

Turmeric (*Curcuma longa*)

1. OFFER ANALYSIS

Description & Market Trends

Turmeric is a rhizomatous herbaceous perennial plant belonging to the ginger family, Zingiberaceae. Native to South Asia and Southeast Asia, it's primarily grown for its vibrant orange-colored underground rhizomes. Curcumin, the active ingredient in turmeric, is renowned for **its anti-inflammatory and antioxidant properties**. In addition to its extensive use as a **spice in cooking**, it's also used in **traditional medicines** and as a **dye**. The rhizomes contain **essential oils** and are usually **dried and ground** into a fine powder, which is the form most commonly found in markets. Turmeric has gained popularity globally due to its **various health benefits**, including its role in reducing inflammation, **improving digestion**, and its **potential anti-cancer properties**. The product is seeing **increased demand in functional foods, supplements, and natural remedies**.

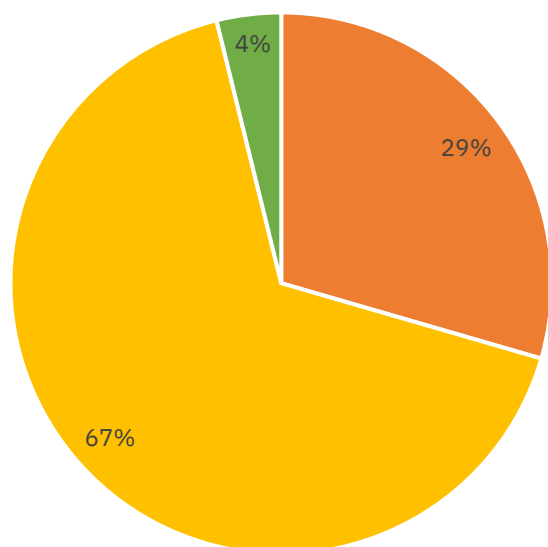
Market Trends: Functional Foods, Health and Wellness, Organic and Non-GMO Options, Traditional Medicines, Global Cuisines, Culinary Innovations, E-Commerce Growth, Sustainable and Local Sourcing, Niche Markets such as Vegan and Gluten-Free Options, Natural Colorants.

New Zealand top market trends in 2022 vs YA, with market size

- Whole Turmeric (Fresh, Frozen) ≈ 23 Tons in 2022 (-53% vs YA)
- Processed Turmeric Products (Crushed, Dried, Ground) ≈ 52 Tons in 2022 (-5% vs YA)
- Turmeric Oil ≈ Estimate 3 Tons in 2022 (*Worldwide the market grew by 5.3% between 2018 and 2022*)



TURMERIC NUTRITIONAL CONTENT	
Nutrient	Amount per 100g
Calories	312 kcal
Carbohydrates	67.14 g
- Dietary Fiber	22.7 g
- Sugars	3.21 g
Protein	9.68 g
Fat	3.25 g
- Saturated Fat	0.47 g
- Monounsaturated Fat	1.66 g
- Polyunsaturated Fat	0.74 g
- Omega-3 Fatty Acids	0.15 g
- Omega-6 Fatty Acids	0.59 g
Vitamins and Minerals	
- Vitamin C	10.4 mg
- Vitamin E	0.26 mg
- Vitamin K	13.4 µg
- Niacin (Vitamin B3)	5.14 mg
- Vitamin B6	1.8 mg
- Folate (Vitamin B9)	39 µg
- Calcium	183 mg
- Iron	41.4 mg
- Magnesium	193 mg
- Phosphorus	268 mg
- Potassium	2525 mg
- Zinc	4.15 mg
- Copper	0.352 mg
- Manganese	7.83 mg



Turmeric Market Share in New Zealand (%)

- Whole Turmeric (Fresh, Frozen)
- Processed Turmeric (Crushed, Dried, Ground)
- Turmeric Oil (Estimated)

Here's a showcase of the various value add products that can be created from Turmeric, the below products underlined are identified as being top market trends by assessing the offering in main retailers across New Zealand.

Food and Beverage

- Turmeric Powder: Used as a spice in cooking.
- Turmeric Tea: Herbal tea made from turmeric root or powder.
- Turmeric Lattes: Also known as "Golden Milk."
- Turmeric Juices and Smoothies: Often combined with other fruits and vegetables.
- Turmeric Paste: Used as a food help.
- Turmeric Capsules: For easy consumption, usually as a supplement.

Health and Wellness

- Turmeric Supplements: Often in pill or capsule form, sometimes combined with other ingredients like black pepper.
- Turmeric Gels and Ointments: For topical application on skin conditions or wounds.
- Curcumin Extracts: Highly concentrated form of curcumin, often used in medical supplements.
- Turmeric Toothpaste: For oral health benefits.

Cosmetics and Personal Care

- Turmeric Face Masks: For skincare.
- Turmeric Soaps and Shampoos: For skin and hair benefits.
- Turmeric Lotions and Creams: For skin moisturizing and treatment.

Pharmaceuticals

- Anti-inflammatory Medicines: Turmeric has strong anti-inflammatory properties.
- Antiseptic Creams: Used for its healing properties.
- Turmeric Tinctures: Liquid extracts used for various health benefits.

Textile Industry

- Natural Dyes: The vibrant yellow color is used for dyeing fabrics.

Pet Care

- Turmeric Pet Supplements: For joint health and overall well-being of pets.
- Turmeric-based Pet Foods: Some specialty pet foods include turmeric for its health benefits.

Miscellaneous

- Turmeric Candles: For aromatherapy, sometimes mixed with other essential oils.
- Turmeric Cleaning Agents: Some natural cleaners use turmeric for its antibacterial properties.

Turmeric's growing popularity can be seen in a range of new products and dietary supplements designed to make it easier for consumers to incorporate this spice into their daily routine.



Overall Market Insights

Imports of **Turmeric (curcuma), neither crushed or ground** in **value** to New Zealand (NZD) with Ranking

	2022		2021		2020		2019		2018	
	Value (NZD)	% Total	Value (NZD)	% Total	Value (NZD)	% Total	Value (NZD)	% Total	Value (NZD)	% Total
Fiji	130 799 NZD	80,41%	157 697 NZD	80,46%	160 208 NZD	82,09%	129 568 NZD	93,60%	107 563 NZD	22,80%
India	20 022 NZD	12,31%	22 763 NZD	11,61%	25 381 NZD	13,01%	2 520 NZD	1,82%	358 693 NZD	76,04%
Vietnam	9 924 NZD	6,10%	7 533 NZD	3,84%	9 265 NZD	4,75%	5 964 NZD	4,31%	4 682 NZD	0,99%
Malaysia	1 561 NZD	0,96%	4 469 NZD	2,28%	145 NZD	0,07%	147 NZD	0,11%		0,00%
China	153 NZD	0,09%	46 NZD	0,02%		0,00%		0,00%		0,00%
Australia	114 NZD	0,07%	64 NZD	0,03%	163 NZD	0,08%	225 NZD	0,16%		0,00%
Samoa (Western)	100 NZD	0,06%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%
United States		0,00%		0,00%		0,00%		0,00%	308 NZD	0,07%
United Kingdom		0,00%	584 NZD	0,30%		0,00%		0,00%		0,00%
Ghana		0,00%	29 NZD	0,01%		0,00%		0,00%		0,00%
Thailand		0,00%	2 798 NZD	1,43%		0,00%		0,00%	440 NZD	0,09%
Indonesia		0,00%		0,00%		0,00%		0,00%	41 NZD	0,01%

Imports of **Turmeric (curcuma), neither crushed or ground** in **volume** to New Zealand (NZD) with Ranking

	2022		2021		2020		2019		2018	
	Quantity (Kg)	% Total	Quantity (Kg)	% Total	Quantity (Kg)	% Total	Quantity (Kg)	% Total	Quantity (Kg)	% Total
Fiji	20 536	88,8%	44 392	89,4%	45 151	93,6%	35 052	96,5%	25 387	91,3%
India	1 810	7,8%	3 751	7,6%	2 416	5,0%	598	1,6%	2 078	7,5%
Vietnam	680	2,9%	430	0,9%	614	1,3%	386	1,1%	313	1,1%
Malaysia	73	0,3%	277	0,6%	34	0,1%	41	0,1%		0,0%
Samoa (Western)	21	0,1%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%
China	9	0,0%	2	0,0%		0,0%		0,0%		0,0%
Australia	3	0,0%	2	0,0%	4	0,0%	235	0,6%		0,0%
United States		0,0%		0,0%		0,0%		0,0%	4	0,0%
United Kingdom		0,0%	93	0,2%		0,0%		0,0%		0,0%
Ghana		0,0%	343	0,7%		0,0%		0,0%		0,0%
Thailand		0,0%	342	0,7%		0,0%		0,0%	21	0,1%
Indonesia		0,0%		0,0%		0,0%		0,0%	16	0,1%

Average Price per Kg of **Turmeric (curcuma), neither crushed or ground** imported to New Zealand

	2022	2021	2020	2019	2018
Australia	38,00 NZD	32,00 NZD	40,75 NZD	0,96 NZD	
Malaysia	21,38 NZD	16,13 NZD	4,26 NZD	3,59 NZD	
China	17,00 NZD	23,00 NZD			
Vietnam	14,59 NZD	17,52 NZD	15,09 NZD	15,45 NZD	14,96 NZD
India	11,06 NZD	6,07 NZD	10,51 NZD	4,21 NZD	172,61 NZD
Fiji	6,37 NZD	3,55 NZD	3,55 NZD	3,70 NZD	4,24 NZD
Samoa (Western)	4,76 NZD				
United States					77,00 NZD
United Kingdom		6,28 NZD			
Ghana		0,08 NZD			
Thailand		8,18 NZD			20,95 NZD
Indonesia					2,56 NZD

Data trends and Discussion

For Fiji in 2018, the value was 107,563 NZD, which increased to 160,208 NZD in 2020. However, there was a slight decrease in 2021 (157,697 NZD) and a more noticeable decrease in 2022 (130,799 NZD). In 2018, Fiji had a market share of 22.80%, which significantly increased to **93.60% in 2019**. It remained high in the following years, hovering around 80% in 2020, 2021, and 2022.

Fiji has been a dominant source of turmeric for New Zealand, where it commanded around 80% or more of the market share. However, the value of imports from Fiji has been decreasing since 2020 probably due to low in demand with COVID-19. Fiji's price per kilo increased significantly in 2022 but is still cheaper compared to countries like Australia, Malaysia, and China.

Imports of **Turmeric (curcuma)**, crushed or ground in value to New Zealand (NZD) with Ranking

	2022		2021		2020		2019		2018	
	Value (NZD)	% Total	Value (NZD)	% Total	Value (NZD)	% Total	Value (NZD)	% Total	Value (NZD)	% Total
India	560 998 NZD	73,32%	510 371 NZD	65,53%	583 709 NZD	74,07%	609 849 NZD	78,68%	641 290 NZD	66,67%
Fiji	103 919 NZD	13,58%	70 934 NZD	9,11%	65 413 NZD	8,30%	62 984 NZD	8,13%	69 046 NZD	7,18%
Australia	58 118 NZD	7,60%	60 037 NZD	7,71%	79 400 NZD	10,08%	45 412 NZD	5,86%	190 356 NZD	19,79%
Sri Lanka	12 485 NZD	1,63%	15 768 NZD	2,02%	16 498 NZD	2,09%	17 590 NZD	2,27%	26 124 NZD	2,72%
Thailand	8 360 NZD	1,09%	28 562 NZD	3,67%	4 904 NZD	0,62%	5 235 NZD	0,68%	6 197 NZD	0,64%
China	7 939 NZD	1,04%	82 690 NZD	10,62%	9 589 NZD	1,22%	24 476 NZD	3,16%	7 928 NZD	0,82%
Bangladesh	5 345 NZD	0,70%	1 952 NZD	0,25%		0,00%	983 NZD	0,13%	685 NZD	0,07%
Indonesia	4 625 NZD	0,60%		0,00%	4 376 NZD	0,56%	5 470 NZD	0,71%	12 473 NZD	1,30%
Jordan	938 NZD	0,12%	748 NZD	0,10%		0,00%		0,00%		0,00%
United Kingdom	787 NZD	0,10%	586 NZD	0,08%	2 353 NZD	0,30%		0,00%		0,00%
Jamaica	724 NZD	0,09%		0,00%		0,00%		0,00%		0,00%
Iran	358 NZD	0,05%		0,00%		0,00%		0,00%	49 NZD	0,01%
Pakistan	264 NZD	0,03%	704 NZD	0,09%	8 584 NZD	1,09%	1 576 NZD	0,20%	5 124 NZD	0,53%
Canada	95 NZD	0,01%		0,00%		0,00%		0,00%		0,00%
United States	82 NZD	0,01%	4 743 NZD	0,61%	35 NZD	0,00%		0,00%	1 742 NZD	0,18%
Samoa (Western)	25 NZD	0,00%	0,00%	0,00%	202 NZD	0,03%	107 NZD	0,01%	89 NZD	0,01%
Switzerland	24 NZD	0,00%		0,00%		0,00%		0,00%		0,00%
Lebanon	13 NZD	0,00%		0,00%		0,00%		0,00%		0,00%
Tonga	5 NZD	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%
Trinidad & Tobago		0,00%		0,00%		0,00%		0,00%	19 NZD	0,00%
United Arab Emirates		0,00%	113 NZD	0,01%	374 NZD	0,05%	220 NZD	0,03%	468 NZD	0,05%
Bahrain		0,00%		0,00%		0,00%		0,00%	14 NZD	0,00%
Ukraine		0,00%		0,00%	264 NZD	0,03%		0,00%		0,00%
Syria		0,00%	301 NZD	0,04%		0,00%		0,00%		0,00%
Egypt		0,00%		0,00%	147 NZD	0,02%		0,00%		0,00%
Spain		0,00%		0,00%		0,00%		0,00%	203 NZD	0,02%
Vietnam		0,00%	327 NZD	0,04%	461 NZD	0,06%	95 NZD	0,01%	34 NZD	0,00%
Malaysia		0,00%	1 027 NZD	0,13%	1 286 NZD	0,16%	1 094 NZD	0,14%		0,00%
Myanmar		0,00%		0,00%	10 471 NZD	1,33%		0,00%		0,00%

Imports of **Turmeric (curcuma)**, crushed or ground in volume to New Zealand (NZD) with Ranking

	2022		2021		2020		2019		2018	
	Quantity (Kg)	% Total	Quantity (Kg)	% Total	Quantity (Kg)	% Total	Quantity (Kg)	% Total	Quantity (Kg)	% Total
India	44 895	85,3%	49 798	89,8%	77 568	90,1%	50 230	88,3%	82 751	79,3%
Fiji	6 822	13,0%	2 589	4,7%	3 566	4,1%	4 878	8,6%	9 531	9,1%
Australia	616	1,2%	1 438	2,6%	1 865	2,2%	647	1,1%	8 040	7,7%
Sri Lanka	71	0,1%	131	0,2%	167	0,2%	122	0,2%	159	0,2%
Bangladesh	66	0,1%	16	0,0%		0,0%	31	0,1%	40	0,0%
Thailand	65	0,1%	278	0,5%	43	0,0%	101	0,2%	802	0,8%
China	46	0,1%	997	1,8%	190	0,2%	212	0,4%	173	0,2%
Indonesia	44	0,1%		0,0%	199	0,2%	302	0,5%	1 203	1,2%
Jordan	9	0,0%	7	0,0%		0,0%		0,0%		0,0%
Jamaica	6	0,0%		0,0%		0,0%		0,0%		0,0%
United Kingdom	6	0,0%	6	0,0%	23	0,0%		0,0%		0,0%
Iran	3	0,0%		0,0%		0,0%		0,0%	1	0,0%
Lebanon	3	0,0%		0,0%		0,0%		0,0%		0,0%
Pakistan	2	0,0%	6	0,0%	2 194	2,5%	369	0,6%	1 537	1,5%
Canada	2	0,0%		0,0%		0,0%		0,0%		0,0%
Ukraine		0,0%		0,0%	3	0,0%		0,0%		0,0%
Bahrain		0,0%		0,0%		0,0%		0,0%	0	0,0%
United States	0	0,0%	29	0,1%	0	0,0%		0,0%	39	0,0%
Syria		0,0%	10	0,0%		0,0%		0,0%		0,0%
Tonga	0	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%
Samoa (Western)	0	0,0%	0,0%	0,0%	1	0,0%	4	0,0%	0	0,0%
Trinidad & Tobago		0,0%		0,0%		0,0%		0,0%	1	0,0%
Spain		0,0%		0,0%		0,0%		0,0%	1	0,0%
United Arab Emirates		0,0%	2	0,0%	4	0,0%	2	0,0%	103	0,1%
Egypt		0,0%		0,0%	4	0,0%		0,0%		0,0%
Switzerland	0	0,0%		0,0%		0,0%		0,0%		0,0%
Vietnam		0,0%	11	0,0%	13	0,0%	1	0,0%	0	0,0%
Malaysia		0,0%	123	0,2%	12	0,0%	12	0,0%		0,0%
Myanmar		0,0%		0,0%	253	0,3%		0,0%		0,0%

Average Price per Kg of Turmeric (curcuma), crushed or ground imported to New Zealand by trade partner

	2022	2021	2020	2019	2018
Sri Lanka	175,85 NZD	120,37 NZD	98,79 NZD	144,18 NZD	164,30 NZD
China	172,59 NZD	82,94 NZD	50,47 NZD	115,45 NZD	45,83 NZD
Pakistan	132,00 NZD	117,33 NZD	3,91 NZD	4,27 NZD	3,33 NZD
United Kingdom	131,17 NZD	97,67 NZD	102,30 NZD		
Thailand	128,62 NZD	102,74 NZD	114,05 NZD	51,83 NZD	7,73 NZD
Jamaica	120,67 NZD				
Iran	119,33 NZD				49,00 NZD
Indonesia	105,11 NZD		21,99 NZD	18,11 NZD	10,37 NZD
Jordan	104,22 NZD	106,86 NZD			
Australia	94,35 NZD	41,75 NZD	42,57 NZD	70,19 NZD	23,68 NZD
Bangladesh	80,98 NZD	122,00 NZD		31,71 NZD	17,13 NZD
Canada	47,50 NZD				
Fiji	15,23 NZD	27,40 NZD	18,34 NZD	12,91 NZD	7,24 NZD
India	12,50 NZD	10,25 NZD	7,53 NZD	12,14 NZD	7,75 NZD
Lebanon	4,33 NZD				
Tonga	0,00 NZD				
Bahrain					0,00 NZD
Ukraine			88,00 NZD		
Samoa (Western)	0,00 NZD		202,00 NZD	26,75 NZD	0,00 NZD
Egypt			36,75 NZD		
Spain					203,00 NZD
Trinidad & Tobago					19,00 NZD
United States	0,00 NZD	163,55 NZD	0,00 NZD		44,67 NZD
United Arab Emirates		56,50 NZD	93,50 NZD	110,00 NZD	4,54 NZD
Switzerland	0,00 NZD				
Syria		30,10 NZD			
Vietnam		29,73 NZD	35,46 NZD	95,00 NZD	0,00 NZD
Malaysia		8,35 NZD	107,17 NZD	91,17 NZD	
Myanmar			41,39 NZD		

Data trends and Discussion

India is market leader for crushed Turmeric both in value and volume. Fiji has significantly increased its market share over the years from to **7.18% in 2018** to **13.58% of MS in 2022**. There is a **significant gap between Non-Transformed Turmeric**, which price ranged from 3.55 to 6.37 NZD over the years 2018 to 2022. Compared to Transformed Turmeric which Price ranged from 7.24 to 27.40 NZD over the same period.

Price Gap, **transformed Turmeric from Fiji is generally more expensive** than non-transformed, with the gap being more significant in recent years (e.g., 27.40 NZD vs 3.55 NZD in 2021).

2. MARKET ACCESS

Biosecurity Requirements and Advice

Importing Turmeric into New Zealand is subject to strict biosecurity controls to protect the country's unique flora, fauna, and agriculture. Turmeric has seen a surge in demand due to its health benefits and use in various cuisines and traditional medicine. These regulations ensure that the imported turmeric does not pose a threat to local agriculture and ecosystems.

All turmeric imports must comply with the requirements specified in 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 full list of fresh fruits, herbs, and vegetables authorized 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 Turmeric is authorized to be imported to New Zealand from your country, there are particular treatment and quarantine requirements that exporters from Pacific Island countries must adhere to before shipping to New Zealand. These requirements include:

- ☐ Inspection by the exporting country's **national plant protection organization (NPPO)** to ensure the **absence of visually detectable regulated pests**, with a focus on pests that are common in turmeric like the rhizome fly and nematodes, as specified by the Ministry of Primary Industries.
- ☐ Pest control measures must be **implemented before export**, considering the susceptibility of turmeric to certain pests and diseases.
- ☐ A valid and **completed Phytosanitary Certificate**, issued by the exporting country's authority in line with International Plant Protection Convention (IPPC) standards, verifying compliance with the relevant import health standard.
- ☐ Clean packaging, free from soil and contaminants. **Given the vibrant yellow color of turmeric, ensuring that no residue or staining occurs is crucial.**
- ☐ The Turmeric should be intact, sound, and clean, free from rot, signs of shrivelling and dehydration. It should not exhibit any mold growth or off-putting odors.
- ☐ Fresh turmeric must not include flowers or leaves. *Curcuma longa* roots should be the primary content, with secondary stems removed.
- ☐ Turmeric powder, if imported, should be clearly labeled and packaged in airtight containers to retain freshness.

Any contamination exceeding acceptable levels must be addressed by washing (for soil contamination) or resorting (for foliage contamination), and the importer bears the cost of these actions, which can be substantial. It's **crucial for importers to follow the clearance process diligently**, as failure to comply at any stage can have financial implications and impact the product's market value. Please note that these regulations are not specific to any particular product or company.

Biosecurity Clearance of Fresh Fruit and Vegetables for Human Consumption

Step 1: Provision of Documents

- ☐ Importers must submit detailed information to MPI before goods arrive.
- ☐ Electronic phytosanitary certificates are recommended.
- ☐ 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.
- ☐ Correct documentation must be provided within 48 hours if missing.

Step 3: Transit Requirements

- ☐ Short, shipped consignments have exceptions but must meet IHS.
- ☐ Transit consignments must meet import or transit requirements of each country.

Step 4: Transport to Approved Inspection Facility

- ☐ Compliant produce can be transported to a transitional facility under an MPI Inspector's direction, using pest-proof containers.

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 inspection or disposal.

Step 6: Inspection

- ☐ MPI conducts risk profiling activities before or upon arrival.
- ☐ Visual inspections verify descriptions and absence of pests or contaminants.
- ☐ 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.

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 taro, cassava, and plantain.

General Requirements

- **Traceability:** Businesses must be able to trace where their food products came from and where they are going, to ensure that any products that are found to be unsafe can be quickly removed from sale.
- **Hygiene:** All aspects of food handling, from harvesting to processing, storage, and sale, must adhere to strict hygiene standards.
- **Labeling:** Food items must be correctly labeled, including ingredients and allergens, and may need to have nutritional information displayed.

Please note this information may be subject to change; it is crucial to consult New Zealand's [Ministry for Primary Industries | NZ Government \(mpi.govt.nz\)](#) or similar authorities for the most current guidelines. They are country specific and product specific. **Please note that failure to adhere to these regulations can result in fines, business closure, or other penalties.*

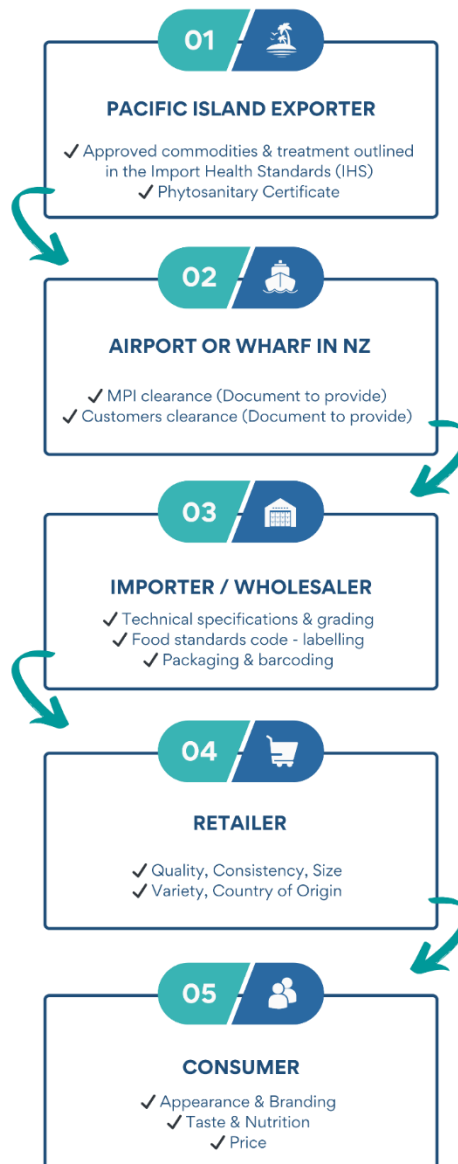
Certifications

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 focuses on **identifying critical points in the 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 key stages of production.

New Zealand GAP (Good Agricultural Practices) is a set of voluntary standards that focus on agricultural and aquaculture 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 standardized practices in farming and food production to meet **quality and safety standards for global markets**.

Both of these certifications are considered to be the baseline in the market.

Overview of export process from the Pacific Islands to New Zealand



Technical Barriers to Trade (TBT)

Fiji is the **only country authorized** from PICs to **import fresh Turmeric** to New Zealand. The import still require complying with New Zealand standards for labeling, safety, and quality.

3. NZ Buyers' Requirements

Quality

Whole Fresh or Frozen: Imported Turmeric rhizomes should be of a bright yellow to orange color internally, with a smooth skin. They should be free from visible defects like cuts, cracks, and rot. Fresh turmeric should be free from any additives, chemicals, or treatments that are not permitted in New Zealand. Turmeric should be clean and free from any contaminants, mold, or pests. Regular quality checks based on the New Zealand biosecurity regulations are crucial.

Turmeric Powder: Should be 100% pure with no adulterants. Turmeric should have its characteristic slightly bitter, peppery flavor and earthy scent. No off-putting odors or tastes should be present.

Crushed Turmeric: The product should have uniform particle size, natural color, and a strong, characteristic Turmeric flavor. Chemically, it should meet criteria for moisture content, oil content. Microbiologically, it should have acceptable levels of total plate count, yeast and mold, and be free of harmful pathogens like E. coli and Salmonella. Commercial packs usually contain salt, Acidity Regulator and permitted preservatives.

Volume

Depending on the specific buyer, orders can range from a few kilograms for smaller businesses (like local health food stores) to several metric tons for larger retailers or manufacturers. New Zealand buyers prefer consistency in supply. It's essential to ensure that the volume of turmeric you can provide remains relatively stable over time, or any changes are communicated well in advance.

Packaging

Fresh Turmeric is often packaged in mesh bags or carton boxes to allow for ventilation. It's important to use food-grade packaging that can prevent contamination and ensure the freshness of the turmeric. The powdered Turmeric is typically packaged in airtight containers, pouches, or sealed bags to retain freshness and prevent moisture. Labels should clearly indicate the product's origin, weight, and any certifications (e.g., organic).

All products should have clear labels indicating the product name, country of origin, net weight, date of packaging, expiration date, and any other relevant certifications.

Transport recommended

Fresh Turmeric, given its perishability should be transported using refrigerated containers (refers) to keep the temperature between 10°C to 12°C. Powdered Turmeric allow more flexibility as it should be kept in a cool and dry place, away from direct sunlight during transportation. Regular containers can suffice, but it's crucial to ensure that there's no humidity in the container.

4. Types Buyers/Distributors

	Fiji		Total Quantity (Kg)	Total % Total
	Quantity (Kg)	% Total		
VALLEY FRUIT AND VEGE LTD	4 608	66,79%	4 608	66,79%
HUCKLEBERRY FARMS LTD	1 440	20,87%	1 440	20,87%
DR INT LTD	620	8,98%	620	8,98%
KUMARZ VALLEY FRESH IMPORTS LTD	231	3,35%	231	3,35%
Grand Total	6 900	100,00%	6 900	100,00%

Data trends and Discussion

Pharmaceuticals/Skin Care industry: Buyers and manufacturers such as Pure ingredients or Shieling Laboratories require high quality Turmeric for cosmetic sector, production and distribution of essential oils.

Beverage industry: Companies such as Reshoots (Just Fresh Co squeezable Turmeric Juice, Daily Good Drinks), The Homegrown (Immunity drinks), Quarterpast (Turmeric Lemon Ginger & Honey Real Fruit Infusion).

Processed Food industry: For integration into preparations with companies such as Findlay Foods (Turmeric Paste), Avalanche (Turmeric Latte sticks), The Collective (Mango Turmeric Kefir Pourable Probiotic Yoghurt), Ceres Organics (Turmeric & Black Pepper Chickpea Crisps).

Fresh Turmeric Buyers

- **Market Concentration:** The market for Fijian turmeric imports in New Zealand seems to be highly concentrated, with VALLEY FRUIT AND VEGE LTD and HUCKLEBERRY FARMS LTD together accounting for nearly 88% of the total imports.
- **Smaller Players:** DR INT LTD and KUMARZ VALLEY FRESH IMPORTS LTD are smaller players but still contribute to the market diversity.
- **Import Volume:** The total quantity of Fijian turmeric imported is 6,900 Kg, with a very skewed distribution among the importers.

5. Key Success Factors

1. Quality Assurance
2. Price Competitiveness
3. Adherence to NZ Import Regulations
4. Strong Marketing & Branding
5. Efficient Logistics and Distribution