

# NEW ZEALAND'S SECOND LARGEST GOODS EXPORT SECTOR

The red meat industry is New Zealand's second largest goods exporter, generating 16% of New Zealand's export revenue in 2021-22.

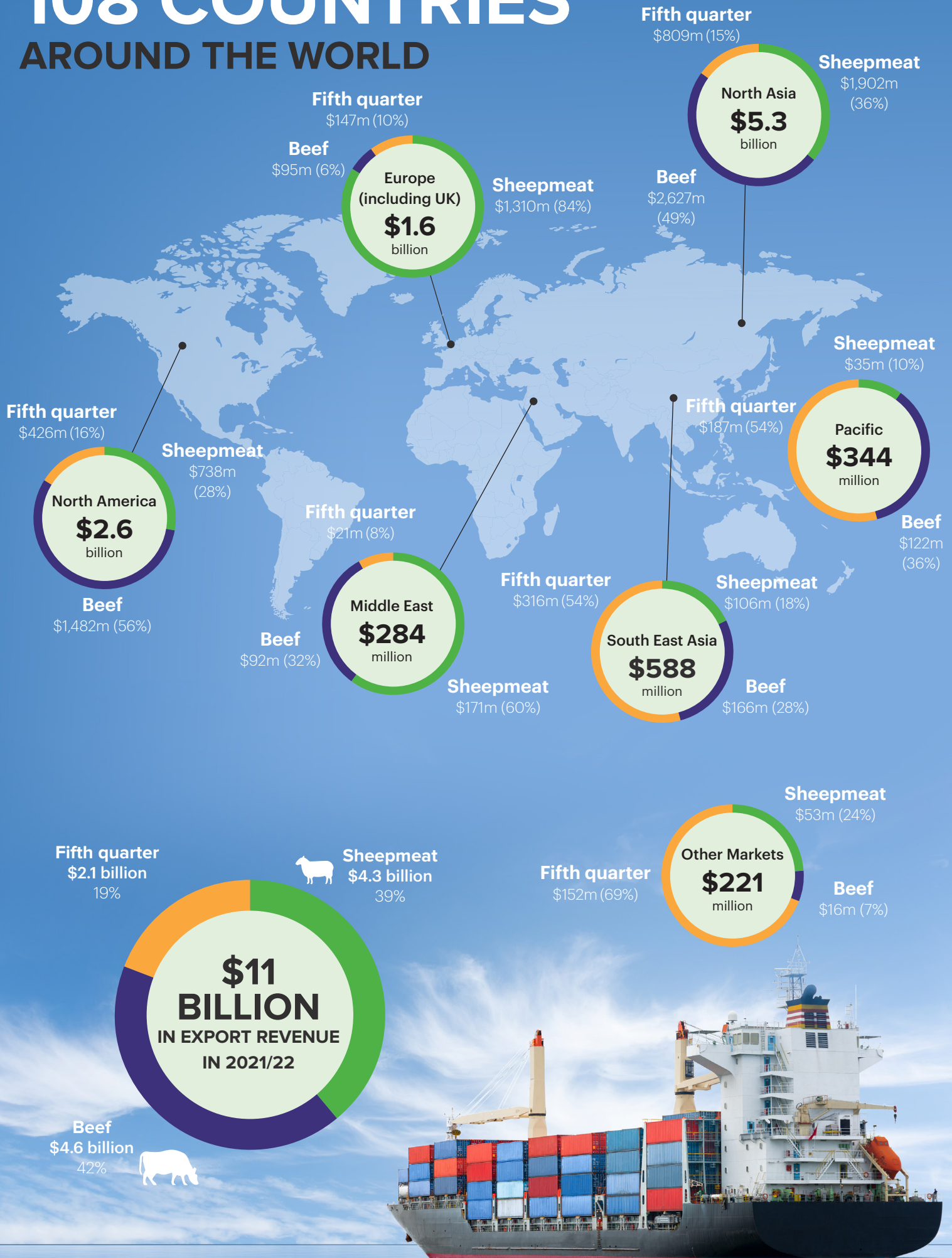
2021/22 was an exceptionally good year for red meat sector revenue, with the overall value of exports worth \$11 billion for the year, which was a 20% increase on 2020/21.

The overall volume of exports was lower in 2021/22 compared to the previous year, so the increase in revenue was driven by high global meat prices.



The industry is critical to the prosperity and wealth of the country's economy and is New Zealand's largest manufacturing industry. We directly employ some 25,000 people, mainly in regional New Zealand, supporting the livelihoods of families and rural communities.

# MAJOR EXPORTER TO 108 COUNTRIES AROUND THE WORLD



# 90% OF PRODUCTION IS EXPORTED



**95%**

of sheepmeat exported



**86%**

of beef exported

New Zealand is among the most efficient natural red meat producers in the world.

The red meat sector is export-focused and driven by global supply and demand.

The sector is well placed to meet consumer needs with a wide range of safe, high quality value add products



## TOP 10 MARKETS, 2021/22

Market	Value (NZ\$m)	Change from YE June 2021
China	\$4,095m	↗ 13%
United States	\$2,395m	↗ 27%
Japan	\$539m	↗ 34%
United Kingdom	\$502m	↗ 20%
Netherlands	\$325m	↗ 53%
Korea	\$321m	↗ 51%
Taiwan	\$290m	↗ 15%
Germany	\$281m	↗ 22%
Canada	\$252m	↗ 5%
Australia	\$196m	↘ -13%

## REGIONAL EXPORTS, 2021/22 (NZ\$m)

	Sheepmeat	Beef	Co-products	Total
Europe (including UK)	1,310	95	147	1,552
Middle East	171	92	21	284
Pacific	35	122	187	344
North America	738	1,482	426	2,646
North Asia	1,902	2,627	809	5,338
South East Asia	106	166	316	588
Other regions	53	16	152	221
<b>Total</b>	<b>4,315</b>	<b>4,600</b>	<b>2,058</b>	<b>10,973</b>

# THE NEW ZEALAND ECONOMY IS BUILT ON TRADE

## VALUE-ADDED PRODUCTION AND EXPORTS

We benefit from a wide free trade agreements (FTAs) including the China FTA, the Korea FTA, and the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP). New Zealand has recently signed FTAs with the United Kingdom and the European Union and when these two agreements commence 73 percent of the sector's exports will be covered by FTAs.

IN 2020/22  
16% OF MEAT EXPORTS  
WERE CHILLED



IN 1990/91  
5% OF MEAT EXPORTS  
WERE CHILLED



## BARRIERS TO TRADE

### TARIFFS

Agriculture is often politically sensitive, and international trade in agricultural products tends to be highly protected.

Despite the work of FTAs in place, New Zealand exports of red meat incurred tariff costs of approximately \$177 million in 2021/22.



### NON-TARIFF BARRIERS (NTBS)

Non-tariff barriers, including opaque rules and arbitrary standards, are costly and in some cases can prevent trade for occurring entirely.

Recent research by Sense Partners estimates that NTBs impose a \$1.7bn cost on NZ meat exporters each year.

