

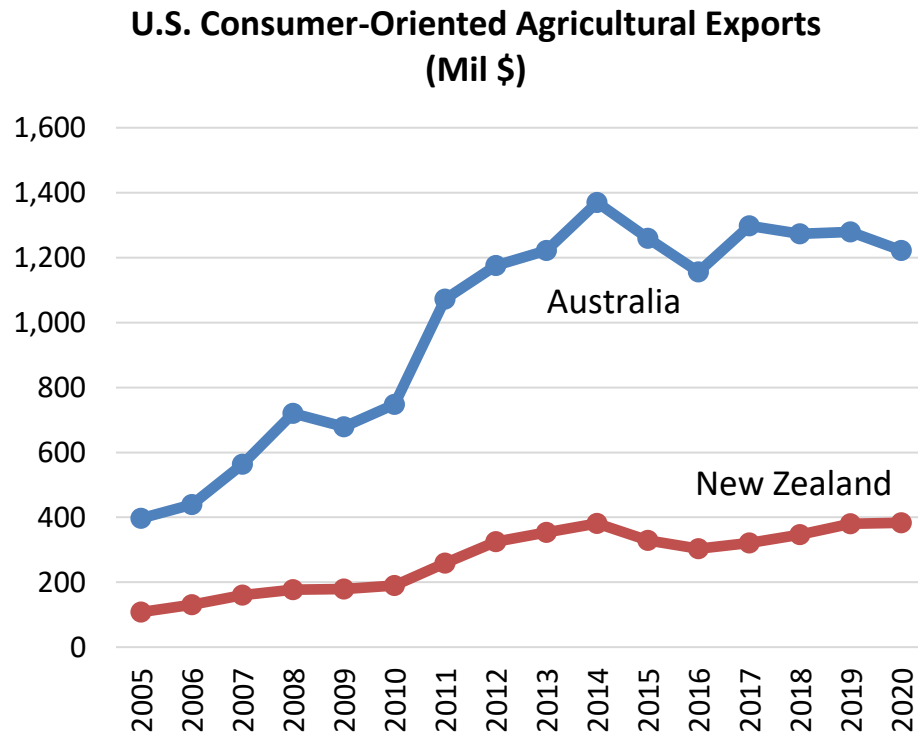
Overview of Australia and New Zealand Markets

FAS/Canberra and FAS/Wellington
August 4, 2021





Australia and New Zealand – Strong Markets for U.S. Consumer-Oriented Exports



Australia – the basics

- **Population: 25.6 million (Jan 2021)**
- **Area covered 3 million sq. miles (slightly smaller than US contiguous 48 states)**
- **World's 13th largest economy**
- **One of the highest levels of per capita GDP**
- **We speak the same language (almost)!**
- **Currency: Australian dollar**
 - AUD1.00 = US\$0.74 (July 2021)



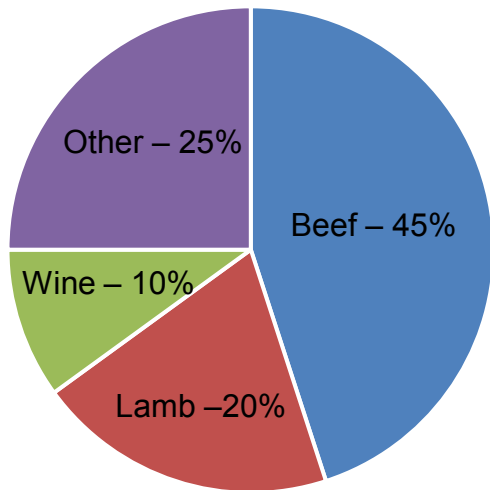


United States Department of Agriculture Foreign Agricultural Service

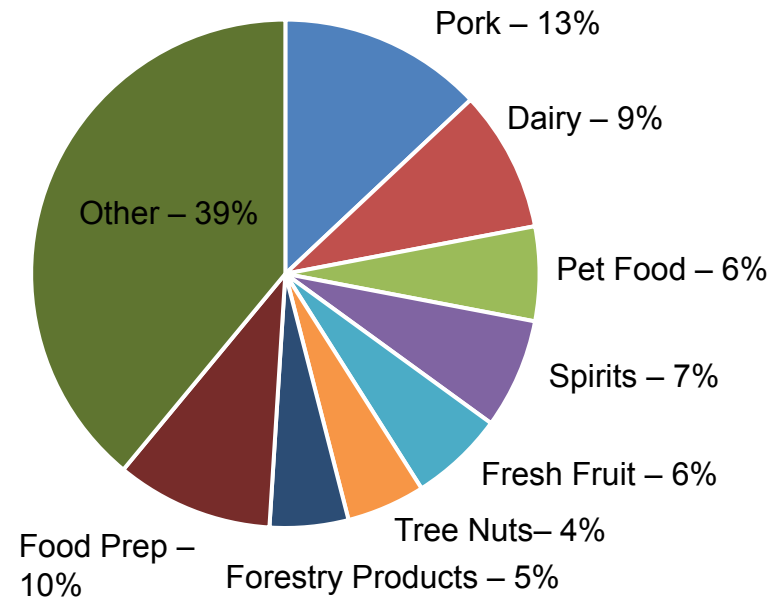


U.S. Exports to Australia Very Diversified

Australian Exports to U.S.
2020 - \$3.1 Billion



Australian Imports From U.S.
2020 - \$1.8 Billion



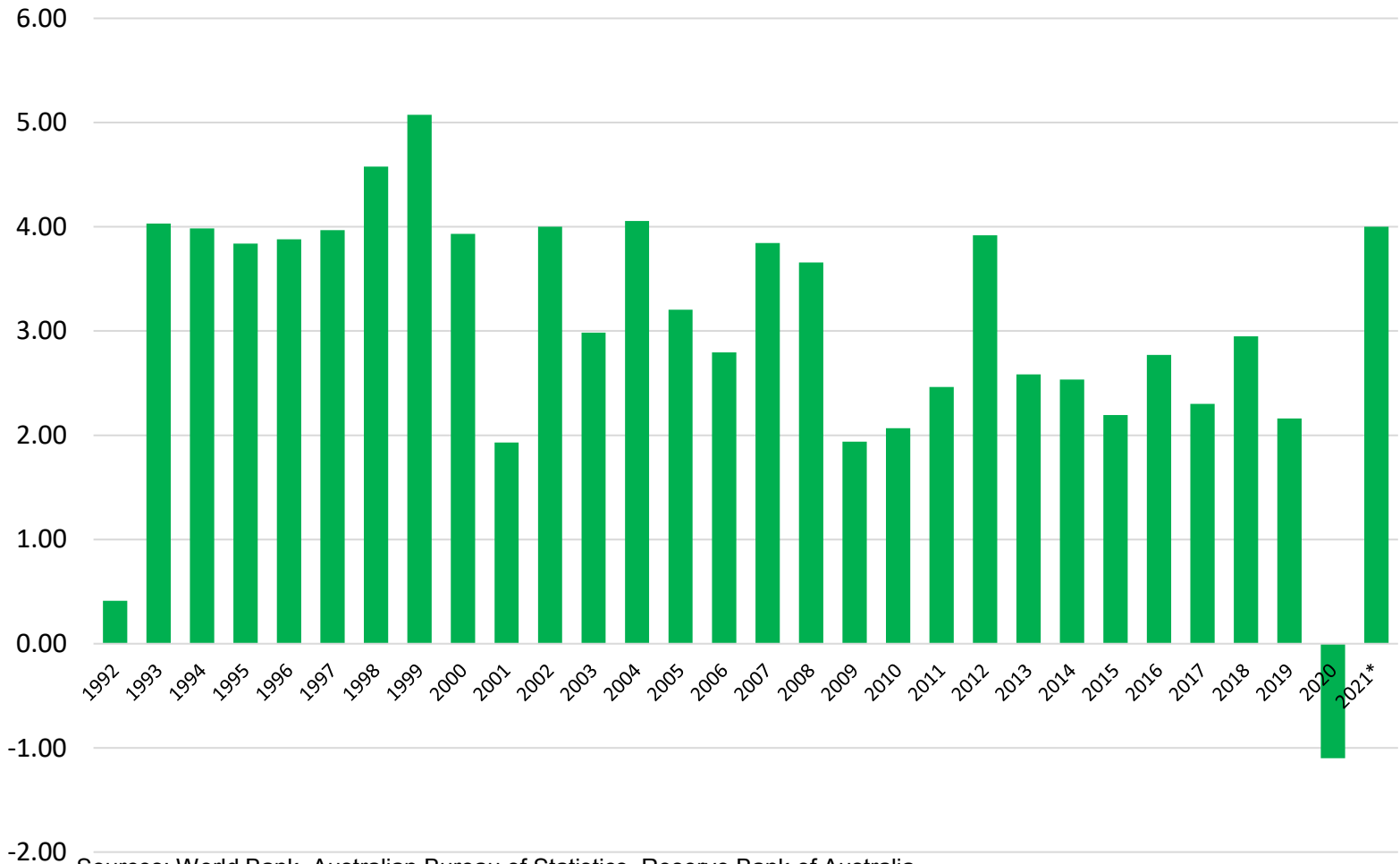
5 Positive Aspects of Australian Market

- 1. Continued Strong Economic Growth**
- 2. Strengthening Australian Dollar**
- 3. Familiarity with U.S. Products**
- 4. Increasing Demand for Imported Products**
- 5. United States – Australian Free Trade Agreement**





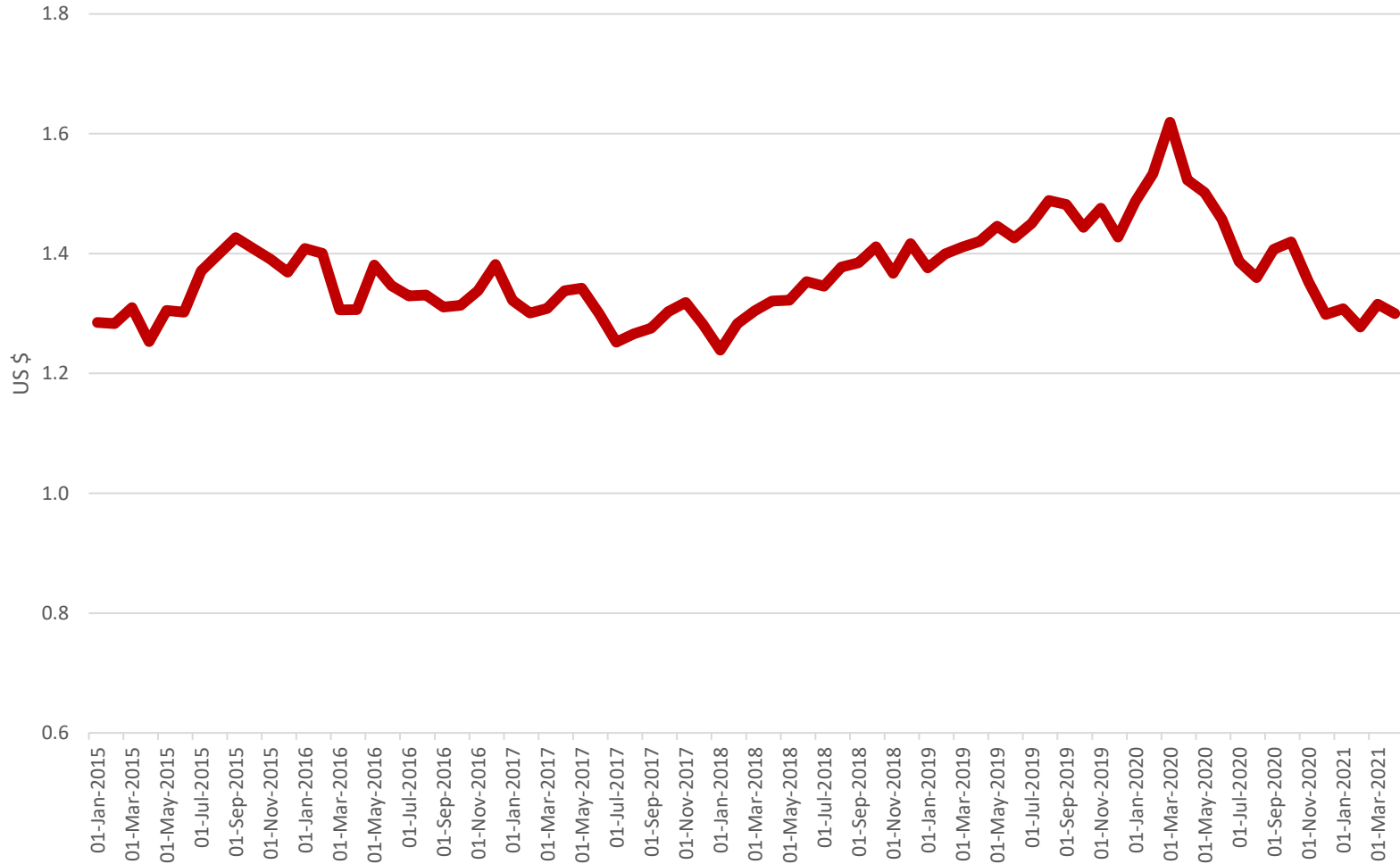
Australia –Steady GDP growth



Sources: World Bank, Australian Bureau of Statistics, Reserve Bank of Australia
* Estimate



US\$/AU\$ Exchange rate

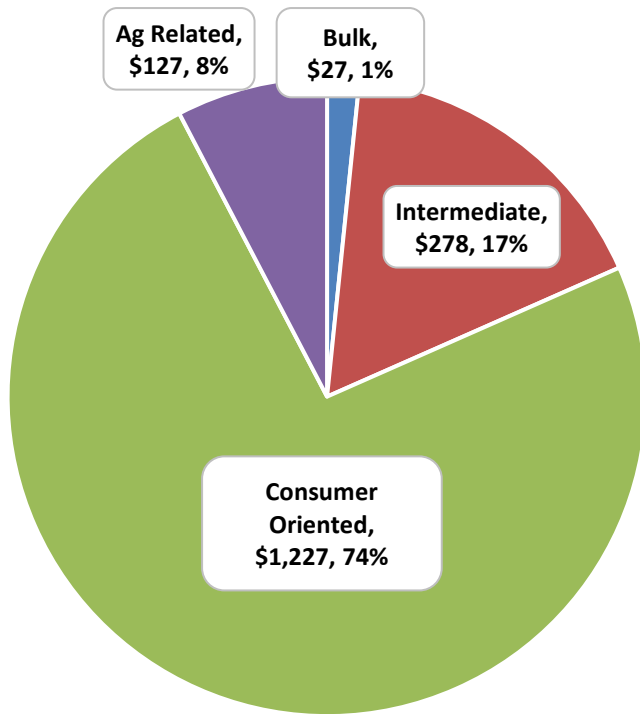


Source: Reserve Bank of Australia



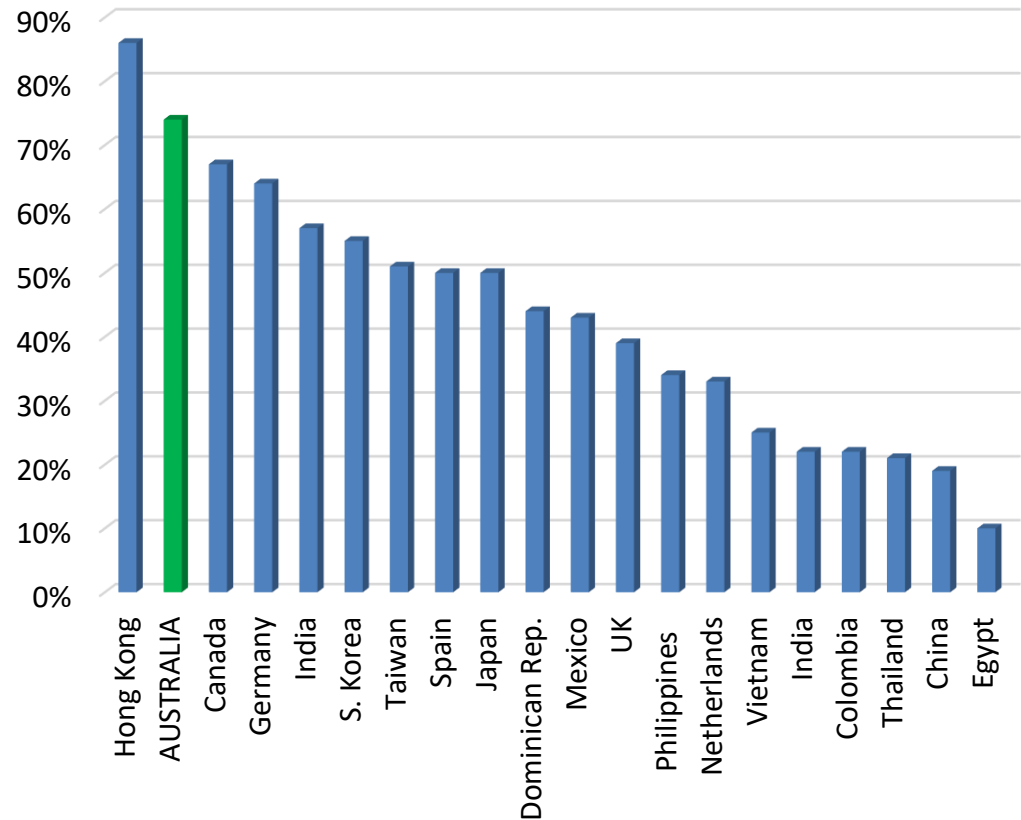
Consumer-Oriented Products Dominate U.S. Exports

U.S. Agricultural Exports 2020 - \$ Mil



Source: GATS

U.S. Exports to Top 20 Markets
% of Total Exports are Consumer-Oriented



Source: GATS – New Zealand = 70%

Key U.S. Products to Australia

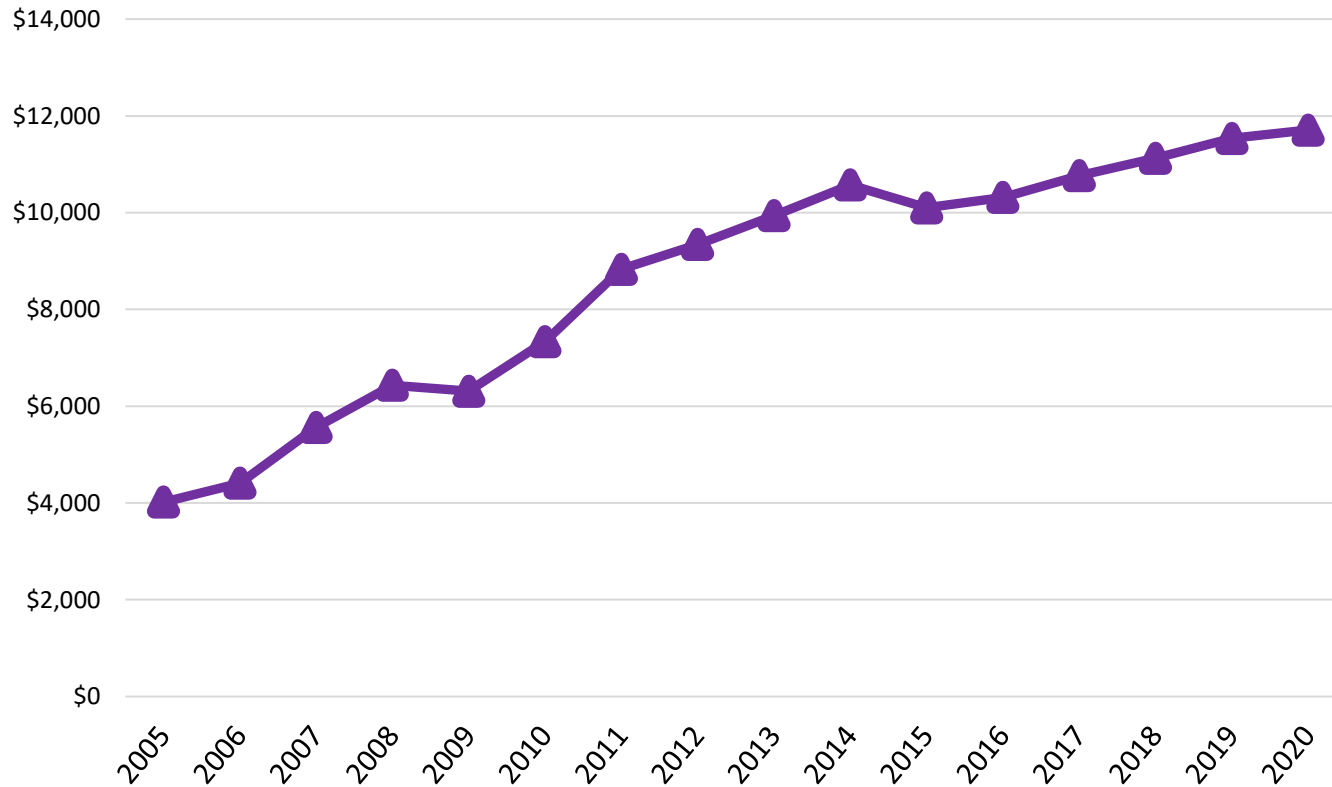
Product	2020 US Exports to Australia (\$m)	# Market for U.S. Exports
Consumer-Oriented Products Total	\$1,222	9
Pork & Pork Products	\$253	6
Beverages, Non-Alcoholic	\$45	8
Dairy Products - Total	\$170	9
- Fresh Cheese	\$30	4
- Cheddar Cheese	\$14	3
- Ice Cream	\$28	2
Fresh Fruit - Total	\$95	9
- Table Grapes	\$34	6
- Peaches & Nectarines	\$3	4
- Citrus (oranges)	\$18	6
- Cherries	\$8	8
Walnuts, Shelled	\$24	10
Pistachios, Shelled	\$3	8
Dog and Cat Food	\$83	4
Processed Fruit	\$52	7
- Dates, Fresh/Dried	\$16	3
- Cranberries, Dried	\$11	7
- Blueberries, Frozen	\$4	4
Processed Vegetables	\$47	10
Condiments and Sauces	\$41	6
Chocolate Products	\$37	4
Confectionery	\$11	6
Distilled Spirits	\$115	3

Source: GATS/FAS



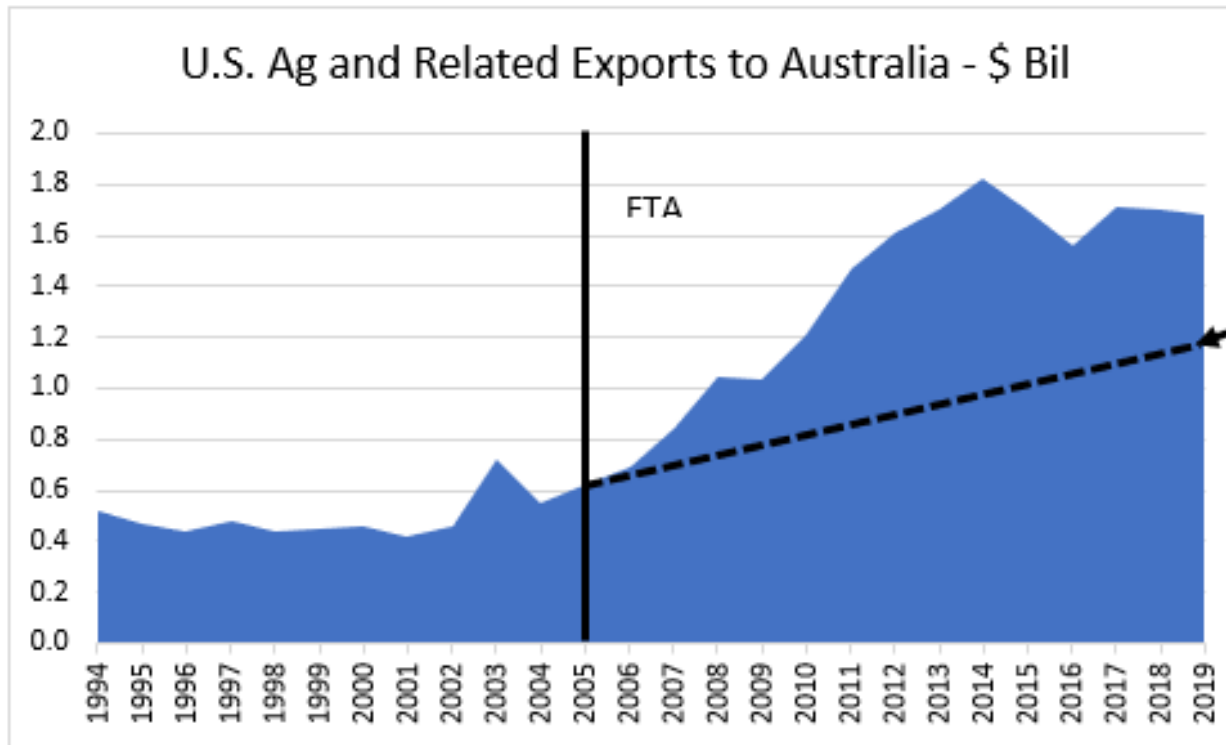
Strong Import Growth

Australian Imports of Consumer-Oriented Ag Products from World
(\$ Mil)



Source: Australian
Bureau of Statistics

U.S.-Australia FTA Since 2005



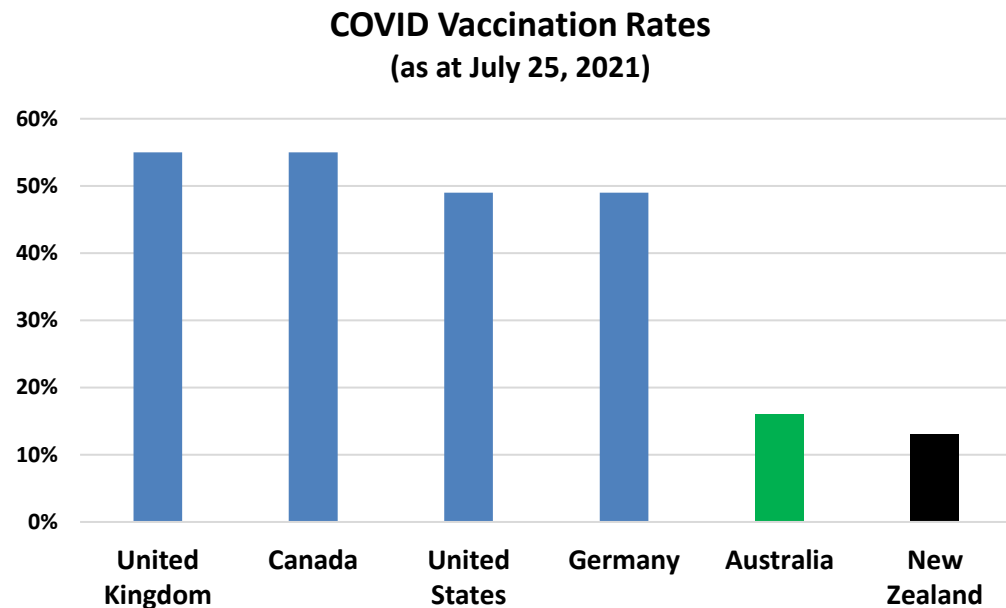
Exports if they followed the trend of overall U.S. exports to all markets between 2004 and 2019

Weaknesses & Threats

- **Australia has strict quarantine requirements. Import permits are required for many products and some products/ingredients are prohibited.**
- **Australia is a significant producer of a similar variety of agricultural products**
- **“Buy Australian” campaign is significant**

COVID-19 Impact: What Does Future Hold?

- **Relatively few cases in Australia since pandemic began, but low vaccination rate and Delta strain causing another wave**
- **Fresh lockdowns, with Sydney in lockdown until at least end of August. Other snap lockdowns somewhat common whenever a few cases.**
- **International border expected to remain closed well into 2022.**



Source: ABC Australia

New Zealand – the basics

- **Population: 5.1 million (Dec 2020)**
- **New Zealand consists of three main islands, cleverly named North, South and Stewart**
- **Ranked 23rd for per capita GDP**
- **Agriculture makes up 8 percent of total GDP**
- **New Zealand has two national languages, English and Te Reo Maori**
- **Currency: New Zealand dollar**
 - NZD 1.00 = US\$0.70 (July 2021)



5 Positive Trends in New Zealand Market

- 1. Continued Strong Economic Growth**
- 2. Strengthening New Zealand Dollar**
- 3. Familiarity with U.S. Products**
- 4. Increasing Demand for Imported Products**
- 5. Australia and New Zealand Share Same Food Standards and Labeling Laws**

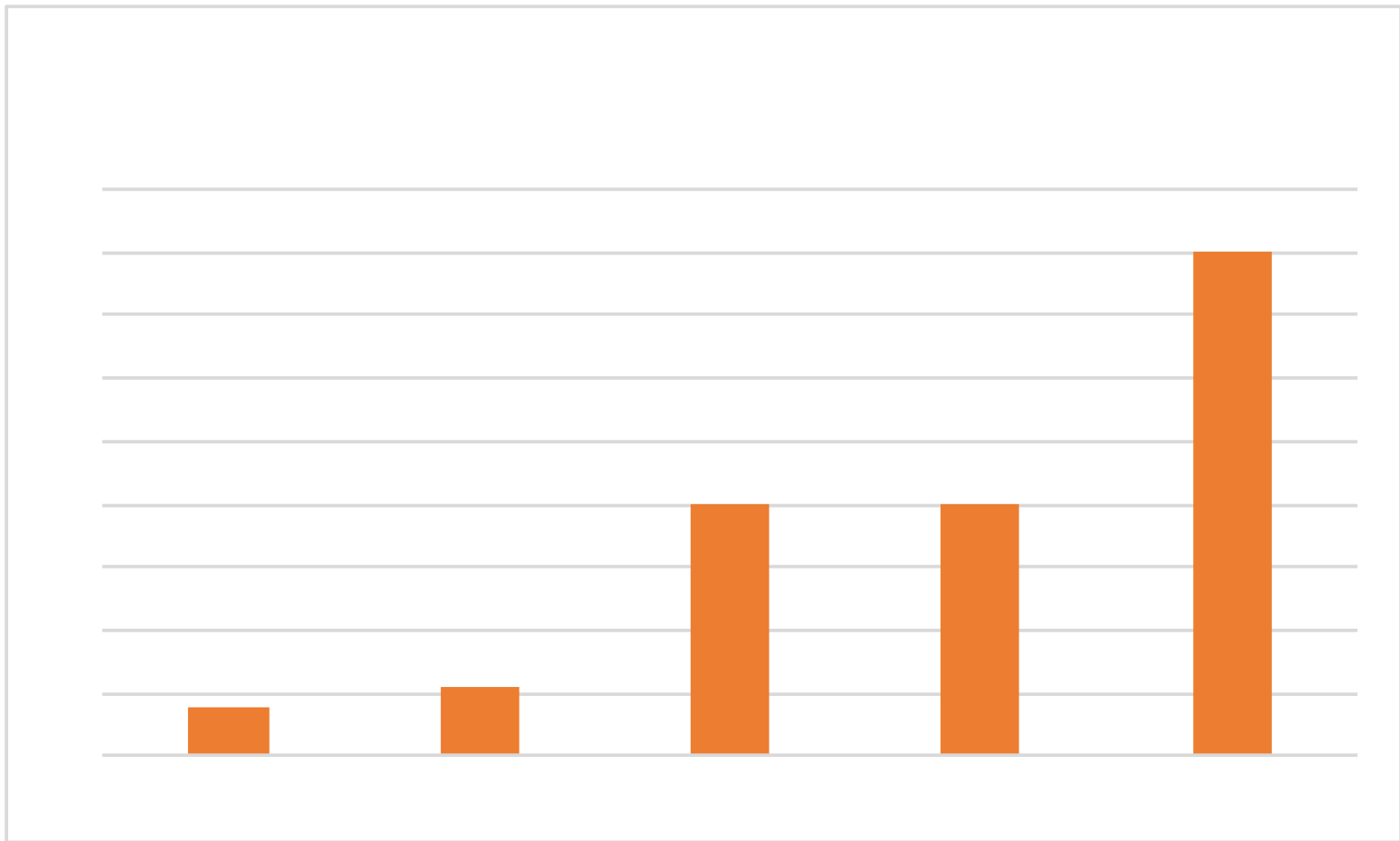


New Zealand Major Market For Some U.S. Consumer-Oriented Products

Product Type	Rank of Top U.S. Market	Value US\$
Lactose	3	37 million
Whey	6	28 million
Mandarins	6	1.7 million
Peaches/Nectarines	6	1.1 million
Pet Food	7	42 million
Lemons/Limes	8	1.8 million
Fresh Grapes	10	20 million
Pork	11	20 million
Oranges	11	7 million
Onions	11	1.4 million
Dried Distillers Grains	12	48 million
Tree Nuts	12	7 million
Whiskey	13	15 million

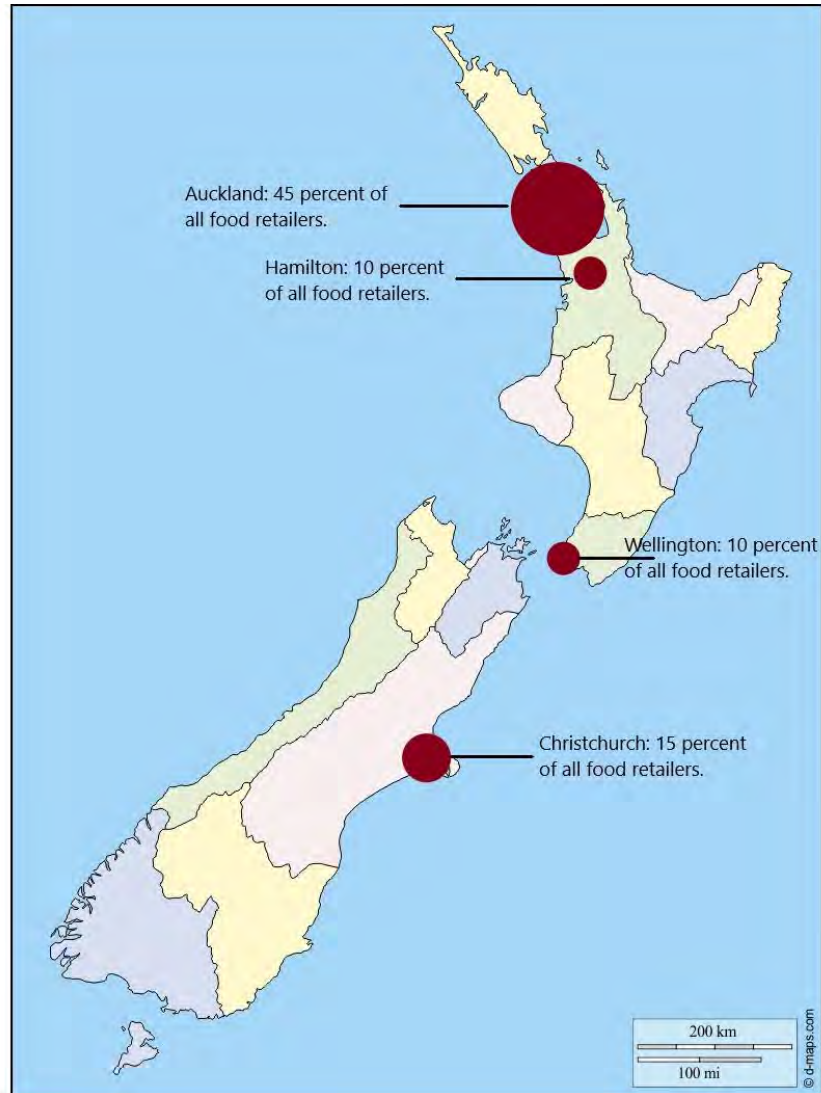


U.S. Trends Catch on in New Zealand





Retail Distribution Focused in Auckland



Trade Shows

- **Fine Food Australia** – www.finefoodaustralia.com.au
 - Largest food tradeshow in Australia and the Southern Hemisphere
 - Endorsed by USDA
 - Held in September alternating between Sydney and Melbourne
 - 2 shows in 2022 (March in Sydney and September in Melbourne)
- **Foodservice show** – www.foodserviceaustralia.com.au
 - Held in June each year alternating between Sydney and Melbourne
- **Fine Food New Zealand** – www.finefoodnz.co.nz
 - Held biannually in June in Auckland
 - 500-800 exhibitors
- **Beervana** – www.beervana.co.nz
 - Held each year in August, it features over 300 exhibitors including craft beer, food and brewing equipment specialists
- **USDA AGRICULTURAL TRADE MISSION Sydney and Auckland – TBD**

GAIN reports for Both Australia and New Zealand

- **Food and Agriculture Import Regulations and Standards (FAIRS)**
- **Exporter Guide**
- **Retail Report**
- **HRI Food Service Report**
- **Food Ingredients Report**
- **Market Briefs**

All reports are updated each year and can be downloaded at:

<https://gain.fas.usda.gov/#/search>



United States Department of Agriculture
Foreign Agricultural Service

**U.S. Department of Agriculture
Office of Agricultural Affairs
Embassies of the United States of America
Australia and New Zealand**

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