

## **Organic Updates**

### **New Zealand Organics Enjoying Rapid Growth**

New Zealand's organics industry has reportedly grown significantly over the past ten years, with exports up from \$473,000 in 1990 to over \$25.8 million in 2000. With the current rate of growth, it is predicted that New Zealand organic exports could be worth more than \$215 million by 2005. A key issue facing the New Zealand organics industry is demand outpacing supply. Officials note that many of New Zealand's largest producers can easily sell everything they produce either domestically or through exports. The Government of New Zealand is encouraging more people to enter the industry by providing enterprise awards to companies working towards organic certification.

### **Organic Wines now Available at France's Largest Supermarket Chain**

After organic meat, fish, and fruits and vegetables, Carrefour, France's largest supermarket, and number two in the world after Wal-mart, is now selling organic wines. During the International Agricultural Show (SIAL), Carrefour signed a partnership with French organic wine growers. AOC organic Cotes de Provence will be sold at \$3, Anjou at \$4 and table wines at \$2.50. That organic wines are getting such unprecedented exposure shows two things: even the most sacred of products can be sold in a relatively new format, and anything organic is thought to attract consumer interest, given the recent food scares.