**Who is the competition for New Zealand producers?**

Select CHIA + Awaka or PIC’s Peanut butter for this investigation.

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| Competing producer | What is their mission or vision? | What is important to this producer (values)? | What products does the producer make and what are the features of the products? | How is this producer similar to CHIA or PICs? | How is CHIA or PIC’s different to this producer? |
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