

rā koha

The renaissance of the New Zealand
Blackcurrant Industry



Introduction

- General Manager of NZ Blackcurrant Co-operative and long term member of Blackcurrants NZ Executive Board
- Industrial Biochemist with 30 years involved with pharma/nutraceutical extraction
- Came into blackcurrant world when assumed management of “Just the Berries” brand.



rā koha

Literal translation
“gift from the Sun”



VIBERi

NZ ORGANIC BERRIES FROM OUR FARM TO YOUR HOME

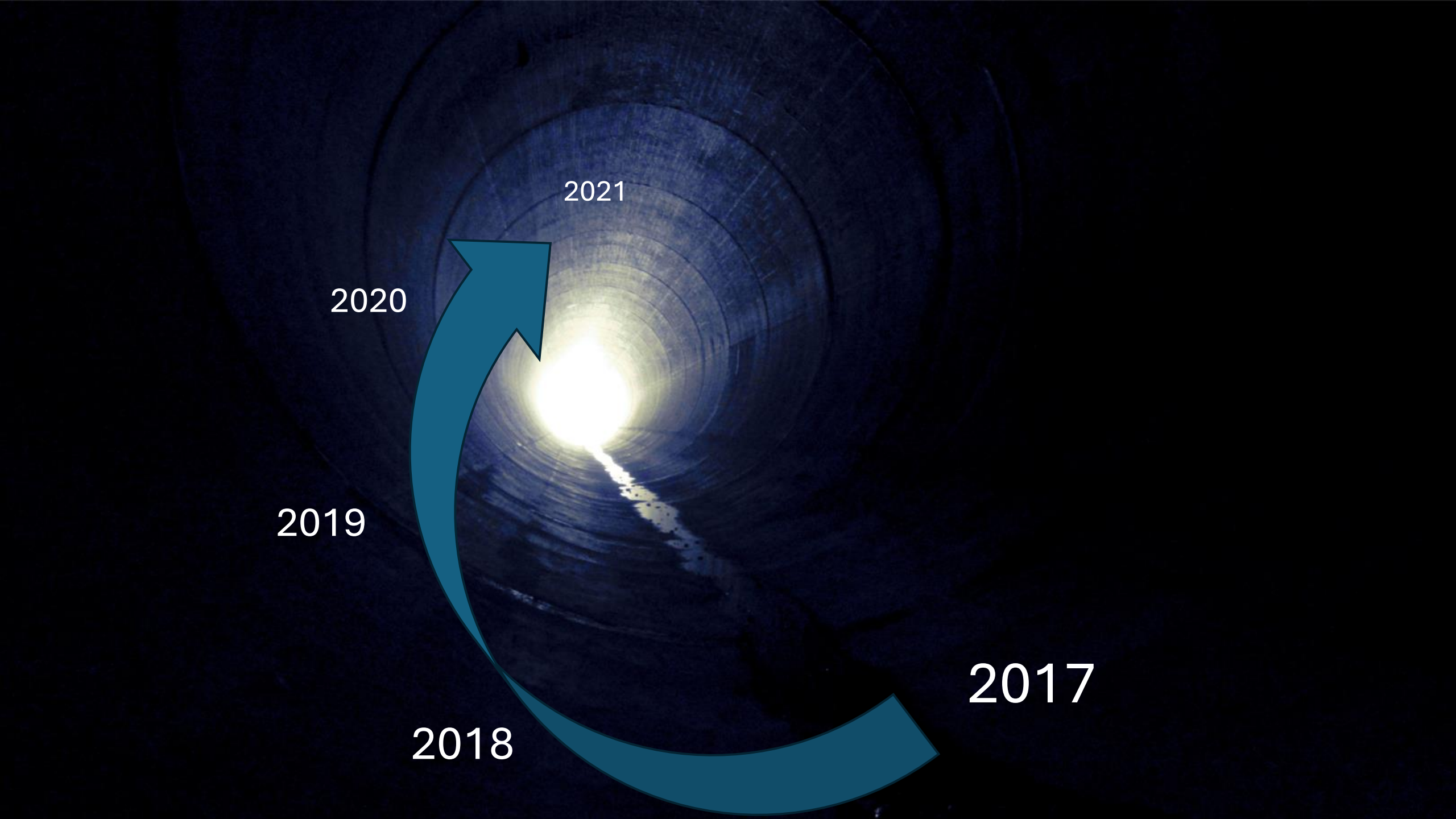
Anton Cooper
2x Olympic Champion
Health
Expert

curr
vn to:
Based on extensive
products for improved
brain function

VIBERi
RUBY
VIBERi
NOIR
VIBERi
CACAO
VIBERi
NEW ZEALAND
ORGANIC
VIBERi
NEW ZEALAND
ORGANIC
BLACKCURRANT
POWDER
VIBERi
NEW ZEALAND
ORGANIC
BLACKCURRANT
POWDER



2017 to 2021 - The Dark Ages



2021

2020

2019

2018

2017

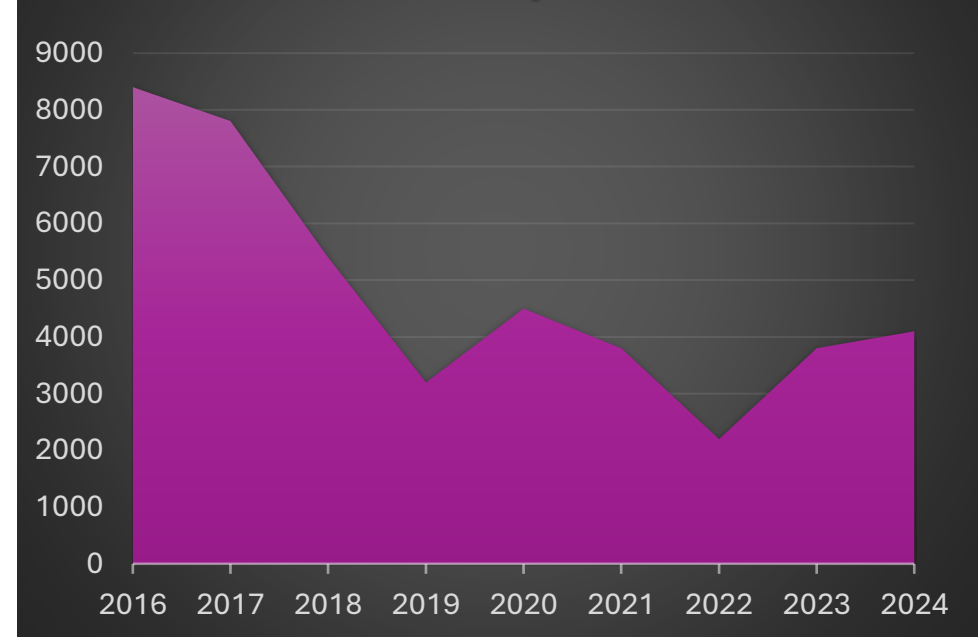
43 New Zealand Blackcurrant Growers in 2014




13 New Zealand Blackcurrant Growers in 2024



Total NZ Blackcurrant Crop MT





The recovery;
distilled into 4 primary reasons

Early health research (pre 2010);

- Japanese studies on eye health
- Early New Zealand studies by Plant and Food Research
- Scandinavian work on phytochemicals




[Home](#) > [European Journal of Applied Physiology](#) > [Article](#)

Effects of blackcurrant anthocyanin intake on peripheral muscle circulation during typing work in humans

Original Article | Published: 17 December 2004


Volume 94, pages 36–45, (2005) [Cite this article](#)

[Hitoshi Matsumoto](#) , [Eri Takenami](#), [Keiko Iwasaki-Kurashige](#), [Takuya Osada](#), [Toshihito Katsumura](#) & [Takafumi Hamaoka](#)

Polyphenolic phytochemicals – just antioxidants or much more?

Review | Published: 30 August 2007


Volume 64, pages 2900–2916, (2007) [Cite this article](#)

[D. E. Stevenson](#)  & [R. D. Hurst](#)

Antioxidant phytochemicals against type 2 diabetes

Published online by Cambridge University Press: 01 May 2008

[Aldona Dembinska-Kiec](#), [Otto Mykkänen](#), [Beata Kiec-Wilk](#) and [Hannu Mykkänen](#)



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Recent health research (post 2020);

- UK and NZ research focussing on Sports Nutrition
- Emerging studies on cognitive function
- Still work happening in the metabolic function space
- Recent studies on mechanism



Anthocyanin-Rich Supplementation: Emerging Evidence of Strong Potential for Sport and Exercise Nutrition

 Mark E. T. Willems*  Sam D. Blacker

Institute of Sport, Nursing and Allied Health, University of Chichester, Chichester, United Kingdom

Effect of New Zealand Blackcurrant on Blood Pressure, Cognitive Function and Functional Performance in Older Adults

Matthew David Cook , PhD , Amber Kaur Sandu, BSc (Hons) & Jennifer Patricia Joyce, PhD

Pages 99-113 | Published online: 06 Jan 2020

Home > European Journal of Nutrition > Article

Short-term, but not acute, intake of New Zealand blackcurrant extract improves insulin sensitivity and free-living postprandial glucose excursions in individuals with overweight or obesity



European Journal of Nutrition


[Aims and scope](#) →


[Submit manuscript](#) →

Original Contribution | [Open access](#) | Published: 09 July 2020

Volume 60, pages 1253–1262, (2021) [Cite this article](#)

[Download PDF](#) ↓

 You have full access to this [open access](#) article

A. Nolan, R. Brett, J. A. Strauss, C. E. Stewart & S. O. Shepherd 

[Use our pre-submission checklist](#) →

Effect of Intake Duration of Anthocyanin-Rich New Zealand Blackcurrant Extract on Cardiovascular Responses and Femoral Artery Diameter during Sustained Submaximal Isometric Contraction

Matthew David Cook , Aaron Dunne, Michael Bosworth & Mark Elisabeth Theodoros Willems 

Pages 15-27 | Published online: 11 Jul 2021

BUILD STRONG EXPORT MARKET

- Targeted to one large high value market
- Ground work to increase consumer product recognition



LOCAL RECOGNITION

- Support brands utilizing health benefits
- Generic industry marketing and access to health studies



 NEW ZEALAND INC.
Blackcurrants



Keeping the value with the Growers

Growers Co-op

Activity outside the Co-op still aligned with Industry focus

Several Growers directly involved in parts of the upstream value

Growers are flexible in terms of variety and product outcomes) which allows supply chain to pivot quickly to meet current market demands

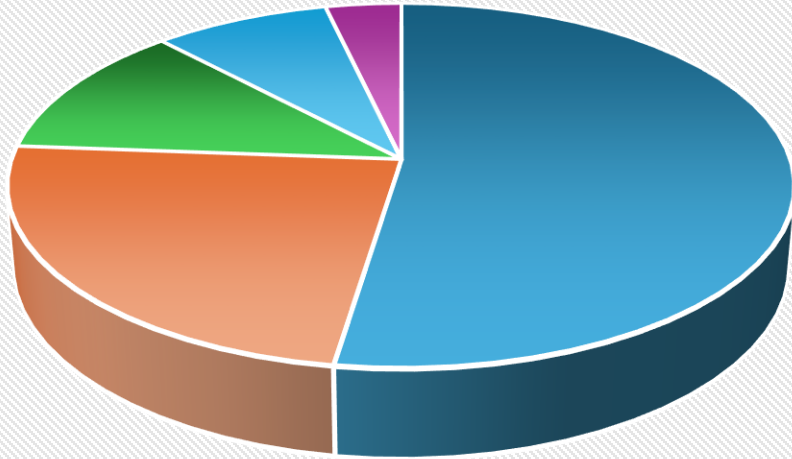


The recovery in summary;

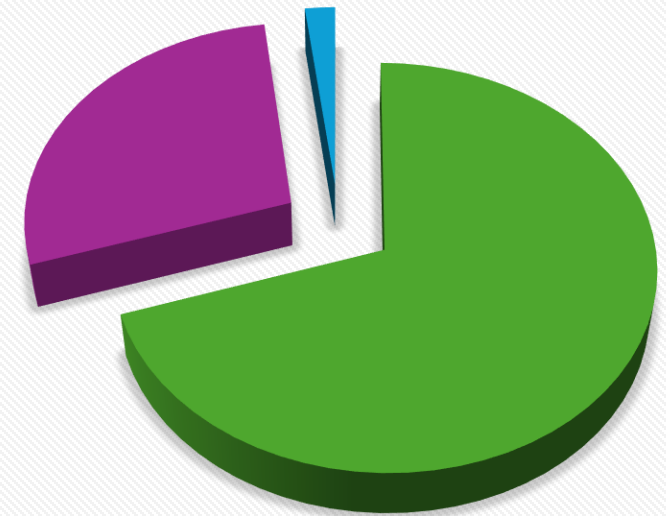
distilled into 4 primary reasons

- Health Research (relentless)
- High Value Export Market
- Local recognition
- Keeping value with the Growers

WE SELL ANTHOCYANINS – NOT JUST BLACKCURRANTS



- Extract Powder processing
- Juice
- Fruit Powders
- Other consumer products
- Specialty products



- Products marketed for anthocyanin content
- Consumer Products
- Products marketed for other active ingredients

AGRONOMY

- Understand there is no market without fruit to sell
- Chemical residues increasingly in focus
- New approach more holistic, taking into account soil health, encouraging predators and targeted pest reduction outside of spring growing period
- Climate unable to be controlled, but like NH, breeding programme is designed to mitigate climate changes.

A BIT OF HONESTY TO CLOSE.....

- To date, NZ has been apprehensive about sharing with Europe.
- Fear based on volume/price fluctuations and those pesky subsidies.....
- Greater fear however is that Blackcurrant becomes that forgotten fruit (or substituted) due to lack of supply, so we realise we need to mature in this outlook and help each other through shortages.
- IBA approach with these new committees we believe are shot in the arm the industry needs and fully support to share and



Ngā mihi nui

Thank you!