



AGRIBUSINESS

# FIELD NOTES

Weekly news update from the KPMG Agribusiness network



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HOT OFF THE PRESS:  
**KPMG AGRIBUSINESS  
 AGENDA 2016 VOLUME 1**

12 October 2016

Organisations referenced in this week's Field Notes include:

AgFirst	Kotahi
AgResearch Farm Systems	Land Meat New Zealand
AgriHQ	Meadow Mushrooms
AINIA Technology Centre	Mengniu Dairy
Alliance Group	Mercer Mushrooms
ANZCO Foods	Ministry for Primary Industries
Apiculture New Zealand	Monsanto
ASB	Nestle
Bayer	New Zealand Meat Workers and Related Trades Union
Beef + Lamb New Zealand	Outer Aisle Gourmet
Bord Bia	Paine & Partners
Cargill	Port of Tauranga
Danone	Poultry Association of New Zealand
Employment Relations Authority	Rabobank
European Union	Ravensdown
Federated Farmers	Rural Community
Fonterra Co-operative Group	Rural Support Trust
Global Dairy Trade	Shearing Sports New Zealand
Gordon Transport	Statistics New Zealand
GrassCo	Thomson Reuters
Greenpeace	Waikato Regional Council
Hawke's Bay Regional Council	Whole Foods
KFC	Wools of New Zealand
Kiwi Rail	

This week's headlines

Apiculture	<b>Buzzing sector faces barriers</b> [6 October/ NZ Herald]
Red Meat	<b>Ready for war</b> [10 October/ NZ Farmers Weekly]
Dairy	<b>GDT fall makes farmers nervous</b> [7 October/ NZ Farmers Weekly]
Economics and trade	<b>Farming leader urges Britain to open up to world</b> [10 October/ Business Day: NZ Farmer]
Logistics	<b>Aotea boosting shipping scale</b> [10 October/ NZ Farmers Weekly]

### Horticulture

**Competitor tip-off sparks investigation, closes Waikato company** [6 October/ Business Day] Information obtained through the Official Information Act showed that the investigation which led to the closure of Mercer Mushrooms was the result of a complaint from Meadow Mushrooms, New Zealand's largest mushroom grower. Mercer Mushrooms was forced to close in August after compost imported from Europe was found to contain animal manure which was not permitted under its import license. Around 70 Mercer Mushrooms employees will be out of work until the company secured another permit. The complaint which led to the investigation included an email from Meadow Mushroom's lawyer to the Ministry for Primary Industries threatening a judicial review if the ministry continued to allow biosecurity clearance for the imported fertiliser. Mercer Mushrooms Director, Glen Inger said Meadow Mushrooms' actions were very disappointing and he thought it was anticompetitive behaviour. Meadow Mushrooms Chief Executive, John Barnes would not comment.

### Apiculture

**Buzzing sector faces barriers** [6 October/ NZ Herald] Apiculture New Zealand Chief Executive Officer, Daniel Paul said New Zealand's honey industry was in good health, with hive numbers increasing to almost 700,000. Mr Paul explained that the main reason for growth in the industry was the high price of Manuka honey. A Ministry for Primary Industries report showed that medical grade Manuka honey sold for up to \$116.50 per kilogram during the 2015 season. Mr Paul said a major issue which could prevent huge growth in the future was bee health, with between 10 and 50 percent of bees dying from various diseases in the North Island. Mr Paul added that other issues included competition between beekeepers for good apiary sites, along with overseas buyers suspecting that some Manuka honey was fake.

### Red meat

**Alliance Group appoints new general manager** [6 October/ Business Day: NZ Farmer] Alliance Group has appointed Heather Stacy to the new role of livestock and shareholder services general manager. Ms Stacy previously held roles as general manager of international farming for Fonterra New Zealand and general manager of milk supply for Fonterra Australia. Alliance Group Chief Executive, David Surveyor said Ms Stacy's commercial and leadership experience gave her an understanding of the full industry value chain as well as the needs of farmers and the wider industry. Mr Surveyor added that Ms Stacy's appointment was part of the company's strategy to provide more value to its farmer shareholders. Ms Stacy would begin her role on 21 November.

**New Zealand meat industry pioneer named winner of international leadership award** [7 October/ Rabobank Media Release] ANZCO Foods Founder, Graeme Harrison has won the Rabobank Leadership Award in recognition of his extraordinary contribution to the food, beverage and agribusiness sectors. Rabobank Australia and New Zealand Group Managing Director, Peter Knoblanche said Mr Harrison was a true champion of agribusiness and had made an enormous contribution not only as a New Zealand business leader, but also in the international meat industry. Mr Knoblanche added that Mr Harrison had accomplished the extraordinary achievement of building a business from nothing to one that employed over 3,000 people and had an annual turnover of \$1.5 billion today.

**Ready for war** [10 October/ NZ Farmers Weekly] Alliance Chief Executive, David Surveyor said a procurement war could break out between meat processors this season due to market and exchange rate volatility and lamb numbers decreasing by 700,000. Mr Surveyor added that Alliance was getting traction from several strategies it has implemented to improve its business and had strengthened operating cashflows and its balance sheet. Mr Surveyor explained that this would enable higher livestock prices for farmers and allow the co-operative to cope with the volatility in markets and exchange rates. Mr Surveyor said it might not be a bad thing for farmers if there was a price war, but there could be a problem if there was a large correction afterwards. Mr Surveyor noted that Alliance hoped to announce a small profit distribution to supplier shareholders after earnings numbers were finalised.

**Final report confirms potential of dairy beef integration** [10 October/ Rural News] A report produced through the Beef + Lamb New Zealand Dairy-Beef Integration Programme showed that there was potential for dairy farmers to produce high value calves with minimal calving problems using proven beef genetics. AgResearch Farm Systems Scientist and Project Leader, Vicki Burggraaf said the beef industry was becoming increasingly reliant on calves sourced from dairy farms, but these calves' male parents traditionally had poor or unknown genetic potential for beef production. Mr Burggraaf said the study showed that using proven male parents with high Estimated Breeding Values for calving would reduce calving problems.

**Lamb price lift temporary: report** [10 October/ NZ Farmers Weekly] According to AgriHQ data, the benchmark price for a leg of lamb in the United Kingdom rose from GBP 4.10 per kilogram in August to GBP 4.20 per kilogram in September, compared to GBP 3.40 per kilogram in September 2015. The data showed the average price from local meat processors in New Zealand increased from \$5.68 in August to \$5.80 in September, compared to \$6.05 in September 2015. AgriHQ Analysts, Reece Brick and Shayee Lee said the price increase was expected to be temporary because of weak demand in the United Kingdom where approximately two thirds of New Zealand's lamb legs were exported. The analysts added that New Zealand exporters were looking at how to divert product away from the United Kingdom market.

### Dairy

**Europe cutting back milk production** [6 October/ Dairy News] Fonterra's latest global dairy update showed that dairy production in the European Union was two percent lower in June 2016 compared to June 2015. Production in the United Kingdom was down 7 percent over the same period, while production in France fell by 3 percent and production in Germany decreased by 1 percent. The report explained that the decreases were due to more culling, less supplementary feeding, and poor weather conditions. Fonterra Chairman, John Wilson said milk production was falling in response to low milk prices, with the co-operative's New Zealand milk collection currently 3 percent lower than last season.

**Farmers have final say on Fonterra's leaders** [6 October/ NZ Herald] Fonterra Chairman, John Wilson has urged farmers to support changes to the co-operative's governance and representation structures so Fonterra could remain focused on making the most money from farmers' milk and growing farmers' wealth. Mr Wilson said there had been good feedback and Fonterra had listened to its farmer shareholders and adjusted the proposal where there were concerns, while still retaining the strong points of the original proposal. The proposal required support from 75 percent of farmers to come into effect.

**GDT fall makes farmers nervous** [7 October/ NZ Farmers Weekly] The average dairy price decreased by 3 percent from USD 2,975 to USD 2,880 at the recent Global Dairy Trade auction. The price of whole milk powder, which heavily influences payments to New Zealand farmers, fell by 3.8 percent to USD 2,681 per tonne. AgriHQ Dairy Analyst, Susan Kilsby said she did not expect world prices to repeat last season's miserable run because milk production growth had slowed everywhere apart from the United States. ASB Rural Economist, Nathan Penny said the auction price correction over August and September was large and rapid and the market may have got a little ahead of itself. Mr Penny predicted prices would remain steady for a while before rising again later in the season.

**Dairy gets benefits from 140 projects** [7 October/ NZ Farmers Weekly] Fonterra Head of Global Brands and Nutrition, Rene Dedoncker said research had allowed Fonterra to reduce the time to make mozzarella cheese from three months to six hours, describing the technology as a jewel in Fonterra's crown. The research was part of the Transforming the Dairy Value Chain primary growth partnership launched in 2011. Ministry for Primary Industries Investment Programme Director, Justine Gilliland said the benefits from the 140 projects in Transforming the Dairy Value Chain were starting to materialise. Ms Gilliland said Transforming the Dairy Value Chain would end in 2018, but was expected to generate \$2.7 billion worth of benefits for the industry annually.

#### Biosecurity

**Left-over contaminated fodder beet seed a risk for farmers** [7 October/ Business Day: NZ Farmer] The Ministry for Primary Industries has issued a warning to farmers not to plant left over seed from six lines of fodder beet seed imported last year, as they believe it is contaminated with velvetleaf. Ministry for Primary Industries Response Incident Controller, David Yard said there were hundreds of properties in New Zealand that had velvetleaf on them and no one wanted more farms on the list. Mr Yard explained that the Ministry had banned the importation of the contaminated seeds, but believed there were farmers who still had left over seeds from last year. Mr Yard said each velvetleaf plant could produce up to 17,000 seeds, so undetected plants that grew last season may result in a major infestation this season. Velvetleaf plants were a highly invasive pest that crowded out crops for planting space, nutrients and water.

#### International

**Paine & Partners invests in food labelling and testing** [3 October/ Agri Investor] Paine & Partners, the global agri-food private equity investor, has bought Global ID Group, a food safety testing company, using part of its USD 893 million food and agribusiness fund. Details of the purchase were not disclosed. Paine & Partners Partner, Angelos Dassios said the firm had strategically developed a deep understanding of the food safety and testing sector after seeing an increased focus on food safety in many of its portfolio companies. Mr Dassios explained that an increasingly complex food regulatory environment and stronger demand for food traceability from consumers was the reason behind investors seeing better growth prospects in food labelling, safety and testing sectors.

**Innovation needed to keep food industry ahead of rivals** [3 October/ The Irish Times] Bord Bia Chairman, Michael Carey said Ireland was going through a difficult period with the uncertainty of Brexit and pressures from adverse currency movements, but it was a great time to focus on innovation as a point of difference. Mr Carey noted that consumers are demanding newer and better products, with Nielson recently reporting that 57 percent of shoppers purchased a new product on their last trip to a grocery store. The Thinking House was recently launched by Bord Bia, the Irish Food Board, to provide food and drink firms with free access to the latest market data, a deeper understanding of current and possible future international trends, and a high-tech facility for consumer discussion groups. The initiative was aimed to ensure Irish food and drink firms could keep up to speed and be better than their competitors at innovation.

**Cargill profit jumps on beef demand, better grain margins** [4 October/ Reuters] Cargill has announced a 66 percent increase in net income from USD 512 million in the first quarter of 2015 to USD 852 million in the first quarter of 2016. The strong results came despite weak commodity prices and an oversupplied grain market. Cargill Chief Executive, David MacLennan said it was rewarding to see the many changes the company had made result in gains across much of the company. Cargill had recently been restructuring its business by disposing of its United States pork business and investing in food ingredients and aquaculture.

**Veggies in disguise? Outer Aisle Gourmet plays stealth health card with cauliflower-based grain-free sandwich thins, pizza crust** [4 October/ Food Navigator] Outer Aisle Gourmet Founder and Chief Executive Officer, Jeanne David said cauliflower was full of nutrients and could be used to make a surprisingly good bread substitute. Ms David added that the business had secured shelf space for its cauliflower based sandwich thins and pizza crusts in Whole Foods, and was about to open a new facility which would significantly boost production.

**Mengniu eyes big deal ahead in Danone tie-up; Amid 20 per cent earnings fall in first six months** [4 October/ South China Morning Post] Mengniu Dairy, China's second largest dairy firm, was likely to make a breakthrough in its partnership with Danone, the world's largest milk producer. Mengniu Dairy Chief Executive, Lu Minfang said Mengniu had forged a good relationship with Danone in terms of their supply chain operations and research and development of its baby formula and pasteurised milk businesses. Mr Minfang added that the company was now looking to take these collaborations further. Mr Minfang explained that to improve profitability, Mengniu had to focus its efforts on branding, marketing, and operating and channel efficiency. Mr Minfang added that Danone was offering support and potential investments in these areas.

**Halal food industry worth \$1.2 trillion, but more entrepreneurs needed** [5 October/ Food Navigator] A Thomson Reuters report has predicted that Muslim spending on food and beverages would reach USD 1.9 trillion by 2021, while worldwide revenue generated from halal certified food and beverage companies was USD 415 billion in 2015. The report added that the majority of the 172 industry leaders surveyed showed confidence in the sector, with 86 percent expressing optimism for their businesses in the future.

**Researchers create bioplastic 'Wheypack' from cheese waste** [6 October/ Dairy Reporter] Researchers from the AINIA Technology Centre in Spain have created a bioplastic, Wheypack, from surplus cheese whey. The research was part of the European Commission's Circular Life Wheypack project in response to concerns in the dairy industry about what to do with whey surplus from cheese. Approximately 75 million tonnes of whey were produced every year from cheesemaking in Europe, with around 40 percent of that being disposed as waste. Project Coordinator, Miguel Alborch said the bioplastic would be biodegradable, made from renewable sources, and represented a significant step towards achieving more sustainable packaging.

**Nestle research centres create custom China restaurant products** [6 October/ China Daily] Nestle’s research team has been working on how to simplify and offer standard cooking procedures for Chinese restaurants that enable chefs, even those with less experience, to perform well in kitchens. Nestle recently opened a customer engagement centre in Shanghai to join its existing centre in Beijing. The centres had professional chefs and baristas who would share new cooking skills with their peers in China. Their research teams had more than 1,000 consultants and skilled team members. Nestle Professional AOA Regional Business Head, Jeroen Pluijmers said the creation of the Nestle Professional Shanghai Customer Engagement Centre showed how the company continued to be a reliable partner for China’s food services companies.

**‘Catastrophe’ Seen by S. Africa Agriculture Due to Drought** [8 October/ Bloomberg] South Africa Agricultural Business Chamber Chief Executive, John Purchase said South Africa’s worst drought in more than a century had become a huge problem and was now threatening to run rivers and dams dry. Mr Purchase added that this could be catastrophic for an industry that exported USD 7.7 billion worth of food products annually. The South African government has spent over USD 19 million on drought relief, while provinces have made USD 12.5 million available to assist farmers with animal feed and stock and USD 14.3 million to help smallholder farmers with the provision of livestock feed and watering facilities.

**Trickle-Down Foodonomics: Do the Elite Really Change the Way We Eat?** [8 October/ Bloomberg] Chef Activist, Dan Barber has called for big changes in the way we grow and eat food today, despite his restaurants only being accessible to a small segment of the population. Mr Barber said he was working towards making his customers better understand his dishes and food so that it could trickle down into the mass markets. Mr Barber explained that the trickle down idea was that chefs in high-end restaurants could set a precedent and a culture that became infused into the everyday food culture.

**Bayer: won’t use Monsanto buy to force GM seeds on Europeans** [10 October/ NZ Herald] Bayer Chief Executive Officer, Werner Baumann said Bayer would not use its planned acquisition of Monsanto to force genetically modified crops on Europeans. Mr Baumann added that the company accepted the resistance to genetic modification in Europe, even if it was of a different opinion. Monsanto recently accepted an offer from Bayer to form a global agricultural and chemical giant.

## Farmers and producers

**Rural trust workshops look after farmers' mental health** [6 October/ NZ Herald] Rural Support Trust Wellness Co-ordinator, Igor Gerritsen has spent the past month running Good Yarn workshops in the Bay of Plenty, giving farming communities an opportunity to talk about mental health. More than 70 people have attended the workshops, including farmers, veterinarians and consultants. Mr Gerritsen said people who lived and worked on the land regularly had to cope with challenges such as working long hours, unexpected weather events, isolation and constant financial pressure. Mr Gerritsen added that the workshops covered how to recognise signs of stress and practical tools to help initiate a conversation when you were concerned about someone.

**Spring grass growth 'exceptional' in Southland** [10 October/ Business Day: NZ Farmer] Southland has experienced exceptional grass growth, with some saying it was one of the best springs the region has ever experienced. GrassCo Owner, Donald Martin said weather conditions and soil temperatures of between 10 and 16 degrees meant perfect growing conditions for the region. Mr Martin explained that the high pasture cover would give everyone the option to reduce production costs and plan forward with management decisions.

**Agri-business experts pour cold water on farm values report** [10 October/ Business Day: NZ Farmer] A report by AgFirst Consultant, Phil Journeaux, claimed that tighter environmental restrictions on farms may lead to a decrease in land value, while the value of properties near rivers and lakes could also be impacted. Agribusiness Consultant, Alison Dewes said the report was flawed because it only used selective research to justify the argument. Ms Dewes said she and other researchers had produced reports which showed that limiting herd numbers would reduce input costs and increase profits at the same time as reducing nutrient levels. Ms Dewes added that Mr Journeaux had not mentioned these reports or the requirement for farms to allocate resources in a more efficient manner.

## Economics and trade

**Farming leader urges Britain to open up to world** [10 October/ Business Day: NZ Farmer] Beef + Lamb New Zealand Chairman, James Parsons said British farmers needed to open up to new markets following the United Kingdom’s vote to leave the European Union. Mr Parsons was visiting Britain, France, Ireland and Belgium this week to discuss lamb consumption and maintaining a supply of lamb to European diners throughout the whole year. Mr Parsons was also talking with European Union officials about the proposed free trade agreement with New Zealand. Mr Parsons said Beef + Lamb New Zealand was strongly supportive of the negotiation of a free trade agreement with the European Union, and hoped a deal could be reached by early next year.

## Agribusiness education

**Young farmers test their skills** [7 October/ NZ Herald] The FMG Young Farmer of the Year competition was now underway with 400 young farmers competing in more than 22 events nationally. Manawatu contestants recently competed for the right to progress into the Taranaki Manawatu Regional Final, completing various modules within a 9 minute time limit.

## Rural infrastructure

**Farmer confidence on the up, says Ravensdown** [10 October/ Radio NZ Rural] Ravensdown Customer Relationships General Manager, Bryan Inch said the company has had a very busy start to the spring, with strong demand for fertiliser showing that confidence was starting to return back into the sector following a couple of years of uncertainty. Mr Inch added that there had been a number of positive dairy auction results and a desire by farmers to maintain their properties and soil fertility. Mr Inch explained that farmers had switched to pasture based systems to reduce costs, but were now switching back to grass fed systems.

## Water

**Billboards shine spotlight on dairy intensification** [30 September/ NZ Herald] Greenpeace has erected anti-Ruataniwha Dam billboards around Hawke's Bay. Greenpeace Sustainable Agriculture Campaigner, Genevieve Toop said Greenpeace wanted to make a clear link between the Ruataniwha Dam, intensified dairying and water pollution, and send a message to voters that these elections were really important. Ms Toop added that the new council would be a deciding factor in determining whether the dam went ahead. Hawke's Bay Regional Council Chairman, Fenton Wilson said the billboards were just another example of the confusion around the water storage scheme and its impact on the region's future agricultural landscape.

**Farmers say river plan will kill businesses** [10 October/ NZ Farmers Weekly] According to Waikato farmers, the Waikato Regional Council's Healthy Rivers Wai Ora plan would drive them out of business or severely limit what they could do on their properties. Waikato University Professor of Agribusiness, Jacqueline Rowarth said data had shown that levels of contaminants in the Waikato River were moving in the right direction, showing that farmers were doing a lot to help. Ms Rowarth added that sustainability was about protecting natural resources, but businesses should remain economically viable.

## Logistics

**Aotea boosting shipping scale** [10 October/ NZ Farmers Weekly] Aotea Maersk has arrived at Port of Tauranga, making it the largest container ship ever to berth in Australasia. The 348 metre ship was capable of carrying 9,500 twenty foot container equivalents that would stretch for 60 kilometres if placed end to end. Port of Tauranga Chairman, David Pilkington said the arrival was significant not only because of the scale of the ship, but also because of the \$350 million the port invested in order to facilitate the scale such ships brought with them. Kotahi Chief Executive, David Ross said the ship's arrival ensured New Zealand exporters could remain competitive on the world stage.

## Wool

**NZ wool prices mixed** [7 October/ NZ Farmers Weekly] New Zealand wool prices were mixed at the latest weekly auction, with the season's weak demand continuing. According to Statistics New Zealand data, New Zealand wool exports during July and August were 33 percent lower in volume and 38 percent lower in value compared to the same period last year. Analysts said the market was weak due to the high value of the local currency which made competing fibres and alternative markets more attractive. Demand from Europe and the United Kingdom had also weakened following the United Kingdom's vote to leave the European Union.

**Kiwi shearers clipped at the post** [10 October/ NZ Farmers Weekly] Australia has won the annual sheering competition over the Shearing Sports New Zealand team. The competition consisted of two legs, with one being held in each country. Australia had dominated the competition in recent years, apart from in 2015 when the New Zealand team won in Masterton. Australia has now won 31 of the 60 competitions since the first official trans-Tasman test was shorn in 1974.

**Wools NZ makes its first profit** [10 October/ NZ Farmers Weekly] Wools of New Zealand announced that it has made its first after tax profit of \$1.48 million in the year ended 30 June 2016, compared to a loss of \$1.05 million in the year ended 30 June 2015. Wools of New Zealand Chairman, Mark Shadbolt said the company had worked hard to build revenues in order to reduce the reliance on Wool Market Development Commitment (WMDC) income. WMDC income had increased from \$2.2 million to \$2.6 million, but was due to end in 2018. Wools of New Zealand Chief Executive, Rosstan Mazy said Wools of New Zealand had made substantial progress in several areas by improving logistics and investing in new technologies to differentiate the group's fibre and increase the value of the Wools of New Zealand brand.

## Employment relations

**Land Meat New Zealand fined \$15,000 in employment dispute** [6 October/ NZ Farmer: Business Day] Land Meat New Zealand has lost an employment dispute with the New Zealand Meat Workers and Related Trades Union for failing to negotiate with workers in good faith, and has been fined \$15,000. The Employment Relations Authority ruled that the company's failure to engage in any meaningful way with the union over a bargaining process was a deliberate, serious and sustained breach of good faith over a period of several months.

## Animal welfare

**Vegan blogger Kristin Lajeunesse breaks down at the sight of sheep in trucks on Cook Strait ferry** [7 October/ Business Day: NZ Farmer] Vegan Travel Blogger, Kristin Lajeunesse said she was left in tears after seeing sheep on an Interisland ferry. Ms Lajeunesse said it had been the most overwhelming and negative thing she had ever experienced. A spokesman for Gordon Transport, the firm filmed transporting the sheep, said nothing was unusual about what Ms Lajeunesse saw, and it happened every day of the year. Federated Farmers National Meat and Fibre Chair, Rick Powdrell said there was no issue with the sheep in the video, as they were settled, packed correctly and had plenty of air. A Kiwi Rail spokesperson said all animals were transported safely on board its Interisland ships. Ms Lajeunesse's video had been viewed more than 320,000 times.

## Rural communities

**Breaking down barriers to knowledge in the rural sector** [10 October/ Business Day: NZ Farmer] A new interactive online community forum, Rural Community, has been launched with the aim of bringing rural people together to share news, views, discuss topics and ask questions. The forum would cover dairy, sheep and beef farming as well as any other farming related discussion topics. The site would also feature a regular live chat with experts on a range of topics. CRS Product Education Manager, Jo Hall would moderate the forum with the help of three other women.

**Old McDonald's farm takes over Feilding for Wild West Rural Day** [7 October/ Business Day] Fielding has held its annual Rural Day, with the town's Manchester Square hosting sheep, goats, pigs, ponies and thousands of visitors. The event had a wild west theme, with guests braving the wet weather in their cowboy hats, boots and jeans. Fielding and District Promotion Project Manager, Raewyn Loader said the most satisfying thing was seeing smiling faces and children dressing up. Shortland Street Actor, Jarod Rawiri said he enjoyed the event, especially the costumes

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## Poultry

**New Zealand's chicken addiction** [7 October/ Business Day] Poultry Industry Association of New Zealand Executive Director, Michael Brooks said New Zealanders ate an average of 39 kilograms of chicken per person every year, ranking the country seventh in the world in terms of chicken consumption. New Zealand still trailed Americans who ate 48 kilograms of chicken per person each year, while Israelis ate a staggering 57.7 kilograms of chicken per person each year. Mr Brooks said New Zealander's consumption of chicken was growing by 5 to 6 percent per year. KFC recently announced an 8.6 percent increase in New Zealand sales in the last financial year.

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