

Gluten-Free Flour (Taro, Cassava, Breadfruit, Plantain)



1. Offer Analysis

Description & Market Trends

Flours made from taro, cassava, breadfruit and plantain are still relatively novel in the New Zealand market but are starting to gain attention. Compared to wheat flour imports totaling 10.5 million NZD in 2024, gluten-free flour imports amounted to 0.5 million NZD in the same year, growing by +7.6% versus 2023. Interviews indicate a growing demand for these alternative flours, driven by consumers increasingly prioritising factors beyond price, such as health benefits, dietary needs and culinary exploration.

As consumption patterns shift towards more diverse and nutritious options, these gluten-free flours present opportunities for both innovation and affordability (Cassava flour ≈ 10.5 NZD per kg RRP – Ceres Organic...). Their unique flavours and rich nutritional profiles—including high levels of vitamins, minerals, and fibre—make them particularly appealing to health-conscious consumers and those seeking alternatives to traditional flours.

"A client reached out recently to know more about Cassava flour for a new product development."

Interview with a flour distributor in New Zealand

4.3%

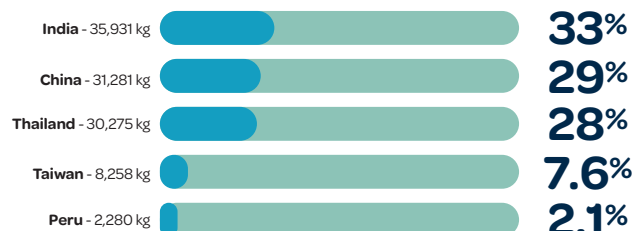
Roots Gluten-Free Flour share of 2023 NZ Imports compared to Wheat Flour.



Over 50k people

in New Zealand are affected by coeliac disease but the true rate may be higher due to underdiagnosis or misdiagnosis.

Leading exporters of Root-based Gluten-Free Flour to New Zealand in 2024



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 powders, pastes, liquids and syrups derived wholly from plants and free from viable organisms." (MPI indicates that such products will still be monitored regularly). Find out more on [Pier Search](#).

Checklist for Flour 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:

BioGro (Organic Certification)

CGL (Crossed Grain Logo)

HACCP (Hazard Analysis and Critical Control Points)

Global GAP (Good Agricultural Practices)



Overview of export process from the Pacific Islands to New Zealand



3. Market Specifications

Volume

The import volume for gluten-free flours depends on the importer's requirements. Exporters should communicate any

changes in production capacity well in advance to ensure a consistent supply chain.

Quality and Grading

- **Colour:** The flour should exhibit a consistent colour characteristic of the source material (e.g., light beige for cassava flour).
- **Texture:** A fine, uniform powder free from clumps or foreign particles.
- **Aroma and Flavour:** A neutral or mild aroma and taste without any off-putting odours or flavours.
- **Moisture Content:** Should not exceed 15% to prevent mould growth and ensure shelf stability.
- **Purity:** Must be free from contaminants such as dirt, stones, or other foreign materials.

Packaging

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

- **Material:** Use food-grade, moisture-proof bags or containers to maintain freshness and prevent contamination.
- **Sizes:** Common packaging sizes include 500 g, 1 kg, 5 kg, and 25 kg bags, depending on market demand.
- **Labelling:** Clearly indicate the product name, source material, batch number, production and expiry dates, net weight, and storage instructions.



Transport recommended

Flour is transported internationally primarily via container shipping, using standard containers for bagged flour (25-50 kg sacks or bulk totes) or specialised containers with food-grade liners for bulk shipments. Air freight is rare due to high costs.

4. Type of NZ buyers/distributors

Importer/Distributors: Brooke Fine Foods, Davis Food Ingredients, Matakana Superfoods.

Food Industry: Kea Biscuit (gluten-free range), FreshLife (Providing a wide range of gluten-free baking flours).

5. Key Success Factors

