

# DAIRY INDUSTRY

## NEW ZEALAND DELIVERS NEW OPPORTUNITIES IN DAIRY

Global dairy sales are rising strongly as consumers' appreciation of the health benefits of milk grows, and as dairy ingredients become essential in processed foods. International food companies are now seeking to exploit these trends with innovative new dairy-based products.

Our dairy products are recognised around the world for their excellent taste, high quality and safety. We have stringent bio-security regulations, high traceability, and our grass-fed herds are free of diseases such as BSE and Foot & Mouth. These combined factors allow international food companies to meet increasing consumer expectations around food safety.

New Zealand can help food manufacturers create and profit from new growth opportunities. New Zealand has the volumes and exporting experience needed to develop new markets. We supply 35% of the world's dairy trade and rank globally as the fifth largest cheese exporter. Excellent farm, manufacturing and export infrastructure, and trade agreements make our country an excellent platform for those looking to expand into Asia or other global markets.

The world's largest dairy-specific innovation centre is based in New Zealand, and our commitment to research and development has delivered many value-added products with strong consumer appeal.

## COMMERCIAL SUCCESS

New Zealand excels in the manufacture and marketing of premium consumer dairy foods, flavour and nutritional ingredients, and bio nutrients – dairy-based compounds with pharmaceutical applications.

As well as delivering high quality flavour ingredients, New Zealand companies are industry leaders in the development of nutritional ingredients. The world's largest dairy ingredients business, which produces more than 1,000 items for the international market, is based in New Zealand. The world's first milk processing plant to produce complex lipids – which have a variety of nutritional and cosmetic applications – was built in New Zealand. This experience has led to New Zealand companies holding 40% of the world market for lactoferrin, a valuable nutritional supplement, and pioneering discoveries of new applications for other ingredients, such as bovine colostrum.

New Zealand's premium consumer dairy foods are recognised around the world for their taste, quality and innovation. Our specialty cheeses and ice creams are showcased in some of the world's best restaurants, supermarkets and airlines.

Intense investment in research, and world-leading intellectual property, has enabled New Zealand's dairy industry to become a major provider of bio nutrients. We supply purified proteins and peptones to the biopharmaceutical industries, including compounds used for fermentation, cell culture and diagnostics.

To find out how you can access New Zealand's ingenuity in dairy research, contact Investment New Zealand, the investment promotion agency of the New Zealand Government. Investment New Zealand understands the dairy industry and has extensive networks within it, allowing us to identify and facilitate investment opportunities relevant to you.

[www.investmentnz.govt.nz](http://www.investmentnz.govt.nz)