



Australian Government
Australian Trade Commission

Fruit and vegetables to New Caledonia.

Trends and opportunities

The market

Australia is responsible for over 50 per cent of total fruit imports and 70 per cent of total fresh vegetable imports into New Caledonia. Local production supplies two-thirds of the fruit and fresh vegetable markets. The total market value is estimated at over A\$45 million.

By quantity, **the major imports of fruit into New Caledonia** are apples, pears, grapes, and oranges. Of the highest share-by-value fruit types, Australia supplies over 50 per cent of the market for oranges, pears, plums, grapes and peaches.

By quantity, **the major imports of fresh vegetables into New Caledonia** are potatoes, onions, carrots, garlic, tomatoes, cauliflower celery and cabbage. Of the highest share-by-value vegetable types, Australia supplies over 50 per cent of the market for leeks, broccoli, red peppers, carrots, curly endive lettuce, cauliflower, mushrooms and shallots.

New Caledonia exports small quantities of fruit and vegetables to the Wallis Islands, Japan (squash), Tahiti (lychees) and New Zealand (citrus).

Opportunities

There are **good opportunities for Australia to supply**:

- ≠ potatoes
- ≠ onions
- ≠ kiwi fruit
- ≠ apples

Australia is already the leading supplier to New Caledonia of:

- ≠ tomatoes
- ≠ broccoli
- ≠ leeks
- ≠ artichokes
- ≠ celery
- ≠ shallots
- ≠ capsicum
- ≠ avocados
- ≠ oranges
- ≠ mandarins
- ≠ grapes
- ≠ melons
- ≠ pears
- ≠ stone fruit

Competitive environment

The New Caledonian fruit and vegetable sector is very **competitive**, due to **limited numbers of wholesalers and current exporters, and the significant local production**. A quota system protects local production. Once a month (on assessment of locally-grown supply) licensed importers are allocated a fixed percentage of the quota and then seek imports to fulfil that share. **New Caledonia only applies the quota system to locally grown produce types.**

Australia and New Zealand are the main exporters of fresh fruit and vegetables to New Caledonia.

Fruits not grown locally include apples, pears, grapes, kiwi fruit and stone fruit. Key items produced locally are pineapples, bananas, orange, watermelons, grapefruits, lychees, lime, mangoes and melons, strawberries and avocados. **Domestic production is supplemented by imports when local supply fluctuates** for seasonal, meteorological or other reasons.

A wide range of vegetables is grown locally including potatoes, onions, carrots, leeks, lettuce, green beans, cauliflower, squash, cucumbers, eggplants and zucchinis, and hydroponic varieties. Local production of vegetables such as carrots, onions, garlic, lettuce, tomatoes and potatoes is supplemented by imports.

Frozen vegetables and dried fruits are almost exclusively sourced from France and other European community countries. Imports of produce classified under Harmonised tariff (HT) code 0714 (such as cassava, yams, sweet potato, taros) are prohibited.

More information

For further information please contact Austrade on 13 28 78 or email info@austrade.gov.au

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Call Austrade on 13 28 78 or [Email us](#)
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