

# Ginger

(Zingiber officinale)



## 1. Offer Analysis

### Description & Market Trends

In New Zealand, the Pacific is known for its high-quality, organically grown ginger.

The market is spread across Fresh, Crushed, Dried/Powdered Ginger. The best opportunities for growth are in value-added products with beverages, Skin care, Ginger sweets, health and wellness.

Market Trends: Beverage, Health and Wellness, Organic and Non-GMO Options, Sustainable and Local Sourcing, Demand growth.

9%

Of crushed ginger imports in volume, comes from the Pacific.



"If we could, we would prefer to have the Ginger Juice directly produced in Fiji and exported to New Zealand."

Interview with a beverage producer in New Zealand

## 2. Market Access

### Biosecurity requirements and advice

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

### Checklist for fresh Ginger 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
- ☐ Ginger in good condition, free from rot
- ☐ No dehydration, visible matter, and pest damage
- ☐ Should be free of flowers, leaves, 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)

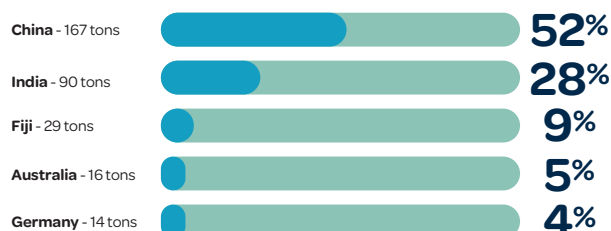
**Global GAP** (Good Agricultural Practices)



### Ranking of Whole Ginger imports in volume to New Zealand in 2022



### Ranking of Crushed Ginger imports in volume to New Zealand in 2022



### Average price of Whole Ginger per Kg over the last 3 years, as declared at the New Zealand border, in NZD



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



#### Technical Barriers to Trade (TBT)

In the [HIS](#), Fiji, Papua New Guinea, Samoa, and Vanuatu are the sole countries within the Pacific Island Countries (PICs) that are authorized to export fresh ginger to New Zealand (as of October 2023).

## 3. NZ Buyers' Requirements

Buyers require big root, disease free ginger. Major factors that contribute to the export demand/potential of Ginger is its quality.

#### Volume

MOQ for manufacturing in New Zealand usually a full container of fresh or frozen Ginger. For other value add, bulk shipments often palletized and wrapped for secure transit.

#### Packaging

**Fresh Ginger Packaging:** Commonly packed in carton boxes, mesh bags, or plastic boxes; may be individually wrapped in tissue paper.

**Capacity:** Typically, 10 kg, 13.6 kg, or 30 lbs (13.6 kg) per box/bag.

**Frozen Ginger Packaging:** Sealed in plastic bags or containers, often placed within carton boxes for bulk handling. Proper sealing is crucial for frozen ginger to prevent contamination and preserve freshness.

**Capacity:** Common weights are 1 kg, 10 kg, or 20 kg per bag or box.

#### Transport recommended

Sea freight or Airfreight temperature regulated for Fresh and Frozen, depending on the quantity. Sea freight with humidity-controlled environment for Dried/Powder or value-Added products.

## 4. Type of NZ buyers/distributors

**Manufacturer:** Import fresh or frozen and transform in New Zealand such as Hakanoa, Red Shoots, etc.

**Pharmaceuticals:** Pure ingredients or Shieling Laboratories require high quality Ginger essential oil. The facility require a high starting cost for the supplier.

**Large commercial wholesalers:** Purchase large quantities of fresh, frozen or value add strong requirement for quality, price and consistency such as Foodstuff (Gilmours, Trents Wholesale), Bidfood.

**Specialty shops:** Purchase smaller quantities Fresh, or value added such as Moshims, Huckleberry Farms.

## 5. Key Success Factors

