

“YOU CAN JUST LOOK AT THE WATER AND RICH, GREEN LAND AND KNOW THINGS ARE PURE.”

*Shawn McClain, Chef/Owner of Spring Restaurant, Chicago*



## NEW ZEALAND – A COMMERCIAL ADVANTAGE

Right now, consumers are demanding food that is safe, healthy and convenient. They want assurances that the food they eat is free from disease and harmful residue. They seek innovative foods with added health benefits. And, as life gets busier, they're demanding food that is quick and easy to prepare.

New Zealand is internationally recognised for producing safe, excellent quality food. We deliver the confidence and innovation your customers seek – and we do it at significantly lower cost than other markets. We know and understand the international market – being one of only two countries to export more than half our total food production.

By investing here you can give customers what they want – and gain a clear commercial advantage for your company and shareholders.

## DELIVERING SUCCESS TO INVESTORS

A large number of global food and beverage companies are already experiencing the benefits of a partnership with New Zealand.

US-based Links Snacks has formed a New Zealand joint venture company that leverages off our ability to produce top quality meat. New Zealand has no history of BSE, scrapie, or foot and mouth disease – and its close proximity to Asia enabled Links Snacks to capture new export markets.

The New Zealand operations of US-based SK Foods exploit some of the innovative processes that enable us to deliver the convenience and health benefits consumers seek. This includes New Zealand-developed UHT fruit and vegetable purees that retain high levels of nutrients and flavour.

Investing in New Zealand enabled Europe-based Groupe Danone to capture new market opportunities. Groupe Danone launched a New Zealand-developed sports drink, Mizone, into China in 2003, and the launch turned out to be the most successful beverage launch in China in recent years.

Food giant Nestlé has recognised the benefits of partnering with New Zealand dairy company Fonterra. Our dairy industry combines the natural advantage of New Zealand's fertile land and temperate climate with world-leading research. This combination has yielded ground-breaking new ingredients, such as lactoferrin – a valuable nutritional supplement.

Leading edge research has led to the commercialisation of other health products. New Zealand's Manuka Honey, for example, contains high levels of an antibacterial substance used in wound dressings and indigestion treatments.

Canada's Oppenheimer Group also leverages off New Zealand's substantial investment in horticultural research and development. New cultivars are regularly launched to stimulate consumer interest, including ENZA Jazz™ apples that were introduced to North America by the Oppenheimer Group.

Japan's Nissui has reaped rewards from investing in one of New Zealand's internationally recognised seafood companies – which won gold at the prestigious SIAL D'or 2004 awards for a new gourmet convenience product.

## SHARE THE SUCCESS

These are just a handful of the many international companies that are profiting from a partnership with New Zealand.

To find out how your business can benefit, contact Investment New Zealand, the investment promotion agency of the New Zealand government. Investment New Zealand is a division of New Zealand Trade and Enterprise, the country's national economic development agency. It understands the food and beverage industry and has extensive networks within it. That means we can identify and facilitate investment opportunities relevant to you.

Contact us today and learn how New Zealand can deliver your company a compelling commercial advantage.

### Food & Beverage Investment Manager

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