



AGRIBUSINESS

# Field Notes

Weekly news update from the KPMG Agribusiness network



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**14 May 2020** – This week's headlines



## Horticulture

**[Kiwifruit sales up on last year \[06 May, Richard Rennie, Farmers Weekly\]](#)**



## Agribusiness

**[Coronavirus and the food chain: FoodBytes! by Rabobank's six tips for innovation in the 'new normal' \[08 May, Katy Askew, Food Navigator\]](#)**



## Food Innovation

**[Personalized Nutrition: New research highlights value society places on genetic testing \[07 May, Danielle Masterson, Nutra Ingredients\]](#)**



## Red Meat

**[Billion-dollar breakthrough - meat export sales soaring \[06 May, Neal Wallace, Farmers Weekly\]](#)**



## International

**[Researchers develop artificial 'tongue' for more accurate taste testing \[07 May, Oliver Morrison, Food Navigator\]](#)**

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## Buying from the Heart

People buy with their heart and justify with their head, so the saying goes. This is worth reflecting on for any business in the food and fibre sector and it is especially true for me for some food products. I'll explain why...

Almost 18 months ago to the day I was being rushed to Whangarei hospital by one of my clients - a family horticulture business. I'd just sblacked out twice without warning. No one was going to wait for an ambulance to do the return trip from town and back. Once in ED and plugged into the monitors, doctors (and a colleague of mine) watched in shock as my heart rate would plunge to 0, only to pick back up after up to half a minute of flatline. It did this multiple times. I've still got a copy of the ECG! Who knows what the extra time without proper care would have resulted in, but I'm still hugely grateful for my client's decisions that morning. No one quite managed to specifically diagnose the problem, and there's been no sign of it since.

I spoke to that client last week to hear the latest and check in on their strategy. At one point we talked about customer and consumer trends

likely in the "new normal", and my client shared an insight about their product category after the last crisis post GFC. While discretionary spending drastically decreased, especially on big ticket items, many consumers still purchased their berry products as smaller premium treats. These could be justified given they wouldn't break the bank along with the health benefits of the food. On reflection I realised my spending habits have already changed in this way. A treat for my bubble during lockdown was two separate pancake brunches with their fresh NZ Maungatapere raspberries as an extra treat (we even splurged on a pair of punnets when one would probably do!). Our investment in nutritious, healthy food is one of the last things we'd consider cutting back on.

The trends shared by my client are backed up by research reports landing in my inbox, and it made me to reflect on how the late Clayton Christensen's "jobs to be done" thinking could apply. Some of the best innovations come from a detailed understanding of customers and the "jobs" they are using products/services for, whether functional, social or emotional. Buying raspberries has become all three for me - functional for nutritious food, social to share a small treat, and emotional because of my gratefulness both for the people and family

producing them as well as for NZ's food and fibre sector. I don't feel like I'm buying from Countdown or Farro, I'm buying the producer's product.

The key is it's not any one factor I'm looking to fulfil - the actual buying decision is easily made when all three types overlap like the middle of a Venn diagram. There were other non-food products in my basket that took much more time to choose (including analysing the best on price alone and calculating value by volume when not immediately obvious on the price tag). To all those in the food and fibre sector, especially family operators, I'm hugely grateful for what you do. I hope you're all able to think about how your customers' needs are changing, even subtly, and the opportunities this may present for you to capture more value. Your customers may have more emotional and social needs, beyond the "food as health" functional ones, than you think.

### **James McGeorge**

Senior Manager, Private Enterprise  
KPMG Auckland



## **Wool**

[Wool sales to restart](#) [08 May, Annette Scott, Farmers Weekly]

PGG Wrightson Wool General Manager Grant Edwards reports that the Covid-19 pandemic has resulted in a careful return to auctions for the wool industry. Mr Edwards states that a range of stakeholders have come together to strategically assess auctions and figure out how exports to overseas customers will work. Other countries are facing restrictions which mean that global demand for product is variable. Mr Edwards states the wool does need to get back in the pipeline in order to meet contractual agreements already in place prior to the lockdown. The first auction on 21 May in Napier will offer 7000 bales with a South Island auction on 28 May also aiming for the same amount of bales. Mr Edwards reports that the long-term outlook is very good for the industry, as customers once again seek out natural products such as wool.



## **Rural Communities**

[Covid 19 coronavirus: Govt projects target Northland, Hawke's](#)

[Bay jobs](#) [11 May, RNZ, The Country] The Government have pushed forward 55 biosecurity and conservation projects in order to provide work for 160 people who have lost their jobs during lockdown. The projects are in Northland, East Coast, Hawke's Bay and Canterbury, and around \$3 million has been allocated to get them done. A key focus is on removing invasive wilding pine trees, which act as a major threat to farmland, waterways and ecosystems in general. Federated Farmers Environment Spokesperson Chris Allen reports that the organisation needs \$25 million per year for the next four years to get wilding pine trees under control, and the longer the issue is left, then the bigger the problem will get. Other redeployment opportunities are becoming available in the Waikato, Bay of Plenty and Central north Island,

with projects currently being scouted for South Island workers.

[COVID-19: Farming continues while pollution falls](#) [11 May, Dr Jacqueline Rowarth, Rural news] Dr Jacqueline Rowarth reports that New Zealand's agriculture and horticulture sectors have supported the country throughout the lockdown, providing food, income and jobs. Dr Rowarth states that the Government is relying on the global demand of good food from New Zealand to provide future economic growth for the country and pointed out that citizens will remember the sectors that helped to bring the country through the pandemic, to the other side. On top of this, Dr Rowarth mentioned that opinions may change surrounding the environmental impacts of farming, as whilst farming has continued, the decrease of activity in other sectors have resulted in reports of the increased clarity of waterways, cleaner air and increased bird song during the Covid-19 lockdown period.

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## Water

[Warning over high nitrate levels in Central Hawke's Bay water](#) [07 May,

The Country] Hawke's Bay Regional Council data has shown that nitrate levels in some bores in rural parts of Central Hawke's Bay are at nearly twice the maximum acceptable drinking water level. As a result, some residents are being urged to test their drinking water bores. The high nitrate levels are caused by intensive farming and pose health risks, particularly to pregnant women and bottle-fed babies. Forest and Bird Spokesperson Tom Kay states that the levels are exceedingly high, and something needs to be done as soon as possible to rectify the problem.

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## Agribusiness

[Busy week for virtual stock sales](#)

[08 May, Farmers Weekly] The first week of virtual online livestock sales in New

Zealand was met with mixed demand due to current economic uncertainties. There was a firm market for older steers. However, the minimal amounts of grass available in the South Island matched with the ongoing processor backlog means that viewers proved hesitant to bid, despite the chance to buy good genetic lines from proven herds. North Island auctions also felt the pressure of limited demand.

[Coronavirus and the food chain: FoodBytes! by Rabobank's six tips for innovation in the 'new normal'](#) [08 May, Katy Askew, Food Navigator] There is rising pressure on the food industry to help prevent food insecurity in the wake of the Covid-19 pandemic. Rabobank have shared a report which highlights six areas in which it expects to drive innovation in the future. The report states that the long-term outlook is uncertain due to the threat of an economic downturn and increasing levels of unemployment. The six areas which offer opportunities to drive change include functional ingredients due to the fact consumers are focused on building their immunity in the current climate. The next area is in accelerating online delivery, followed by consumers seeking out locally sourced products as well as providing affordable packaging solutions. The pandemic has also highlighted the importance of food hygiene, and the final area for opportunity is the use of agriculture technology to help make supply chains more efficient.

[Customers receive 'inedible' meat as couriers struggle with flood of online orders](#) [09 May, Esther Taunton, Stuff NZ] Bryan Dobson, Chief Marketing Officer for Courier Post operator NZ Post has reported that courier companies have experienced a sharp increase in demand, and are receiving around 300,000 parcels a day, which is similar to the volumes experienced at Christmas time. Mr Dobson stated the only difference is that they have not had the time to prepare for the influx of demand. Daniel Todd and Claire Ongley, Co-Owner's of Woody's Free Range Farm are facing issues as a result of the demand. Their business processes around 2,000

kilograms of pork a week in Levin, and most of this usually goes to the hospitality industry, although recently has been sold online to customers. The report that once the alert level dropped to level 3, they started facing issues with delivery timing to customers, despite paying premiums for overnight service and have refunded \$1500 to seven customers in one week alone. Mr Dobson apologised for the inconvenience faced by their customers, however states that the company is doing as much as they can to process the parcels on time including bringing on extra workers and vehicles, and that people sending perishable goods do so at their own risk.



## Horticulture

[Burger run shows up food folly](#) [06 May, Annette Scott, Farmers

Weekly] Horticulture New Zealand Chief Executive Mike Chapman reports that the country is well overdue for a food security policy, and this is highlighted by examples such as McDonalds running out of lettuce in New Zealand. Mr Chapman reports that vegetable shortages will become more common unless the country starts to get serious about ensuring we have enough food to feed the country. Mr Chapman states that it is the time to develop a food security policy and plan. Serious spikes in demand are not able to be met by growers as it takes time to produce the produce. Mr Chapman mentioned that it is also important the country plans ahead for climate events, such as an increase in droughts, and ensuring the country has a reliable water supply.

[Kiwifruit sales up on last year](#) [06 May, Richard Rennie, Farmers Weekly] Zespri Chief Executive Dan Mathieson has reported that the prospects for this season's kiwifruit are looking good, as strong demand remains for fresh fruit, particularly those with a high vitamin C content and a protective skin like kiwifruit. The complications of social distancing have been sorted at most kiwifruit packhouses. Entering

week 18, Zespri has reported it has delivered 10.6 million trays to consumers, which is up 2.7 million on the corresponding point last year. Chief Grower and Alliances Officer Dave Courtney stated that the sector has faced a good run of weather and early ripening fruit which has helped with harvesting and processing, allowing a good flow. Distribution is relatively normal, apart from a few disruptions in supply chains. Zespri expects to deliver 21m trays by mid-May, putting the industry 4m trays ahead of the corresponding time last year.

[Italian innovation helps Zespri](#) [08 May, Peter Burke, Rural News] Zespri's Chief Grower and Alliances Officer, Dave Courtney, reports that Zespri's Italian kiwifruit packhouses had faced placing Covid-19 protocols in place before New Zealand which means that their experience and knowledge was used here to ensure that the country's safety regulations were met. Mr Courtney reported that there was a real collaborative approach, particularly in discussing ways to erect safety screens around people as well as other facility protocols. Mr Courtney reports that New Zealand has now got its head around how to operate under the new protocols.



## Agri-Tech

[One robot makes the difference](#) [12 May, Sudesh Kissun, DairyNews]

Waikato Dairy Farmers Ian and Carmen Comins robotically milk 85 cows and report that it has made a positive impact on their farming. They use a Lely Astronaut A4 robot and state that as a result, there is less manual labour on the farm, and has freed up a lot of time. Mrs Comins states that the cows are also happier and more relaxed as a result of the robot as they can do things at their own pace. The cows have a transponder on their neck, which tells the gate system and robot when they are ready to be milked. The couple say that due to the use of the automatic milking, they now only spend two hours on dairy tasks each day.



## Trade & Exports

[China threatens barley tariffs after Australia calls for inquiry into Covid-19 origins](#) [13 May, One News]

China has threatened to impose economic sanctions on Australian barley after Australia has been pushing for a global inquiry into the origins of Covid-19. The move could cost grain exporters hundreds of millions of dollars. Prime Minister Scott Morrison reported that China has not linked the tariffs to the inquiry and would be disappointed if the tariffs are being used as an act of retribution. Barley is Australia's second most valuable agricultural export to China, with the trade worth AU\$1.5 billion (NZ\$1.6 billion) and for the past 18 months, China has been investigating Australia after claiming they have been dumping barley, with the results expected soon. Australia is prepared to take China to the World Trade Organisation to fight against the tariffs. Former Nationals Leader Barnaby Joyce reported that the tariff is clearly a case of payback.



## Food Innovation

[Personalized Nutrition: New research highlights value society places on genetic testing](#) [07 May, Danielle Masterson, Nutra Ingredients]

A new study has shown that citizens are placing increasing importance on how valuable genetic testing can be, as it provides ancestry information as well as predispositions to a range of illnesses meaning that it can be used to individualise health care. The results from the study show that lower level genetic tests could be useful in helping consumers make nutrition choices or be used by personalised nutrition firms to help direct their clients to specific products.



## Environment & Emissions

[Greenpeace calls on Govt to back \\$1b regen ag fund](#) [07 May, Rural News]

Greenpeace have launched a proposal which calls for a \$1 billion investment by the New Zealand Government in regenerative agriculture, to help transform the agriculture sector in the wake of the Covid-19 pandemic. The organisation has created a plan which includes five key projects. Regenerative agriculture focuses on diversity and building soil health. Greenpeace also criticises the funding of multi-million-dollar infrastructure projects such as a fertiliser factory in Taranaki and several irrigation schemes.

[Will review fix Overseer?](#) [08 May, Nigel Malthus, Rural News]

Overseer Ltd. reports that it welcomes the launch of an independent review of its environmental modelling software, and that it looks forward to working with the review panel. The independent review was announced in March by the Ministry for the Environment and the Ministry for Primary Industries, with a panel of eight interdependent experts who will determine whether it is suitable as a regulatory tool. Overseer Chief Executive Caroline Read hopes that the review will eliminate current criticisms of Overseer and outline the way forward to create an effective regulatory environment for the country. Mrs Read reports that a lot of criticism concerns the ease of use of the application.

[Dr Jacqueline Rowarth: Is regenerative agriculture really the way forward?](#) [11 May, Dr Jacqueline Rowarth, The Country]

Dr Jacqueline Rowarth questions whether regenerative agriculture is the way forward, and states that success along the path towards sustainability depends on the ability of the farmers, not on what the method is called. Dr Rowarth states that whilst regenerative agriculture can offer benefits, it depends how much effort a farmer puts towards making it work. Instead, Dr Rowarth reports that the better way to go is to

continuously make incremental changes towards a more sustainable system, in a way that best suits farmers, as they are the ones that know their lands and what it needs. Their determination to make a difference is what matters in the end.

[Business leader concerned Covid-19 crisis could see increased single-use plastics use](#) [12 May, RNZ, One News] Ian Proudfoot, KPMG's Global Head of Agribusiness has warned that the Covid-19 pandemic could be a major setback to progress on eliminating plastics as the focus falls on health and hygiene. Mr Proudfoot stated that consumers may easily start to view plastic-packaged food stuffs as being clean and safe which could lead to a revival in the use of plastics, which has happened in East Asian supermarkets. Mr Proudfoot reported that a possible opportunity for New Zealand lies in the manufacturing of biodegradable plastics and could help both the economy and the environment.



## Biosecurity

[Wild pine money good but not enough](#) [11 May, Annette Scott,

Farmers Weekly] Federated Farmers report that the Government's redeployment scheme focusing on tackling invasive wilding pines which pose a \$4.6 billion threat to farmland and waterways is not enough. Federated Farmers state that the 160 workers planned as part of the redeployment scheme will barely dent the invasive pest. Biosecurity Minister Damien O'Connor states that the scheme is vital in helping rebuild the economy and offer people jobs. Federated Farmers Environment Spokesperson Chris Allen welcomed the extra funding for clearing wilding pines but states that they have estimated that around \$100 million needs to be spent over the next four years in order to turn the problem around.



## Farmers & Producers

[Hawke's Bay misses out on rain brought by weather systems](#) [09

May, Bonnie Flav, Stuff NZ] Hawke's Bay Sheep and Beef Farmer Andrew Russell reports that the ongoing drought in the area is taking its toll on farmers. Mr Russell states that the situation is ten times worse than they were six weeks ago due to the ongoing drought conditions and unavailability of processing plants during the lockdown period. Mr Russell reports that he only has enough feed to last his stock until the middle of June, and then he will have run out of options. Federated Farmers Hawke's Bay President Jim Galloway advised farmers to use the free budgeting services available and call on the Rural Support Trust if needed. Farmers are hoping that they get some rain in the coming weeks, with Air Scientist Kathleen Kozniak reporting that the region needs at least 60mm of rain in a fortnight period to get back on track.



## Arable

[Mill grinds on in lockdown](#) [08 May, David Anderson, Rural News] Timaru-

based Farmers Mill reports that the Covid-19 lockdown opened up new opportunities for the business, as New Zealanders turned to home baking and retail flour demand rose by 500%. A desperate shortage of flour on supermarket shelves meant that Farmers Mill started supplying Countdown supermarkets with their products. The mill is owned by 12 South Canterbury arable growers, who reported that by being flexible and meeting demand quickly, they were able to take up the opportunities on offer.



## Apiculture

[The magic of mānuka oil on Country Calendar](#) [06 May, Melenie Parkes,

Stuff NZ] Mark Kerr, Owner of East Cape Mānuka Company has reappeared on Country

Calendar with his business which produces mānuka oil which is anti-microbial meaning it kills bacteria and fungi. The company also sells honey and tea through its retail arm Natural Solutions. Mr Kerr started his business in the early 1990's and reports that their products are in high demand. Mr Kerr reports that providing jobs for locals and offering natural products that make a difference is what makes the business so worthwhile.



## Red Meat

[Billion-dollar breakthrough - meat export sales soaring](#) [06 May, Neal

Wallace, Farmers Weekly] The Meat Industry Association have reported that monthly meat exports have broken the \$1 billion mark for the first time in March after exporters successfully diverted trade away from China whilst it dealt with Covid-19. The March exports for red meat were worth \$1.1 billion, up 12% from the year prior. Sheep meat export volumes rose 4% and 13% in value compared to the year before, whilst beef exports rose 3% in volume and 14% in value. Chief Executive Sirma Karapeeva reports that the results were achieved despite major supply chain disruptions and the shutdown of food service, particularly in China, which shows the flexibility and agility of New Zealand's processing and exporting companies. Total exports to all countries were up 3.3%, however imports were down 28%. Over the lockdown period in China, the cumulative value of exports sent was \$3.6 billion, \$512m less than for the corresponding period in 2019 showing the impacts of the shutdown period.

[Lower Australian beef exports a positive for NZ beef industry](#) [08 May, Voxly.co.nz] Rabobank

Animal Proteins Analyst Blake Holgate has stated that New Zealand beef farmers will benefit from a significant reduction in 2020 Australian beef exports. This will partially offset the impact of decreased global market demand due to the impacts of Covid-19. Mr Holgate reported that the Australian beef slaughter is set

to fall 14 percent this year, and exports expected to decrease by 17 percent. Australia is New Zealand's biggest competitor in our two largest beef export markets, the US and China. Mr Holgate mentioned that overall demand for beef is set to slow down, due to the economic impacts of the pandemic on beef as it is a high-priced protein. However, Mr Holgate reported that only some cuts of meats will face the slow down, such as the premium pieces typically sold in full-service restaurants.



## Dairy

[Fonterra chief challenges Matura Valley Milk over wage subsidy](#) [06

May, Bonnie Flaws, Stuff NZ] Fonterra Co-operative Group's Chief Executive Miles Hurrell has placed pressure on Matura Valley Milk for claiming the Government's Covid-19 wage subsidy after choosing to not process Fonterra milk. Matura turned down the processing offer allegedly stating this was due to Fonterra's low safety controls surrounding the pandemic, then used the offer as a justification for taking the wage subsidy as not processing the milk had come at a financial cost. Matura received \$614,755 in subsidies for its 88 staff. The claims came out on social media and have caused a range of responses across the board.

[Cheese wins big over lockdown](#) [07 May, Richard Rennie, Farmers Weekly] New Zealand's Champions of Cheese Awards have chosen three winners. Fonterra Co-operative Group received the commercial cheese award with its Kāpiti Awa Blue. Meyer Cheese won with its goat's milk gouda and Drunken Nanny won the boutique cheese award for its black-tie cheese which features its goat's cheese coated in a sprinkling of burnt grape vines. Australian Cheese Guru Russell Smith oversaw the 25 specialist judges. Nielson supermarket data has shown that cheese sales during the Covid-19 lockdown, with sales from the six weeks to 05 April being up 26% to \$68.2 million. As a result, cheese was one of the top six items sold in



supermarket by value, with wine being the highest at \$107 million, up 13% from a year ago. Specialist Cheesemakers Association chairman Neil William reports that it is important consumers support locally made cheese, as artisan cheese producers have been struggling without outlets such as farmers' markets.

[NZ dairy hangs on to premium prices](#) [07 May, High Stringleman, Farmers Weekly] ANZ Economist Susan Kilsby has stated that she has decreased the impact that dairy futures have on her forecast for the farmgate milk price as they are a risk management tool for industry players rather than made for price forecasting. The latest Global Dairy Trade numbers have remained steady, dropping 0.8% in the overall index. Covid-19 has resulted in an oversupply of butter and cheddar globally. Rabobank Dairy Analyst Tom Bailey has stated that there is an alarming margin between Oceania dairy prices and the rest of the international market. Rabobank's farmgate milk price prediction is \$5.60/kg, ANZ \$5.75/kg, ASB \$6.50/kg and Westpac at \$6.30/kg.

[Covid 19 coronavirus: 1000 jobs available now on dairy farms](#) [11 May, The Country] DairyNZ have launched their new Go Dairy campaign which highlights the fact that there are 1,000 jobs currently available in the sector as well as entry-level training. Chief Executive Dr Tim Mackle states that the opportunities will continue to appear during the start of the new dairy season despite the national unemployment rate forecast to rise. The Go Dairy career changers campaign is backed by Federated Farmers.



## International

[Beyond Meat to launch value packs, more aggressive pricing, and direct-to-consumer operation](#) [06 May, Elaine Watson, Food Navigator] Beyond Meat has announced a range of measure to help the company navigate the effects of the Covid-19 pandemic. The

company is switching some of its food service production lines over to retail products and is developing value packs and well as offering more aggressive pricing and is working on building a direct-to-consumer operation. The company states that it is working offensively and wants to take action before the full economic effects of the pandemic hit the global markets. They are also taking a few defensive measures including cutting down on discretionary spending and are delaying some market activities.

[Back to the big brands? How coronavirus is shaping beverage consumer trends](#) [06 May, Rachel Arthur, Beverage Daily] Beverage trends in recent years have shown consumers searching for new and exciting drinks that differ in variety and offer an experience. However, the Covid-19 pandemic is resulting in consumer habits changing, and many are turning back to familiar and trusted brands to get them through this tough time. Consumers are aiming to spend minimal time in the supermarket as well as taking their shopping online which is resulting in them turning to trusted brands. It is also expected that affordability will once again become a key factor in beverage sales. Companies are responding to this and refocusing on their key brands rather than launching new products. Smaller businesses and brands have reported being particularly hard hit by the pandemic.

[Alt milk start-up taps microbes, not plants, to 'reinvent the meaning of dairy'](#) [06 May, Flora Southey, Food Navigator] Israeli start-up Remilk has produced a microbe-based 'milk' which it hopes will transform the dairy sector. Aviv Wolff, Co-Founder reports that the product is functional, versatile and behaves similarly to cow's milk. The alternative milk space has exploded in recent years and has been predicted by Mordor Intelligence to reach US\$2.22 billion (approx. NZ\$3.58 billion) by 2025. There has been an increase in the prevalence of lactose intolerance in consumers which has contributed to the increased demand for dairy-free milk along with consumer concerns surrounding health, the

environment and animal welfare. Mr Wolff reports that the existing milk alternatives on the market consist of an average of 97% water, whereas their product uses microbes to produce the key ingredients for milk. The company is working on a patent for its product, but states that it strives to produce products that are more sustainable than current offerings. Remilk has closed its seed funding round but is still looking for additional investment.

[DANONE'S NEW ACCELERATION PROGRAM AIMS TO DOUBLE ITS PLANT-BASED SALES TO \\$5.4 BILLION BY 2025](#) [07 May, Anna Starostinetskaya, VegNews] Danone has announced a Plant-based Acceleration Unit, which is aimed at increasing global plant sales by over 100% within the next five years. In 2016, Danone acquired WhiteWave Foods which has a range of vegan brands and has since added additional vegan lines to its portfolio. On top of this, last month the company invested US\$10 million (approx. NZ \$16.2 million) into Laird Superfoods. The newly announced unit will help Danone expand into new categories such as coffee, baby foods and healthy ageing solutions.

['A different level of complexity': Meat alternative start-up mimics fibrous texture of pork whole-muscle cuts](#) [07 May, Flora Southey, Food Navigator] Barcelona-based Novameat has created a new meat alternative in the form of a plant-based pork skewer. Chief Executive Giuseppe Scionti reports that the alternative meat industry is moving beyond ground meat. The Spanish start-up uses 3D printing technology to mimic the fibrous texture of meat using plant-based ingredients. The pork skewer is made from pea isolate, rice isolate, extra virgin olive oil, natural aroma, brown seaweed extract and beet juice concentrate. Novameat have reported that they are testing alternative ingredients to increase the sustainability of the product and to support biodiversity. The company is planning a new investment round later in the year. Mr Scionti reported that the company has been "influenced substantially" by the Covid-19 pandemic and have not been able

to access their laboratory since the middle of March, however have moved engineering activities into the homes of team members to ensure the creation process continues.

[Researchers develop artificial 'tongue' for more accurate taste testing](#) [07 May, Oliver Morrison, Food Navigator] Scientists at the University of Montreal have used an artificial tongue to test maple syrup, and state that it could be used as a supplementary tool to accurately categorise other food and beverage items. The 'tongue' consists of a colorimetric test which detects changes in colour in order to show how a sample of maple syrup tastes, with the results being visible to the naked eye in seconds. The tool detects flavour differences, and the colour of the test indicates the characteristics of the syrup and whether it is of a premium quality which can be used for customers, or of a lesser quality and needs to be used as an industrial syrup in processing. The artificial tongue could be adapted in the future for other agri-food contexts such as in tasting wine or fruit juice.

[More snacking, more drinking, less waste and more experimentation with unusual foods: Report reveals the significant shifts in customer behaviour](#) [07 May, Oliver Morrison, Food Navigator] A report released by John Lewis and Waitrose has revealed the consumer trends that have emerged during the UK's national lockdown to prevent the spread of Covid-19. These include an increase in meal planning, snacking, as well as an interest in both comfort exotic foods. Over half of the 2,000 respondents reported that they have worked harder to not waste food and to use store cupboard ingredients. The report also noted a rise in the homemade happy hour, with consumers recreating bar experiences at home. The report suggested that the trends that are most likely to remain in the long-term include an increased demand for online grocery shopping, urge to support local producers and the desire to create restaurant experiences at home.

[USDA accepting applications for urban agriculture, innovative production grants](#) [11 May, Jake Rinehart, KEYC News Now] The U.S. Department of Agriculture recently announced it is making US\$3 million (approx. NZ\$4.9 million) available for grants through its new Office of Urban Agriculture and Innovative Production. The grants are aimed at supporting the development of urban agriculture and innovative production projects through planning and implementation projects to help farmers and local food businesses grow.

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World Trade Organisation  
Zespri

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

ANZ  
ASB  
Beyond Meat  
Countdown  
Country Calendar  
Courier Post  
Dairy NZ  
Danone  
Drunken Nanny  
East Cape Mānuka Company  
Farmers Mill  
Federated Farmers  
Fonterra Co-operative Group  
Forest and Bird  
Greenpeace  
Hawke's Bay Regional Council  
Horticulture New Zealand  
John Lewis  
Kāpiti  
Laird Superfoods  
Mataura Valley Milk  
McDonalds  
Meat Industry Association  
Meyer  
Ministry for Primary Industries  
Ministry for the Environment  
Mordor Intelligence  
Natural Solutions  
Nielson  
Novameat  
NZ Post  
Overseer Ltd.  
PGG Wrightson  
Rabobank  
Remilk  
Rural Support Trust  
Specialist Cheesemakers Association  
University of Montreal  
Waitrose  
Westpac  
WhiteWave Foods  
Woody's Free Range Farm

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## Contact Us

Auckland/Audit

**Ian Proudfoot**

09 367 5882

iproudfoot@kpmg.co.nz

Auckland/Agri-Food

**Jack Keeyes**

09 363 3502

jkeeyes@kpmg.co.nz

Auckland/Agri-Food

**Andrew Watene**

09 367 5969

awatene@kpmg.co.nz

Auckland/Deal Advisory

**Charles Widdicombe**

09 367 5949

cwiddicombe@kpmg.co.nz

Wellington/Management Consulting

**Justine Fitzmaurice**

04 816 4845

jfitzmaurice@kpmg.co.nz

Hamilton/Private Enterprise

**Hamish McDonald**

07 858 6519

hamishmcdonald@kpmg.co.nz

Consultant – South Island

**Genevieve Steven**

03 307 0761

gsteven@kpmg.co.nz

Farm Enterprise – South Island

**Brent Love**

03 683 1871

blove@kpmg.co.nz

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