



CANADA NEW ZEALAND
BUSINESS COUNCIL

Can NZ Facts

THE NEWSLETTER OF THE CANADA NEW ZEALAND BUSINESS COUNCIL

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'Indigi-X' initiative

Indigenous Nations around the world have had to overcome numerous challenges to be recognised as meaningful participants in commerce.

The program provides Indigenous delegates from Canada and New Zealand with the opportunity to work alongside other international Indigenous professionals, as well as exposure to government officials and industry executives.

The program took place via Zoom for 1 - 2 hours every week for a period of four weeks. Meetings are held on weekends (Saturday afternoons in Canada and Sunday mornings in New Zealand) so as to not interfere with work schedules. The session facilitators will be Raylene Whitford and Chris Karamea Insley as sponsors from Canada and New Zealand.

A series of reports highlighting the key messages and recommendations will be created by each of the working groups. A formal report will be drafted after the final presentations during week 4 and distributed to industry and government. [See report](#)

Trade stats

In the 12 months to 31/8/2020, trade in goods with Canada dropped by \$70 million. While NZ's exports were up 1.6% to \$766m imports from Canada dropped 10.7% to \$679 million.

Source: NZ Statistics.

Update from Air Canada

Air Canada continues to operate cargo flights from Canada to Auckland via Sydney, returning to either Vancouver or Toronto. From September to December these are operating 3 x weekly with a

Boeing 777-300 aircraft. Cargo is seasonal, currently we are handling animals (cats & dogs average of 30 per flight), cut flowers, meat, honey products, engine parts, personal belongings, mail, pharmaceutical goods e.g. F & P digital respirators. In the Canadian Spring we were handling a lot of beehives, pets, and meat. On an average we are carrying between 35-45 tons of cargo (50 tons max), the total weight of the aircraft is up to 351 tons. We expect cargo flights to continue into 2021 with the Summer season.

Unfortunately, our commercial passenger seasonal service from NZ to Canada has been cancelled for the upcoming winter season (end of October 2020 to March 2021) due to borders closed etc. Flights are scheduled to depart from Sydney and Brisbane during this period.

You may find this interesting at Toronto airport -

<https://aircanada.mediaroom.com/2020-09-03-McMaster-HealthLabs-Air-Canada-and-Greater-Toronto-Airports-Authority-to-Conduct-a-Voluntary-COVID-19-Study-of-Arriving-International-Travellers>

New Zealand Wine in Canada

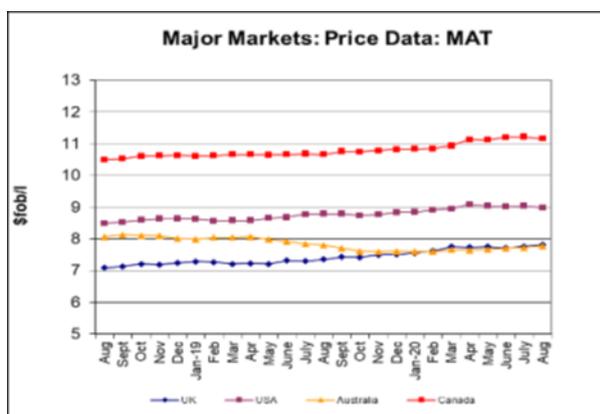
From Erica Crawford

NZ wine leads the way in exports to Canada, ahead of other goods and services. In a relatively short space of time, it has firmly cemented its boisterous presence in the lucrative Canadian market.

The Canadian wine market is controlled by the Government of each province by way of liquor boards. They own the retail outlets in all provinces except Alberta and, to an extent, BC. While it is somewhat cumbersome, it is big, totalling some CAD \$7.2 billion, and we are increasing our 4% slice of that pie by growing +5% pa in a largely declining, or at best, static market. (Source: March 2020 ACD Data).

Our wine also sells at a premium. The average price for a bottle of wine on shelf in Canada is \$13.29, whereas NZ wine fetches an average \$17.73 per bottle, the highest across both imported and domestic categories (Source: March 2020 ACD Data). NZ is the envy of many a wine producing region.

At export level, it outpaces other bigger markets by price/L realised.



(Source: NZ Winegrowers Export Report, Aug 2020).

Amongst coveted names and international brands such as Grange and Chateaux Petrus, it is a NZ wine that is the biggest selling wine – Kim Crawford.

While Canada is NZ's fourth biggest export market, where it falls short in terms of volume, it makes up in positioning and profit. Like other markets, Sauvignon Blanc dominates our export shipments and in-market sales.

Importantly, Ontario is looking to showcase NZ's diversity of styles, regions and varieties. The Liquor Control Board of Ontario (LCBO), the world's biggest wine buyer, is now turning its attention to lesser-known NZ varieties, such as Pinot Gris and Chardonnay, from smaller regions such as North Canterbury, Waitaki and Northland. As distributors and retailers consolidate, listing varieties other than NZ Sauvignon Blanc is increasingly challenging in most markets.

The LCBO has established destination stores, where consumers can explore a region beyond its flagship wines or varieties. Small producers can offer hard to find wines and are able to ship in small volumes. Word is that it is planning to expand this offering and incorporate an online component as well.

NZ producers need to look beyond the bureaucracy and embrace the system to participate in this market.

Canada market overview from NZTE

On Canada's west coast, British Columbia (BC) and Alberta have flattened the curve and have very few new cases of community transmission. Under strict guidelines, both provinces are allowing retail, hairdressers, food service, museums, art galleries, parks, and beaches to reopen.

Ontario and Quebec, on the east coast, have larger populations and have had many more cases of coronavirus. Under strict guidelines, Ontario has reopened some retail stores, vehicle dealerships, media operations, select recreational activities (such as dog parks, water sports and tennis courts) and more health services including private clinics and counselling.

Quebec has allowed retail businesses outside greater Montréal to reopen, providing the business has a door with direct exterior access – thus excluding malls or communal common areas. Under strict guidelines, Quebec is also gradually reopening museums, day camps, medical services, childcare services, hair stylists and other businesses in the personal services sector.

To help New Zealand exporters better understand the situation in Canada, NZTE Vancouver has developed a Canada COVID-19 Resource Guide containing hotlinks to a wide range of useful external information and resources. Information at these links is regularly updated, so New Zealand companies can keep themselves informed and up to date on the latest information.

Click on the link below to find out more about the following industries – Aviation; E-Commerce; Food & Beverage; Manufacturing & Infrastructure; Marine; and Retail.

<https://covid19.nzte.govt.nz/page/canada>

News stories:

[New Zealand Pathology Business To Be Acquired By NZ Super And Ontario Teachers' Pension Plan](#)

[Sentro selected to join Holt Fintech Accelerator 2020 program](#)

[fieldGO acquired by UNIVERUS](#)

[A2 expands into Canada with Agrifoods Cooperative](#)

People on the move:

Emma Rennie is the new Second Secretary based at the NZ High Commission in Ottawa.

Still no appointment of a new High Commissioner from Canada to Wellington.

The Consulate and Trade office have advised that Canada is to open an office in Suva.