

New Zealand



Cherry Export Analysis 2021

CONFIDENTIAL to FRUIT GROWERS TASMANIA and its MEMBERS

Prepared for



by

Fresh Intelligence Consulting
3rd August 2021

Overview

In 2020/21 New Zealand exported 2,952 tonnes of cherries valued at A\$52.2m. The result was 35 per cent higher than the previous year by volume recovering some of the decline of 2020 although well below the peak volume of 2017/18

Taiwan and China have been the main destinations over the last 5 years and 2020/21 and recorded growth by 44 and 47 per cent in year on year respectively although still lower over 5 years.

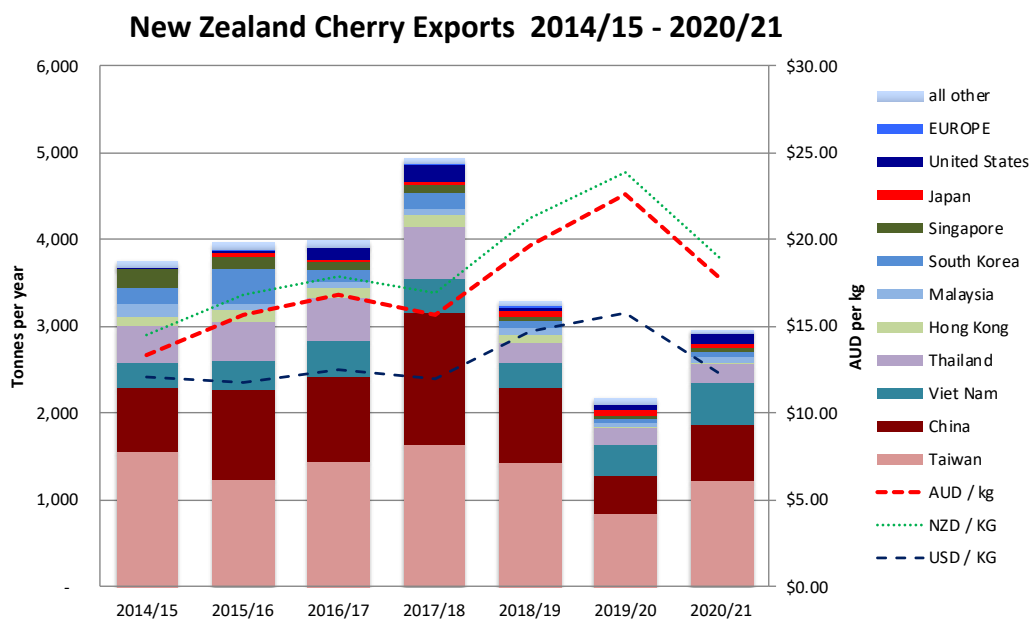
The average recorded export prices AU\$17.67 per kg during the 2020/21 season was lower and would have played a role in stimulating higher volumes for export.

Table 1 – New Zealand Cherry Exports by Volume (Tonnes)

	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021 share	1 year chg	5 year trend
	Tonnes	Tonnes	Tonnes	Tonnes	Tonnes	Tonnes	Tonnes	% of total	%	% p.a. CAGR
Taiwan	1,562	1,238	1,440	1,644	1,418	840	1,215	41.1%	44.6%	-4.2%
China	732	1,020	972	1,509	875	437	643	21.8%	47.1%	-9.8%
Viet Nam	282	336	426	400	289	352	501	17.0%	42.5%	4.1%
Thailand	437	449	486	580	233	193	196	6.6%	1.2%	-20.3%
Hong Kong	104	150	115	153	82	33	19	0.6%	-44.6%	-36.7%
Malaysia	132	58	61	66	93	37	75	2.6%	103.5%	5.5%
South Korea	202	415	152	181	80	45	51	1.7%	14.7%	-23.8%
Singapore	196	144	88	96	39	44	46	1.6%	4.9%	-14.8%
Japan	17	27	20	30	51	62	54	1.8%	-12.5%	28.6%
United States	10	39	142	193	60	62	112	3.8%	79.7%	-5.7%
EUROPE	5	13	6	17	11	1	-	0.0%	-100.0%	-100.0%
all other	89	74	89	63	75	76	40	1.3%	-47.7%	-18.2%
Total	3,768	3,962	3,996	4,932	3,307	2,184	2,952	100%	35.2%	-7.3%

Source: ITC Trade map; Fresh Intelligence analysis

Figure 1 - New Zealand Cherry Exports by Volume by market with average AUD, NZD and USD equivalent price overlaid for comparison.



Source: ITC Trademap; Fresh Intelligence analysis

Table 2 – New Zealand Cherry Exports by Value (Million Australian Dollars)

	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021 share	1 year chg	5 year trend
	Million AUD	Million AUD	Million AUD	Million AUD	Million AUD	Million AUD	Million AUD	% of total	%	% p.a. CAGR
Taiwan	19.8	20.4	24.5	27.3	29.4	20.7	23.7	45.4%	14.5%	-0.9%
China	11.0	16.8	17.8	26.4	18.1	11.0	12.1	23.2%	10.4%	-9.1%
Viet Nam	4.0	4.8	7.4	6.0	5.4	7.2	7.5	14.4%	4.7%	0.3%
Thailand	5.8	6.8	7.0	7.4	3.9	3.9	3.1	6.0%	-20.6%	-18.3%
Hong Kong	1.7	2.7	2.1	2.6	1.9	0.9	0.4	0.7%	-60.0%	-35.1%
Malaysia	1.8	0.9	1.2	1.1	1.9	0.9	1.3	2.4%	39.8%	1.8%
South Korea	2.0	5.1	2.5	1.9	1.1	0.7	0.7	1.3%	-2.9%	-28.1%
Singapore	2.5	2.3	1.5	1.4	0.7	0.8	0.9	1.7%	6.0%	-13.1%
Japan	0.2	0.4	0.3	0.4	0.7	1.0	0.7	1.4%	-26.8%	29.5%
United States	0.1	0.6	1.2	1.6	0.6	0.9	1.2	2.3%	27.1%	-1.0%
EUROPE	0.1	0.1	0.1	0.4	0.3	0.0	-	0.0%	-100.0%	-100.0%
all other	1.2	1.0	1.4	0.9	1.1	1.3	0.6	1.2%	-54.8%	-18.9%
Total	50.2	61.9	67.0	77.3	65.1	49.4	52.2	100%	5.6%	-6.1%

Source: ITC Trade map; Fresh Intelligence analysis

Table 3 – New Zealand Cherry Unit Prices A\$ per kg

	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021 index
	AUS / kg	AUS / kg	AUS / kg	AUS / kg	AUS / kg	AUS / kg	AUS / kg	N = \$17.67
Taiwan	\$12.70	\$16.46	\$17.03	\$16.62	\$20.76	\$24.62	\$19.51	1.10
China	\$15.09	\$16.49	\$18.27	\$17.47	\$20.69	\$25.11	\$18.85	1.07
Viet Nam	\$14.01	\$14.29	\$17.45	\$15.09	\$18.79	\$20.44	\$15.02	0.85
Thailand	\$13.19	\$15.22	\$14.48	\$12.73	\$16.87	\$20.38	\$15.99	0.90
Hong Kong	\$16.63	\$18.19	\$18.01	\$16.84	\$23.04	\$27.58	\$19.92	1.13
Malaysia	\$13.52	\$14.94	\$19.35	\$15.84	\$20.02	\$24.34	\$16.72	0.95
South Korea	\$9.94	\$12.24	\$16.17	\$10.67	\$13.38	\$15.12	\$12.81	0.72
Singapore	\$12.81	\$15.85	\$17.38	\$14.29	\$17.95	\$18.67	\$18.86	1.07
Japan	\$11.39	\$14.13	\$13.49	\$11.66	\$13.59	\$16.55	\$13.85	0.78
United States	\$15.29	\$15.16	\$8.66	\$8.19	\$9.46	\$14.86	\$10.51	0.59
EUROPE	\$15.98	\$8.38	\$20.05	\$23.87	\$28.83	\$18.62		-
all other	\$13.17	\$13.83	\$15.64	\$14.21	\$14.42	\$17.40	\$15.06	0.85
Total	\$13.33	\$15.62	\$16.76	\$15.66	\$19.69	\$22.63	\$17.67	1.00

Source: ITC Trade map; Fresh Intelligence analysis

This report has been prepared in confidence for Fruit Growers Tasmania (FGT) to assist in understanding and measuring competitive export market performance with the understanding that it will be shared with FGT members only.

DISCLAIMER: Fresh Intelligence Consulting has collated and analysed the data for FGT from data provided by the International Trade Centre Trade Map and UN Comtrade. While every effort is made to ensure that the data is a true reflection of the trade, some errors may occur due to the reporting and Fresh Intelligence Consulting takes no responsibility for any losses that may occur as a result of decisions based on this data

For further information contact

Wayne Prowse
Principal and Senior Analyst
Fresh Intelligence Consulting
Ph: 0408 164 966
Email: wayne.prowse@bigpond.com

CONFIDENTIAL to FRUIT GROWERS TASMANIA and its MEMBERS