

NEW ZEALAND ORGANIC EGG SECTOR OVERVIEW.

Target Audience: Foreign potential customers seeking information to buy organic eggs from New Zealand.
Updated: May 2017

THE NUMBERS

- 146 eggs farms in New Zealand, most of which are owner operated or family business.
- 3.2 million hens
- More 1 billion eggs per year.
- \$286 million in domestic sales
- 10 million **organic** eggs produced annually in New Zealand based on supermarket sales
- 1.2 million **organic** eggs are exported per year mainly to South East Asia and the US.
- 230 eggs eaten per person per annum in New Zealand.

Unlike the UK where there are no retail cage eggs for sale, New Zealand still have caged hen eggs for sale in supermarkets. However this is decreasing each year in favour of free range and organic eggs.

New Zealand egg volume sales are represented below;

1. 83% caged hens
2. 14% free range hens (this increased 24% in the last two years)
3. 3% barn raised hens.

Eggs from free range hens now represent 30% (\$52 million) of all New Zealand supermarket egg sales by value.

ORGANIC STANDARDS

- The stocking density for organic laying birds in housing does not exceed 6 birds/m².
- Perches are provided to allow a minimum of 18cm per bird
- Sufficient nests are provided for laying hens ensuring a maximum of 7 birds per nest.
- Each poultry house contains a maximum of 1500 laying hens.
- The stocking rate for outdoor runs has no more than 850 laying hens per hectare.
- The Organic standards operated in New Zealand meet or exceed those of other markets. Please let your exporter know the destination markets to ensure the correct documentation.

NEW ZEALAND ORGANIC EGG EXPORTERS

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Sources: Egg Producers Federation of New Zealand
Organic Exporters Association Research
Consumer New Zealand Ltd.