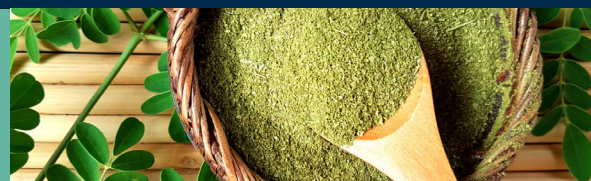


Moringa (Moringa oleifera)



1. Offer Analysis

Description & Market Trends

Moringa, often referred to as the "Miracle Tree," is renowned for its nutrient-rich profile, encompassing vitamins, minerals, antioxidants, and amino acids. Its leaves, powder, and oil are utilised in various applications, including dietary supplements, functional foods, and skin care products, owing to their health benefits, such as immune support and anti-inflammatory properties.

In New Zealand, the moringa market is emerging, with growing consumer awareness of its health advantages. While specific data on New Zealand's moringa market is limited, the global trend indicates a significant increase in demand. The global moringa products market is projected to grow at a compound annual growth rate (CAGR) of 9.9% until 2030. This upward trajectory suggests potential growth opportunities for moringa products in New Zealand.

"Nutritional supplements with moringa leaf powder significantly enhance the nutrient profile of food products, such as increasing protein, mineral and vitamin levels in fortified porridge and snacks."

Lydia Horn, et al., Review of Moringa Oleifera 2022

\$20
NZ

The average retail price for 100g of organic moringa powder in New Zealand in 2024



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 commercially manufactured or produced shelf stable capsules, pills, powders, pastes, liquids, and syrups derived wholly from plant, algal and fungal extracts and free from viable organisms." (MPI indicates that such products will still be monitored regularly). Find out more on [Pier Search](#).

Checklist for Moringa 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)

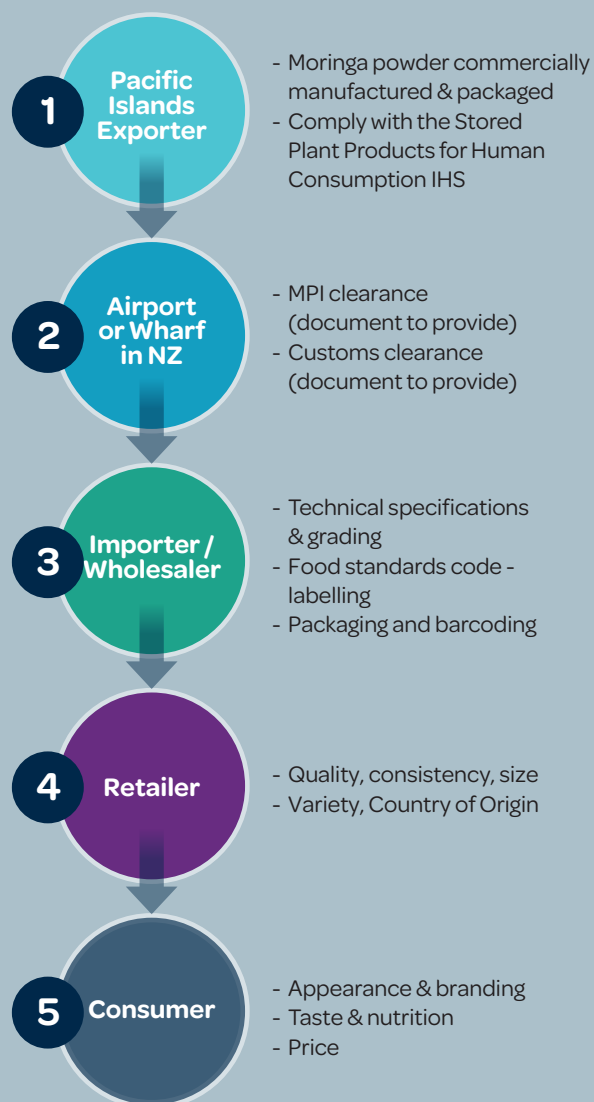
NZGAP (New Zealand Good Agricultural Practices)

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



importers' requirements. Exporters should communicate clearly with buyers, sharing updates on production capacity and any anticipated changes to maintain a consistent and reliable supply chain.

Quality and Grading

- **Colour:** Moringa powder should be a vibrant green, indicative of its high nutrient content and freshness. Moringa oil should be clear to pale yellow, depending on the extraction method.
- **Texture:** Powders should be finely milled and uniform, free from clumps or foreign particles. Capsules should be uniformly filled and securely sealed.
- **Aroma and Flavour:** Moringa products should exhibit a mild, earthy aroma and flavour without any off-putting or rancid notes.
- **Moisture Content:** Moringa powder should not exceed 10% moisture content to prevent mould growth and preserve shelf stability.

Packaging

Moringa products require protective packaging to ensure quality during transport and storage.

- **Material:** Food-grade, moisture-proof packaging for powders and capsules for product integrity and prevent contamination. Oils in food-grade drums to prevent leakage and ensure product safety.
- **Sizes:** Packaging typically ranges from 100 g for retail powders and capsules to 1-litre bottles for oils or larger bulk packaging for industrial use.
- **Labelling:** Indicate the product name, form (e.g., powder, oil, capsules), source, batch number, production and expiry dates, net weight, and storage instructions. Labels must comply with New Zealand food safety regulations.



Transport recommended

Moringa products are generally shipped internationally via container shipping to optimise costs. Air Freight is rarely used, except for high-value or urgent shipments, due to the high cost.

4. Type of NZ buyers/distributors

Moringa Importer: Good Health Food.

Dietary Supplement: Organic India, Green Trading.

3. Market Specifications

Volume

The import volume for Moringa products, including powders, oils, and capsules, is primarily determined by demand and

5. Key Success Factors

