

# New Zealand's Plunging Dairy Prices To Ignite New Ice Cream Exports

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Every cloud has a silver lining and the one on the export dairy value plunge is lined with ice cream. New Zealand is considered everywhere to be in the very top quality producers, alongside those in Russia and in the Devon-Cornwall region of the United Kingdom.

The New Zealand Ice Cream Manufacturers Association has 23 members ranging from bulk producers such as Tip Top and Talleys to boutique producers such as Deep South.

In recent years they have combined to export around \$40 million annually. But this value is offset by imports annually of around \$20 million.

The controlled and thus high cost of bulk milk to ice cream manufacturers is often cited as a principal reason why New Zealand ice cream remains a niche export only. High refrigerated transport costs are given as another reason.

But with a medium to long term reduction in wholesale milk prices taking effect, coupled with increasing reefer shipping capacity, New Zealand ice cream is in a position to take a deserved place in the international confectionery market place.

Still another element propelling it along is an absence of clouds, this time the real ones in the sky. Global warming is favourable to ice cream consumption in the developed world especially.

Ice cream is almost the only form in which milk can be sent out of New Zealand other than by the licensed export dairy factories.

This article was penned by [MSCNewsWire](#)'s Specialist Technical Journalist Peter Isaac. Peter is author of New Zealand's first book on IT, Computing in New Zealand. His specialisation is in production control systems. His role in technology as practitioner and commentator has involved him in leading international tour groups into the world's industrial zones. He is president of the National Press Club. He writes exclusively for MSCNewsWire for distribution through EINPresswire drawing on the National Press Club's newsmaker resources that include industrialists, technicians and administrators in the productive sector.

Max Farndale  
Manufacturers Success Connection  
64 6 870 4506  
[email us here](#)

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