



Figure 1: Hon. Magele Mauiliu Magele, Samoa Trade Commissioner in New Zealand

The SROS has a product cabinet in the Samoa House currently used by other Samoan exporters and breadfruit flour samples were left there for display.



Figure 2: Breadfruit flour samples displayed in SROS cabinet



Figure 7 : Gluten free flour options with prices in Countdown Avondale

Specialty Store

An internet search of business users (buyers) of gluten free flour revealed three types of users; pizza places, restaurants and speciality stores (wholesale and retail).

A specialty store for organic, gluten free, wheat free and healthy food called **I E Produce** in Takapuna was also visited. The store services a niche market and is known as a trustworthy store for quality products. The owner Joyce Lowyim stated that gluten free products are not easy products to sell with the many choices available and particularly the high prices at which they are sold.



Figure 8: I E Produce store and coconut flour product displayed

At this store a wide range of gluten free flour options are available from rice, tapioca, arrowroot, buckwheat, potato, and coconut with prices ranging from NZ\$8 to NZ\$12. Joyce stressed the importance of packaging and marketing to be able to stand out amongst the many choices and for any product to be accepted into her store has a lot of requirement to meet, more so than the normal supermarkets.

It appears that although gluten free food is a popular healthy food trend and choice, gluten free flour sold in retail outlets appear to be a more difficult space to enter with strict requirements.

Special Food Manufacturers- Wholesale

Gluten Free Store in Wiri is a bulk buyer of gluten free flour used for making gluten free and paleo flour mixes. Mr Mike Jury informed us he had received breadfruit flour from Papalii Perceival which he used for trials of producing the paleo bread mix. He stated their paleo bread mix has now found a bigger market in Wellington and possibly Australia and will be looking at ordering large amounts of breadfruit flour. He expressed concerns though with the varying quality of the breadfruit flour he was receiving and so three packs of 1.5kg flour was left for him to trial. Two days later he emailed expressing his interest for 400kg of breadfruit flour to start with and requested for a price for 20kg bags. The quantity requested is SROS's current monthly capacity.



Figure 10: Mike cutting paleo bread made from their paleo bread mix with breadfruit as an ingredient.

Another similar wholesale store for gluten free products called **Venerdi**, a food manufacturer in Kelston also produces gluten free and paleo bread mixes along with pizza bases and sourdough bun mixes. They are a direct competitor of Gluten Free Store and discussions with the supervisor at the store indicated they were always willing to take on new products given the **price is competitive and a sustainable supply is guaranteed**. They needed more than 10kg of samples for trials and because I had received the Gluten Free Store order and Toto' Pizza's interest for the flour before

