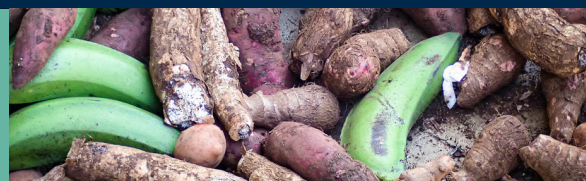


Rootcrops (Taro, Cassava, Plantain)



1. Offer Analysis

Description & Market Trends

In New Zealand, Taro is a popular rootcrop primarily imported in its raw form (96% of imports, whether fresh, chilled, or frozen).

The market for fresh taro is nearing maturity, although maintaining a consistent supply remains a challenge. Future opportunities extend beyond Auckland and include value-added offerings to attract a broader audience and increase revenue.

Market Trends: Gluten-Free, Chips or Packaged Snacks, Flour, Frozen meal, Ready to Eat, Health Benefits.

"It is difficult to get consistency in supply, we want to work with the growers to plan the production for the year."

Interview with NZ Importer

Cassava is rich in carbohydrates and gluten-free. In New Zealand, the majority of cassava is imported in its raw frozen form, (80% of imports, followed by 11% in cooked form and 7% as flour). Opportunities exist for value-added offerings, such as snacks and ready-to-eat products.

Market Trends: Gluten-Free, Versatility, Chips, Ready to Eat.

Plantain is mainly imported raw either fresh or peeled, uncooked and frozen (99% of import to New Zealand is Raw Plantain, 1% is dried).

Market Trends: Gluten-Free, Chips, Snack Foods, Convenience Foods.

2. Market Access

Biosecurity requirements and advice

Importing fresh Rootcrops into New Zealand is subject to [strict biosecurity controls](#). You can verify [here](#) the authorized countries for import into New Zealand.

Checklist for fresh Rootcrops export/import:

- ☐ NPPO 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
- ☐ Rootcrops in good condition, free from rot
- ☐ No foreign soil, or other matter, no pest damage
- ☐ Should be free of leaves and other plant parts

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, 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.](#)

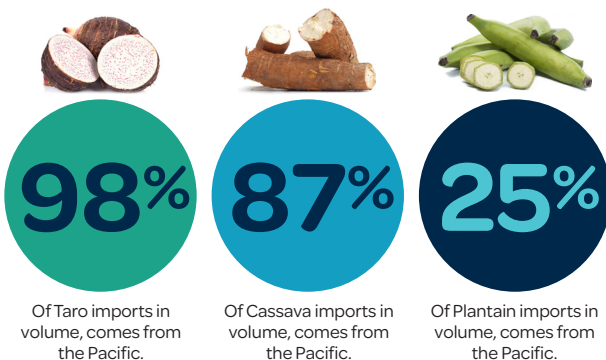
Certifications

Those are the baseline in the market.

HACCP (Hazard Analysis and Critical Control Points)

NZGAP (New Zealand Good Agricultural Practices)

Global GAP (Good Agricultural Practices)



Ranking of Taro imports in volume to NZ in 2022



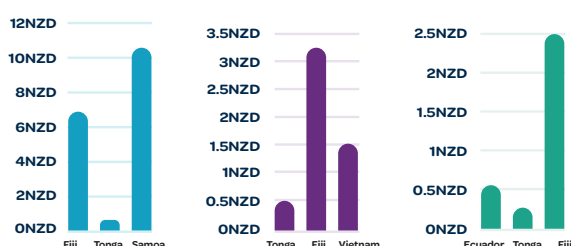
Ranking of Cassava imports in volume to NZ in 2022



Ranking of Plantain imports in volume to NZ in 2022



Average Taro, Cassava and Plantain price per Kg over the last 3 years, as declared at the New Zealand border



Overview of export process from the Pacific Islands to New Zealand



Technical Barriers to Trade (TBT)

The products must comply with New Zealand standards for labelling, safety, and quality. For fresh import, fumigation is often required.

3. NZ Buyers' Requirements

Buyers require products that are free from blemishes and defects. Regular communication provides better visibility and helps ensure consistency in both supply and quality.

Volume

MOQ often a full container load. For frozen or other value add, bulk shipments, palletized.

Packaging

Fresh Taro: mesh bags or crates to allow for ventilation.

Capacity: 10 kg to 20kg, 50kg or more per bag/crate.

Frozen Taro: Clear vacuum sealed food grade bags.

Capacity: 1kg to 2kg, retail ready.

Cassava: Peeled frozen Cassava is the only form available in New Zealand. With clear vacuum sealed food grade bags.

Capacity: 1kg to 2kg, retail ready.

Fresh Plantain: Boxes with dividers to avoid bruises.

Capacity: 10 kg to 20kg per box.

Frozen Plantain: Clear vacuum sealed food grade bags.

Capacity: 1kg to 2kg, retail ready.

Freezing Process

Exporting snap frozen Rootcrops simplifies the import, here is a standard procedure of freezing process.

Cleaning > Skin Removal and Cutting > Blanching or Dipping > Cooling > Individual Blast Freeze (between -30°C and -196°C) > Seal Pack > Maintain Frozen.

Transport recommended

Sea freight temperature regulated for Fresh and Frozen.

4. Type of NZ buyers/distributors

Manufacturer: Import fresh, frozen or dry and transform in New Zealand such as Avalanche (Taro Bubble Tea), Ninetyninestreetfood (Cassava Chips).

Large commercial wholesalers: Purchase large quantities of fresh, frozen or value add strong requirement for quality, price and consistency such as Mellow Foods LTD, Cibus NZ LTD and Fresh Direct.

Specialty shops: Purchase smaller quantities Fresh, or value added such as Pacific Taro D&S Wholesalers.

5. Key Success Factors

