>	<b>295,652</b>	<b>36.5%</b>	<b>224,307</b>	<b>27.2%</b>
Thailand	301,915	38.0%	370,301	43.3%	354,127	43.7%	163,412	19.8%
<b>Tonga</b>	<b>63,019</b>	<b>7.9%</b>	<b>6,410</b>	<b>0.7%</b>	<b>77,207</b>	<b>9.5%</b>	<b>84,842</b>	<b>10.3%</b>
<b>Fiji</b>	<b>100,165</b>	<b>12.6%</b>	<b>86,583</b>	<b>10.1%</b>	<b>61,204</b>	<b>7.6%</b>	<b>67,775</b>	<b>8.2%</b>
<b>Grand Total</b>	<b>793,994</b>	<b>100.0%</b>	<b>854,982</b>	<b>100.0%</b>	<b>809,840</b>	<b>100.0%</b>	<b>824,701</b>	<b>100.0%</b>

(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 or dried whole coconut in volume to New Zealand

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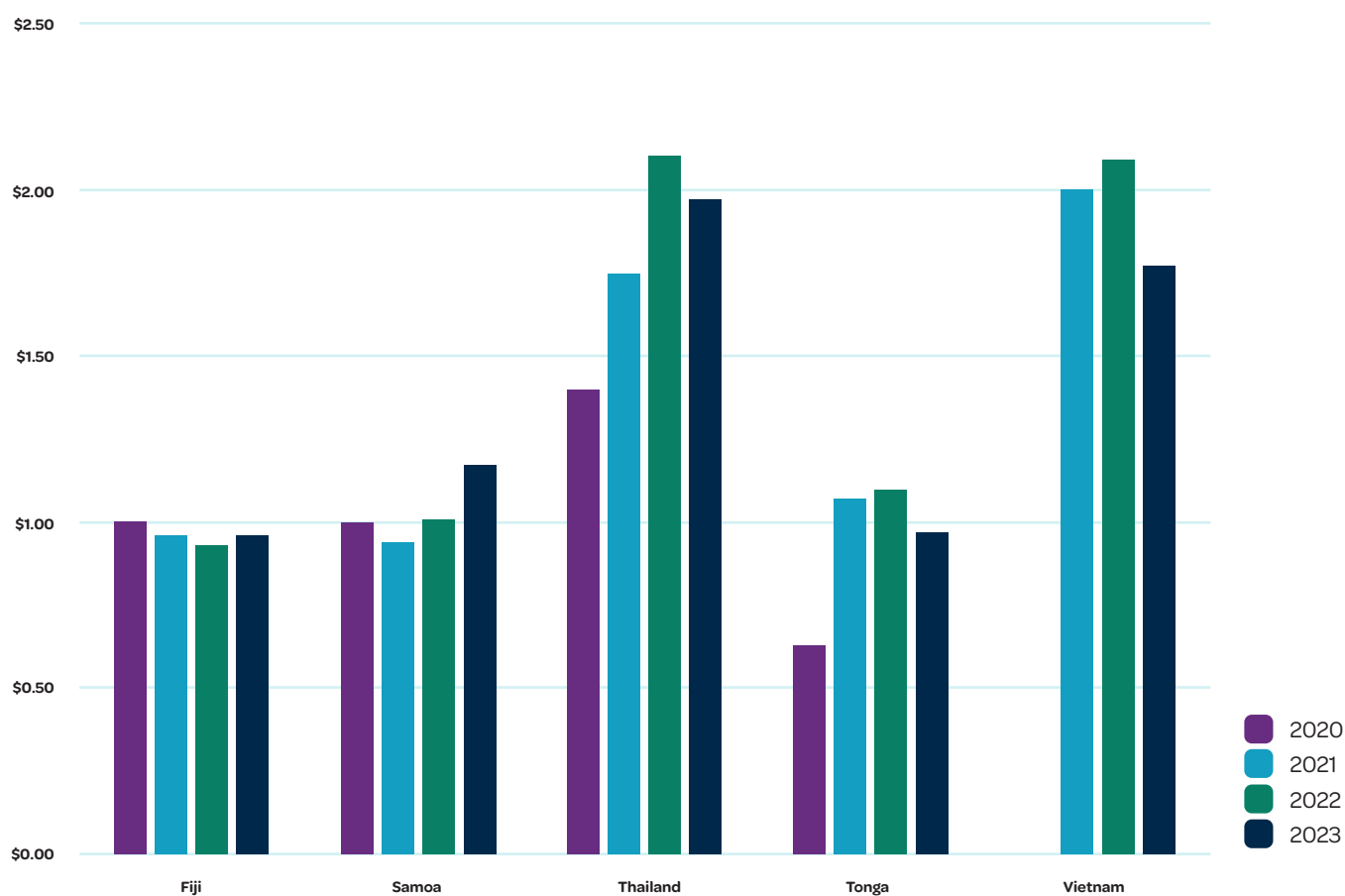


**Table 5: Average price per kg of fresh or dried whole coconut as declared at New Zealand's border**

(Prices from all countries importing to New Zealand are displayed below)

	2020	2021	2022	2023	Grand Total
Australia	8.25 NZD	8.65 NZD	14.17 NZD	4.28 NZD	35.35 NZD
China	26.16 NZD	21.37 NZD	15.51 NZD	11.26 NZD	74.30 NZD
<b>Fiji</b>	<b>1.00 NZD</b>	<b>0.96 NZD</b>	<b>0.93 NZD</b>	<b>0.96 NZD</b>	<b>3.85 NZD</b>
India	4.71 NZD	6.09 NZD	4.46 NZD	4.52 NZD	19.78 NZD
Indonesia			3.83 NZD	5.98 NZD	9.81 NZD
Malaysia	42.50 NZD	5.22 NZD	51.00 NZD		98.72 NZD
<b>Niue</b>		<b>0.37 NZD</b>	<b>0.29 NZD</b>	<b>2.25 NZD</b>	<b>2.91 NZD</b>
Philippines	3.94 NZD	2.57 NZD	2.14 NZD	6.90 NZD	15.55 NZD
Sri Lanka	2.93 NZD		5.37 NZD	3.78 NZD	12.08 NZD
Thailand	1.40 NZD	1.75 NZD	2.10 NZD	1.97 NZD	7.22 NZD
<b>Tonga</b>	<b>0.63 NZD</b>	<b>1.07 NZD</b>	<b>1.10 NZD</b>	<b>0.97 NZD</b>	<b>3.77 NZD</b>
United States	59.31 NZD	49.67 NZD	53.43 NZD		162.41 NZD
<b>Vanuatu</b>		<b>0.80 NZD</b>			<b>0.80 NZD</b>
Vietnam		2.00 NZD	2.09 NZD	1.77 NZD	5.86 NZD
<b>Samoa</b>	<b>1.00 NZD</b>	<b>0.94 NZD</b>	<b>1.01 NZD</b>	<b>1.17 NZD</b>	<b>4.12 NZD</b>

**Figure 4: Average price per kg of fresh or dried whole coconut as declared at New Zealand's border**



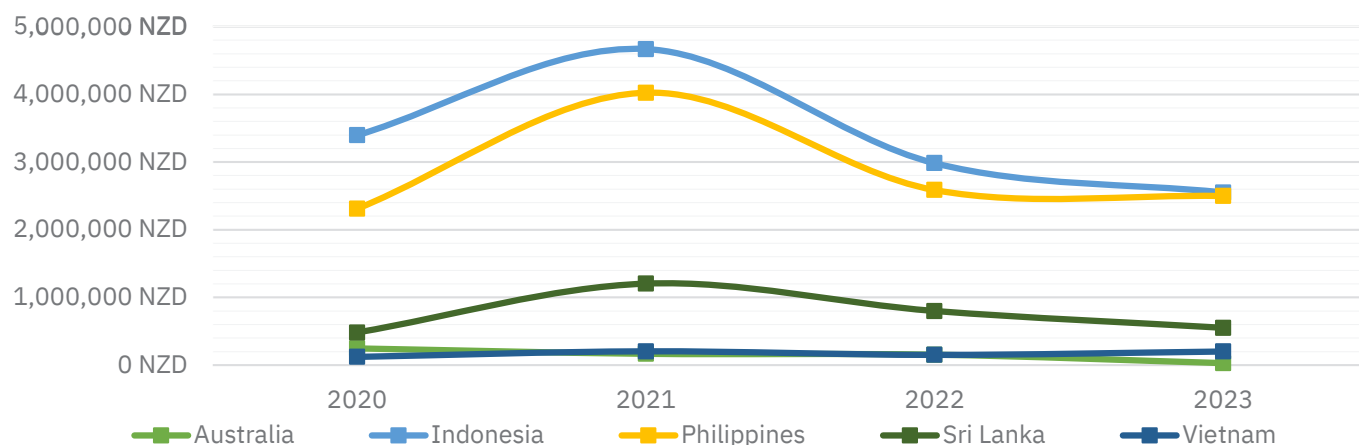
**Table 6: Imports of desiccated Coconut in value to New Zealand**

	2020		2021		2022		2023	
	Value (NZD)	% Total	Value (NZD)	% Total	Value (NZD)	% Total	Value (NZD)	% Total
Indonesia	\$3,395,243	51.79%	\$4,669,342	45.47%	\$2,983,832	44.69%	\$2,551,157	43.76%
Philippines	\$2,309,953	35.23%	\$4,024,340	39.19%	\$2,586,629	38.74%	\$2,497,642	42.84%
Sri Lanka	\$482,408	7.36%	\$1,203,860	11.72%	\$800,267	11.99%	\$551,385	9.46%
Vietnam	\$121,549	1.85%	\$204,126	1.99%	\$150,893	2.26%	\$200,984	3.45%
Australia	\$247,101	3.77%	\$167,317	1.63%	\$154,490	2.31%	\$29,311	0.50%
<b>Grand Total</b>	<b>\$6,556,254</b>	<b>100.00%</b>	<b>\$10,268,985</b>	<b>100.00%</b>	<b>\$6,676,111</b>	<b>100.00%</b>	<b>\$5,830,479</b>	<b>100.00%</b>

(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 desiccated Coconut in value to New Zealand**

(Only the Top 5 countries are displayed.)



**Table 7: Imports of desiccated Coconut in volume to New Zealand**

	2020		2021		2022		2023	
	Quantity (Kg)	% Total	Quantity (Kg)	% Total	Quantity (Kg)	% Total	Quantity (Kg)	% Total
Indonesia	1,230,190	56.8%	1,424,372	49.2%	932,913	52.0%	1,084,820	49.8%
Philippines	731,210	33.8%	1,116,198	38.6%	613,068	34.2%	877,106	40.2%
Sri Lanka	108,295	5.0%	266,203	9.2%	168,993	9.4%	123,780	5.7%
Vietnam	37,506	1.7%	59,133	2.0%	48,776	2.7%	88,079	4.0%
Australia	58,943	2.7%	28,044	1.0%	30,093	1.7%	5,859	0.3%
<b>Grand Total</b>	<b>2,166,144</b>	<b>100.0%</b>	<b>2,893,950</b>	<b>100.0%</b>	<b>1,793,843</b>	<b>100.0%</b>	<b>2,179,644</b>	<b>100.0%</b>

(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 desiccated Coconut in volume to New Zealand**

(Only the Top 5 countries are displayed.)

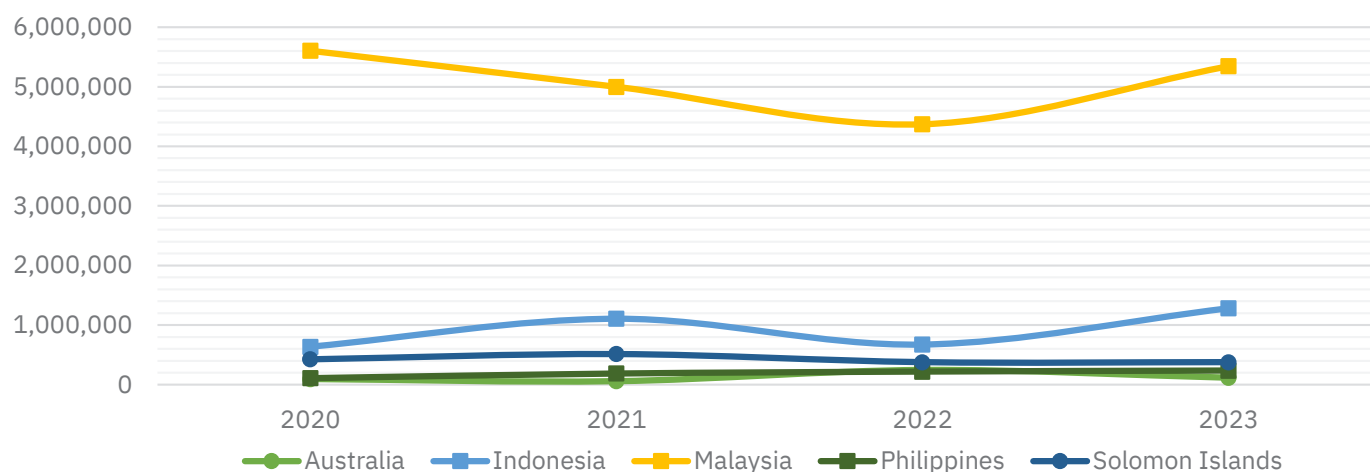
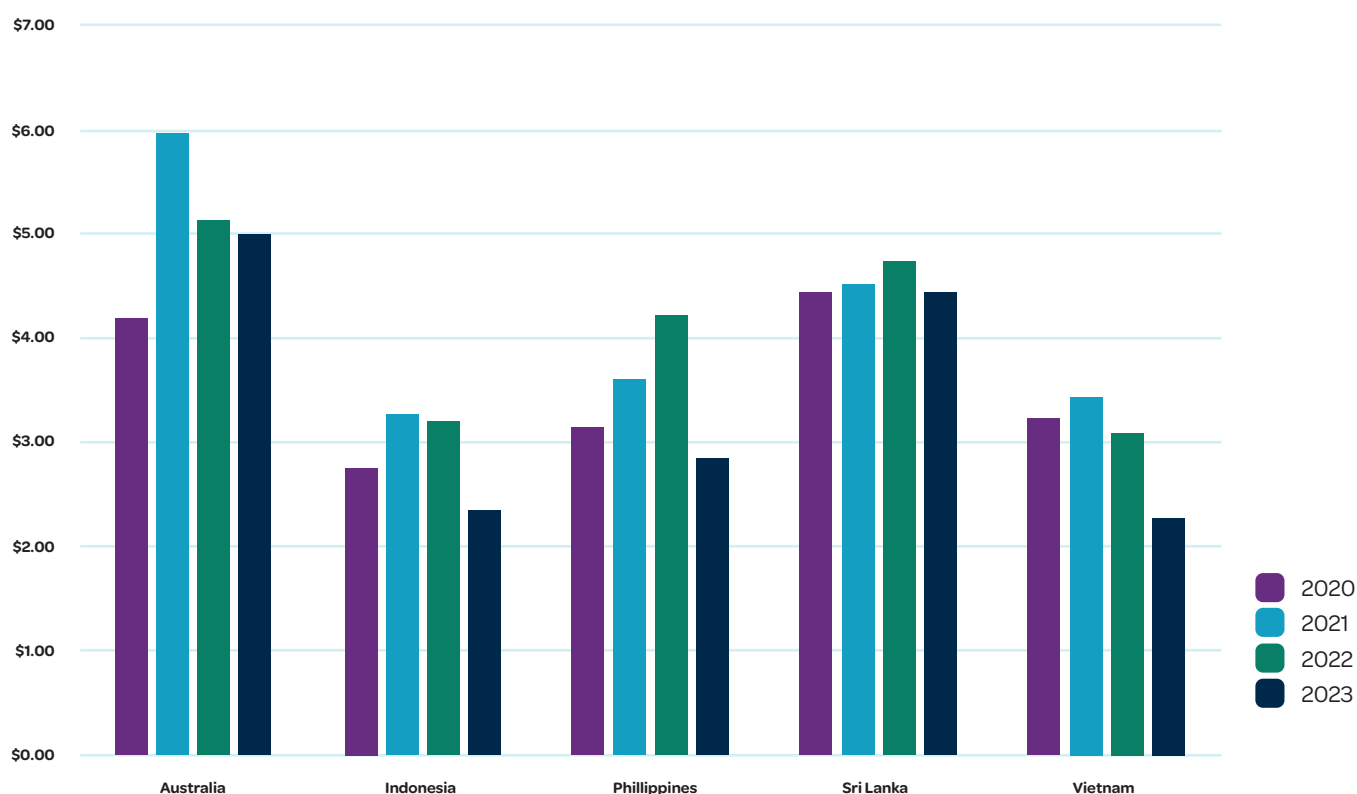


Table 8: Average price per kg of desiccated Coconut as declared at New Zealand's border

	2020	2021	2022	2023	Grand Total
Australia	4.19 NZD	5.97 NZD	5.13 NZD	5.00 NZD	20.29 NZD
China		6.91 NZD	4.48 NZD		11.39 NZD
<b>Fiji</b>	<b>8.67 NZD</b>	<b>6.33 NZD</b>		<b>5.13 NZD</b>	<b>20.13 NZD</b>
India	6.24 NZD	4.96 NZD	4.86 NZD	4.10 NZD	20.16 NZD
Indonesia	2.76 NZD	3.28 NZD	3.20 NZD	2.35 NZD	11.59 NZD
Malaysia		1.52 NZD	4.22 NZD	7.35 NZD	13.09 NZD
Nigeria				9.20 NZD	9.20 NZD
Philippines	3.16 NZD	3.61 NZD	4.22 NZD	2.85 NZD	13.84 NZD
<b>Samoa</b>	<b>1.20 NZD</b>			<b>3.67 NZD</b>	<b>4.87 NZD</b>
Singapore	1.99 NZD	5.98 NZD			7.97 NZD
South Africa	4.90 NZD	12.22 NZD			17.12 NZD
Sri Lanka	4.45 NZD	4.52 NZD	4.74 NZD	4.45 NZD	18.16 NZD
Thailand	7.98 NZD	1.87 NZD	26.57 NZD	6.37 NZD	42.79 NZD
<b>Tonga</b>	<b>0.25 NZD</b>	<b>0.30 NZD</b>	<b>0.53 NZD</b>	<b>0.19 NZD</b>	<b>1.27 NZD</b>
Vietnam	3.24 NZD	3.45 NZD	3.09 NZD	2.28 NZD	12.06 NZD

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

(Only the Top 5 countries are displayed.)





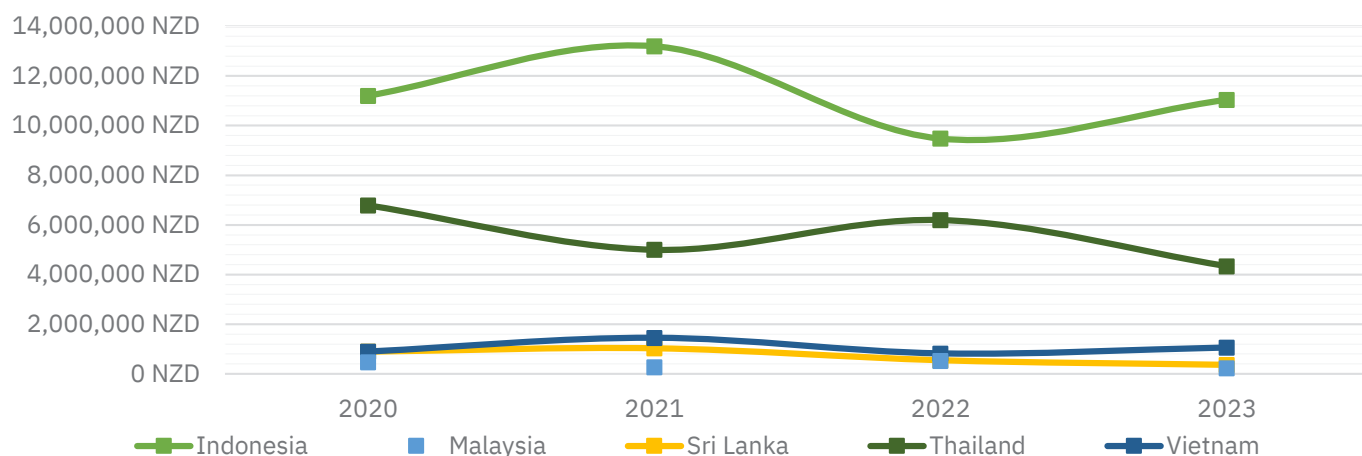
**Table 9: Imports of Coconut cream in value to New Zealand**

	2020		2021		2022		2023	
	Value (NZD)	% Total	Value (NZD)	% Total	Value (NZD)	% Total	Value (NZD)	% Total
Indonesia	\$11,205,779	55.31%	\$13,199,209	63.02%	\$9,477,414	53.95%	\$11,043,473	64.82%
Thailand	\$6,788,188	33.50%	\$4,996,907	23.86%	\$6,196,315	35.27%	\$4,338,606	25.47%
Vietnam	\$898,461	4.43%	\$1,454,296	6.94%	\$824,568	4.69%	\$1,061,897	6.23%
Sri Lanka	\$894,081	4.41%	\$1,029,976	4.92%	\$548,731	3.12%	\$363,015	2.13%
Malaysia	\$473,731	2.34%	\$263,660	1.26%	\$520,617	2.96%	\$229,005	1.34%
<b>Grand Total</b>	<b>\$20,260,240</b>	<b>100.00%</b>	<b>\$20,944,048</b>	<b>100.00%</b>	<b>\$17,567,645</b>	<b>100.00%</b>	<b>\$17,035,996</b>	<b>100.00%</b>

(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 Coconut cream in value to New Zealand**

(Only the Top 5 countries are displayed.)



**Table 10: Imports of Coconut cream in volume to New Zealand**

	2020		2021		2022		2023	
	Quantity (Kg)	% Total	Quantity (Kg)	% Total	Quantity (Kg)	% Total	Quantity (Kg)	% Total
Indonesia	4,260,742	53.9%	4,957,551	59.9%	3,248,798	51.3%	3,936,965	61.1%
Thailand	2,847,540	36.0%	2,240,885	27.1%	2,597,146	41.0%	1,889,919	29.3%
Vietnam	391,748	5.0%	598,142	7.2%	313,525	4.9%	438,221	6.8%
Sri Lanka	292,814	3.7%	354,813	4.3%	155,757	2.5%	127,144	2.0%
Singapore	114,672	1.5%	120,569	1.5%	21,180	0.3%	51,955	0.8%
<b>Grand Total</b>	<b>7,907,516</b>	<b>100.0%</b>	<b>8,271,960</b>	<b>100.0%</b>	<b>6,336,406</b>	<b>100.0%</b>	<b>6,444,204</b>	<b>100.0%</b>

(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 Coconut cream in volume to New Zealand**

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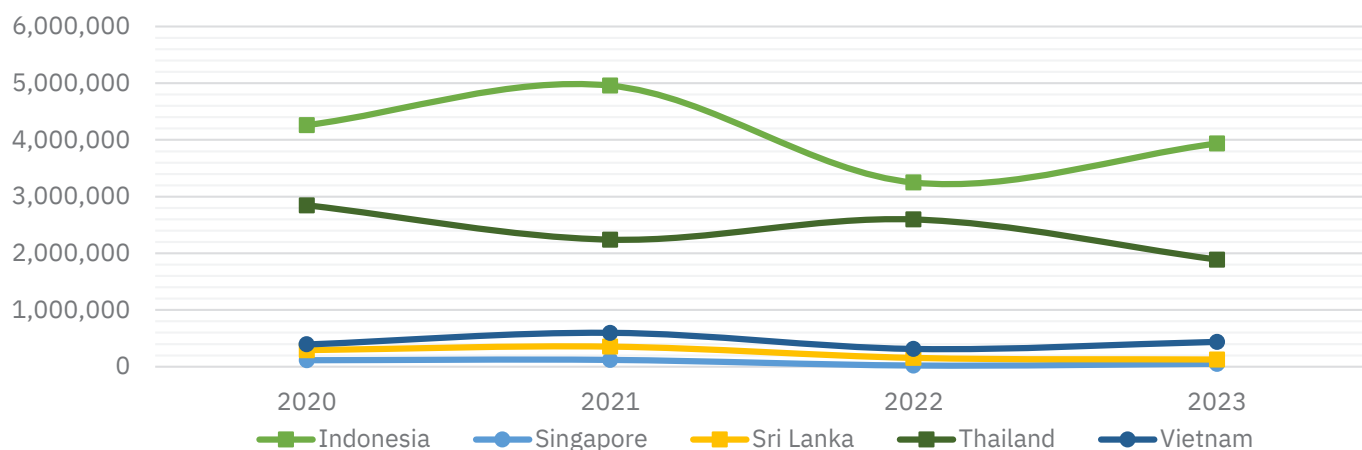


Table 11: Average price per kg of Coconut cream as declared at New Zealand's border

	2020	2021	2022	2023	Grand Total
Australia	7.96 NZD	2.87 NZD	7.07 NZD	2.10 NZD	20.00 NZD
China	3.54 NZD	2.46 NZD	2.61 NZD	2.67 NZD	11.28 NZD
<b>Fiji</b>	<b>2.05 NZD</b>	<b>3.42 NZD</b>		<b>4.87 NZD</b>	<b>10.34 NZD</b>
France			12.22 NZD	13.48 NZD	25.70 NZD
Indonesia	2.63 NZD	2.66 NZD	2.92 NZD	2.81 NZD	11.02 NZD
Israel		21.58 NZD			21.58 NZD
Korea, South			20.25 NZD		20.25 NZD
Malaysia	4.65 NZD	5.47 NZD	4.98 NZD	6.18 NZD	21.28 NZD
Philippines	1.92 NZD	1.77 NZD	3.12 NZD	4.24 NZD	11.05 NZD
<b>Samoa</b>	<b>4.59 NZD</b>	<b>3.21 NZD</b>	<b>5.74 NZD</b>	<b>4.98 NZD</b>	<b>18.52 NZD</b>
Singapore	3.02 NZD	3.21 NZD	3.66 NZD	3.41 NZD	13.30 NZD
Slovakia			2.89 NZD		2.89 NZD
Sri Lanka	3.05 NZD	2.90 NZD	3.52 NZD	2.86 NZD	12.33 NZD
Taiwan	8.16 NZD		5.89 NZD	3.14 NZD	17.19 NZD
Thailand	2.38 NZD	2.23 NZD	2.39 NZD	2.30 NZD	9.30 NZD
<b>Tonga</b>		<b>0.22 NZD</b>	<b>3.09 NZD</b>	<b>7.28 NZD</b>	<b>10.59 NZD</b>
United States		5.24 NZD	10.57 NZD	7.49 NZD	23.30 NZD
<b>Vanuatu</b>	<b>0.91 NZD</b>				<b>0.91 NZD</b>
Vietnam	2.29 NZD	2.43 NZD	2.63 NZD	2.42 NZD	9.77 NZD

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

(Only the Top 5 countries are displayed.)

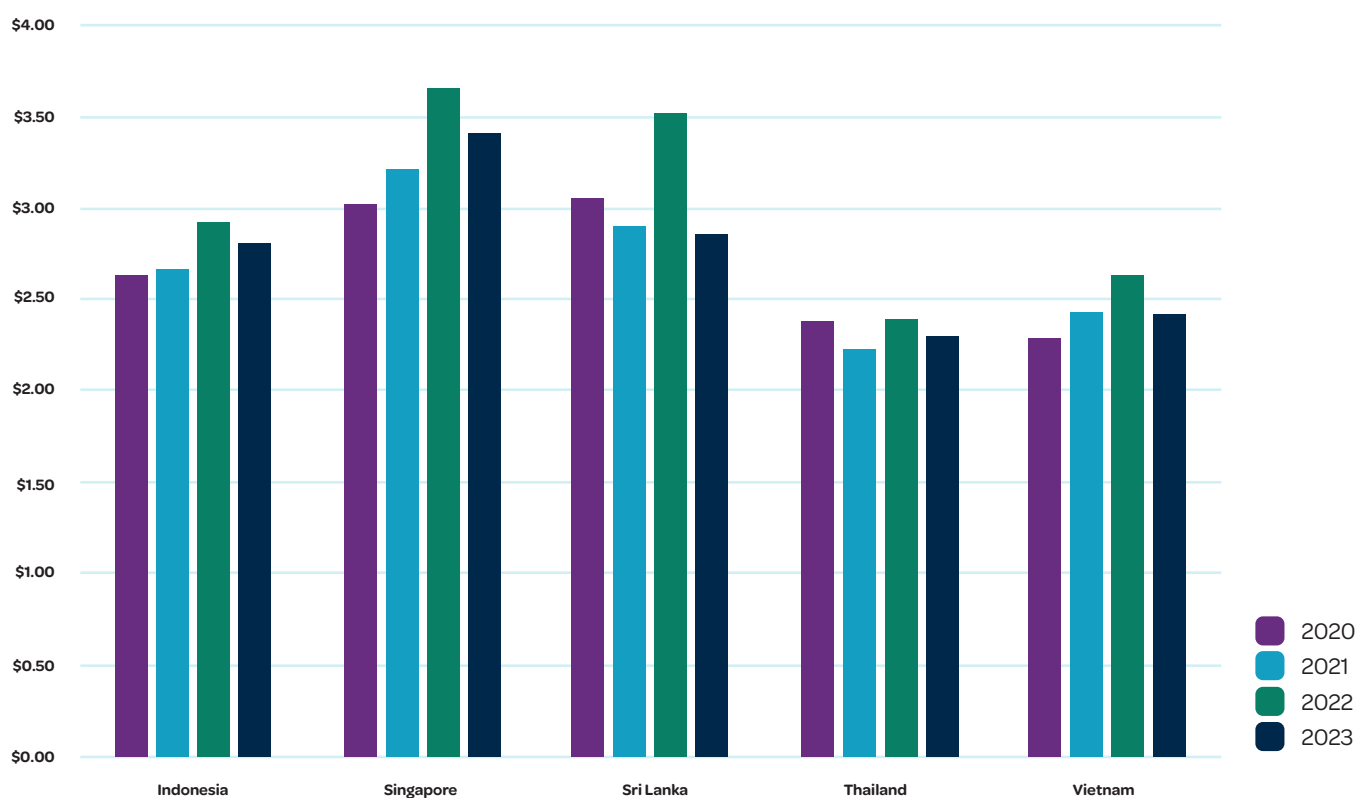




Table 12: Imports of Coconut oil in value to New Zealand

	2020		2021		2022		2023	
	Value (NZD)	% Total	Value (NZD)	% Total	Value (NZD)	% Total	Value (NZD)	% Total
Malaysia	\$9,474,607	72.11%	\$11,556,555	64.02%	\$15,402,039	73.64%	\$12,757,069	70.64%
Indonesia	\$1,147,703	8.74%	\$3,042,672	16.86%	\$2,601,887	12.44%	\$2,867,009	15.88%
Philippines	\$597,535	4.55%	\$843,246	4.67%	\$1,302,525	6.23%	\$1,471,706	8.15%
<b>Solomon Island</b>	<b>\$745,423</b>	<b>5.67%</b>	<b>\$1,154,081</b>	<b>6.39%</b>	<b>\$1,145,603</b>	<b>5.48%</b>	<b>\$716,435</b>	<b>3.97%</b>
Sri Lanka	\$1,173,041	8.93%	\$1,454,372	8.06%	\$463,954	2.22%	\$247,252	1.37%
<b>Grand Total</b>	<b>\$13,138,309</b>	<b>100.00%</b>	<b>\$18,050,926</b>	<b>100.00%</b>	<b>\$20,916,008</b>	<b>100.00%</b>	<b>\$18,059,471</b>	<b>100.00%</b>

(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 Coconut oil in value to New Zealand

(Only the Top 5 countries are displayed.)

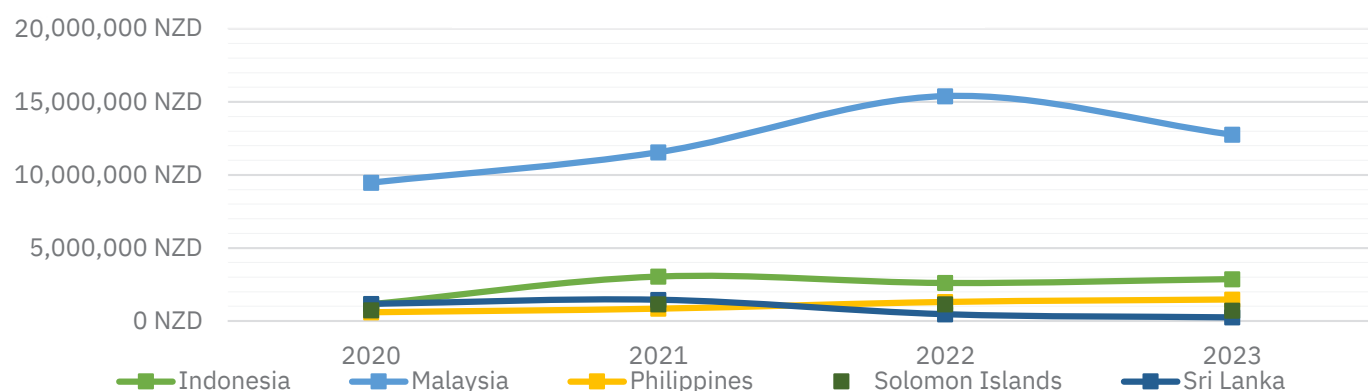


Table 13: Imports of Coconut oil in volume to New Zealand

	2020		2021		2022		2023	
	Quantity (Kg)	% Total	Quantity (Kg)	% Total	Quantity (Kg)	% Total	Quantity (Kg)	% Total
Malaysia	5,604,229	81.6%	4,999,415	72.8%	4,370,185	74.2%	5,344,552	72.6%
Indonesia	636,774	9.3%	1,106,184	16.1%	672,818	11.4%	1,281,679	17.4%
<b>Solomon Island</b>	<b>425,200</b>	<b>6.2%</b>	<b>513,671</b>	<b>7.5%</b>	<b>377,486</b>	<b>6.4%</b>	<b>377,655</b>	<b>5.1%</b>
Philippines	108,593	1.6%	186,561	2.7%	219,434	3.7%	236,621	3.2%
Australia	94,498	1.4%	58,057	0.8%	246,103	4.2%	116,427	1.6%
<b>Grand Total</b>	<b>6,869,294</b>	<b>100.0%</b>	<b>6,863,888</b>	<b>100.0%</b>	<b>5,886,026</b>	<b>100.0%</b>	<b>7,356,934</b>	<b>100.0%</b>

(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 Coconut oil in value to New Zealand

(Only the Top 5 countries are displayed.)

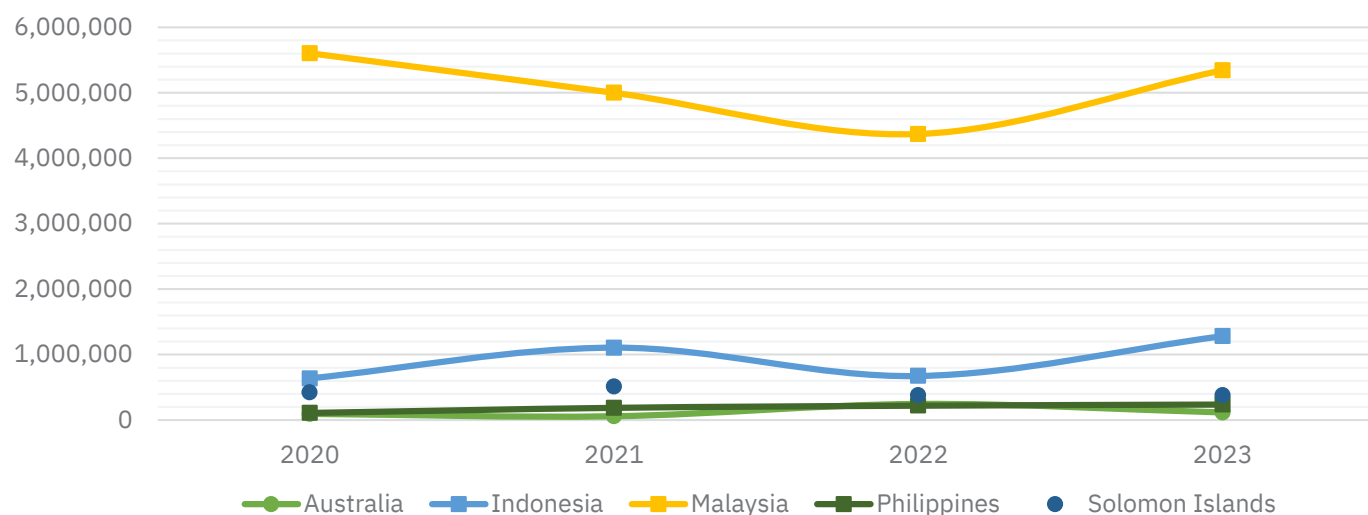
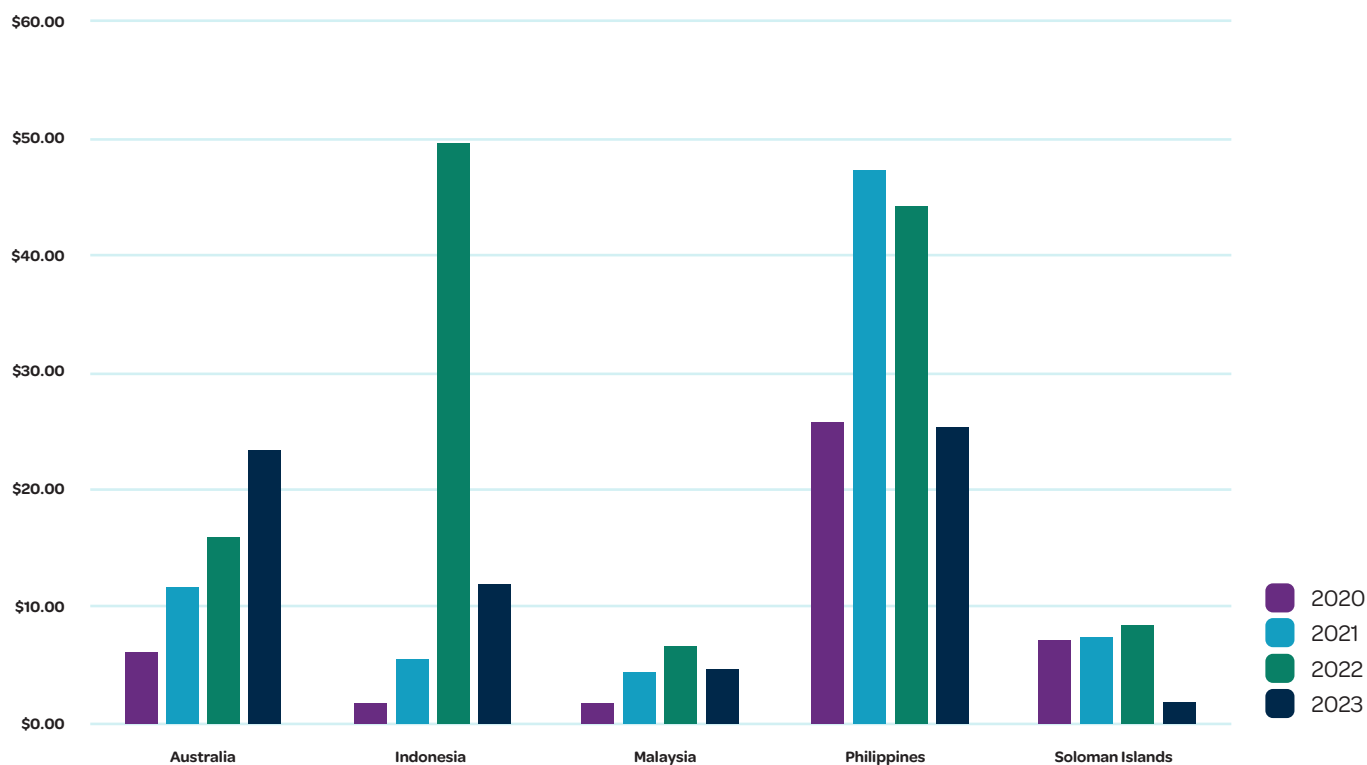


Table 14: Average price per kg of Coconut oil as declared at New Zealand's border

	2020	2021	2022	2023	Grand Total
Australia	6.08 NZD	11.67 NZD	15.93 NZD	23.32 NZD	57.00 NZD
Cambodia		14.70 NZD		21.72 NZD	36.42 NZD
China	9.67 NZD	5.07 NZD	10.60 NZD	20.87 NZD	46.21 NZD
Cook Islands		4,203.00 NZD			4,203.00 NZD
<b>Fiji</b>	<b>8.17 NZD</b>	<b>8.64 NZD</b>	<b>11.79 NZD</b>	<b>27.34 NZD</b>	<b>55.94 NZD</b>
French Polynesia	1.72 NZD		43.28 NZD		45.00 NZD
Germany	129.46 NZD				129.46 NZD
Greece	9.07 NZD	8.64 NZD			17.71 NZD
India	15.46 NZD	26.02 NZD	21.98 NZD	10.79 NZD	74.25 NZD
Indonesia	1.80 NZD	5.46 NZD	49.50 NZD	11.91 NZD	68.67 NZD
Iran	4.00 NZD				4.00 NZD
Malaysia	1.69 NZD	4.37 NZD	6.57 NZD	4.66 NZD	17.29 NZD
Mexico				33.40 NZD	33.40 NZD
New Zealand		4.08 NZD			4.08 NZD
Papua New Guinea	9.01 NZD	4.55 NZD	9.47 NZD		23.03 NZD
Philippines	25.71 NZD	47.22 NZD	44.22 NZD	25.30 NZD	142.45 NZD
<b>Samoa</b>	<b>16.56 NZD</b>	<b>16.35 NZD</b>	<b>33.64 NZD</b>	<b>3.77 NZD</b>	<b>70.32 NZD</b>
Singapore	20.18 NZD	18.97 NZD			39.15 NZD
<b>Solomon Islands</b>	<b>7.09 NZD</b>	<b>7.43 NZD</b>	<b>8.45 NZD</b>	<b>1.90 NZD</b>	<b>24.87 NZD</b>
South Africa		1,513.00 NZD	1,607.50 NZD		3,120.50 NZD
Sri Lanka	13.72 NZD	20.55 NZD	14.61 NZD	13.83 NZD	62.71 NZD
Taiwan			10.97 NZD	8.10 NZD	19.07 NZD
Thailand	6.05 NZD	24.24 NZD	39.41 NZD		69.70 NZD
<b>Tonga</b>	<b>29.49 NZD</b>	<b>0.90 NZD</b>	<b>0.45 NZD</b>	<b>0.61 NZD</b>	<b>31.45 NZD</b>
United Kingdom	6.08 NZD			49.00 NZD	55.08 NZD
United States	484.76 NZD	234.86 NZD	112.18 NZD	36.80 NZD	868.60 NZD
<b>Vanuatu</b>			<b>13.32 NZD</b>	<b>6.44 NZD</b>	<b>19.76 NZD</b>
Vietnam	137.75 NZD	6.85 NZD	11.23 NZD	2.56 NZD	158.39 NZD

Figure 13: Average price per kg of Coconut oil as declared at New Zealand's border

(Only the Top 5 countries are displayed.)



## 2. Market Access

### 2.1 Biosecurity Requirements and Advice

Fresh Coconut imported into New Zealand from any country must have an Import Health Standard (IHS). The IHS 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 \(mpi.govt.nz\)](https://mpi.govt.nz/importation-and-clearance-of-fresh-fruit-and-vegetables-152-02)

When Coconut 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:

- ✓ Coconut 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.
- ✓ Coconut should be the primary content and inspected in accordance with appropriate official procedures and found to be free from visually detectable quarantine pests, as specified by the New Zealand Ministry for Primary Industries.
- ✓ Inspection by the exporting country's quarantine/biosecurity agency to ensure the absence of regulated pests.
- ✓ Fresh coconut is a basic measure commodity, meaning it requires to be commercially produced using standard cultivation, pest control, harvesting, inspection, and packing activities.
- ✓ Coconut powder, if imported, should be clearly labelled and packaged in airtight containers to retain freshness.

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 Coconut

Countries approved to export fresh Coconut 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, frequency varies based on importer history.

## 2.3 Food Safety Requirement

In New Zealand, food safety regulations are primarily governed by the Food Act 2014 (available [here](#)), 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 Coconut.

### 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](http://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 Pharmaceuticals and Cosmetic Requirements

The extraction of coconut oil for pharmaceutical and cosmetic use begins with the selection of high-quality raw materials. Fresh, mould-free coconuts are essential for producing premium oil. The extraction method plays a crucial role in determining the quality of the final product. Cold pressing is the preferred technique for cosmetic and pharmaceutical-grade oil, as it preserves more nutrients and active compounds compared to solvent extraction. However, if solvent extraction is used, it necessitates rigorous purification to eliminate any solvent residues, ensuring the oil's purity and suitability for sensitive applications.

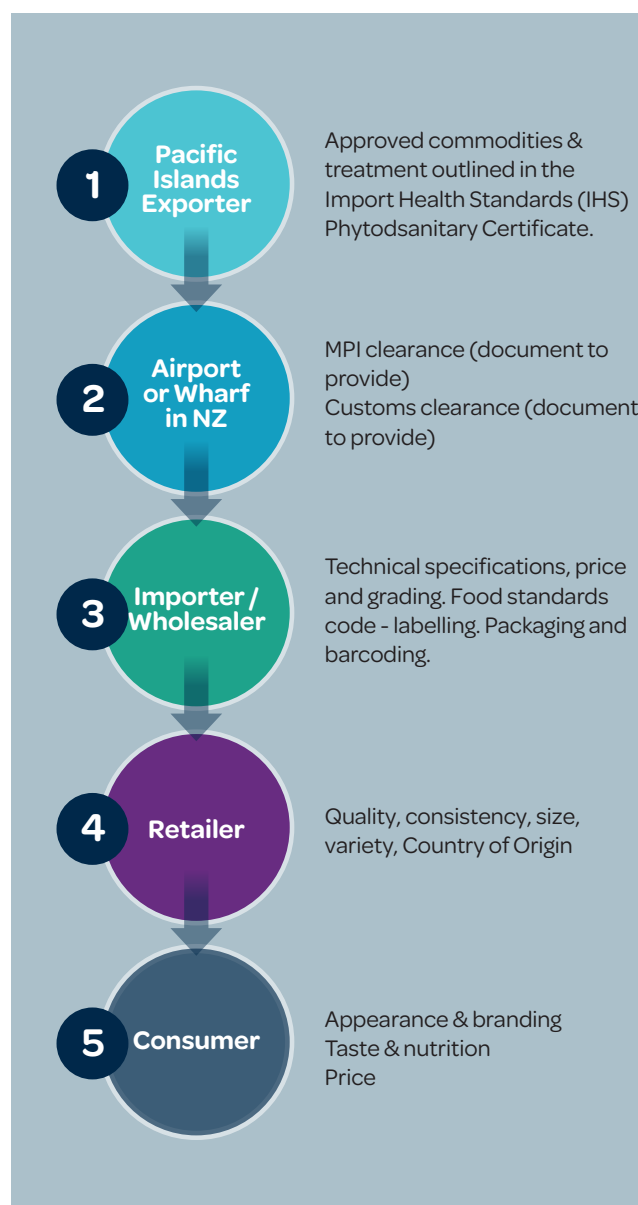
In terms of chemical composition and safety, the extracted coconut oil must be devoid of impurities, contaminants, and adulterants, with a high concentration of lauric acid, known for its moisturizing and antimicrobial properties. It's vital to test the oil for microbial contamination and the absence of harmful chemicals, including pesticides and heavy metals. The stability of the oil is also a key concern, requiring appropriate storage conditions to prevent rancidity and maintain chemical integrity. Antioxidants are sometimes added to cosmetic-grade oils to enhance stability further.

Lastly, the entire process must adhere to strict regulatory compliance and ethical standards, from sourcing to packaging. This includes adhering to local and international regulations for pharmaceutical and cosmetic products, ensuring proper labelling, safety assessments, and possibly organic or natural certifications. Ethical sourcing and sustainable production methods are also integral to the process. Packaging is another critical factor, as it must protect the oil from light, heat, and

air, which can degrade its quality. The packaging materials should be safe, non-reactive, and appropriate for the intended use of the coconut oil. Regular quality control and testing are mandatory to maintain consistent quality, encompassing sensory evaluation, chemical composition analysis, and contaminant testing. Furthermore, for ingredients extracted to be utilised in the pharmaceutical industry, they must comply with all pertinent regulations.

These regulations differ depending on the intended use of food safety standards for nutraceuticals and cosmetic regulations for cosmetic products as well as the target export markets. In New Zealand, this typically involves adhering to Good Manufacturing Practices (GMP) and meeting the criteria set forth by the New Zealand Medicines and Medical Devices Safety Authority (Medsafe). Compliance with local authorities such as the Food and Drug Administration (FDA) will also be required for products aimed at the U.S. market.

## 2.5 Overview of the export process from the Pacific Islands to New Zealand



## 3. Market Specification

### 3.1 Quality

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

**Whole Fresh or Dried Coconut:** For whole fresh coconuts, the key quality requirements include a firm, intact outer husk with no cracks or holes, indicating freshness and no internal spoilage. The water inside should be abundant and clear, with a sweet aroma and taste. The flesh should be white, firm, and free from discolouration or mould. For dried coconuts, their colour should be brown shell, white flesh & milky fluid. Shape (Round to oval.), Sensory (Smooth glossy skin, not puffy & free of foreign odours and tastes.) Maturity (Ripe firm flesh partly filled with fluid.) Size (105-130mm (D))

**Desiccated Coconut:** Desiccated coconut should be uniformly grated, with a consistent white colour, free from yellowing or other discolouration. It should be free from foreign material, moisture, and oil leakage. The texture should be dry but not overly brittle, and it should have a fresh coconut aroma and taste without any rancidity or off-odours. The product should also meet specific microbial standards to ensure it is safe for consumption.

**Coconut Cream/Milk:** The quality of coconut cream and milk is determined by its consistency, colour, aroma, and taste. It should have a smooth, creamy texture without separation or curdling (unless naturally occurring due to temperature changes). The colour should be white to off-white, without any brownish discolouration. The aroma and taste should be rich and sweet, characteristic of fresh coconuts, without any sour or off-flavors. The product should also meet specific standards for fat content and should not contain any added sugars, preservatives, or artificial flavors, unless specified.

**Coconut Water:** High-quality coconut water should be clear or slightly cloudy and should have a sweet, nutty flavor typical of fresh coconuts. It should not have any fermented, sour, or metallic taste. The product should be free from any artificial colours or flavors and should maintain its nutritional value, particularly its electrolyte content. The pH level of coconut water is also a critical quality aspect, as it affects both taste and shelf-life.

**Coconut Oil:** The primary quality requirements include clarity, aroma, and flavor. The oil should be clear with no sediments, and it should solidify uniformly at temperatures below 25°C (77°F). Virgin coconut oil should have a fresh coconut aroma and taste, without any rancidity or off-odours. Refined coconut oil should be neutral in both aroma and taste. The oil should be free from moisture, impurities, and free fatty acids, indicating proper processing and storage. The peroxide value should also be within acceptable limits to ensure the oil has not undergone oxidation.

### 3.2 Certifications

Two certification standards have to 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.

### 3.3 Volume

New Zealand buyers prefer consistency in supply. Orders can range from a few kilograms for smaller businesses to several metric tonnes for larger retailers or manufacturers. It's essential to maintain the volume of coconut you supply.

### 3.4 Packaging and Labelling

Coconut 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.

**Whole Fresh or Dried Coconut:** Whole fresh coconuts require robust packaging to protect them from physical damage during transit and to maintain freshness. Typically, they are packed in large, sturdy mesh bags or corrugated boxes with protective liners. The packaging must allow for adequate ventilation to prevent mould growth and spoilage. Dried coconuts, on the other hand, are less fragile. They are often packaged in shrink-wrapped plastic or in net bags to ensure they are protected from moisture and pests, while still being lightweight for easier transportation.

**Desiccated Coconut:** Desiccated coconut, being a dried and shredded product, is highly susceptible to moisture and contamination. It is commonly packed in airtight, moisture-proof packaging such as sealed plastic bags or pouches, often with a resealable zip lock to maintain freshness after opening. These packages are then placed in secondary packaging like cardboard boxes for distribution. The packaging also typically includes a desiccant to absorb any excess moisture and maintain the product's dryness.

**Coconut Cream/Milk:** Coconut cream and milk are liquid products and require leak-proof packaging. They are most commonly found in cans or Tetra Paks, both of which offer a long shelf life and protect the contents from light and air exposure.



Tetra Pak packaging is particularly popular due to its lightweight and durable nature. Some brands also offer coconut cream and milk in plastic bottles or pouches, particularly for smaller serving sizes. These containers must be robust to prevent leakage and preserve the integrity of the product.

**Coconut Water:** Packaging for coconut water aims to maintain its freshness, taste, and nutritional value. It is often packaged in Tetra Paks, which provide a sterile environment and protect against light and air. This packaging type also offers convenience for consumers. Additionally, coconut water is available in PET plastic bottles and cans, both of which are recyclable and consumer-friendly. The packaging should be strong enough to withstand transportation stresses without compromising the product quality.

**Coconut Oil:** Coconut oil packaging varies depending on whether the oil is in a solid or liquid state at room temperature. In cooler climates, where coconut oil solidifies, it's packaged in glass jars or plastic tubs, allowing for easy scooping. In warmer climates, where the oil remains liquid, it's typically bottled in plastic or glass bottles with a secure lid to prevent leaks. The packaging should be impermeable to light and air to preserve the oil's quality and prevent rancidity. Some brands use tinted glass or opaque plastic to further protect the oil from light damage.

## 3.5 Transport recommended and precautions

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

### **Whole Fresh or Dried Coconut:**

**Fresh Coconuts:** Due to their perishable nature, they are often transported by sea in refrigerated containers. The temperature should be kept around 0-2°C (32-35.6°F) to maintain freshness. Precautions include adequate ventilation to prevent mould and moisture buildup and careful handling to avoid bruising or cracking the shells.

**Dried Coconuts:** Being less perishable, dried coconuts can be transported via sea in standard containers. They should be protected from moisture and excessive heat to prevent spoilage.

**Desiccated Coconut:** Desiccated coconut is usually transported by sea in dry containers. Ensuring the product is well-sealed to prevent moisture ingress and contamination is crucial. The desiccated coconut should be stored away from goods with strong odours or those that can attract pests.

**Coconut Cream/Milk:** Coconut cream and milk are typically transported by sea, given their relatively longer shelf life. They should be stored in a cool, dry place, away from direct sunlight. Refrigerated containers may be used for longer transit times, especially for organic or preservative-free variants to maintain quality.

**Coconut Water:** Coconut water, being sensitive to temperature changes, is ideally transported in refrigerated containers if the journey is long. This helps in preserving its natural taste and nutrients. It should also be protected from freezing and extreme heat, which can alter its flavour and shelf-life.

### **Virgin Coconut Oil (VCO):**

- **In Liquid Form:** When transported in liquid form, coconut oil is typically shipped in food-grade tankers or drums. The key precaution is maintaining a temperature above its melting point (around 24-26°C or 75-78°F) to keep it in liquid form.
- **In Solid Form:** As a solid, coconut oil can be transported in drums or pails via sea freight. It should be protected from extreme temperatures, as excessive heat can cause rancidity, and extreme cold can lead to difficulty in handling due to solidification.

### **General Transport Precautions:**

- **Moisture Control:** For all coconut products, controlling moisture is critical to prevent mould and spoilage.
- **Temperature Management:** Maintaining an optimal temperature range is vital, especially for products like coconut oil and coconut water.
- **Protection from Contamination:** Products should be stored away from goods that might contaminate them with odours or pests.
- **Proper Packaging:** Ensuring that the packaging is secure and intact is crucial to prevent damage and contamination during transit.
- **Documentation and Compliance:** Adequate documentation for customs and adherence to international food safety standards is necessary for smooth transportation.

## 3.6 Mixed Loaded Consignments

Mixed-loaded consignments must be issued with the correct documentation and loaded and transported appropriately to minimise any risk of contamination and/or damage.

## 4. Buyers/Distributors

**Fresh Importer:** Turners & Growers, MG Marketing, and Fresh Direct import fresh dried coconut to New Zealand.

**Pharmaceuticals/Skin Care industry:** Buyers and manufacturers such as Pure Ingredients or Shieling Laboratories require high-quality coconut oil for the cosmetic and nutraceutical sectors.

**Beverage industry:** Coconut water with Companies such as CoAqua, UFC, Down to Earth (Water - imports from Southeast Asia).

**Processed Food Industry:** For integration into preparations with companies such as Foodstuff and their brand Pams (Coconut cookies), Raglan (Coconut yoghurt), and Hubbards (Coconut Granola).

**Arts and Crafts:** Furniture or arts can be created from coconut husk or wood.



Table 15: Volume of Fresh Coconut by New Zealand Importer, with percentage of total market share, 2020-2021

	Fiji		Samoa		Tonga		Total Quantity (Kg)	Total % Total
	Quantity (Kg)	% Total	Quantity (Kg)	% Total	Quantity (Kg)	% Total		
TURNERS AND GROWERS FRESH LTD		0,00%	180 580	64,89%	34 387	82,97%	214 967	40,34%
PRIMOR PRODUCE LTD	140 338	65,85%		0,00%		0,00%	140 338	26,34%
FRESH DIRECT		0,00%	67 601	24,29%	1 636	3,95%	69 237	12,99%
FARM FRESH VEGE LTD	37 133	17,42%		0,00%		0,00%	37 133	6,97%
SEEKA LTD		0,00%	30 093	10,81%		0,00%	30 093	5,65%
VALLEY FRUIT AND VEGE LTD	19 505	9,15%		0,00%		0,00%	19 505	3,66%
HEALTHY AND FRESH LTD	8 412	3,95%		0,00%		0,00%	8 412	1,58%
GO PACIFIC SHIPPING LTD		0,00%		0,00%	5 420	13,08%	5 420	1,02%
MOSHIMS MMK LTD	4 175	1,96%		0,00%		0,00%	4 175	0,78%
DR INT LTD	3 556	1,67%		0,00%		0,00%	3 556	0,67%
<b>Grand Total</b>	<b>213 119</b>	<b>100,00%</b>	<b>278 274</b>	<b>100,00%</b>	<b>41 443</b>	<b>100,00%</b>	<b>532 836</b>	<b>100,00%</b>

## 5. Key Success Factors

