

## **NEW ZEALAND ORGANIC APPLE & APPLE PRODUCTS SECTOR OVERVIEW.**

Target Audience: Foreign potential customers seeking information to buy organic apples and/or organic apple products from New Zealand.

Updated: Nov 2022

### **THE NUMBERS**

- 553,000 MT – the annual harvest of apples in New Zealand (subject to seasonal fluctuations).
- 325,000 MT (60%) of New Zealand’s apple harvest is exported.
- Over 1,000 – the amount of apple growers in New Zealand.
- \$500 million - the export sales of New Zealand apples
- 40 countries import apples from New Zealand.
- 105 years – the length of time New Zealand has exported apples for.
- 25% of all fresh apple exports from the southern hemisphere are from New Zealand.
- 11,000 Ha of total apple production.
- 74,000 MT consumed fresh by NZ consumers.
- 580 Ha - the amount of land carrying certified **organic** apple trees in New Zealand.
- 32,500 MT – the annual harvest of New Zealand **organic** apples.
- 23,400 MT (72%) of New Zealand’s **organic** apple harvest is exported
- 11,000 MT of **organic** apples are exported annually to the US.
- 670 MT of **organic** apple by-products are exported to the US.
- 21 kg – the average consumption of apples per person per annum in New Zealand.

### **THE PRODUCTS**

- Organic fresh apples
- Organic apples juice concentrate
- Organic apple aroma
- Organic apple fruit ingredients
- Organic apple cider vinegar
- Organic apple juices (not from concentrate)

## **NEW ZEALAND ORGANIC APPLE & APPLE PRODUCTS EXPORTERS**

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Sources: Pipfruit New Zealand  
Bostock New Zealand Ltd  
Organic Exporters Association Research.  
Ministry for Primary Industries

***“working with you to grow New Zealand organic exports since 1992”  
No other organisation in New Zealand represents more organic trade than the  
Organic Exporters Association***

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