OVERSEAS MARKET POTENTIAL

A Five-step approach
to identifying the market potential for New Zealand's "regenerative" produce

STEP	ACTIVITY / PURPOSE	RECOMMENDED METHOD(S)
Step 1: **Determine which markets to explore the potential for a regenerative premium**	Consultation with exporters in NZ	Qualitative 1-to-1 interviews or focus groups / workshops
	Acquire Secondary data to understand overseas market trends	search data, social media, starting with countries that are currently NZ major exports markets
Step 2: **Understanding the view of the food / beverage and policy sectors within these markets**	This is an expert' audience comprised of decision makers in the sector (including brands)	Qualitative 1-to-1 interviews to understand how regenerative agriculture is viewed
Step 3: **The consumer view of RA**	Small-scale consultations with selected types of customers	digital / online approaches, qualitative methodologies
	Large-scale analyses of consumer behaviour	digital / online approaches, quantitative methodologies (e.g. Likert surveys)
	Medium-scale analyses in partnership with brands	
	"Non-Market Valuation (NMV) of the environmental benefits of regenerative produce	Discrete choice experiments and modelling to determine consumers preferences for various attributes associated with regenerative agriculture
Step 4: **Modelling the impact of meeting market expectations**	Modelling to understand whether NZ can meet market demand (in terms of quantity, producer and product attributes)	Requires actual or predicted data on production
		Requires actual or predicted data on farm produce attributes
		Requires actual or predicted data on sought-after farm environmental performance or natural capital valuation data
		Results can be used to explore market access via branding and/or direct producer-consumer traceability