

New Zealand *Exports to U.S.*

LOOKS TO EXPAND

Delaware Offers Prime Port of Entry on East Coast



Gene Bailey welcomes New Zealand Ambassador to U.S. John Wood (center) and his wife, Rose Wood (left).

The U.S. is New Zealand's second largest market for its exports, following Australia, but the New Zealand Ambassador to the U.S. John Wood believes there is room to expand. Ambassador Wood recently visited the Port of Wilmington, where many New Zealand products already enter the U.S.

On September 12, Ambassador Wood met with importers of New Zealand products and officials from DSPC, the State of Delaware and the City of Wilmington to explore increased import opportunities. "Our Port has played an integral role in the continued growth of commerce between our two countries," said DSPC Executive Director Gene Bailey. "We are very honored to host Ambassador Wood on his visit to Delaware and especially pleased to show him so many New Zealand products in our warehouses."

The ambassador toured the Port of Wilmington's cold storage facilities. Inside chilly warehouses, boxes of fragrant ENZA apples from New Zealand rested on skids with even more New Zealand fruit stowed inside the Port's

specialized controlled atmosphere rooms.

"The Port is well-equipped to handle New Zealand's frozen meat and fish, fresh produce and juice concentrates,"

noted Tom Keefer, DSPC Deputy Executive Director. "With the Port of Wilmington situated in the Mid-Atlantic portion of the U.S. East Coast near major markets in

Washington D.C., Baltimore, Philadelphia and New York, the Port is an ideal distribution hub for New Zealand's export goods," Keefer explained.

The Port of Wilmington began receiving frozen beef cargo from New Zealand more than 12 years ago when the first shipment arrived aboard refrigerated ships owned by Japanese carrier Kyokuyo Shipping Line (KY). The Port now receives more than 100,000 tons of New

continued on page 21

**THE EXPERIENCED, FULL SERVICE
BULK HANDLER FOR THE MID ATLANTIC REGION**

Port Contractors, Inc.

**IN DELAWARE:
(302) 655-7300**

**TOLL FREE:
(800) 792-PORT**

- ▲ Pile Management
- ▲ Land Rentals
- ▲ Storage Facilities
- ▲ Trucking
- ▲ Cargo Facilitation
- ▲ Equipment Rentals & Repair

**Conveniently located near the Port of Wilmington
529 Terminal Avenue • New Castle, DE 19720**

NEW ZEALAND

continued from page 17

Zealand beef, fish, produce and juice concentrates each year.

Currently, food and beverage exports, like those shipped to the Port of Wilmington, account for about half of all New Zealand's merchandise exports. Trade experts in New Zealand identified additional opportunities for trade with the U.S. to be software; textiles, including wool fiber and carpeting; marine equipment and yachts; biotechnology; wood and pulp; industrial and electrical machinery; aluminum; wine; and major appliances such as dishwashers.

The capabilities of the Port complement New Zealand's export strategy. To support and foster export business growth in New Zealand, the government has already set up trade "beachheads," entities in Fort Lauderdale, Florida, and Silicon Valley in California. These U.S. sites offer shared office space, access to business networks and a business development specialist to help manage risk and facilitate trade between New Zealand businesses and the U.S. Through the beachhead strategy and dedicated American trade partners, New Zealand exporters are realizing success in the U.S. market.

The Port of Wilmington currently handles New Zealand products from: Richmond New Zealand, meat and pet food; Affco New Zealand, meat; Sealord Group Limited and Amaltal Fishing Company Limited, fish; Profruit New Zealand, apple and kiwi juice; and Wilderness Foods, pet food.

Recent Additions from New Zealand

ZESPRI™ GOLD kiwifruit. Took 11 years to cultivate from wild Chinese varieties. Introduced to the U.S. in 2000. Gold flesh, mellow tropical flavor

Jazz™ apple. Introduced to the U.S. in 2002. A cross between Braeburn and Royal Gala. Developed in 10 years by HortResearch. Trademarked for marketing solely by ENZA. Marketed in the U.S. for ENZA by The David Oppenheimer Group

ENZA Organics. Certified organic apples and pears. Marketed in the U.S. by The David Oppenheimer Group

Cocktail (or grape) kiwifruit. Hairless, grape-sized, sweet fruit. Also grown in the U.S.

For information about trade with New Zealand, visit www.marketnewzealand.com



Global solutions personally delivered.

For well over 30 years, BARTHCO has been serving the needs of our customers by putting the personal touch on everything we do.

Whether it's designing a seamless logistics process to accelerate the movement of your freight, or developing an information system to handle compliance issues and better manage your supply chain, BARTHCO offers a comprehensive suite of services that allows for unparalleled flexibility.

And to stay close to our clients, we now have 15 locations throughout the United States and strategic partnerships in every major trade center of the world.

We invite you to join our growing list of clients. Clients who have discovered the value of our personalized service.



BARTHCO

Global Logistics • International Freight Forwarder • Customs Broker
Regulatory Compliance • Air and Sea Cargo Consolidation / IATA
Project Services • Warehouse/Distribution
NVOCC Groupage • Fine Arts & Valuables Services • Insurance Services

1-888-BARTHCO www.barthco.com

Offices throughout the United States
and in all major trade centers worldwide.