

Chilli (Capsicum spp.)



1. Offer Analysis

1.1 General Description: Production, end-use, and market

Chillies (*Capsicum spp.*) provide pungency, vibrant flavours, and versatile applications and are a cornerstone of global culinary and industrial markets. Believed to have originated in the Americas, chillies have since become an integral part of cuisines and traditions worldwide, including those in the Pacific region. Their adaptability to tropical climates and diverse end-uses makes chillies a valuable crop for smallholder farmers and large-scale producers alike.

Chillies are predominantly cultivated in tropical and subtropical climates, thriving in fertile soils with abundant sunlight. Within the Pacific, countries such as Fiji, Samoa, and Tonga lead chilli production, often focusing on smaller-scale, sustainable practices. This production base is supported by the region's commitment to organic and traditional farming techniques, which align with global trends favouring eco-friendly and sustainable agriculture.

However, the Pacific's contribution remains modest compared to global production leaders such as India, China, and Mexico.

Chillies grow year-round in many Pacific nations due to their favourable climates, ensuring consistent availability for domestic use and export. The harvesting process, labour-intensive but straightforward, is often conducted by hand, preserving the quality of the fruit. This focus on quality offers a competitive edge for Pacific exporters targeting premium market segments in New Zealand.

Chillies come in numerous varieties with unique flavours, heat levels, and culinary applications. The Scoville Heat Scale measures their spiciness, determined by the capsaicin content—the compound responsible for their heat. Varieties range from mild and sweet, such as bell peppers (*Capsicum annuum*), to intensely hot, like Carolina Reapers (*Capsicum chinense*), among the world's hottest.

Popular varieties for export to New Zealand include:

- **Cayenne:** A medium-hot chilli used in powders and sauces.
- **Bird's Eye (Thai Chilli):** Small and fiery, widely used in Asian cuisines.
- **Jalapeño:** Mild to medium heat, often pickled or used fresh.
- **Habanero:** Known for its fruity flavour and intense heat.
- **Paprika (Sweet Pepper):** Typically dried and ground, adding mild spice and colour.

Apart from its culinary appeal, capsaicin is highly valued in pharmaceuticals and nutraceuticals for its health benefits, including pain relief, metabolic boosting, and anti-inflammatory properties. This multifaceted utility positions capsaicin-rich varieties as a growth opportunity, particularly among chilli enthusiasts and niche markets in New Zealand.

CHILLI NUTRITIONAL CONTENT	
Nutrient	Amount (per 100g)
Calories	40 kcal
Water	88.0g
Protein	1.87 g
Fat	0.44g
Saturated Fat	0.042g
Monounsaturated Fat	0.011g
Polyunsaturated Fat	0.225g
Carbohydrates	8.81g
Fiber	1.5g
Sugars	5.3g
Vitamin C	143.7mg
Vitamin A	48mcg
Vitamin B6	0.506mg
Thiamin	0.058mg
Riboflavin	0.086mg
Niacin	1.24mg
Folate	23mcg
Calcium	14mg
Iron	0.51mg
Magnesium	23mg
Phosphorus	43mg
Potassium	322mg
Sodium	7mg
Zinc	0.26mg

Table 1: Chilli nutritional content
(Source: U.S. Department of Agriculture, FoodData Central, Published 2019)



1.2 Uses & Benefits

Chillies' versatility extends beyond culinary applications, creating a wealth of opportunities for Pacific exporters to cater to diverse consumer needs. Below is an overview of high-potential and trending chilli-based products:

Processed Products

- **Chilli Powder:** A staple spice used in households and the food service industry.
- **Chilli Flakes:** Preferred for garnishing and flavour enhancement.
- **Hot Sauce:** Artisanal and gourmet varieties are gaining traction.
- **Chilli Oil:** Popular in Asian cuisines for its rich, spicy flavour.
- **Pickled Chillies:** A value-added product with extended shelf life.
- **Chilli Paste:** A concentrated product used in sauces, soups, and marinades.

Convenience and Ready-to-Eat Options

- **Chilli-Infused Snacks:** Spicy chips, crackers, and nuts cater to the snack food segment.
- **Instant Meals:** Chilli-enhanced noodles and curry kits.

- **Chilli Chocolates:** A niche market for sweet and spicy confections.
- **Chilli-Infused Beverages:** Alcoholic and non-alcoholic options with a bold, spicy twist.

Other Value-Added Products

- **Capsaicin Creams:** Medicinal applications for pain relief and anti-inflammatory treatments.
- **Cosmetics:** Chilli extracts in skincare for warming and revitalising effects.
- **Pest Repellents:** Natural chilli-based formulations for agricultural use.

Health Benefits

Chillies offer numerous health advantages due to their rich nutritional profile:

- **Capsaicin:** Known to boost metabolism, aid in weight management, and alleviate pain.
- **Vitamins A and C:** Strengthen immune health and promote skin vitality.
- **Antioxidants:** Combat free radicals, reducing oxidative stress.

1.3 Overall Market Insights

Table 2: Imports of crushed or ground Chilli in value to New Zealand

(Only the Top 5 countries are displayed. *Some countries may not have an IHS, and small quantities may appear in this table. This represents sample size commodities recorded at the border)

	2021		2022		2023		2024	
	Value (NZD)	% Total	Value (NZD)	% Total	Value (NZD)	% Total	Value (NZD)	% Total
Spain	\$1,344,502	31.78%	\$1,597,061	33.78%	\$1,446,592	32.41%	\$1,988,150	40.11%
India	\$1,179,418	27.88%	\$1,244,289	26.32%	\$1,236,767	27.71%	\$1,564,644	31.57%
China	\$1,041,261	24.61%	\$942,042	19.92%	\$872,815	19.55%	\$628,218	12.68%
Australia	\$475,578	11.24%	\$649,629	13.74%	\$654,772	14.67%	\$549,818	11.09%
Malaysia	\$190,046	4.49%	\$295,248	6.24%	\$252,485	5.66%	\$225,393	4.55%
Grand Total	\$4,230,805	100.00%	\$4,728,269	100.00%	\$4,463,431	100.00%	\$4,956,223	100.00%

Figure 1: Imports of crushed or ground Chilli in value to New Zealand

(Only the Top 5 countries are displayed.)

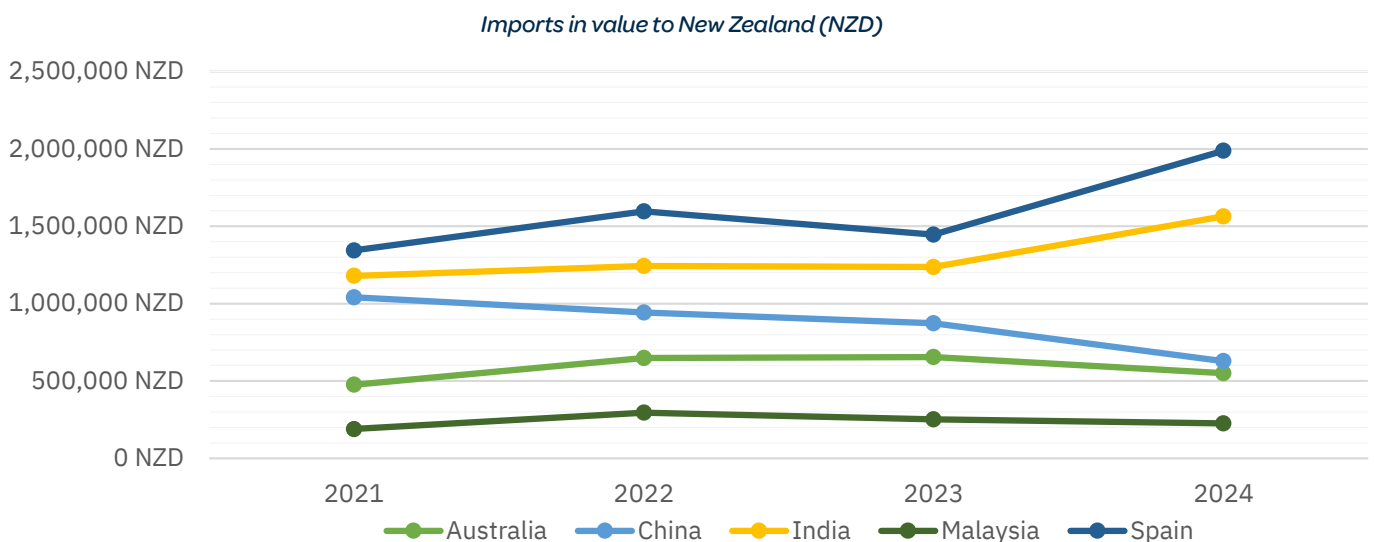


Table 3: Imports of crushed or ground Chilli in volume to New Zealand

(Only the Top 5 countries are displayed. *Some countries may not have an IHS, and small quantities may appear in this table. This represents sample size commodities recorded at the border.)

	2021		2022		2023		2024	
	Quantity (Kg)	% Total	Quantity (Kg)	% Total	Quantity (Kg)	% Total	Quantity (Kg)	% Total
Spain	247,297	29.2%	272,117	38.6%	201,432	39.4%	274,527	47.6%
India	237,871	28.1%	170,949	24.3%	140,582	27.5%	202,622	35.1%
China	137,970	16.3%	104,885	14.9%	86,871	17.0%	70,754	12.3%
Turkey	188,775	22.3%	110,397	15.7%	51,814	10.1%		0.0%
Australia	34,237	4.0%	46,498	6.6%	30,148	5.9%	28,597	5.0%
Grand Total	846,150	100.0%	704,846	100.0%	510,847	100.0%	576,500	100.0%

Figure 2: Imports of crushed or ground Chilli in volume to New Zealand

(Only the Top 5 countries are displayed.)

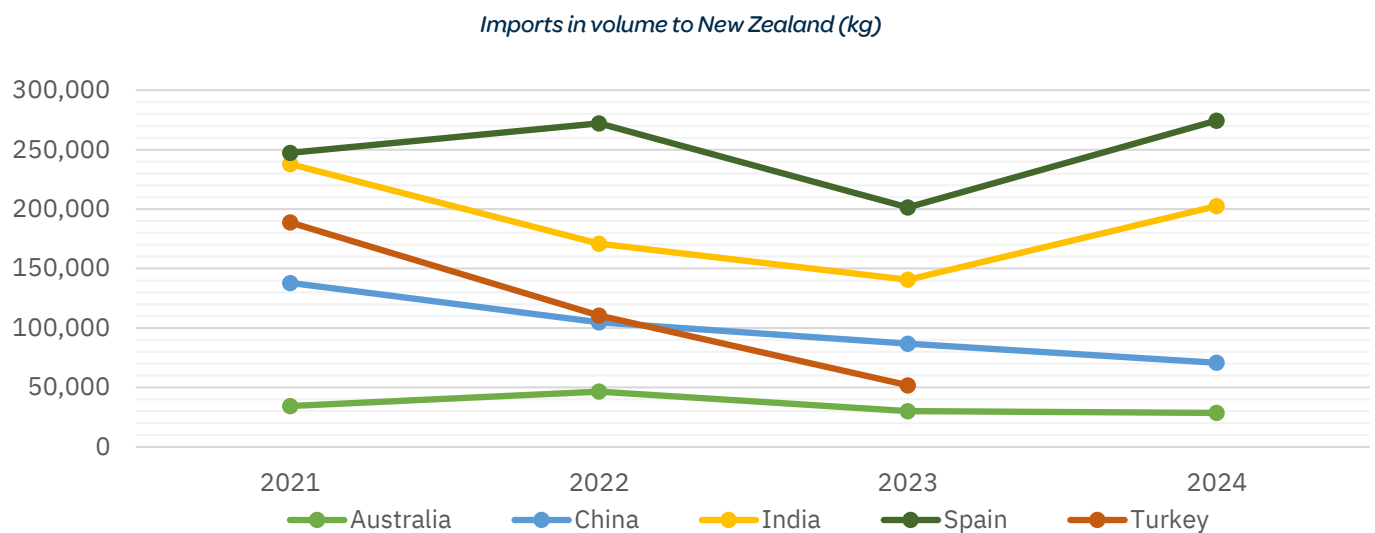


Table 4: Average price per kg of crushed or ground Chilli as declared at New Zealand's border

(Only the Top 5 countries are displayed.)

	2021	2022	2023	2024
Australia	13.89 NZD	13.97 NZD	21.72 NZD	19.23 NZD
China	7.55 NZD	8.98 NZD	10.05 NZD	8.88 NZD
India	4.96 NZD	7.28 NZD	8.80 NZD	7.72 NZD
Spain	5.44 NZD	5.87 NZD	7.18 NZD	7.24 NZD
Turkey	1.81 NZD	2.26 NZD	3.54 NZD	



Figure 3: Average price per kg of crushed or ground Chilli as declared at New Zealand's border
(Only the Top 5 countries are displayed)

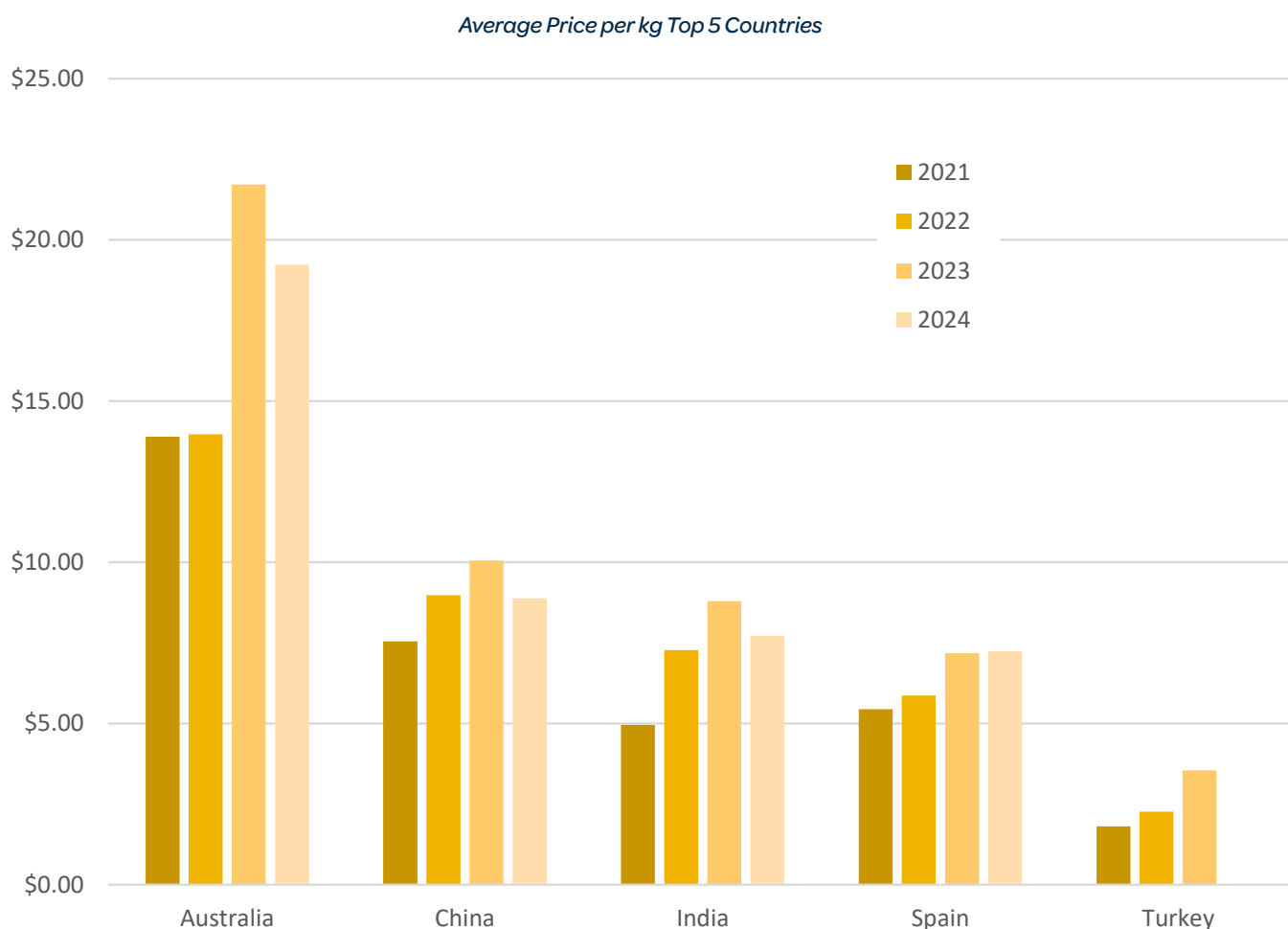


Table 5: Imports of dried Chilli in value to New Zealand

(Only the Top 5 countries are displayed. *Some countries may not have an IHS, and small quantities may appear in this table. This represents sample size commodities recorded at the border.)

	2021		2022		2023		2024	
	Value (NZD)	% Total	Value (NZD)	% Total	Value (NZD)	% Total	Value (NZD)	% Total
China	\$149,204	25.45%	\$154,621	33.99%	\$299,310	38.28%	\$322,727	39.16%
Thailand	\$153,189	26.13%	\$127,967	28.13%	\$208,716	26.69%	\$164,800	20.00%
India	\$164,682	28.09%	\$108,484	23.85%	\$135,229	17.29%	\$194,119	23.56%
Australia	\$79,344	13.53%	\$53,627	11.79%	\$79,768	10.20%	\$58,521	7.10%
Mexico	\$39,812	6.79%	\$10,200	2.24%	\$58,888	7.53%	\$83,919	10.18%
Grand Total	\$586,231	100.00%	\$454,899	100.00%	\$781,911	100.00%	\$824,086	100.00%

Figure 4: Imports of dried Chilli in value to New Zealand
(Only the Top 5 countries are displayed.)

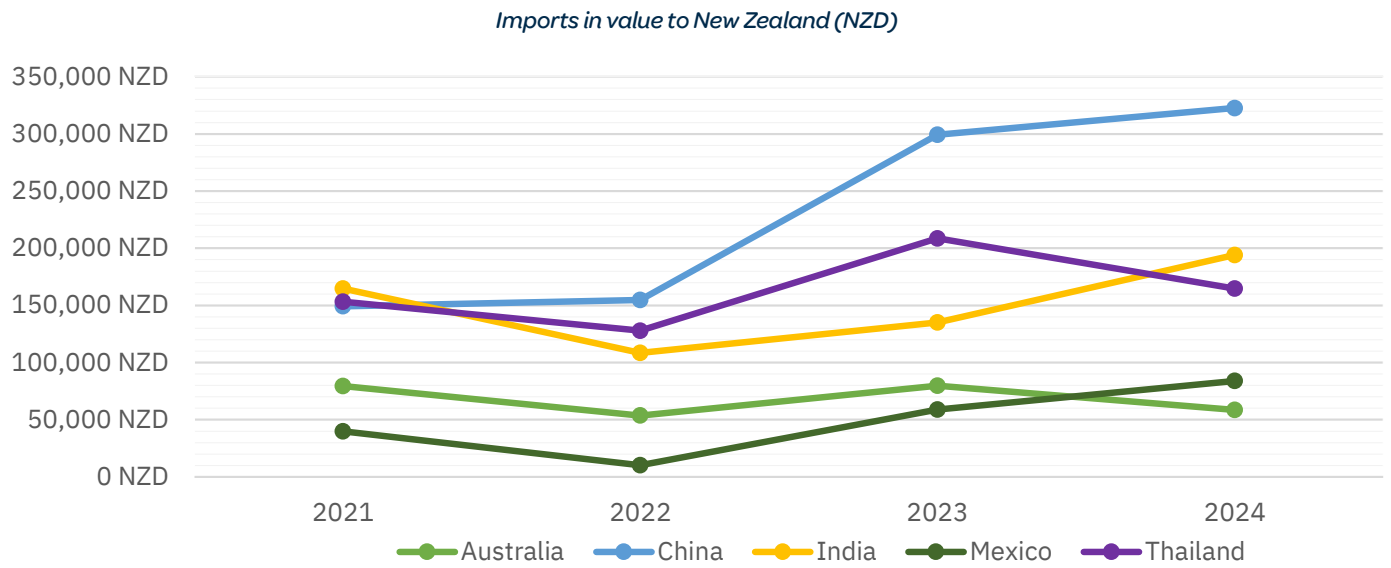


Table 6: Imports of dried Chilli in volume to New Zealand

(Only the Top 5 countries are displayed. *Some countries may not have an IHS, and small quantities may appear in this table. This represents sample size commodities recorded at the border.)

	2021		2022		2023		2024	
	Quantity (Kg)	% Total	Quantity (Kg)	% Total	Quantity (Kg)	% Total	Quantity (Kg)	% Total
China	18,041	26.1%	14,770	32.7%	28,254	43.1%	32,823	43.0%
Thailand	14,728	21.3%	11,461	25.4%	14,218	21.7%	12,246	16.1%
India	27,153	39.3%	14,362	31.8%	13,819	21.1%	22,070	28.9%
Australia	6,289	9.1%	4,035	8.9%	5,810	8.9%	4,763	6.2%
Mexico	2,967	4.3%	569	1.3%	3,420	5.2%	4,392	5.8%
Grand Total	69,178	100.0%	45,197	100.0%	65,521	100.0%	76,294	100.0%

Figure 5: Imports of dried Chilli in volume to New Zealand
(Only the Top 5 countries are displayed.)

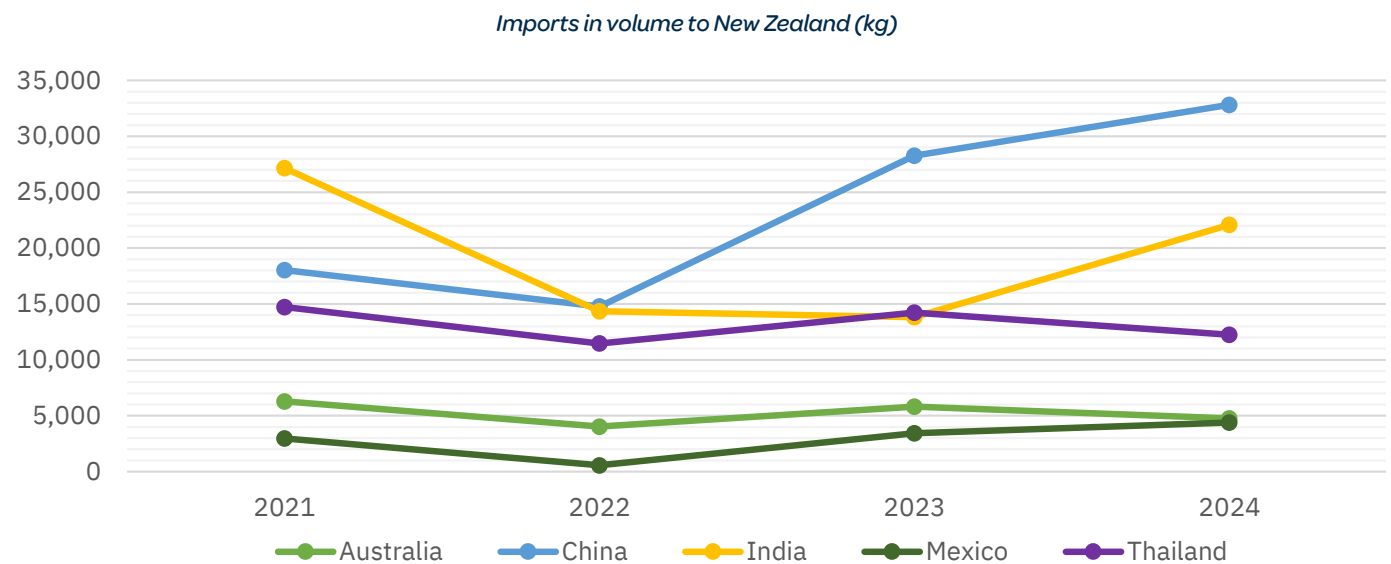


Table 7: Average price per kg of dried Chilli as declared at New Zealand's border
 (Only the Top 5 countries are displayed.)

	2021	2022	2023	2024
Australia	12.62 NZD	13.29 NZD	13.73 NZD	12.29 NZD
China	8.27 NZD	10.47 NZD	10.59 NZD	9.83 NZD
India	6.06 NZD	7.55 NZD	9.79 NZD	8.80 NZD
Mexico	13.42 NZD	17.93 NZD	17.22 NZD	19.11 NZD
Thailand	10.40 NZD	11.17 NZD	14.68 NZD	13.46 NZD

Figure 6: Average price per kg of dried Chilli as declared at New Zealand's border
 (Only the Top 5 countries are displayed.)

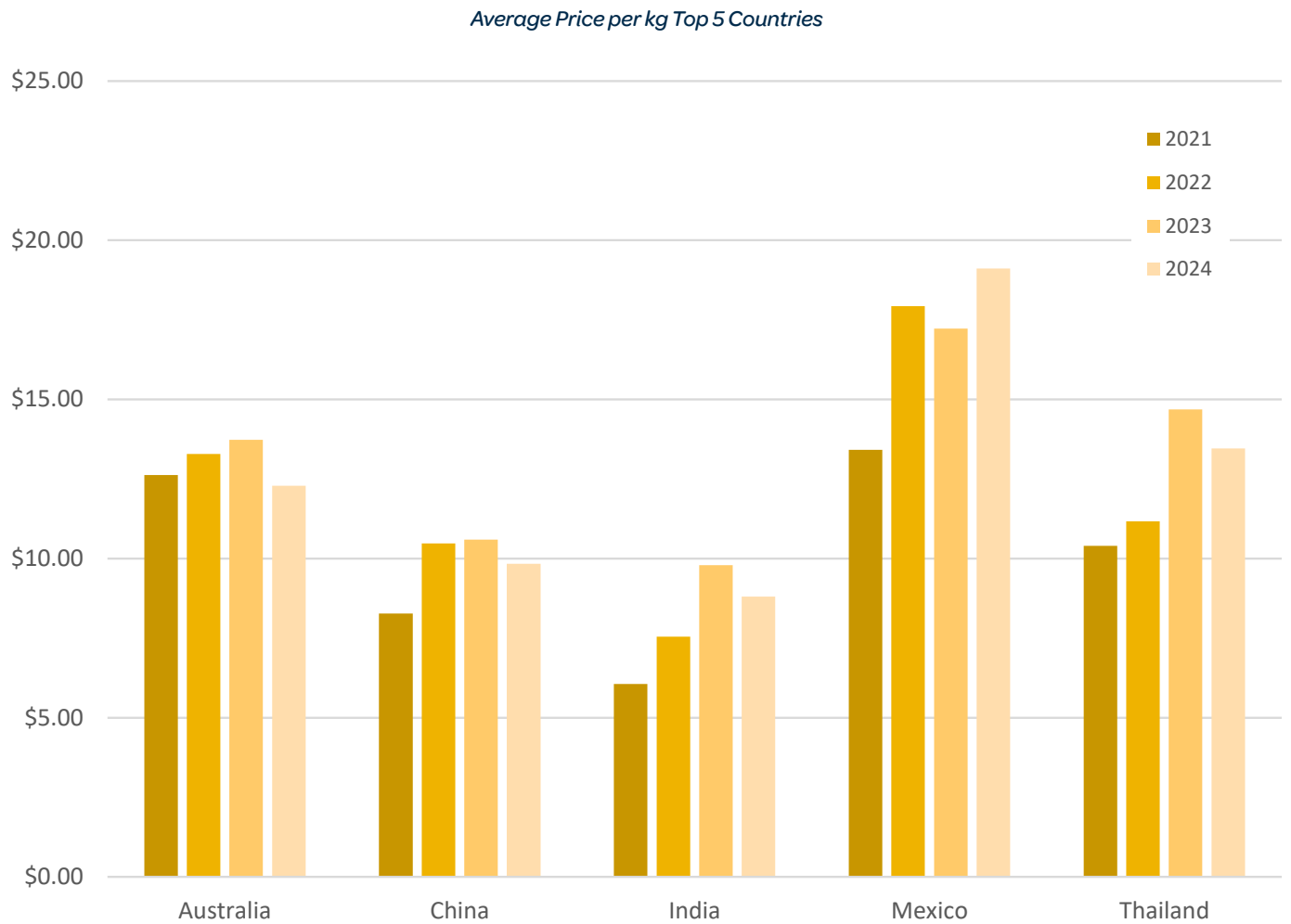


Table 8: Imports of fresh Chilli in value to New Zealand

(Only the Top 5 countries are displayed. *Some countries may not have an IHS, and small quantities may appear in this table. This represents sample size commodities recorded at the border.)

	2021		2022		2023		2024	
	Value (NZD)	% Total	Value (NZD)	% Total	Value (NZD)	% Total	Value (NZD)	% Total
Australia	\$1,051,683	80.14%	\$240,379	46.36%	\$448,276	60.14%	\$654,791	76.54%
Fiji	\$86,750	6.61%	\$98,095	18.92%	\$172,559	23.15%	\$155,342	18.16%
Vietnam	\$58,291	4.44%	\$27,566	5.32%	\$78,838	10.58%	\$34,832	4.07%
China	\$25,836	1.97%	\$107,837	20.80%	\$45,756	6.14%	\$10,468	1.22%
Netherlands	\$89,684	6.83%	\$44,674	8.62%		0.00%		0.00%
Grand Total	\$1,312,244	100.00%	\$518,551	100.00%	\$745,429	100.00%	\$855,433	100.00%

Figure 7: Imports of fresh Chilli in value to New Zealand

(Only the Top 5 countries are displayed.)

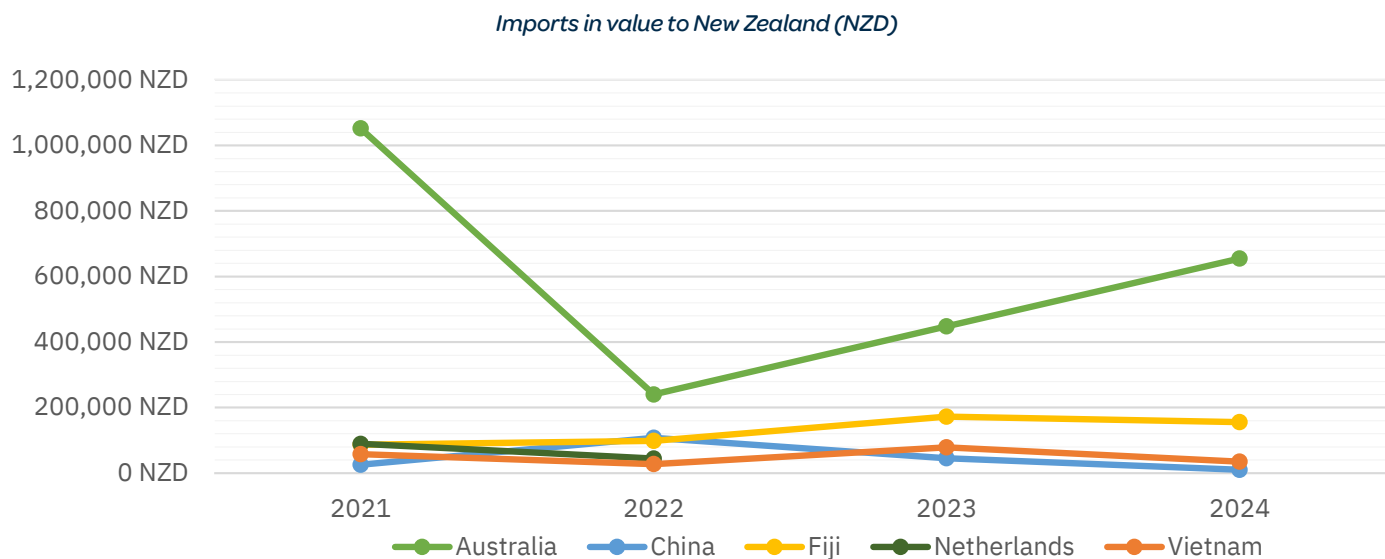


Table 9: Imports of fresh Chilli in volume to New Zealand

(Only the Top 5 countries are displayed. *Some countries may not have an IHS, and small quantities may appear in this table. This represents sample size commodities recorded at the border.)

	2021		2022		2023		2024	
	Quantity (Kg)	% Total	Quantity (Kg)	% Total	Quantity (Kg)	% Total	Quantity (Kg)	% Total
Australia	241,465	81.7%	35,528	25.4%	114,477	56.0%	141,250	69.0%
India	1,725	0.6%	10,866	7.8%	16,685	8.2%	30,192	14.8%
Fiji	14,791	5.0%	16,357	11.7%	21,732	10.6%	17,699	8.6%
Vietnam	17,420	5.9%	7,130	5.1%	19,170	9.4%	9,982	4.9%
China	20,000	6.8%	69,800	50.0%	32,330	15.8%	5,500	2.7%
Grand Total	295,401	100.0%	139,681	100.0%	204,394	100.0%	204,623	100.0%

Figure 8: Imports of fresh Chilli in volume to New Zealand
(Only the Top 5 countries are displayed)

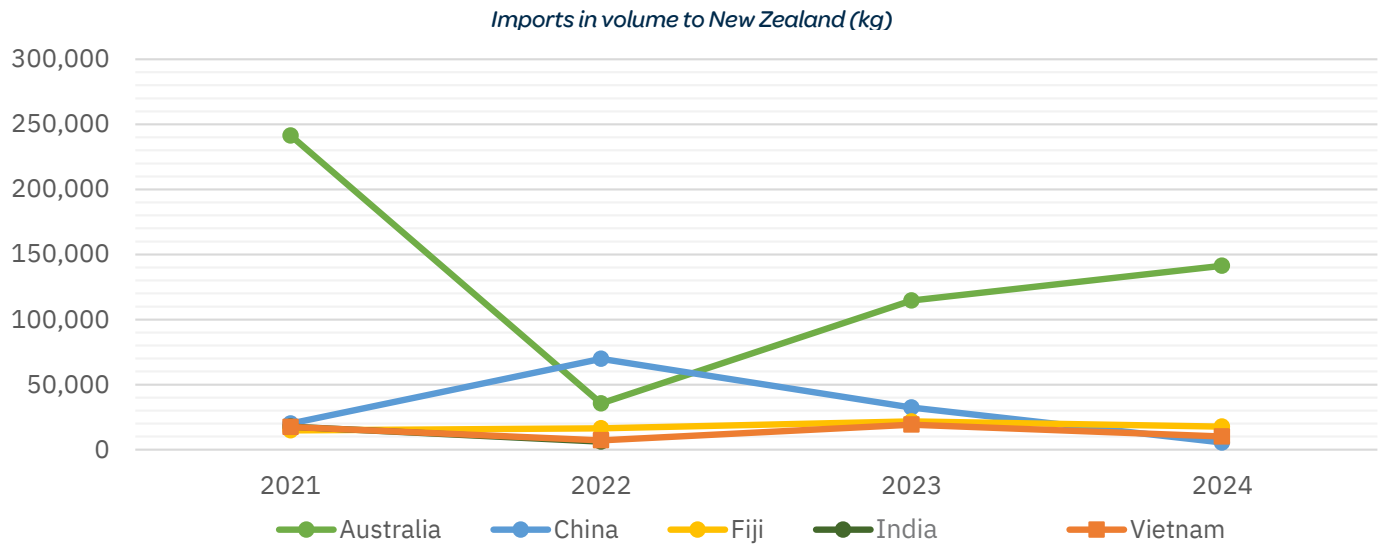
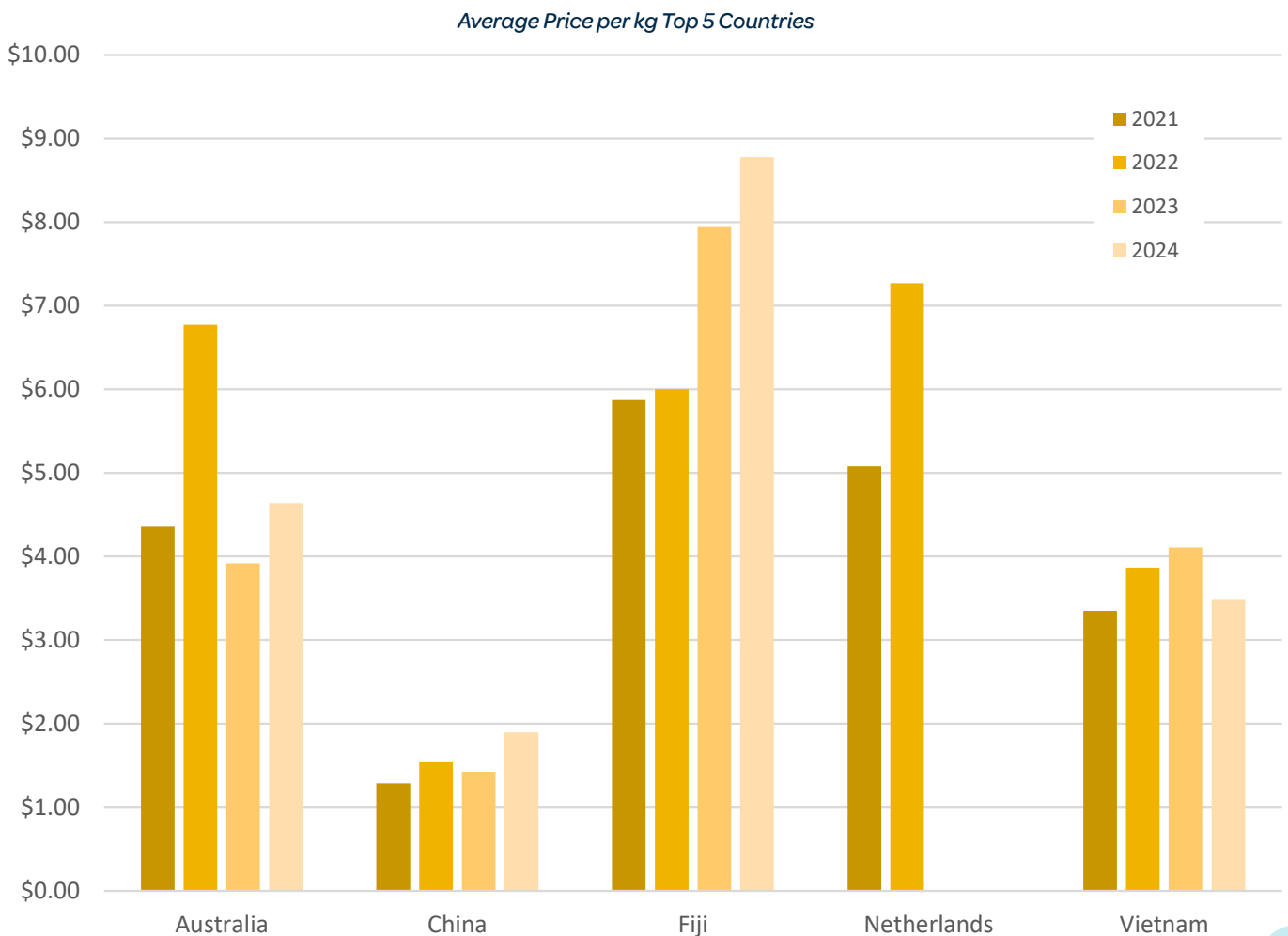


Table 10: Average price per kg of fresh Chilli as declared at New Zealand's border
(Only the Top 5 countries are displayed)

	2021	2022	2023	2024
Australia	4.36 NZD	6.77 NZD	3.92 NZD	4.64 NZD
China	1.29 NZD	1.54 NZD	1.42 NZD	1.90 NZD
Fiji	5.87 NZD	6.00 NZD	7.94 NZD	8.78 NZD
Netherlands	5.08 NZD	7.27 NZD		
Vietnam	3.35 NZD	3.87 NZD	4.11 NZD	3.49 NZD

Figure 9: Average price per kg of fresh Chilli as declared at New Zealand's border
(Only the Top 5 countries are displayed)



2. Market Access

2.1 Biosecurity Requirements and Advice

Fresh chilli peppers imported into New Zealand from any country must comply with the [Import Health Standard \(IHS\)](#). The IHS outlines the specific conditions that must be met before a product can enter the country. The complete list of authorised fresh fruits, herbs, and vegetables for import into New Zealand is available via this link: [Importation and Clearance of Fresh Fruit and Vegetables 152 02](#).

When chilli peppers are authorised for import into New Zealand from Pacific Island countries, exporters must adhere to particular quarantine requirements, including:

- Chilli must be grown according to commercial production standards specified by the New Zealand Ministry for Primary Industries (MPI).
- Control measures must target pests of economic importance regulated in New Zealand.
- Chilli must be inspected following official procedures to ensure they are free of visually detectable quarantine pests, as specified by MPI.
- A valid phytosanitary certificate, issued by the exporting country's National Plant Protection Organisation (NPPO), must accompany the consignment.
- Chilli must be packed in clean, pest-free packaging materials, free of soil or other contaminants.
- All plant parts other than the chilli fruit, such as leaves, stems, and flowers, must be excluded.

Failure to comply with these requirements can result in the consignment being rejected at the New Zealand border, additional treatment costs, or financial penalties for the exporter. Consistent non-compliance may reduce the willingness of New Zealand importers to source from Pacific countries.

2.2 Biosecurity Clearance in New Zealand for Imported Chilli

Countries approved to export fresh Chilli to New Zealand can be found via the [PIER Search tool](#).

Step 1: Provision of Documents

- ✓ Importers must submit detailed information to MPI before goods arrive.
- ✓ Electronically issued phytosanitary certificates are sent to MPI.
- ✓ MPI reviews all accompanying documents for compliance with Import Health Standards (IHS).

Step 2: Non-compliant Documentation

- ✓ Clearance is refused for consignments without valid phytosanitary certificates and those detected with regulated pests.
- ✓ Correct documentation must be provided within 48 hours if missing.

- ✓ Consignments detected with regulated pests are treated before they are released.

- ✓ A consignment may fail clearance if:
 - the number of goods exceeds those stated on the phytosanitary certificate (within reason)
 - the consignment contains unmanifested goods

Step 3: Transit Requirements

- ✓ Consignments that are shipped in phases (short-shipped) must comply with the IHS.
- ✓ Transit consignments must meet requirements for importing or transit countries.

Step 4: Transport to the Approved Inspection Facility

- ✓ Consignments are transported to an approved transitional facility under an MPI inspector's direction, using pest-proof containers for inspection.

Step 5: Phytosanitary Security Before and after Inspection

- ✓ Consignments not inspected within 4-6 hours are securely stored.
- ✓ Non-compliant consignments are securely stored until biosecurity requirements have been satisfied.

Step 6: Inspection

- ✓ MPI conducts risk profiling activities before or upon arrival.
- ✓ Visual inspections verify the absence of pests or contaminants and compliance to the IHS.
- ✓ Sampling plans determine inspection quantity based on lot size.
- ✓ Biosecurity clearance is granted when all IHS requirements are met.

Step 7: Reconciliation

- ✓ Compliance checks validate phytosanitary certificates, frequency varies based on importer history.

2.3 Food Safety Requirements

In New Zealand, food safety regulations are primarily governed by the Food Act 2014 ([Available here](#)), the Food Regulations 2015, and the Australia New Zealand Food Standards Code. These regulations apply to all foods sold in New Zealand, including imported foods like Chilli.

General Requirements

- **Traceability:** Businesses must be able to trace where their food products came from and where they are going to ensure that any products that are found to be unsafe can be quickly removed from sale.

- **Hygiene:** All aspects of food handling, from production to harvesting, processing, storage, and sale, must adhere to strict hygiene standards.
- **Labelling:** Food items must be correctly labelled, including ingredients and allergens, and may need to have nutritional information displayed.

Please note this information may be subject to change; it is crucial to consult New Zealand's [Ministry for Primary Industries | NZ Government \(mpi.govt.nz\)](http://www.mpi.govt.nz) or similar authorities for the most current guidelines. They are country-specific and product-specific. *Failure to adhere to these regulations can result in rejection at the New Zealand border, additional treatment costs, fines, or other penalties.*

2.4 Overview of the export process from the Pacific Islands to New Zealand

Overview of export process from the Pacific Islands to New Zealand



3. Market Specification

3.1 Quality

Quality needs may vary between importers, so exporters and growers of chillies (fresh and processed) should be aware of any importer specifications regarding size, colour, and general quality of the commodity. It is important to contact the relevant biosecurity and food safety authorities for further information on market-specific requirements.

For whole fresh chillies, the key quality requirements include a firm, intact outer skin that is free from cuts, holes, or signs of physical damage. The flesh should be firm, smooth, and slightly flexible under light pressure, ensuring freshness and maturity. Chillies should display vibrant and uniform colours, whether red, green, or yellow, depending on the variety, without uneven colouring or blemishes. They must have a long, slender, cylindrical shape, tapering to a point at the blossom end, with uniformity in size and shape being desirable. Maturity standards require that chillies have firm skin with minor wrinkling at the tip; they must not be immature with hard, crisp skin or overripe with excessive wrinkling. Cleanliness is another critical factor, with chillies needing to be free from dirt, insect stains, residue, or other foreign matter and neatly trimmed for presentation. Fresh chillies should have a minimum shelf life of 12 days upon arrival, with transportation and storage conditions maintained at 4°C to 8°C to preserve quality and prevent spoilage.

Dried chillies should exhibit a uniform, deep red or orange-red colour, free from black spots or discolouration, and a texture that is dry and slightly flexible without being overly brittle, which could indicate over-drying or improper storage. The aroma should be characteristic of fresh chillies, free from rancid, musty, or off-odours. Buyers often require uniform size and shape, with the stalks trimmed or removed based on specific requirements.

Chilli powder must maintain a bright, uniform red colour without signs of fading or dark spots. The texture should be fine and smooth, free from lumps, coarse particles, or any foreign matter. It should have a strong, fresh chilli aroma and taste characteristic of the variety, free from rancidity or off-flavours. Moisture content must be controlled to prevent clumping or microbial growth.

For chilli paste or sauce, quality is determined by its smooth and homogeneous consistency, without separation or excessive oil floating on the surface. The colour should be a deep red or orange, free from discolouration or black spots. The taste and aroma should be strong and fresh, reflecting the chilli's original flavour, without sourness or off-odours unless specified as part of the product's intended profile. The product must meet preservation standards, including appropriate pH levels for shelf stability and minimal use of artificial preservatives unless explicitly required by the buyer.

Frozen chillies should retain their vibrant colour and firmness after thawing, with no signs of freezer burn, discolouration, or excessive ice crystals. They must be packed in airtight, food-grade packaging to maintain freshness and prevent moisture ingress. The flavour and texture must remain consistent when cooked or used in applications.

Defect tolerances for chillies are stringent. Unsaleable defects, such as live insects or fungal rots, are unacceptable. Major

defects, such as deep bruises, cuts, or chilling injuries, should not exceed 5%, while minor defects, including superficial blemishes or minor discolouration, must remain under 10%.

[\(See Foodstuff North Island full requirements\)](#)

3.2 Certifications

Growers and suppliers must ensure compliance with certifications such as NZGAP or GLOBALG.A.P, while organic chillies require a valid BioGro or equivalent certification to meet importer and consumer expectations.

- a) **HACCP (Hazard Analysis and Critical Control Points)** is a systematic approach to food safety that identifies, evaluates, and controls potential hazards in food production. It's a preventive system that identifies critical points in food production process where hazards can be controlled or eliminated. It aims to ensure the safety of food products by identifying and managing potential risks at critical stages of production.
- b) **New Zealand GAP (Good Agricultural Practices)** is a set of voluntary standards that focus on agricultural and aquaculture practices to ensure the safety and sustainability of food production. These requirements cover various aspects, such as environmental conservation, worker welfare, and food safety. Essentially, Global GAP aims to establish and maintain standardised farming and food production practices to meet quality and safety standards for global markets.

3.3 Volume

New Zealand buyers prefer consistency in supply. Orders can range from a few kilograms for smaller businesses to several metric tons for larger retailers or manufacturers. It's essential to maintain the volume of Chilli you supply.

3.4 Packaging and Labelling

Chillies should be packaged appropriately, adhering to biosecurity and food safety requirements. All products must feature clear labels that include the product name, country of origin, net weight, packaging date, expiration date, and any relevant certifications.

Whole Fresh Chillies: Must be packed in durable, moisture-resistant cartons or crates capable of withstanding stacking and transit. Ventilation holes are necessary to prevent condensation and spoilage. They are typically packed in ventilated cartons, mesh bags, or crates lined with food-grade plastic to allow adequate airflow and prevent spoilage. Packaging should prevent crushing and bruising, with an emphasis on stackability for efficient transport. Each unit should be labelled with critical information such as the grower's details and storage instructions.

Dried Chillies: Should be stored in sealed plastic or Mylar bags to prevent moisture absorption and contamination. For bulk shipments, larger quantities may be placed in food-grade lined sacks or cartons. Packaging should ensure product integrity and preserve aroma, flavour, and quality during transit.

Chilli Powder: Chilli powder requires airtight, moisture-proof packaging to maintain its freshness, colour, and flavour. It is typically sold in sealed plastic or foil-lined pouches, often with resealable zip locks for convenience. Bulk packaging may include larger, heat-sealed bags placed within corrugated boxes for added protection. Labelling must include information on ingredients, batch numbers, and any allergens or additives used.

Chilli Paste or Sauce: Chilli paste and sauces, being semi-liquid products, demand leak-proof packaging. These are commonly packed in glass jars, plastic tubs, or squeeze bottles, all of which should be hermetically sealed to prevent contamination and leakage. For larger volumes, containers such as food-grade plastic pails or drums are used. Proper labelling must highlight storage instructions and shelf-life details.

Frozen Chillies: Frozen chillies require airtight packaging, often vacuum-sealed, to prevent freezer burn and moisture ingress. They are typically packed in resealable plastic bags or food-grade freezer pouches. For bulk exports, the packaging is often combined with secondary protective cartons to prevent crushing during transport. Labels must include information about storage temperature, batch codes, and expiration dates. In all cases, the packaging for chillies must prioritise maintaining product quality, preventing contamination, and adhering to buyer specifications. Proper labelling ensures traceability and compliance with regulatory standards.

3.5 Transport recommended and precautions

The transportation of chillies requires specific handling practices to maintain their quality during transit while meeting biosecurity and safety standards. Proper transport conditions vary depending on the product type, ensuring optimal freshness, flavour, and compliance with regulatory requirements.

Fresh Chillies: Fresh chillies should be transported in refrigerated vehicles or containers set at a consistent temperature of 4–8°C to prevent spoilage and prolong shelf life. Ventilation is essential to prevent moisture build-up, which can lead to mould or bacterial growth. Packaging must prioritise stability during transit, using stackable, ventilated crates or cartons that protect the chillies from physical damage. Careful handling is necessary to avoid bruising or crushing.

Dried Chillies: Dried chillies are more resilient but require protection against humidity and external contaminants. They should be transported in sealed, moisture-proof packaging and stored in dry, well-ventilated containers. Exposure to direct sunlight should be avoided during transit, as it can degrade the product's colour and aroma.

Frozen Chillies: Frozen chillies demand a strict cold chain process, with a stable temperature of -18°C or below throughout transportation. Airtight packaging is critical to prevent freezer burn and moisture ingress. Containers must ensure uniform temperature distribution, and delays that could lead to thawing must be minimised. Consistency in freezing conditions is crucial to preserving the chillies' texture and flavour.

Chilli Powder: Chilli powder, while less sensitive than fresh

or frozen products, must be transported in tightly sealed, moisture-proof packaging to safeguard it from contamination and humidity. Bulk shipments should utilise tamper-proof sacks or containers with secondary protective packaging like cartons or pallets to prevent punctures or spillage. Clean, dry transport conditions are essential.

Chilli Paste or Sauce: For semi-liquid products, leak-proof containers such as jars, bottles, or pails are required, with secure seals to prevent spillage. Refrigerated transport is necessary for products requiring temperature control, generally between 0–5°C. Proper stacking methods should be employed to minimise the risk of breakage or leakage during transit.

General Precautions: Transport vehicles must be sanitised and pest-free, ensuring compliance with biosecurity standards. Phytosanitary certificates and import/export permits should accompany shipments for border clearance. Temperature control should be monitored regularly for perishable products, and all products must be handled gently to avoid physical damage during loading and unloading.

By tailoring transport conditions to the specific requirements of each chilli product type, exporters can ensure that products reach their destination in optimal condition, supporting their marketability and reducing the risk of rejections or spoilage.

3.6 Mixed Loaded Consignments

Mixed-loaded consignments must be issued with the correct documentation and loaded and transported appropriately to minimise any risk of contamination and/or damage risk.

4. Types Buyers/Distributors

Fresh Importers: Turners & Growers, MG Marketing, Fresh Direct, and Cibus are key importers of fresh chillies into New Zealand. These companies supply supermarkets, foodservice providers, and independent retailers nationwide.

Processed Food Industry: Chillies are widely used by processed food manufacturers like Foodstuffs, incorporating them into Pam's branded chilli sauces, chutneys, and spice mixes. Wattie's also utilises chillies in their sweet chilli sauces, soups, and prepared meals.

Beverage Industry: Alba, a New Zealand brand, offers a chilli-infused sparkling margarita, combining authentic Mexican tequila, lime, and a touch of chilli. This innovative product caters to the growing local demand for unique, bold flavours in ready-to-drink beverages.

Specialty Shops and Independent Retailers: Stores like Huckleberry Farms, Naturally Organic, and Commonsense Organics stock fresh, dried, and powdered chillies to meet the preferences of health-conscious and gourmet consumers.



5. Key Success Factors



Acknowledgments

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