

Project 2 New market development



The objective is to ensure market development activities align with long-term market demand.

- 2.1 market requirements and conditions
- 2.2 competitor analysis
- 2.3 strategies for new markets
- 2.4 opening new markets
- 2.5 traceability systems
- 2.6 emerging market channels

This project will work closely with summerfruit exporters and with project 1 to ensure market development activities align with the information on consumers and the priority list of markets.

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2.1 Market requirements and conditions

- will analyse market requirements and conditions for:
 - current markets and access to ensure we are exploiting all opportunities in high value markets, eg Hong Kong, Singapore, Thailand, Taiwan
 - potential new markets such as apricots for China, which will require substantial development
- new market opportunities that are identified will be prioritised for development

Activities	Milestones	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7
2.1	Market requirements and conditions							
2.1.1	Review current markets for further opportunities	✓	✓					
2.1.2	Identify potential new markets		✓	✓				
2.1.3	Prioritise new markets		✓	✓				

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2.2 Competitor analysis

- will develop a full understanding of competitors, including their production systems, in the identified countries, markets and fruits
- with a view to developing strategies to maintain New Zealand’s leading position

Activities	Milestones	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7
2.2 Competitor analysis								
2.2.1	Identification of competitors in priority markets and fruits for analysis	✓	✓					
2.2.2	Full competitor analysis and production systems	✓	✓					

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2.3 Strategies for new markets

- will identify strategies for new markets, both in Asia and New Zealand
- will identify opportunities to exploit unsupplied or underdeveloped mark

Activities	Milestones	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7
2.3 Strategies for new markets								
2.3.1	Strategies for NZ markets/fruits		✓	✓				
2.3.2	Strategies for export markets/fruits		✓	✓				

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2.4 Opening new markets

- will prioritise the opening of new markets for specific fruits
 - will be informed by the time frames for access
 - will work closely with government departments such as MPI and MFAT to develop the industry data to support market access prioritization
- A focus of this activity is the market trials that will be carried out
- All market activities will be carried out in close cooperation with exporters and the SEC

Closely aligns with: 4.2 Bringing Forward New Genetic Material

Activities	Milestones	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7
2.4 Opening new markets								
2.4.1	Market access issues identified	✓	✓					
2.4.2	Market trials			✓	✓	✓	✓	

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2.5 Traceability systems

- will identify general requirements for traceability in the major markets, and any specific requirements for promoting the provenance to consumers
- will develop systems to prove the origin and traceability of the products
- new systems will be trialled in industry

Activities	Milestones	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7
2.5 Traceability systems								
2.5.1	Identify requirements for traceability		✓					
2.5.2	Trial new systems			✓	✓			

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2.6 Emerging market channels

- we will respond to changing requirements of emerging marketing channels, eg online sales direct to consumers
- this is a significant activity that will occur over multiple years
- initially the focus will be on cherries but will extend to the other fruit also

Closely aligns with:

- 1 Understanding the consumers
- 3 Innovative packaging, packing and transport systems

Activities	Milestones	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7
2.6 Emerging market channels								
2.6.1	Assess potential and requirements of new market channels	✓	✓					
2.6.2	Develop industry plan for new market channels		✓	✓	✓			
2.6.3	Industry trials			✓	✓		✓	✓

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Outputs

- List of target markets for specific fruits along with plans for exploiting these markets.
- Market penetration is achieved in these target markets.
- New Zealand market further developed.
- Market development occurs.
- Traceability enables market development.
- Emerging market channels are well understood and used.
- New sales models.
- Analysis of competitors' value propositions in selected markets.
- New differentiated markets opened.

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7
Budget (000)	\$248	\$222	\$111	\$112	\$114	\$118	\$125
	Total overall budget (000)						\$1,050