



AGRIBUSINESS

# Field Notes

Weekly news update from the KPMG Agribusiness network



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**30 January 2020** – This week's headlines

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## Agribusiness Education

**'Strong interest' in world initiative** [24 January, [Otago Daily Times](#)]

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## Food Safety

**Allergen focus: Australia and New Zealand look to tighten mandatory labelling rules** [22 January, [Pearly Neo, Food Navigator Asia](#)]

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## Arable

**Sunflowers deliver the good oil** [28 January, [Farmers Weekly](#)]

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## Dairy

**NZ dairy land values 'stuck in neutral', set to slide – Rabobank** [23 January, [Jamie Gray, The Country](#)]

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## International

**KIND updates labels to reflect research showing calories from nuts have been "grossly miscalculated"** [14 January, [Elaine Watson, Food Navigator](#)]

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## Agribusiness Education

['Strong interest' in world initiative](#) [24 January, Otago Daily Times] Otago has been named as one of the United Nation's Regional Centre of Expertise (RCE) for Sustainability. Otago Polytechnic pushed for the accreditation, as they have embedded sustainability and its values into their curriculum. Other groups helped such as secondary schools, mayors from the region, the University of Otago and Ngāi Tahu as well as the local councils. The new RCE-Otago body will work to advance the sustainability goals of the United Nation within the region.



## Alternative Proteins

[Oat milk company plans purpose-built factory to meet surging demand](#) [24 January, Esther Taunton, Stuff NZ] Otis Oat Milk have announced that they are planning to build a factory in Dunedin capable of producing 25 million litres of oat milk a year, merely nine months after the product was first launched. Otis is currently processed at FoodSouth's Canterbury factory, where around 5000 litres is produced each month. However, Managing Director Tim Ryan reports that the company could sell much more than this both domestically and globally. Mr Ryan believes that they could meet the 25 million litres of production fairly easily, especially if they produce plant based products for other companies as well and mentioned that there will be space to install a second line and double the planned capacity. The company sees significant potential in Asian markets, and is also considering the creation of other oat milk products such as ice cream and flavoured milks.



## Agribusiness

[Farmers face 'catastrophic' costs in coming years, despite all sectors performing well](#) [26 January, Bonnie Flaws, Stuff NZ] Despite commodity prices being at record highs last year, farmer morale remains low due to oncoming challenges such as new regulations and restricted lending from banks. Farmers are reducing their spending which is impacting rural businesses. On a positive note, commodity prices are expected to remain high due to global demand and the ongoing impact of the African swine fever. Farmers are now expected to grow in value not volume due to increasing environmental constraints which places added pressure on them. Dairy land values are expected to drop in the near-future due to an erosion in cash returns. In the next few years operation and compliance costs are expected to rise, whilst production per hectare is expected to drop due to reduced stock numbers, falling fertiliser use and improvements in genetics. Rural communities are also under added pressure due to the rising levels of conversion of pastoral land to forestry under the Government's billion trees programme. The fastest growing agricultural sector is currently horticulture, with its biggest challenge being labour availability.

[Wellbeing of NZers just as important as drive to export](#) [29 January, Auckland University of Technology- Press Release, Scoop Independent News] Research by the Auckland University of Technology (AUT) has found that New Zealand food exports could meet the majority of our population's dietary requirements other than grains. The study showed that our country's high nutrient foods are exported for income, whilst a large proportion of imports included discretionary and nutrient poor foods such as sugar and refined pasta and rice. This disconnect is said to play a major part in the country's poor health and obesity rates. The study called for New Zealand to provide its own citizens with high quality food before exporting it to other countries.



## Horticulture

### [Crisp future ahead for NZ's horticultural sector – exporter](#) [28

January, Nigel Malthus, Rural News] An exporter, The Fresh Fruit Company of New Zealand reports that horticulture is booming. Director John Mangan stated that with New Zealand's temperate climate, we are in a good spot for the future. The company exports 1.5 million cartons of apples alone each year, with a lot of this going to Asian countries. Mr Mangan reports that an industry downside is the ongoing labour shortage, and that every year they struggle to make up numbers.

[The Christchurch startup changing the fruit picking game](#) [29 January, Jake Kenny, Stuff NZ] Christchurch start-up YieldTec is operating out of an incubator at Ara Institute of Canterbury. The start-up is looking at ways to include robots in fruit picking to help alleviate seasonal labour shortages. Part of the plan is to use smart fruit bags which send an automated message when full and an app that monitors fruit levels. The system will still require a human fruit picker but helps to automate certain parts of the process.



## Food Safety

### [Allergen focus: Australia and New Zealand look to tighten mandatory](#)

[labelling rules](#) [22 January, Pearly Neo, Food Navigator Asia] Food Standards Australia New Zealand (FSANZ) has announced that it is looking to implement stricter mandatory allergen labelling regulations in both Australia and New Zealand and has asked the public to comment on its proposal. The stricter regulations act to create clarity, consistency and prominence. One amendment includes the enforcement of certain specified terms to be used and in bold on packaging and also make separate declarations

for some certain allergens such as individual tree nuts and gluten-containing cereals.



## Animal Welfare

### [Arrival of live export ship in Auckland sparks protests, renewed](#)

[calls for total ban](#) [28 January, Angie Skerrett, NewsHub] SAFE organised a protest against the arrival of livestock carrier Yangtze Fortune at Auckland Port today and are once again calling for a total ban on live exports. The carrier arrived in Auckland, before it will travel onto New Plymouth later in the week to collect live animals for export. The government is currently conducting a review of the live export trade, after ABC News exposed that both Australian and New Zealand supplied cows were suffering in Sri Lanka. The live export of cattle, sheep, goats and deer for slaughter was banned in 2003 however it is still legal for these animals to be exported for breeding purposes, despite the fact that they will eventually be slaughtered.

### [Animal charities will have a presence at March Rural Games](#) [28 January, Merania Karauria

Manawatu Guardian] The 2020 Ford Ranger Rural Games in Palmerston North will have charities such as Retired Working Dogs, Greyhounds as Pets, Life After Racing and Canine Pet Therapy Dogs bringing dogs to it. They are expected to be a big hit with competitors and attendees, and each charity has a sponsor attached, in order to help them raise their public profile during the games. On top of this Harness Racing New Zealand will be promoting horse welfare at the Games for the first time.



## Wool

### [Women set new shearing record](#)

[27 January, Farmers Weekly] Four females have set a new record in the central North Island, by shearing 2066 lambs in nine hours last week. 23 year old Gore shearer

Megan Whitehead individually shored 608 lambs, with an average of 53.3 seconds per lamb caught, shorn and dispatched. Lots of volunteers came from throughout the country to help prepare the Romney lambs and to work throughout the day or support the women to get them over the line.



## Biosecurity

[African Swine Fever: Government 'not taking any chances'](#) [23

January, The Country] National's Clutha-Southland MP Hamish Walker has released a statement explaining his concern at the fact that visitors to New Zealand were bringing in illegal pork products over the holiday period and urging the government to do more to protect the pork industry. In response Agriculture and Biosecurity Minister Damien O'Connor has stated that the measures in place are doing their job and reiterated that the Government is doing everything they can to protect the industry.

[Coronavirus: New Zealand's response is too weak](#) [28 February, Brook Sabin- Opinion, Stuff NZ] Brook Sabin believes that the Government should be making a more intensive response when screening passengers entering New Zealand following the outbreak of the Coronavirus. Miss Sabin states that high-risk passengers should be pulled aside for extra checks, including thermal imaging and a specific health declaration card. Miss Sabin questions how New Zealand is a world-leader in biosecurity however can place little emphasis on protecting the country from the Coronavirus.



## Arable

[Grains harvest shaping up well](#) [24

January, Annette Scott, Farmers Weekly] Federated Farmers Arable Sector Grains Chairman Brian Leadley reports that although harvest season is late for cropping farmers, it is shaping up to be a good one, particularly in

Canterbury. A spell of warm, sunny weather is expected which will kick off the harvest. Damage from hail storms is not looking as bad as was first thought. Many growers have been attempting to clear out last season's harvest, however demand is relatively low.

[Sunflowers deliver the good oil](#) [28 January, Farmers Weekly] Cropping farmers in Canterbury are turning to a new opportunity presented by sunflowers. The specially-bred sunflowers have a seed that produces a high-grade cooking oil 'oleic oil' which is sought by commercial food makers. A successful trial has been conducted and the product is ready for commercial production. The production is being driven by Pure Oil New Zealand, and will be aimed at domestic market initially but has the potential for export. The oil produced is classed as high-grade and a more healthy version than standard sunflower oil. The company has 300 hectares of sunflower planted by farmers for this season.



## Agritech

[Sprout partners with Callaghan Innovations to plant \\$40m seed with Manawatu agritech start-ups](#) [26 January, Paul Mitchell, Stuff NZ] Callaghan Innovations technology incubator programme will launch in April which is aimed at providing expertise and connections for new technology start-ups. Sprout, an agri-tech business accelerator has been selected as one of four partners for the programme on an eight-year contract to help build the companies up, so that they can compete in both domestic and international markets. Callaghan has received \$25.5 million in government funding in order to support commercialising New Zealand technology innovations. Sprout is expected to announce the first 10 entrepreneurs, inventors and companies selected for the programme in the next couple of weeks.

[Comment: Robotic technology is revolutionising farming](#) [28 January, The Country- Opinion] Mark Ross reports that robotic technology advancements are improving farming. Digital technology is used in a number of ways, with the latest involving detecting and managing disease in specific areas. Precision technology helps farmers to more accurately and efficiently maximise their harvests whilst simultaneously lowering cost as well as workloads. "Farmers using advanced digital precision technology report reducing herbicide use by 10 per cent and diesel by 20 per cent." Sensors help to collect data to inform farmers and help them become more aware of what exactly is happening on farm. Mr Ross states that agricultural drones will be used in New Zealand in the near future as they help to monitor crops and apply pesticides.

recreate their favourite takeaways at home. Gardein state that the surge in the production of plant-based takeaway options from companies such as BurgerFuel and HELL Pizza are meaning that citizens are experimenting at home to recreate their favourite meals at home. Gardein is running a campaign helping New Zealander's gather ideas and recipes to create their own fakeaways at home. Innovation in the sector means that healthier plant-based options are on offer.



## Trade & Exports

[Renewed call for easier trade in agriculture welcomed in NZ](#) [25

January, Eric Frykberg, Radio NZ] The 19 nation Cairns Group called for easier agricultural trade at the World Economic Forum last week. The Group stated that improving trade will allow global inequalities to be addressed and help to increase food security globally. This plea was welcomed by David Parker, Minister of Trade for New Zealand. Mr Parker stated that trade subsidies prevent the country from competing fairly in global markets. Katie Milne, Federated Farmers President backed up Mr Parker's statement and mentioned that the more liberal trade policies are, the better.



## Deer

[Waikato stag sets new record price](#) [23 January, Gerald Piddock,

Farmers Weekly] Deer Breeder Todd Crowley set a new national record in December after one of his trophy stags was purchased for \$390,000. This more than doubles the previous record of \$155,000 which was set at his sale in 2018. A new record was also set for a velvet stag in Southland after \$102,000 was paid for the three year old. Mr Crowley reported that all the top stags have been generating a lot of interest and getting a good amount of money as a result. People are prepared to pay for good genetics as they are able to sell the stag's semen in order to earn back the purchase price.



## Future of Food

[Plant Based Fakeaway Tipped to Be Top Food Trend This Summer](#) [28

January, Gardein – Press Release, Scoop Independent News] Plant-based company Gardein has stated that they believe plant-based fakeaway will be one of the biggest trends in New Zealand this summer, as consumers



## Forestry

[Whangarei sawmill might shut, 111 jobs on the line](#) [23 January, The

Country] Carter Holt Harvey has reported that its Whangārei sawmill might shut, as its domestic customers are well serviced by its Kawerau and Nelson sawmills. 111 people are employed at the sawmill, and these staff are currently being consulted before the future of the mill is officially decided.

[Forestry industry urges government to use wood for new buildings](#) [23 January, Newstalk ZB] The forestry industry has written an open letter calling for the Government to honour its

promise to use wood for more government buildings before the next election, otherwise it warns it will encourage block voting against the Government. The promise was made when the Government was in opposition.

['Wall of wood' set to be harvested in Hawke's Bay as Napier and Wairoa log trains resume](#) [26 January, Hawkes Bay Today] Regular log trains will be running between Wairoa and Napier for the first time in eight years after the completion of a new log yard in Wairoa. Each train could reduce up to 50 long distance truck hauls from using the road, and 66 percent less emissions will be used per tonne of freight carried by the rail in comparison to using trucks. The industry is expected to boom in the next few years, so having the infrastructure and people in place will be a step in the right direction.



## Fisheries

[New Zealand commercial long-line fishers nine times more likely to report bycatch with observers on board - Fisheries NZ report](#) [23 January, Michael Neilson] A Fisheries NZ report has revealed that commercial long-line fishers appear to be failing to report bycatch, especially when there are no independent observers on board the vessel. It was found that a commercial fishing trip is nine times more likely to catch seabirds when there is an independent observer. It is not an offence to kill seabirds while fishing but it is an offence to fail to report catching them.



## Dairy

[NZ dairy land values 'stuck in neutral', set to slide - Rabobank](#) [23 January, Jamie Gray, The Country] Rabobank believes that dairy land values will begin to soften in the near future due to tighter credit availability, reduced flows of foreign capital and pending environmental change resulting in higher compliance costs. REINZ data that was

released this week showed that the median price per hectare for dairy farms has fallen 6 percent over the last 12 months. It is expected that a declining dairy land market would impact all industry participants.



## Viticulture

[Project aims to give vineyard managers more information in a hail storm](#) [23 January, Maja Burry, The Country] Bragato Research Institute in Blenheim has recently embarked on a two year project to help viticulturists prepare and deal with hailstorm damage to their vines. In October last year, 600 hectares of vines were damaged in Hawke's Bay after severe hail occurred in the region. Hail also occurred in Central Otago and North Canterbury later in the year. The random nature of hail means that growers must be prepared to act quickly to save their seasons work and the best way to do this is inform them with the right techniques. They have joined International Wineries for Climate Action (IWCA), which is a collective working group in the wine industry helping to tackle climate change and its severity, sharing wisdom and innovations globally.

[Yealands Wine Group commits to reducing 50 per cent of carbon emissions by 2030](#) [27 January, Maia Hart, Stuff NZ] Yealands Wine Group have committed to lowering its carbon emissions by 50 percent by 2030, and also have a goal of reducing them by 80 percent by 2045. Tiffani Graydon, Chief Executive reports that the biggest challenges ahead of them is reducing the company's diesel emissions as well as its packaging use. Over the past five years, the group has already reduced its emissions intensity by almost 20 percent.

[NZ winemakers may have to swap grape varieties due to climate change](#) [28 January, The Country] Research that was co-authored by Lincoln University Senior Lecturer in Viticulture, Dr Amber Parker, has discovered that if global temperatures rise by 2 degrees, then 56 percent

of the world's winegrowing areas may no longer be suitable for producing wine. The study revealed however that changing where certain grape varieties are grown may help to alleviate the losses cause by climate change in the industry. New Zealand should be relatively unscathed in the case of the temperature rising 2 degrees as we can expand production of certain varieties we already have and adapt certain regions in order to grow in different places. Losses can be significantly reduced by swapping grape varieties in most regions.



## Red Meat

### [New Zealand grass-fed wagyu prized by US consumers](#) [26

January, Bonnie Flaws. Stuff NZ] First Light's wagyu beef is highly sought after by rich Americans. All sales of the beef to around 200 customers currently are made through a subscription service on an app, and customers must be invited by existing members of the programme. Currently there are around another 80 people sitting on the waiting list. The beef is special as it is a grass-fed wagyu beef and capitalises on demand for high-quality, humanely raised grass-fed beef. Some of First Light's beef is available in stores across New Zealand and the US. The beef has won several awards including the world steak competition, and was named the world's best by Forbes magazine last year.

[New markets for new products](#) [28 January, Farmers Weekly] The research from a Primary Growth partnership has allowed Anzco to broaden its product range, including things that come from a cattle carcass. The programme has utilised what is already available to Anzco in order to make the sector more viable and profitable. 26 new products have already been commercialised including bones, blood and membranes which can be used in the healthcare sector. For example, pericardium is supplied to major healthcare providers to use in heart-valve replacement surgery and blood for serum when manufacturing vaccines. On top of this, Anzco

has recently purchased a plant outside the programme to develop new stocks and broths for soup, sauce, gravy, pies and flavouring.



## Environment & Emissions

[Synlait unveils tree-planting scheme](#) [23 January, Nigel Malthus, DairyNews] Synlait Milk is rolling out its Whakapuāwai programme at its Dunsandel headquarters. Which includes an industrial-scale native plant nursery that will be capable of growing more than one million native trees and shrubs annually. The company's goal is to plant four million native trees across farms and community land before 2028. The nursery is part of Synlait's strategy to restore and regenerate native ecosystems, waterways and wetlands. The site will be developed in order to be able to handle factory wastewater, and will also include exercise areas, meeting pods and an education centre. Staff at Synlait will be receiving one paid day per year in order to plant natives. They are hoping that others in the industry follow their lead, as it has the potential to have a large positive impact on the environment.

[Top flight advice offer for winter grazers](#) [24 January, Neal Wallace, Farmers Weekly] Environment Southland will be making aerial inspections of forage crop paddocks to help identify those that may cause water quality issues when fed to stock this winter. Advice will be offered to those farmers identified as having potential issues, and Beef + Lamb NZ and DairyNZ staff will accompany council land sustainability officers on the flights. The flights will be looking for buffer zones, critical source areas and slopes that could create overflow into waterways in winter. The flights will focus on increasing knowledge and education rather than enforcement.

[New policy might limit farming](#) [24 January, Neal Wallace, Farmers Weekly] Farmers are worried

that a new biodiversity policy may result in councils forcing them to restore areas of indigenous flora and fauna on their land. Within the next five years, councils will be required to identify and map significant natural areas using criteria given and manage adverse effects within those areas. Federated Farmers fear that the new policy could restrict the land-use of farmers as well as practices, increase activities that need resource consent and require restoration of indigenous biodiversity. Federated Farmers believe that restoration initiatives should be non-regulatory but instead landowners and community groups should be helped with conservation initiatives. Submissions on the policy finish on 14 March.

[Meat tax 'unnecessary' when primary sector already making emission cuts, farming industry says](#) [27 January, 1 News] Beef + Lamb New Zealand report that a possible meat tax by the UK Climate Change Committee would be unnecessary, when the primary sector is already doing their bit to cut emissions. The tax has been proposed to help reduce consumption of meat and dairy. However Jeremy Baker, Spokesperson for Beef + Lamb stated that the sector has already cut their emissions by 30 percent since 1990 and is continuing to reduce its emissions.

[Countdown goes plastic-free in trial in Auckland supermarkets](#) [27 January, NZ Herald] Three Auckland Countdown supermarkets will be going plastic free in their produce sections for a 10 week trial from 10 February. Countdown Orewa, Ponsonby and Manakau will participate in the trial which will result in 65 items being without plastic. The trial will reduce a tonne of plastic waste across the stores, and will feature new packaging solutions such as paper and cardboard. The only items that will remain in plastic will be lettuce and bagged herb portions as no sustainable alternatives are currently in use. The company reports that it has invested more than \$500,000 into purchasing the shelving, packaging and production changes needed for the trial. The supermarket chain will

be keeping a close eye on whether food waste increases during the trial as this is something they would like to avoid. If successful, the model will be rolled out to stores nationwide.



## International

[KIND updates labels to reflect research showing calories from nuts have been "grossly miscalculated"](#) [14 January, Elaine Watson, Food Navigator] USDA research has found that traditional methods for counting energy have been grossly miscalculated, and this has resulted in KIND reducing the calorie counts on its nut bars. 95 percent of KIND's nut bar portfolio has been effected, with around 10-30 in calorie reduction per bar. The research revealed that for almonds, cashews, walnuts and pistachios, when one bites into a while nut, some of the fragments pass through one's digestive system intact, taking the energy with it. The caloric contribution of nut varies by type, with almonds, walnuts and cashews contributing 16-25 percent less calories than previously thought and pistachios five percent less.

[Ben & Jerry's hits back at lawsuit: We never said \\*all\\* of our milk came from happy cows...](#) [16 January, Elaine Watson, Food Navigator- USA] Ben & Jerry's packaging used to state that it uses "milk and cream from happy cows" although states that it does not use the word happy exclusively. After a high-filing lawsuit ruled that they had to take this wording off their packaging, Ben & Jerry's have come back and announced that a reasonable customer would understand that not all supplying farms are in the "Caring Dairy" programme.

[Folded, frozen, and faster: JUST Egg is now more convenient, and cheaper, to enjoy](#) [22 January, Mary Ellen Shoup, Food Navigator-Asia] A new plant-based JUST Egg product has been released which requires novice culinary skills to make according to Founder and CEO Josh Tetrick. The new folded version of JUST Egg comes frozen and can be prepared in a few

ways- toaster oven, skillet or toaster. The company report that majority of consumers buying their products are not actually vegan or vegetarian, and over 20 percent are buying the product as their main source of protein.

[Oz farmers need support](#) [22 January, Pam Tipa, DairyNews] Shaughn Morgan, Chief Executive of Dairy Connect Australia reports that Australian farmers will need continued support to remain farming after the devastating bush fires which have exacerbated issues already caused by droughts in the country. A lack of water and feed may convince farmers to leave the industry as they may no longer see it as being feasible. Dairy Australia reports that the best way to help dairy organisations and farmers is to give financial support.

[Zap! This UK startup just raised €6.5m to commit electricide on weeds](#) [22 January, Richard Martyn-Hemphill, AgFunder News] UK start-up RootWave is developing ways to kill weeds through electricity, and has recently raise €6.5 million (approx. NZD\$13 million) in a Series A investment round. The company won a number of UK and EU grants to get its technology to market. The latest funding will be used to get its RootWave Pro product to market which is a professional hand-weeder. Some of the funds will also go towards integrating its technology into automated agricultural weeders, and conducting further research into novel electricity-based weed killing applications.

[Vertical farms of the future require genetically edited plants, says scientist](#) [22 January, Flora Southey, Food Navigator] Aberystwyth University Professor Huw Jones has stated that vertical farms are currently lacking on the innovation front and that this needs to change in order to increase their productivity. The impending need to feed almost 10 billion people by 2050 has meant that there has been a big increase in vertical farming as this technology requires no need for additional farmland. Professor Huw Jones reports that LED lighting and climate control for the farms are under

constant innovation, but that plant technology will have to similarly advance and that genetically edited plants can fill the current gap.

[Good Catch plant-based tuna crosses the pond: 'This is vegan food made for fish eaters!'](#) [23 January, Flora Southey, Food Navigator] Plant-based tuna brand Good Catch is now being sold in Tesco supermarkets throughout the UK. The tuna substitute is made out of a blend of six legumes: peas, chickpeas, lentils, soy, fava beans and navy beans. Algae and seaweed extracts help to provide an ocean flavour without the usual associated odour. The team behind the product spent a long time imitating the texture of actual tuna. One hundred grams of their plain tuna has 109 kcal, 19 grams of protein, 3 grams of fat and 1.4 grams of salt.

[Memphis Meats raises \\$161M to build a cell-based meat plant](#) [23 January, Megan Poiniski, Food Dive] USD \$161 million (approx. NZD\$246 million) has been raised in an investment round for Memphis Meats which will be used to build a pilot plant for their cell-based meat. This will bring the company closer to bringing the product to consumers and it is hoping it hit the market in around two years. Investors include SoftBank Group, Norwest, Temasek, Cargill and Tyson Foods.

[Governments 'failing to protect child rights by not restricting junk food marketing', says UN](#) [23 January, Oliver Morrison, Food Navigator] The World Cancer Research Fund has reported that Governments globally need to restrict junk food marketing in order to protect child rights. The report has evidence showing that advertising affects children's eating and drinking behaviour and preferences both in the short term and long term. Global childhood obesity rates are on the rise, and overweight children are more likely to be overweight as adults and places them at a higher risk of deadly conditions such as cancer. The report has called for obesity and food marketing to be labelled as human rights in order to increase the pressure on governments to do something about it.

[Aucklanders queue for hours at In-N-Out Burger pop-up](#) [23 January, NZ Herald] In-N-Out Burger's Kingsland pop-up, had fast-food fans queuing up from 7am for the chance to grab one of 400 burgers between 11am and 2pm on Thursday last week. The first six people were given a special coin allowing them to purchase special burgers, as well as a lanyard and keyring. The company was selling branded T-Shirts, and there was a limit of one burger per purchase. The company flew six staff from the US purely for the pop-up store. It is believed that the pop-up store was a way to test the New Zealand market's potential. In-N-Out Burger, which was established in California in 1948, is yet to be franchised outside the US.

[Personalised nutrition future to rival plant-based meat, says UBS](#) [23 January, Will Chu, Food Navigator] Investment bank UBS reports that the Personalised Nutrition (PN) sector is picking up due to companies such as Nestle, Apple and 23andMe driving it forward. UBS believes the industry will be propelled forward due to growing demand stemming from heightened health awareness. A major hurdle for PNs growth in the short term is affordability, especially as healthier food tends to be more expensive. Another obstacle is data privacy as consumers often do not want their information to be shared with other parties.

[Food market at centre of deadly coronavirus outbreak admits selling live koalas, snakes, rats and wolves](#) [24 January, NZ Herald] The Huanan Seafood market in Wuhan in China is under investigation due to being at the centre of the deadly coronavirus outbreak, and the market has claimed they sold live koalas, snakes, rats and wolf pups to locals in order for them to eat. The highly contagious virus has killed 81 people and infected thousands around Asia, with cases confirmed in other countries such as the US and Australia. Coronavirus represents a wide variety of viruses present in animals that can in certain circumstances jump to humans. The report also highlighted that seafood is increasingly featured in sustainable recipes.

[Health surpasses environment among sustainably-minded consumers: report](#) [27 January, Oliver Morrison, Food Navigator] Sustainability conscious consumers are mostly driven by health benefits according to a report released by food intelligence start-up Tastewise. Tastewise identifies emerging consumer trends through analysing social media interactions.

['We are trying to push the boundaries of what is possible': The Meatless Farm R&D chief talks innovation in the plant-based category](#) [27 January, Katy Askew, Food Navigator] Plant-based meat company The Meatless farm aims to support the environment, improve people's eating habits and reduce our reliance on intensive agriculture. The UK company is increasing its presence globally, and is now in several markets including the US, Hong Kong and Canada. Dr Peter Hynes, Head of R&D reports that innovation is the key way forward and will help to bring new consumers to the category. Behavioural change of consumers is hard to achieve, so having meatless products that are similar to meat in texture, taste and appearance will make this easier to achieve. Dr Hynes states that new ingredients will help to improve the health profile of products.

[U.S. agriculture secretary to EU: follow 'sound science' on food safety](#) [27 January, Philip Blenkinsop, Reuters] Sonny Perdue, US Secretary of Agriculture stated that the EU needs to redress a current imbalance in farm produce trade with the United States and adapt its food safety rules to reflect "sound science" during a trip to Europe. A block in the US-EU trade talks has been agriculture, with both parties seeking contrasting outcomes.

[How does vegan protein stack up against traditional dairy](#) [28 January, Beth Newhart, Food Navigator] Customers are increasingly enticed by health and wellness products, and protein has played a large part in this trend. Milk protein faces increased competition from other protein sources such as brown rice, pea and soy. Protein bars have evolved, and the latest trends

surround taste and texture along with ingredient functions. It has been reported that dairy is still the majority choice of protein for traditional protein bars.

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## Organisations referenced in this week's Field Notes include:

23andMe  
ABC News  
Anzco  
Apple  
Auckland University of Technology  
Beef + Lamb NZ  
Ben & Jerry's  
Bragato Research Institute  
BurgerFuel  
Cairns Group  
Callaghan Innovations  
Canine Pet Therapy Dogs  
Cargill  
Carter Holt Harvey  
Countdown  
Dairy Connect Australia  
DairyNZ  
Environment Southland  
Federated Farmers  
First Light  
Fisheries NZ  
Food Standards Australia New Zealand (FSANZ)  
FoodSouth  
Forbes  
Ford Ranger  
FreshCo  
Gardein  
Greyhounds as Pets  
Harness Racing New Zealand  
HELL Pizza  
In-N-Out Burger  
International Wineries for Climate Action (IWCA)  
JUST Egg  
KIND  
Life After Racing  
Lincoln University  
Memphis Meat  
Nestle  
Ngāi Tahu  
Norwest  
Otago Polytechnic  
Otis Oat Milk  
Pure Oil New Zealand  
Rabobank  
REINZ  
Retired Working Dogs  
RootWave  
SAFE  
Softbank Group  
Sprout  
Synlait Milk  
Tastewise  
Temasek  
Tesco  
The Meatless Farm  
Tyson Foods  
UBS  
United Nations  
University of Otago  
World Cancer Research Fund  
Yealands Wine Group  
YieldTec

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