

Our compact size is your guarantee of quality, safety, and reliability

New Zealand is the largest Southern Hemisphere supplier of blackcurrants, and accounts for about 5% of world production. We have 32 growers who farm approximately 1700 hectares and produce around 8,000 tonnes of fruit every year.

That's small by world standards. But it also allows for the creation of a highly integrated and well-organised industry. And that's what makes us agile and responsive to our customers. We focus on quality, safety and innovation in a way that larger producers simply can't match.

The New Zealand blackcurrant industry offers:

- A good selection of blackcurrant varieties – allowing you to select for the berry characteristics you require
- Higher levels of healthy anthocyanins than our competitors
- Full traceability
- Guaranteed GE-free product
- Pesticide residue compliant products using systems and monitoring procedures developed over the last 20 years
- Inventory control systems that guarantee consistent supply throughout the year
- Off season supply in times of shortfall in the Northern Hemisphere



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Strategic Plan 2015—2020

To inspire, co-ordinate and drive meaningful partnerships between New Zealand blackcurrant growers, processors, marketers and researchers.

At the heart of the New Zealand blackcurrant industry

As the recognised New Zealand product group since 1990, Blackcurrants NZ Inc. is the place where blackcurrant growers, buyers, researchers, breeders and marketers come together.

Our Executive Committee is structured to fairly represent the key players in the industry and ensure effective coordination. It is made up of up to six grower members and up to five marketing members, each of whom are elected for three-year terms. Our Chairman is a grower member appointed by the Executive.

This structure ensures a wide range of expertise from the growers' perspective, as well as the integration of consistent and informative marketing into our core objectives.

BCNZ's Mission:

To inspire, co-ordinate and drive meaningful partnerships between New Zealand blackcurrant growers, processors, marketers and researchers.



BCNZ's Vision for 2020:

A fully integrated industry that delivers the goodness of New Zealand blackcurrants to the world.

Strategic Plan Objectives:

Productivity

To ensure lower costs and more consistent yields of higher quality product to meet customer needs. This is achieved through the continuous improvement of blackcurrant production systems, which is essential to increase productivity and profitability.

Environmental and Quality Standards

To identify the benefits and marketing opportunities that can result from changing regulations and other sustainable practices.



Market Intelligence and Information

To gain access to timely market information. This allows growers and end users (marketers/processors) to make the best decisions in producing and marketing NZ Blackcurrants. This information is necessary to facilitate the development of truly collaborative supply chains and encourage contractual arrangements.

Health Research and Product Development

To ensure that health research and product development work completed to date is available to consumers and potential customers. The industry has invested resources in better understanding the nutritional health benefits of blackcurrants, which has produced valuable results with great potential.

Biosecurity Threats to Blackcurrants

To ensure a better understanding of biosecurity threats to the blackcurrant industry and improve the management of those risks. The long term benefit to industry is to reduce biosecurity risk to the continuity of supply to markets.

