

# Coconut (Cocos nucifera)



## 1. Offer Analysis

### Description & Market Trends

New Zealand has seen increased demand for a wide range of coconut products – particularly coconut water and coconut milk/cream. While over the last decade, the focus for PICs producers has been on virgin coconut oil (VCO), growers are starting to take advantage of some of these market trends.

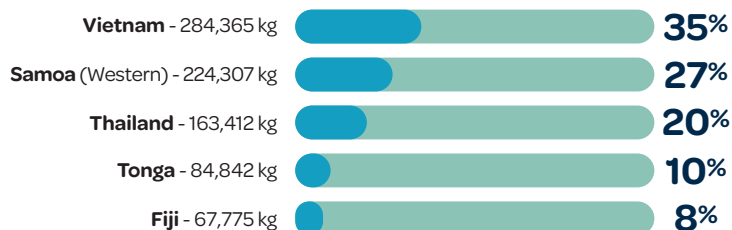
Coconut palm is one of the most resilient traditional Pacific Island food crops. It can grow in low-fertility saline coastal soil, resist prolonged drought, and is low-maintenance. Declining world coconut production results from an increasing percentage of senile plants. Renewing the plantation with 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.

46%

Of whole coconut imports in volume, comes from the Pacific.



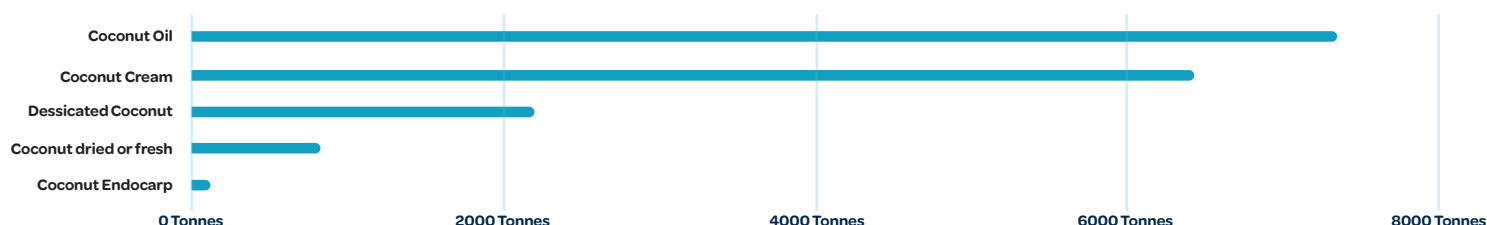
### Ranking of Whole Coconut imports in volume to New Zealand in 2023



### Ranking of Coconut Cream imports in volume to New Zealand in 2023



### Coconut products and by products imported into New Zealand (%), as declared at the New Zealand border, in metric tonnes in 2023



## 2. Market Access

### Biosecurity requirements and advice

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

### Checklist for fresh Coconut 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
- ☐ Coconut 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** 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)



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



## 3. Market Specifications

### Volume

Depending on the importer's needs, it can vary from 1 ton to over 20 tons a month. Exporters must communicate changes in production to the New Zealand importer well in advance.

### Quality and Grading

Colour (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))

### Packaging (All must be food grade)

Coconut products must be packed and shipped to prevent possible post-inspection/treatment infestation and/or contamination by regulated pests.

- **Fresh coconut packaging:** Large, breathable mesh bags or corrugated boxes. (pallet, container)
- **Desiccated:** Airtight, moisture-proof (100 g, 200 g, 500 g).
- **Cream/Milk:** Leak-proof, protects from light & air (200 ml, 400 ml, 1 L).
- **Water:** Maintains freshness, taste, & nutrition (250 ml, 330 ml, 1 L).
- **Oil:** Impermeable to light & air, varies by state (250 ml, 500 ml, 1 L for solid; 500 ml, 1 L for liquid).

### Transport recommended

Depending on the quantity, sea freight or air freight temperature is regulated for fresh and frozen freight. Sea freight with humidity-controlled environment for dried/powdered coconut or value-added products.

## 4. Type of NZ buyers/distributors

**Fresh Importer:** Turners & Growers, MG Marketing, and Fresh Direct import fresh dried coconut into 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 Pam's (Coconut cookies), Raglan (Coconut yoghurt), Hubbards (Coconut Granola).

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

## 5. Key Success Factors

