



P4: FROM THE  
MARKETS



P5-6: ZESPRI IN  
THE COMMUNITY



P12: THE MONTH  
AHEAD – MAY



P14: FROM  
THE FIELD



## DAN'S VIEW

### Update from the CEO

Hi everyone,

It's been a busy time on orchard as picking and packing has really ramped up over the last few weeks.

A huge thanks to everyone for the hard work you've put in to ensure this season's harvest goes as well as it can despite it being a tough growing season.

Unfortunately, while we've seen some clear weather, we've also seen localised hail and this has provided further challenges for many growers.

Challenging weather conditions have also contributed to this season's slower fruit maturity, with around 73 million trays of our 2023 crop now in submit. This is behind where we were at the same time last year, however we are largely in line with our expectations given this season's lower volumes and greater availability of labour.

After a really difficult 2022 season from a quality perspective, I'm pleased to report that the hard work from growers, post-harvest operators, and the broader industry as part of the industry Quality Action Plan is delivering promising signs in terms of our initial fruit outturns.

Over the last few weeks, the consistent feedback I've had from my visits to Japan, Korea and Taiwan has been that while there's been some early variability, fruit quality has certainly improved from last season.

Some of our key customers have said that this season's fruit is a return to the Zespri Kiwifruit they have come to know, and this improved outturn and sentiment has helped sales rates start strongly this season. We've also seen good demand for RubyRed Kiwifruit in our Asia Pacific markets, and we're seeing this variety continue to attract newer consumers to the kiwifruit category. We are looking forward to seeing our first Zespri Green sales get underway over the next few weeks.

It's been a promising start, however it's important we maintain our focus on doing everything we can to ensure the remainder of harvest goes well so that we can deliver great-quality fruit to meet the early demand and maximise the returns we bring back to you.

I'm currently in Europe where along with the team and our local customers, I'm keenly awaiting the arrival of our first vessel which is due shortly. The first European shipment always represents an important milestone for the season and it will be another test of our Quality Response Plan after longer transit times into our major European markets.

Thanks again for all of your hard work, I hope the rest of your harvest goes well and we'll provide another update as all our markets get underway with their sales programmes.

Dan

## 2023 SEASON UNDERWAY: STRONG DEMAND FOR ZESPRI KIWIFRUIT AND PROMISING QUALITY FEEDBACK



MV Southampton Star arrives in Japan with the first shipment of Zespri SunGold Kiwifruit for the season.

**The 2023 season is now well underway, market conditions and demand for our fruit remain positive, and we're receiving promising feedback from our distribution and retail partners about the improved fruit quality we're seeing this season.**

Newly-appointed Zespri Chief Operating Officer Jason Te Brake says the positive feedback we're receiving in this early season market, reflects the hard work that has been undertaken right across the industry to improve quality as part of our Quality Action Plan (more on this on page 3).

"While this is good news, it's important that we maintain our focus on delivering great quality fruit throughout the season."

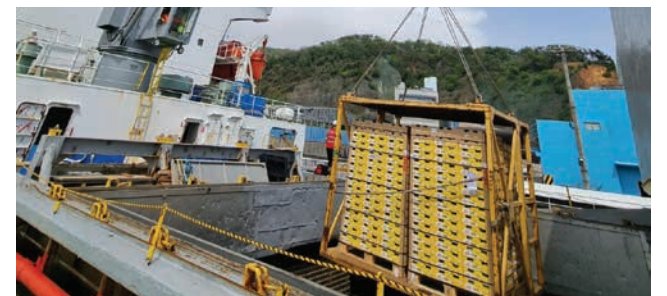
Our first charter vessels have arrived in China, Japan and Korea, and our first container shipments have also landed in Taiwan and Singapore. Europe, North America and the rest of our markets are preparing to commence their retail programmes and campaigns shortly. Zespri RubyRed Kiwifruit sales have been tracking well, with all fruit now shipped to market and more than 250,000 trays of this season's Zespri RubyRed Kiwifruit crop now sold.

From a supply perspective, while we've had a slower start than last season, we're tracking well with approximately 73 million trays of fruit submitted as of Week 17, with a daily average submit of 2.3 million trays per day for Weeks 15 and 16.

"This is largely in line with our expectations given this season's later fruit maturity, and the reduced volumes and greater labour capacity to support harvest we have this season gives us confidence we can deliver the season in a timely manner," says Jason.

To avoid delays to harvest which can compromise fruit quality on larger size fruit and miss utilising early season packing opportunities, growers should talk to their post-harvest operator to harvest fruit once it is cleared to pick, or to consider select picking as an alternative. Many growers have already reached good levels of dry matter, and those with larger sized fruit which have reached clearance are encouraged to prioritise harvesting this fruit rather than delaying in order for dry matter to develop in their smaller sized fruit. Some growers will be faced with small size fruit not meeting Minimum Taste Standard this season, and are asked to not compromise larger fruit which has already matured. This is particularly important as we head into mainpack harvest season, where any delay in harvest can potentially impact fruit firmness.

"It's pleasing to see some promising initial feedback from the market around this season's improved quality, so again a big thank you for all of your efforts to date, and all the best for your on-orchard activity over the coming weeks," says Jason.



Zespri SunGold Kiwifruit being unloaded in Korea.

## COMING UP 1-5 MAY:

### Zespri Licence Auctions

**In 2023, for the first time, Zespri will allocate licences using online ascending-price open auctions, which will be conducted in the first week of May.**

Check out pages 2 and 3 for more detail on the process for registered bidders, and answers to some frequently asked questions.







# 2023 LICENCE AUCTIONS

*First week of May*

Zespri will run the ascending-price open auctions for Zespri SunGold Kiwifruit and Zespri RubyRed Kiwifruit on 1, 3, and 5 May. As part of the lead up to the licence auctions, all bidders have been invited to participate in more than one practice auction using the exact software that will be used for the real auctions.

Potential bidders have had a number of resources available to them on the licence release page of Canopy: [Canopy > Growing Kiwifruit > Zespri™ Variety Licences > Licence Release](#). The resources include instructional videos which may be of interest to non-bidders too.

Kiwiflier readers who are not bidding, but are interested in licence auction outcomes, can watch the round by round reports on <https://www.zespri.com/en-NZ/corporate-information/pvr-online-auctions>. The round results will be published after each round.

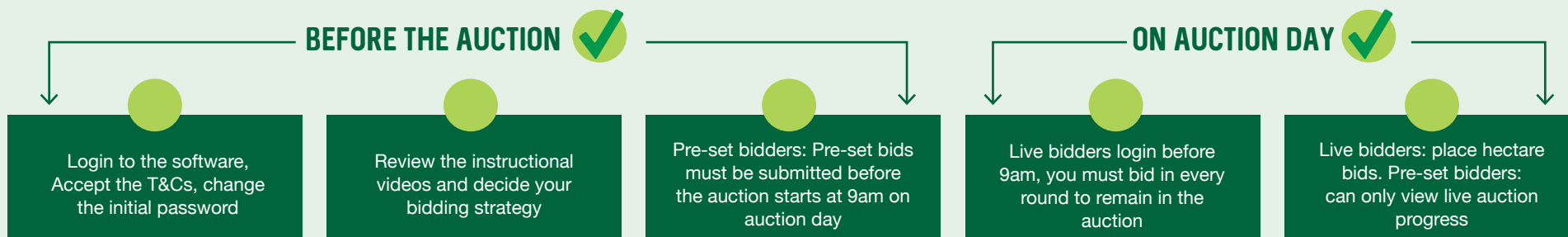
There will be a trading halt on Zespri shares from 5pm, 28 April to 9am, 9 May. The share trading halt will be imposed because licence prices have a material impact on share value, and temporarily there will be more information available to bidders compared to other potential share purchasers.

Zespri CEO, Dan Mathieson notes growers have asked for increased transparency, certainty, and price equity in the licence process.

"This auction mechanism is a significant change to try and address grower concerns," says Dan.

"The Board has signalled strong demand into the future to support the amount of hectares released, and we now wait to see how growers assess licence value after a challenging couple of seasons."

## THE "TO DO" LIST FOR REGISTERED BIDDERS



"Watching the videos before my practice auction was super helpful. The auction won't feel intuitive if you haven't watched the videos." Lynda Hawes, grower

## AUCTION DAYS:

**1 MAY 2023, 9AM:**

Zespri RubyRed Kiwifruit



**3 MAY 2023, 9AM:**

Restricted Zespri SunGold Kiwifruit (Hayward/Green14 cutover)

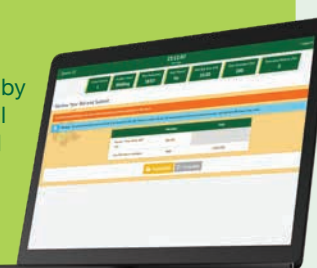
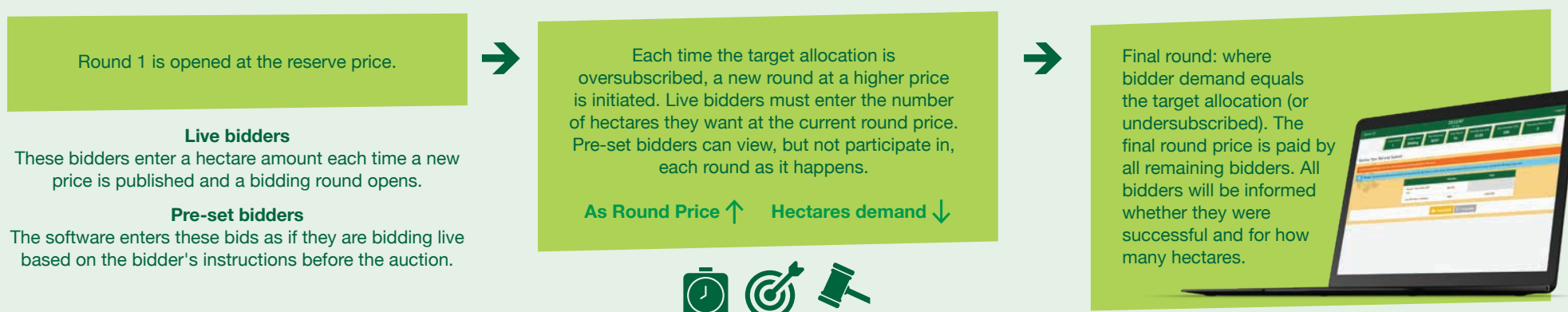


**5 MAY 2023, 9AM:**

Unrestricted Zespri SunGold Kiwifruit



## THE AUCTION PROCESS







## FREQUENTLY ASKED QUESTIONS: *Licence Auctions*

### Q1 What will the price increments be between rounds and will we know this before we set our pre-set bids and before bidding commences?

Zespri will not be publishing the price increments between rounds prior to the auction commencing because the incremental price increases between auction rounds will be determined based on how much demand, i.e. hectares bid for, exceeds the target allocation. In other words, how much a round is oversubscribed by. If a round is significantly oversubscribed, then the price increment is likely to be larger than if the round is only slightly oversubscribed. The price increments are a percentage increase (depending on the level of oversubscription) and will be rounded to the nearest \$1,000. Please note, this does not mean that the price will be increasing by \$1,000 each round.

### Q2 How many rounds will there be in each auction?

New rounds are initiated each time the demand exceeds the target allocation. This means the number of rounds is completely dependent on the demand from bidders. Bidders will be able to see the amount of oversubscription at the end of each round. During the 'reporting' phase of each round, bidders can see how much the oversubscription is and what the next round price will be. This gives the bidders some time before bidding opens for a new round.

### Q3 Once the auction finishes, if I have been successful, what happens then?

If you have been successful in the auction you will see in your Bidder Report the area you are successful for and the total amount owing. The Evaluation Panel will convene on 5 May 2023 to confirm the outcomes of the three auctions, and as soon as possible afterwards, all successful bidders will receive an email confirming the area they have been successful in bidding for. This correspondence will also advise the payment details, and the procedures for collecting budwood. The 25 percent deposit is due five working days after the receipt of this email. We aim to get this out as soon as possible, but it is likely to be around 8 or 9 May. The balance of the licence price is due on 20 July 2023.

### Q4 I am unexpectedly travelling or otherwise busy on my auction day. What are my options?

If you're uncertain about your availability or internet access, pre-set bidding is an option to ensure your bids are entered during the auction. We do not recommend bidding on your phone as the interface is not optimised for small screens. The deadline for requesting Cooney Lees Morgan to assist with pre-set bids has passed, so you will need to enter the pre-set bids in the auction software yourself. Pre-set bids can be entered right up until the start of the auction on 9am of auction day.

### Q5 Can I pre-set bid some of my eligibility, and live-bid the rest?

Each bidder is either a live bidder or pre-set bidder. If you submit a pre-set bid you are excluded from live bidding as soon as the auction starts. This rule continues after your pre-set bids are no longer valid (because the round price exceeds your maximum pre-set bid). There is no option for a pre-set bidder to re-join the auction as a live bidder.

### Q6 What is the support available during the auction?

The auction support team is available on 07 572 6440. The auction support team includes a number of staff who have been focused on licence release for many months. The support team will have supported up to 15 different practice auctions before May. In addition, in the event of any major issues, we have access to staff from the Auction Manager (NERA) and software provider (Optimal Auctions). The Zespri Licence Team will be fully utilised on the telephone support system and will not be available for in-person support at the Zespri head office on the actual day of the auctions.



## QUALITY ACTION PLAN UPDATE

The industry's Quality Action Plan is progressing well in 2023 and early fruit quality results are positive.

The Quality Action Plan was launched in October 2022 and has instigated changes to 2023 season's commercial drivers, Zespri quality assurance, and Supplier Accountability programmes. The Plan has also promoted best practice for growing and harvesting high quality fruit. Implementation progress of the plan has been reported in previous editions of *Kiwiflier*, and early fruit quality results indicate a significant improvement in early season fruit quality:

- The Zespri SunGold Kiwifruit end consignment point inspection (ECPI) storage pass rate to the end of Week 15 is the highest of the previous five seasons with a pass rate of 99.6 percent, reflecting lower levels of soft defects, overripe and rots.
- Zespri SunGold Kiwifruit ECPI packing defects to the end of Week 15 are similar to recent previous years with flesh damage similar to 2022 indicating the need for ongoing attention to harvest quality.

- Early arrivals in-market have turned out well with low levels of defects, especially for soft defects, overripe and rots. Markets are reporting excellent customer feedback on fruit quality (see our 'market update' on page 4).

Point 7 of the Quality Action Plan — Improvements to the Transparency of Information on Quality — are now being prioritised and planned. It is intended that ECPI and in-market arrival quality checking information is made available to growers via the Industry Portal on Canopy so that growers can compare checking results for their KPINs to industry. The June 2023 Shed Talks will be used to validate grower requirements and to understand how this additional reporting will be used by growers to inform the development design. Delivery is expected by October 2023. In the mean time, ECPI and market out-turn data is available via post-harvest entities.

As the 2023 season unfolds, we'll continue to keep growers and industry updated on fruit quality performance — stay tuned for further updates in the May 2023 issue of *Kiwiflier*.

## APPOINTMENT OF NEW CHIEF OPERATING OFFICER



New Zespri Chief Operating Officer, Jason Te Brake.

Following an extensive recruitment process, Acting Chief Global Supply Officer Jason Te Brake has been appointed as Zespri Chief Operating Officer.

The Chief Operating Officer role is focused on making sure Zespri delivers supply excellence, including providing great-tasting and consistently high-quality fruit, and will see Jason work closely with NZKGI and post-harvest leadership as part of our collective efforts to improve how we manage our end-to-end supply chain to help maximise the industry's long-term value.

"In his time at Zespri, Jason has helped lead Zespri's supply chain function through a particularly challenging period where the industry has faced significant labour shortages, COVID-19 supply chain constraints, and fruit quality issues," says Zespri CEO, Dan Mathieson.

"Along with his supply chain and leadership experience within Zespri, he brings considerable commercial agribusiness knowledge to the role from his time with KPMG, AFFCO, ANZCO, and Miraka."

Jason also has a strong understanding of the industry's current challenges and a clear vision for how the new COO structure, which brings together Zespri's existing Grower and Global Supply functions, can best support our growers and industry and manage our end-to-end supply chain in a strongly integrated manner.

Jason says he is looking forward to continuing to work with Zespri in this new role as Zespri progresses its efforts to help maximise the industry's long-term value.

Jason's appointment to the role is effective immediately, and he will work closely with our Chief Grower, Industry and Sustainability Officer Carol Ward over the coming months as the business transitions to the new COO structure which is expected to be fully in place by July this year.







# FROM THE MARKETS

## MARKET UPDATE

The New Zealand Zespri SunGold Kiwifruit season is well underway in the markets, with Japan and Mainland China seeing strong early sales. More importantly, we're receiving positive feedback on fruit quality from customers, including encouraging comments such as, "this is the Zespri we know".

As of the end of Week 16, more than 4.8 million TE of Class 1 Zespri SunGold Kiwifruit have been delivered, with Korea and Taiwan the latest markets to commence sales programmes.

The first Europe and US charter vessels are due to discharge in Week 18.

Zespri RubyRed Kiwifruit sales have been tracking well, with more than 250,000 trays now sold - that's two thirds of the full season volume.

With strong Zespri Green Kiwifruit submit coming in over the past few weeks, our markets are gearing up for the commencement of the Zespri Green Kiwifruit season in just a few weeks.



## Mainland China

### NEW ZEALAND SEASON LAUNCH IN ASIA

Zespri's New Zealand season launch conference in Shanghai was a big success, bringing together more than 250 guests from the government, industry associations, fresh fruit wholesale markets, key customers, and Zespri Board members.

Chairman Bruce Cameron opened the conference by acknowledging the remarkable results made under challenging internal and external environments.

The conference was also attended by New Zealand Ambassador to China, Grahame Morton, Steven Ainsworth from New Zealand Ministry of Primary Industry, and Yu Lu from the China Chamber of Commerce of Foodstuffs, who gave their greetings and expectations for the new season.

Michael Jiang, Greater China President, spoke about how Zespri had maintained a high level of management during the epidemic and expressed his belief that Zespri had won strong brand power and customer satisfaction. He also emphasized Zespri China's strategic priorities and what the company needed to focus on to achieve its goals and create a bright future.



### LAUNCH OF THREE ZESPRI FLAGSHIP STORES

The successful opening of three Zespri flagship stores in Qingdao, Chengdu and Beijing has ignited passion among our markets for our great-tasting Zespri Kiwifruit.

The aim of the stores is to boost sales of our great tasting Zespri Kiwifruit, and emphasise the Zespri sustainability concept to every customer and consumer.

Tommy Lu, Zespri Head of Sales in China, announced the opening. Following speeches by wholesale market leaders, Good Farmer and ClubZ representatives, traditional lion dances were performed to commemorate the special occasion.



### CREATING CONNECTIONS

Connecting with more customers has kept our teams in Mainland China busy over the past few weeks.

The teams met with strategic partner, Joy Wing Mau, in Shenzhen, and also visited Joy Wing Mau's new office building and warehouse. The new kiwifruit warehouse can hold 5,600 pallets. It will be equipped with 1,500 square metres of dedicated repacking areas, which will be opened in May this year, and 4,000 pallets of stereoscopic storage.



## Singapore

It's great to see our new Zespri RubyRed Kiwifruit packs in store in Singapore!

Check out some images of our great looking displays below.



## Japan and Korea

Zespri CEO Dan Mathieson has recently visited Japan and Korea for the start of the 2023 season and noted some great sustainable looking packs coming through in Japan and Korea too, and is delighted with the progress there.

"Our Zespri RubyRed Kiwifruit is tasting amazing, our Zespri Italian Green is looking good and holding our shelf space as we wait for our New Zealand SunGold Kiwifruit and Zespri Green Kiwifruit to arrive soon."

## Italy

### RECHARGING CYCLING ATHLETES

Can you spot our Zespri Kiwifruit?

Strategically-placed Zespri Kiwifruit merchandising stands have helped recharge cycling athletes during the international race, Milano-Sanremo, also known as the Spring Classic, where cyclists cycle 299 km between Milan and Sanremo, in Northwest Italy.







# ZESPRI IN THE COMMUNITY

## Mount Everest Challenge raises over \$80,000 for Live For More

Zespri is proud to have supported the Breeze Tauranga Mount Everest Challenge for 2023.

As part of Zespri's sponsor week, we headed to Mount Maunganui with the ever-popular smoothie bikes and fuelled those taking part in the Mount Everest Challenge with delicious kiwifruit smoothies.

Over the 50 days, 160 Bay locals and 98 teams took part in the challenge, walking up Mauao/Mount Maunganui 38 times, which is the equivalent of climbing Mount Everest. Together, all participants managed to raise an incredible \$80,441 for charity!

Live for More was the charity of choice for this year's challenge. The inspiring team empower rangatahi/young people to live positive and fulfilling lives. The funds raised will go towards fitting out their new building with facilities to run more group therapy sessions, as well as space for clinical therapy sessions. All of this is geared around making their base a place where clients can come and feel safe, accepted and to find support to reach their goals.

A huge thanks to everyone who got involved or donated.



## Celebrating excellence in Māori sport

Earlier in the year, Zespri supported the Census 2023 Tai Tokerau Māori Sports Awards, which was held at the Waitangi Treaty Grounds.

The evening is a chance to bring the Northland Māori sporting community together and honour and celebrate Tai Tokerau Māori sporting success. Zespri sponsored Te Tohu Tākaro Toa Wahine (Open Female Sportsperson of the Year) award, and Kiriwaitangi Rei, Zespri Head of Māori Alliances, attended the evening and presented the award. World Champion Black Fern, Krystal Murray was the recipient of the Female Sportsperson of the Year and went on to be crowned Supreme Winner of the 2023 awards.



Kiriwaitangi Rei, Zespri Head of Māori Alliances; and Cameron Bell, CEO of Northland Rugby, (accepting the award on behalf of Krystal Murray).

## Epic day out for Zespri Young and Healthy Virtual Adventure

Hamilton's Pukete School had a cracking day celebrating the Zespri Young and Healthy Virtual Adventure, in collaboration with Sport Waikato.

The kids dressed up for the occasion and participated in an enormous range of fun activities, from bouncy castles, circus and super-sized games, face-painting, hungerball, and skateboarding to a surprise visit from local Chiefs players.

Zespri is proud to be in its fourth year of partnership with the Young and Healthy Trust and supporting another 20,000 kiwi kids through the adventure again in 2023.

Libby Twiss, Zespri External Relations Advisor, says the team can't wait to get started on this year's adventure and see the positive benefits it brings to so many kids and communities across the country.

"We are really passionate about supporting our youth so they can thrive through learning habits like eating well, drinking plenty of water, and caring for their mental health and our environment," says Libby.

"This year's adventure kicks off in Term 3, and sports a special focus on spending time immersed in nature to learn how it nurtures our wellbeing."



Registrations are now open for classes from primary and intermediate schools across Aotearoa, and we can't wait to encourage more kiwi kids to make better choices every day.

If you'd like to get your whānau or school involved, or would like more information about the Zespri Young and Healthy Virtual Adventure, please get in touch with [libby.twiss@zespri.com](mailto:libby.twiss@zespri.com).



# Kiwifruit stands out at BOP Ballance Farm Environment Awards

The 2023 BOP Ballance Farm Environment Awards took place in March at Trustpower Arena to recognise and celebrate good farm and orchard practices that promote sustainable land management. Kiwifruit was extremely well-represented, with multiple awards being won on the afternoon by kiwifruit growers.

Zespri sponsor the Kiwifruit Orchard Award, which is awarded to the kiwifruit orchard that most clearly demonstrates the use of sustainable orchard practices and management. Judges focus on areas such as environmental responsibility, economic return, community awareness, and the ethical management of resources including labour and orchard inputs.

Elly Sharp, Ruan Nunes, David Stephenson, and Francis Pauwels of Tirohanga Fruit Co Ltd were the deserving winners of the Zespri Kiwifruit Orchard Award. Tirohanga Fruit Co are focused on protecting soils in their orchards and reducing agrichemicals as they increasingly adopt organic growing principles. In addition to the Zespri Kiwifruit Orchard Award, they received the Norwood Farming Efficiency Award which recognises the farmer or grower who is actively focused on resource use efficiency.

Olivia Manusauloa and Josh Easton of Baygold Limited were the other kiwifruit industry representatives, taking out an array of awards, including the Bayleys People in Primary Sector Award, Hill Laboratories Agri-Science Award, Rabobank Agribusiness Management Award and ultimately being named the Bay of Plenty Regional Supreme Winner.

In awarding the Supreme Award, the judges noted Olivia and Josh's guardianship of the land, ensuring its practical use for the future, as well as various initiatives that show real commitment to sustainability. Josh and Olivia were also noted to have a strong focus on providing real and meaningful support to staff, and actively practicing social responsibility within their community.



Zespri Director, Craig Thompson with Zespri Kiwifruit Orchard Award winners, Tirohanga Fruit Co Ltd.

As regional Supreme Winner, Olivia and Josh will go through to be considered for the National Farm Environment Trust Awards. As part of this, they recently held an Open Day at Baygold in Te Puke where attendees heard first-hand how Baygold integrates environmental excellence in its kiwifruit production, and gained insight into their carefully balanced approach and the initiatives that have helped them on their sustainability journey. The day was a great success and we wish Olivia, Josh and the rest of the Baygold team well with the National Awards.

Congratulations to all award recipients from the 2023 BOP Ballance Farm Environment Awards! For the full list of winners, see here: <https://nzfeawards.org.nz/2023-award-recipients-list/>



Open Day at Baygold in Te Puke.

## JINGOLD COLLABORATIVE MARKETING APPROVAL

Kiwifruit New Zealand (KNZ) has approved a collaborative marketing application by Jingold to run a three-year trial programme of the Jintao variety in New Zealand, commencing in 2023.

The trial will consist of up to 10,000 trays in year 1 and up to 15,000 in years 2 and 3.

KNZ's collaborative marketing approval is subject to a number of conditions agreed between KNZ, Jingold, and Zespri, which include understanding the performance of this variety through harvest and in market.

The Jingold trial will involve small volumes, with one hectare of Jintao currently growing near Te Puke. For context, there are 9,300 hectares of Zespri SunGold Kiwifruit being grown in New Zealand (9,268ha).

The collaborative marketing process is managed by KNZ, which considers whether the programmes will help increase the overall wealth of New Zealand kiwifruit producers. Zespri is currently involved in 23 collaborative marketing programmes, working with around 15 other companies to export New Zealand grown kiwifruit to a range of markets around the world.



## EVENT WRAP-UP



### FRESH PRODUCE INSIGHTS FROM CATHY BURNS

We had a special guest at our New Zealand office recently – none other than Cathy Burns, President and CEO of the International Fresh Produce Association. Cathy heads up the biggest, most diverse global association dedicated to the fresh produce and floral supply chain. She shared some fascinating insights and predictions about the future of fresh produce, including an exciting new trend of using food as medicine.

Cathy highlighted some staggering statistics about preventable chronic disease and the dire state of fruit and vegetable consumption in the US. She also showed us how we can make a difference by using food interventions in the healthcare system. She believes that we need to act now to change the eating habits of the next generation, so they can enjoy longer, healthier lives.

One of the highlights of Cathy's presentation was when she talked about our beloved kiwifruit. She reminded us how lucky we are at Zespri to be marketing one of the healthiest foods on the planet. By promoting kiwifruit as part of a healthy diet, we can help people all over the world improve their eating habits and their health.

Cathy closed her presentation with a fantastic quote: "The future of healthy living isn't in PHARM, but in FARM".

We couldn't agree more – and we're proud to be part of a company that's helping make that future a reality!



View Cathy's presentation on Canopy, here: [Canopy > Zespri & The Kiwifruit Industry > News > Presentation By Cathy Burns, President & CEO of IFPA](#)





# THE RISE OF AUTOMATION

**Automation is making big leaps forward in the horticulture industry, helping improve productivity and performance, and reducing manual work as the industry continues to manage labour constraints.**

At a post-harvest level, there's a large amount of labour required to grade, pack and stack kiwifruit, and automation is becoming increasingly more present as it's faster, more consistent, and can process our fruit more gently, even at top speeds.

It's helping our industry not only ease the labour shortage, but attract highly skilled people to build, service, and maintain the technology, and analyse, interpret, and act on the insights that technology is generating.

Some of the investment that's already taking place within the post-harvest sector includes bin tipplers, near infrared camera grading, automated packing, robotic stacking, autonomous vehicles and temperature monitoring, while on orchard, there's artificial pollinators, drones, GPS units, GIS software, and digital crop counting technologies.

Confidence in the kiwifruit industry's export growth is fuelling investment in this space across the industry, with world-leading technology enabling our industry to move further beyond volume towards value.

And that's evident in a number of examples across the industry:

## MPAC

Significant investment has been made in an automated packing line at Mpac which has improved consistency and productivity, utilising the expertise of specialist technology firms like MAF Roda, Compac, and JMP who guarantee reliability and efficiency in their solutions. The detailed design, construction and implementation ensures the site is fit for purpose and geared for future industry growth, while also requiring 80 percent less seasonal labour (pictured).

## APATA

Apata has invested extensively in operational automation, which they deemed essential to support the labour required for increasing kiwifruit volumes to flow efficiently through the supply

chain and to retain quality. Apata connected with like-minded companies onshore and offshore for their solutions and has made automation an essential part of their post-harvest world.

## EASTPACK

This season has marked the first use of EastPack's Quarry Road \$28 million grader, which is part of their ongoing investment in technology and sits alongside their Washer Road Grader which sports the title of the largest kiwifruit grader in the southern hemisphere.

## TREVELYAN'S

A new fully automated box filling, tray lining, and bulk filling machine is up-and-running at Trevelyan's this season which follows their five-year growth plan.

## DMS

DMS has commissioned additional automated box fillers, K1 pack master tray fillers and carton assembly conveyor lines to tray-prep stations, alongside doubling capacity with their new packing machine.

## HUMES

Humes have incorporated automation throughout their ongoing packhouse development, with capacity to pack 8,000 trays per hour with only a team of 30. This automation incorporates the latest optical camera grading, NIR dry matter and maturity grading, 100 percent automated bulk packing line utilising 16 bulk gentle box fillers, four automated individual tray fillers, as well as six semi-automated individual tray filler lines and robotic palletising. This has been the culmination of a three-year ongoing pursuit of lights out packing currently resulting in a 50 percent increase in throughput with a 45 percent reduction in seasonal labour.

## PUNCHBOWL

Punchbowl started its journey down the automation track six years ago and now has 100 percent of its fruit packed through automated packing. A lot of its automation has been developed

in-house and has allowed it to double its throughput while delivering major savings in labour. Future upgrades are expected to support the doubling of current volumes in the next three years.

Zespri Chief Operating Officer Jason Te Brake says it's exciting to see post-harvest embracing automation as the industry continues to look at how to best maximise productivity.

"We've had a really tough couple of years with the labour shortage the industry has faced, and we know labour is an ongoing challenge," says Jason.

"As we continue to consider how to address this, it's encouraging to see the investment being made across the post-harvest sector in automation, which we hope helps generate enhanced value and productivity gains for the industry.

"It's also great to see the way automation is allowing the industry to maintain and enhance high performance standards which are critical to the integrity of our brand, so we're looking forward to seeing these new technologies continuing to come online in the years ahead," says Jason.



Mpac's technologically advanced and automated packing line underway as part of the 2023 kiwifruit season.

## TRIAL A STEPPING STONE TO CARBON NEUTRAL GOALS

**Zespri knows consumers are increasingly concerned about climate change and they want to know how they can take action. Businesses in other categories such as meat and dairy, are responding with their use of carbon neutral certification on products.**

Recent market insights research conducted by Kantar showed that the Zespri brand being associated with broad environmental initiatives, including carbon neutral, could help strengthen our brand value. However, right now 'carbon-neutral' alone, is unlikely to influence consumer purchase behaviours in the fresh produce category.

There is also a rising consumer concern regarding 'greenwashing' (the exaggeration of a company's environmental credentials). A key part of this has been about "offsetting" without first making meaningful emissions reductions. Reducing emissions is a critical element for customers and regulators to satisfy their concerns about greenwashing.

Zespri is currently conducting a Carbon Neutral Trial with the industry as an important step towards achieving its carbon neutral goals. Making authentic emissions reductions is very important to Zespri, and we have therefore adjusted the scope of this trial, to provide greater focus on the emissions reduction component, before we look to offsetting.

In the Carbon Neutral Trial, Zespri is engaging growers, post-harvest suppliers and in-market operations teams to authentically measure and reduce end to end orchard and supply chain emissions. As a second step, combining these reductions with offsetting will be an important part of achieving Zespri's goal of being carbon positive to retailers.

The Carbon Neutral Trial runs across two kiwifruit seasons:

1. Season 2022/2023 involves measuring baseline emissions.
2. Season 2023/2024 is focused on reducing emissions and involves an end-to-end operational pilot from orchard to market.

The Carbon Neutral Trial is providing tools for growers and suppliers to measure emissions, help make emissions reductions, and build an understanding of what it will take to deliver a certified carbon neutral product to market.

Zespri has identified China as the best option for conducting the market phase of the Trial. The Zespri team in China is very positive about this work, emissions reduction technologies in market are readily available in China, and top customers in China have already signalled strong interest in being involved.

Over the next six months, Zespri will be looking at what the market phase entails, and will be conducting due diligence to discover the opportunities there are in 2024 for emissions-reduced fruit from the Trial in China. Zespri will be working with a certifier to understand the standards and requirements in China.

Further work is also underway to understand how we can best convey to consumers Zespri's work on environmental and climate-care initiatives, and we anticipate our emissions reduction work and the pathway to becoming carbon neutral will be an important part of the consumer messages.



## THE GLOBAL OUTLOOK ON SUSTAINABILITY



**In March, Zespri's independent Sustainability Advisory Board (SAB) met for the first time with the Zespri Board. The SAB was asked to share their assessment of how global challenges such as inflation, supply chain cost pressures, and geopolitical uncertainty, are impacting the sustainability agenda, to help inform decisions about the pace and focus of Zespri's sustainability programme.**

There was a common view from the SAB that the expectation of progress on sustainability from civil society, consumers, and regulators continues to increase. Globally there has been an acceleration of investment into the renewable energy and transport sectors.

Members noted that attention is now turning to the food sector given the large contribution it makes globally to emissions, loss of biodiversity, and soil erosion. In addition, there was strong agreement that food production is now exposed to the impacts of climate change, with horticulture particularly affected.

There was a common view that the pace of regulatory change in Europe will mean that market access gets tougher, and consumers are increasingly wary of 'greenwashing' — meaning that demonstrating environmental performance against international standards needs to become standard practice.

The SAB urged the Zespri Board to keep its focus on ensuring a climate-resilient industry as well as addressing visible sustainability issues in market such as packaging.

The Sustainability Advisory Board is composed of Lain Jager, former Zespri CEO; Steven Martina, CEO of The Greenery; Sue Garrard, formerly Unilever's Chief Sustainability Officer; Carolyn Mortland, formerly Fonterra's Global Sustainability Director; Kiriwaitangi Rei, formerly CEO of Māori Investments; and chaired by Alison Barrass, an independent director of the Zespri Board. This was Kiriwaitangi Rei's last meeting given her recent appointment as Head of Māori Alliances at Zespri.



## SHARE BRIEFS

**Note:** Zespri will halt trading of ZGL shares on share trading platform Unlisted Securities Exchange (USX) from 5pm on Friday 28 April 2023 to allow for the 2023 Zespri SunGold Kiwifruit and Zespri RubyRed Kiwifruit auction process, which will run from 1 May to 5 May. Zespri will announce the preliminary revenue range on Friday 5 May 2023. Share trading will resume at 9am on Tuesday 9 May 2023.

As at **20 April 2023** the last Zespri share price trade was **\$6.10** traded on **17 April 2023**. There were three buyers at **\$6.00** and **\$5.95**. There were eight sellers at **\$6.10, \$6.14, \$6.15, \$6.35, \$6.45, \$6.50, and \$6.55**.

To trade Zespri shares please contact one of the registered USX brokers – See <https://canopy.zespri.com/EN/grow/zespri/Shares> for more information.

For all other general shareholder enquiries, please contact Zespri Grower Support Services on 0800 155 355.

NOTE: On a monthly basis, we will now be reporting on the number of shares becoming dry for the following month and those excess shares requiring to be sold for the following month.

As per Clause 22 of the Constitution, shareholders who no longer supply fruit to Zespri (Dry Shareholders) will cease to receive dividend payments three years after becoming dry.

For the month of April, there are 80,010 dry shares as of 20 April 2023 that will cease to be eligible for dividends.

Clause 21.4 of the constitution requires shareholders who are over their share cap (overshared) to sell their excess shares three years after the date they exceeded their share cap. For the month of April there are no excess shares that are required to be sold as of 20 April 2023.

The graph below shows the price per share that has been traded with USX and the corresponding number of shares for each trade.

### Want to see current buyers and sellers?

To get a list of the price for current buyers and sellers and the associated shares go to <http://www.usx.co.nz>. The Zespri Group Limited listing code is 'ZGL'. The USX website shows:

- Latest prices
- Market depth – to see the parcels of shares for sale and the parcels and price that buyers are seeking
- Last 10 trades
- Market announcements

Follow us on reapp for our mobile IR experience

Go to [www.reapp.io](http://www.reapp.io) to download the app.

Below is the current Market Depth information as at 20 April 2023.

Quote Line at Friday 24 March 2023 as at 09:45 am						
Code	Bid (\$)	Offer (\$)	Last (\$)	High (\$)	Low (\$)	Volume
ZGL	6.00	6.10	6.10	0.00	0.00	0

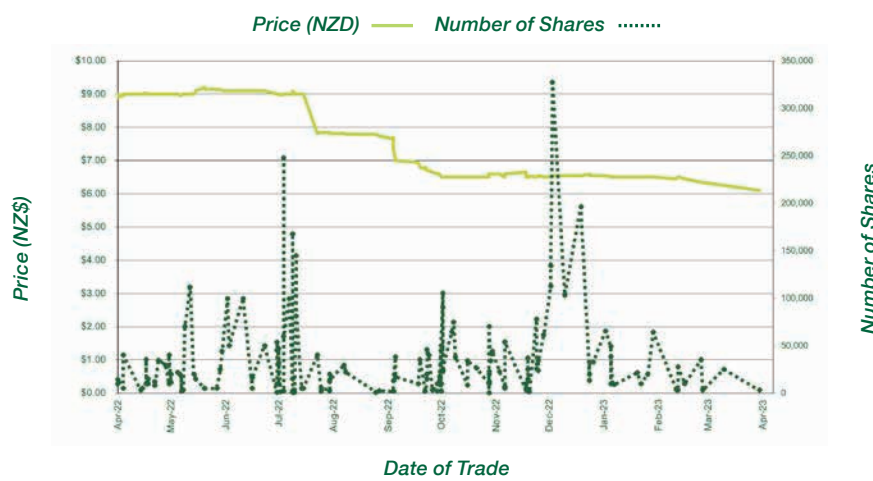
Market Depth					
BIDS			OFFERS		
Orders	Quantity	Price (\$)	Price (\$)	Quantity	Orders
1	3,000	6.00	6.10	5,000	2
1	3,000	5.95	6.14	5,000	1
			6.15	25,000	1
			6.35	3,500	1
			6.45	5,000	1
			6.50	4,000	1
			6.55	3,000	1

Last 10 Trades			
Date/Time	Quantity	Price (\$)	Value (\$)
17/04/2023	3,000	\$6.10	18,300.00
28/03/2023	25,000	\$6.25	156,250.00
16/03/2023	3,000	\$6.35	19,050.00
15/03/2023	35,000	\$6.35	222,250.00
6/03/2023	1,000	\$6.45	6,450.00
2/03/2023	27,600	\$6.50	179,400.00
2/03/2023	3,000	\$6.50	19,500.00
1/03/2023	4,000	\$6.50	26,000.00
16/02/2023	64,197	\$6.50	417,280.50
13/02/2023	20,000	\$6.50	130,000.00

### Director share trading

For the month of April (as at 20 April 2023), there were 268,023 shares traded by entities associated with Zespri Directors. See the Canopy for details: Canopy > Growing Zespri Kiwifruit > Working with Zespri > Shares. Alternatively search for 'Director Shares' using the search function.

### ZESPRI GROUP LIMITED SHARE TRADES 20 APRIL 2022 TO 20 APRIL 2023





# CLASS 1 FRUIT AND SERVICE PAYMENTS AND TIMINGS

## (INCLUDING LOYALTY PREMIUM)

The following charts show when Fruit and Service Payments (including Loyalty) are made throughout the season (to two decimal points).

Actual payments made YTD are above the dotted line with the average amount paid.

Payments yet to be made are indicated below the dotted line.

- Submit is paid in the early months when fruit is submitted into inventory.
- Pack and Time, KiwiStart and Taste Zespri are paid on FOBS, i.e. when fruit is shipped. Some of the Supplier Accountability payments are subject to SLA terms.

- Progress will be paid in the remaining months at levels subject to Zespri Management approval.
- KiwiGreen is a new payment for the 2022/23 season, incentivising on orchard pest management practices. The incentive was paid in December at \$0.25/TE on qualifying gross submit.
- Average payments per TE are based on the 2022/23 February Forecast trays and actual payments to date.
- YTD amounts for Pack and Time may move from previous *Kiwifliers* due to SLAs being paid late in a month.

ZESPRI GOLD3 APRIL									
ISO month	Submit	Pack and Time	KiwiStart Accountability	Taste Zespri	KiwiGreen	Progress	Loyalty Premium	Total payment / TE Supplied	% of Pool Paid YTD
Apr-22	\$3.30	\$0.05						\$3.35	22%
May-22		\$0.08						\$3.43	22%
Jun-22		\$0.09						\$3.53	23%
Jul-22		\$0.09		\$1.11		\$1.59		\$6.30	41%
Aug-22		\$0.18	\$0.52	\$1.48		\$0.13		\$8.62	56%
Sep-22		\$0.17	\$0.00	\$1.04		\$0.42		\$10.25	66%
Oct-22		\$0.29	\$0.58	\$0.27		\$0.30		\$11.69	76%
Nov-22		\$0.33	\$0.01	\$1.20		\$0.41		\$13.64	88%
Dec-22		\$0.11	\$0.01	\$0.05	\$0.26	\$0.35		\$14.42	93%
Jan-23		\$0.00					\$0.10	\$14.52	94%
Feb-23		\$0.01	\$0.01	\$0.00		\$0.38	\$0.10	\$15.01	97%
Mar-23			\$0.01			\$0.14	\$0.10	\$15.27	99%
Apr-23						\$0.07		\$15.34	99%
May-23									
Jun-23						\$0.12			100%
Paid YTD	\$3.30	\$1.40	\$1.14	\$5.15	\$0.26	\$3.79	\$0.30	\$15.34	
Balance to pay	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.12	\$0.00	\$0.12	
Total fruit and service payments - 2022/23 Forecast \$15.46									

ZESPRI ORGANIC GOLD3 APRIL									
ISO month	Submit	Pack and Time	KiwiStart Accountability	Taste Zespri	KiwiGreen	Progress	Loyalty Premium	Total payment / TE Supplied	% of Pool Paid YTD
Apr-22	\$3.30	\$0.04						\$3.34	20%
May-22		\$0.17						\$3.51	21%
Jun-22		\$0.09						\$3.60	22%
Jul-22		\$0.08		\$1.30		\$0.53		\$5.50	33%
Aug-22		\$0.28	\$0.54	\$1.87		\$0.33		\$8.51	51%
Sep-22		\$0.33		\$1.70		\$0.93		\$11.48	69%
Oct-22		\$0.10	\$0.67	\$0.11		\$0.64		\$13.00	78%
Nov-22		\$0.01		\$1.25		\$0.71		\$14.98	90%
Dec-22		\$0.05	\$0.00	\$0.00	\$0.26	\$0.16		\$15.44	92%
Jan-23							\$0.10	\$15.54	93%
Feb-23			-\$0.01			\$0.44	\$0.10	\$16.07	96%
Mar-23			-\$0.01			\$0.23	\$0.10	\$16.39	98%
Apr-23						\$0.10		\$16.49	99%
May-23									
Jun-23						\$0.20			100%
Paid YTD	\$3.30	\$1.14	\$1.21	\$6.23	\$0.26	\$4.07	\$0.30	\$16.49	
Balance to pay	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.20	\$0.00	\$0.20	
Total fruit and service payments - 2022/23 Forecast \$16.70									

ZESPRI RED19 APRIL									
ISO month	Submit	Pack and Time	KiwiStart Accountability	Taste Zespri	KiwiGreen	Progress	Loyalty Premium	Total payment / TE Supplied	% of Pool Paid YTD
Apr-22	\$3.30							\$3.30	15%
May-22		\$0.08						\$3.30	15%
Jun-22		\$0.09						\$3.30	15%
Jul-22		\$0.09		\$1.11		\$1.59		\$9.96	46%
Aug-22		\$0.18	\$0.52	\$1.48		\$0.13		\$12.40	57%
Sep-22		\$0.17	\$0.00	\$1.04		\$0.42		\$13.42	61%
Oct-22		\$0.29	\$0.58	\$0.27		\$0.30		\$15.42	70%
Nov-22		\$0.33	\$0.01	\$1.20		\$0.41		\$17.44	80%
Dec-22		\$0.11	\$0.01	\$0.05	\$0.26	\$0.35		\$18.50	85%
Jan-23		\$0.00					\$0.10	\$18.60	85%
Feb-23		\$0.01	\$0.01	\$0.00		\$0.38	\$0.10	\$19.42	89%
Mar-23			\$0.01			\$0.14	\$0.10	\$20.78	95%
Apr-23						\$0.07		\$20.88	95%
May-23									
Jun-23									
Paid YTD	\$3.30	\$0.00	-\$0.06	\$0.00	\$0.25	\$17.09	\$0.30	\$20.88	
Balance to pay	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1.00	\$0.00	\$1.00	
Total fruit and service payments - 2022/23 Forecast \$21.88									

ZESPRI GREEN APRIL									
ISO month	Submit	Pack and Time	KiwiStart Accountability	Taste Zespri	KiwiGreen	Progress	Loyalty Premium	Total payment / TE Supplied	% of Pool Paid YTD
Apr-22	\$2.45	\$0.00						\$2.45	25%
May-22		\$0.07						\$2.52	26%
Jun-22		\$0.10						\$2.62	27%
Jul-22		\$0.03	\$0.00	\$0.47		\$0.68		\$3.80	39%
Aug-22		\$0.11	\$0.49	\$0.67		\$0.05		\$5.13	52%
Sep-22		\$0.21		\$0.67		\$0.20		\$6.21	63%
Oct-22		\$0.31	\$0.43	\$0.34		\$0.11		\$7.39	75%
Nov-22		\$0.25	\$0.01	\$0.69		\$0.27		\$8.62	87%
Dec-22		\$0.30	\$0.05	\$0.09	\$0.26	\$0.09		\$9.41	95%
Jan-23							\$0.10	\$9.51	96%
Feb-23		\$0.02	\$0.01	\$0.01		\$0.00	\$0.10	\$9.65	98%
Mar-23			\$0.01			\$0.03	\$0.10	\$9.79	99%
Apr-23						\$0.00		\$9.79	99%
May-23									
Jun-23						\$0.07			100%
Paid YTD	\$2.45	\$1.42	\$1.00	\$2.94	\$0.26	\$1.43	\$0.30	\$9.79	
Balance to pay	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.07	\$0.00	\$0.07	
Total fruit and service payments - 2022/23 Forecast \$9.86									

ZESPRI ORGANIC GREEN APRIL									
ISO month	Submit	Pack and Time	KiwiStart Accountability	Taste Zespri	KiwiGreen	Progress	Loyalty Premium	Total payment / TE Supplied	% of Pool Paid YTD
Apr-22	\$2.45							\$2.45	20%
May-22		\$0.05						\$2.50	21%
Jun-22		\$0.03						\$2.53	21%
Jul-22		\$0.02		\$0.53		\$1.65		\$4.73	39%
Aug-22		\$0.11	\$0.37	\$0.97		\$0.05		\$6.22	52%
Sep-22		\$0.17		\$0.99		\$0.44		\$7.82	65%
Oct-22		\$0.41	\$0.36	\$0.72		\$0.07		\$9.39	78%
Nov-22		\$0.16		\$0.95		\$0.39		\$10.89	90%
Dec-22		\$0.07	\$0.00	\$0.04	\$0.26	\$0.38		\$11.65	97%
Jan-23							\$0.10	\$11.75	97%
Feb-23		\$0.00	\$0.01	\$0.00		\$0.00	\$0.10	\$11.85	98%
Mar-23			\$0.01			\$0.04	\$0.10	\$12.00	100%
Apr-23						\$0.00		\$12.00	100%
May-23									
Jun-23						\$0.05			100%
Paid YTD	\$2.45	\$1.03	\$0.74	\$4.20	\$0.26	\$3.02	\$0.30	\$12.00	
Balance to pay	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.05	\$0.00	\$0.05	
Total fruit and service payments - 2022/23 Forecast \$12.05									

ZESPRI GREEN14 APRIL									
ISO month	Submit	Pack and Time	KiwiStart Accountability	Taste Zespri	KiwiGreen	Progress	Loyalty Premium	Total payment / TE Supplied	% of Pool Paid YTD
Apr-22	\$2.80							\$2.80	27%
May-22		\$0.00						\$2.80	27%
Jun-22								\$2.80	27%
Jul-22		\$0.03		\$0.47		\$0.68		\$4.16	39%
Aug-22		\$0.11	\$0.49	\$0.67		\$0.05		\$5.02	47%
Sep-22		\$0.21		\$0.67		\$0.20		\$6.12	58%
Oct-22		\$0.31	\$0.43	\$0.34		\$0.11		\$6.85	65%
Nov-22		\$0.25	\$0.01	\$0.69		\$0.27		\$8.48	80%
Dec-22		\$0.30	\$0.05	\$0.09	\$0.26	\$0.09		\$9.33	88%
Jan-23							\$0.10	\$9.43	89%
Feb-23		\$0.02	\$0.01	\$0.01		\$0.00	\$0.10	\$9.94	94%
Mar-23			\$0.01			\$0.03	\$0.10	\$10.33	98%
Apr-23						\$0.00		\$10.42	99%
May-23									
Jun-23									
Paid YTD	\$2.80	\$0.00	\$0.24	\$2.29	\$0.25	\$4.54	\$0.30	\$10.42	
Balance to pay	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.14	\$0.00	\$0.14	
Total fruit and service payments - 2022/23 Forecast \$10.56									

Note 1: The submit and progress payments detailed in the tables are based on net submit trays.  
 Note 2: Rates per TE of \$0.00 have values of less than \$0.005.

Amounts above are not rounded to two decimal places, therefore rounding differences may apply.







## ZESPRI GLOBAL SUPPLY UPDATE

# ZGS ASIA PREPARES FOR A NEW SEASON

It has been a busy time in ZGS Asia over the past two months with preparations for the new season.

The season has started with good budburst, and flowering is now underway. Our growing locations in Asia (Japan and Korea) generally experience more than enough winter-chilling and this winter was no exception, leading to good natural budburst and large thinning jobs for our growers.

The ZGS Asia Grower Service and Extension (GSE) team has been travelling around both countries visiting orchards and holding spring field days. The field days allow the teams to hear from growers and promote techniques to increase yield and quality on orchard. The field days had fantastic turnouts and lots of useful interaction from the growers in both Japan and Korea.



Zespri growers spring field day on Jeju Island, Korea.



New season flowering beginning in April in Japan.



Zespri ZGS Korea team presenting at the spring field days on the focus of the season ahead.

## CONNECTING WITH OUR PEOPLE FACE TO FACE IN JAPAN AND KOREA

The ZGS team in Japan were able to hold a meeting for all growers in person for the first time since COVID-19 restrictions were lifted.

It was a chance for the industry to talk through the results of the season from orchard through the supply chain to the market. There was a focus on the sales season performance, improving quality, and increasing orchard performance.

Chairman Bruce Cameron and CEO Dan Mathieson travelled down from the Japan trade conference along with Nick Kirton (Executive Officer, Northern Hemisphere Supply) and Ichiro Anzai (President, Asia Pacific) to cap off a week of engagement with our industry stakeholders in Japan.

After engaging with our Japan operations, Dan had this to say:

*"I'm so inspired by their passion and commitment to keep learning with Zespri to grow better and better quality kiwifruit, and how our magic little kiwifruit is creating sustainable value from their land."*

*"We still have so much more to do, but Zespri's purpose is well and truly in action here."*

*"I'm delighted by how our production and sales and marketing teams are working so closely together to understand the challenges and find solutions together - outstanding collaboration driving results."*

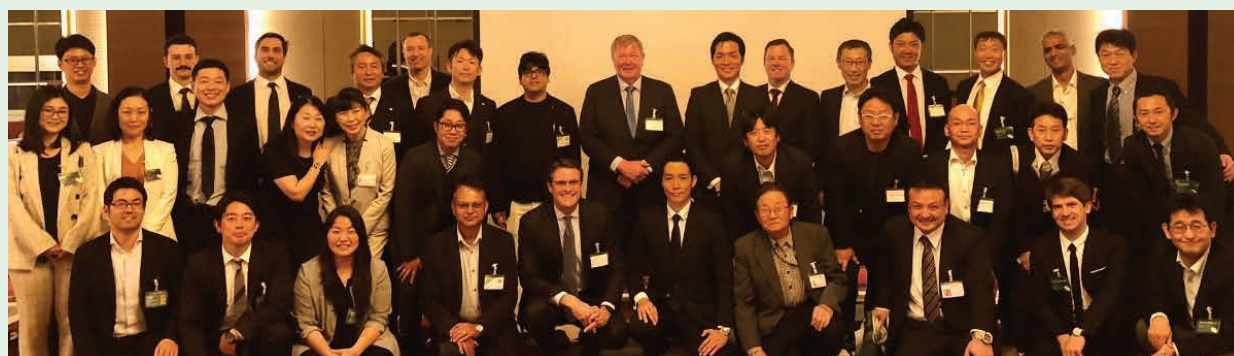
Following on from these grower facing events, the ZGS Japan and Korean teams had internal discussions with operations and sales and marketing colleagues in preparation for the season ahead.

After a challenging quality season across the globe for kiwifruit, the focus was what can we do as an industry across the supply chain and orchard to minimise fruit lost, and maximise the storage potential of the ZGS SunGold Kiwifruit produced in Asia.

There was also a focus on the sales strategy for the coming season and beyond as we see volumes increase from ZGS Asia, but also the bounceback in volumes from New Zealand into the APAC market.

The culmination of all these events was the ZGS Asia Conference held mid-April. This allowed the Japan and Korean ZGS teams to collectively talk through last season's results and plan the season ahead together. The discussions reflected on similarities within the growing regions and looked ahead to the strategy towards 2030. It is also a great chance to continue to re-build those personal connections face to face after COVID-19 restricted travel between the two countries.

The opportunity to have these series of meetings with growers, colleagues, and Zespri Executives has been a great start to the new season, and the ZGS teams in Japan and Korea are focused on achieving the best possible outcomes for the season ahead.



Grower season review and outlook meeting in Fukuoka, Japan.





## Updates from our Pre-harvest Team



# Industry connections HELP SHAPE ZESPRI GAP FOR THE 2023 SEASON

**Why do we share and collaborate?** Helen Keller said: *“Alone we can do so little, together we can do so much”.*

Together with more than 150 representatives from the industry, Zespri has been sense checking the GLOBALG.A.P. version 6 and GRASP version 2 translations for Zespri GAP, which will come into effect in the upcoming 2023/24 season.

“Knowing no two growers are the same, and with regional differences too, it has been pivotal to spend time with a good range of growers and industry stakeholders to get their feedback on some of the changes,” says Zespri Extension Manager Christina Robinson, who has been heading up the engagement.

The team connected one-on-one over a cuppa, and also held an online workshop, reaching almost 50 growers and industry representatives in one session.

“We’ve also been very fortunate to connect with many industry groups and getting their insights has been so valuable,” says Christina.

“We’ve had time with the Fertiliser Forum, post-harvest technical representatives, GAP inspectors, internal Zespri groups, and the specially formed Industry GAP Advisor Group — it has been really fantastic to get such rich insight from everyone.”

The team aimed to gather pan-industry feedback on proposed changes, ideas for practical application, and input on how resources and support should look. Feedback was sought on a wide range of Zespri GAP topics, including mapping, GRASP (social practice), metrics, continuous improvement, and more.

Through the process, we gathered hundreds of perspectives and ideas, which we have now distilled into ‘key themes’ that will help shape the Zespri GAP checklist, grower manual, and grower support for the year ahead. It has been rewarding to see the GAP team be able to use the feedback we received right away.

One of the engagement questions was around how the industry, growers, and inspectors would like to be supported and trained on the changes coming to Zespri GAP. Our plan is to communicate the training and support plan in June, while we run a pilot to make sure all support is value-add, practical, and customised to the audiences. Training will kick off from July onwards to ensure everyone has a chance to take the changes on board, prior to the 2023/2024 inspections taking place in the spring of 2023.

We are hopeful the engagement provided value for those that took part. At the online session the following comments were submitted: “I like the way you are seeking input before making the changes”, and “changes are coming and we need to be aware of these. Now is the time to have our say to make it workable for us”.

Thank you to everyone who was involved in the engagement – we know your time is valuable and that this was a busy time! We're grateful to each and every participant for their rich insights and useful ideas. We'll be sharing how those ideas have influenced the Zespri GAP programme in the months ahead as we finalise the changes.

### WHO DID WE TALK TO?

**ORGANIC/NON-ORGANIC GROWERS**

- Medium Management System Operators (MSOs)
- Large MSOs
- Small MSOs
- Indian Grower
- Māori Grower
- Owner Grower



**WAIKATO, BOP, AUCKLAND, NORTHLAND, NELSON, HAWKE'S BAY**

- Fertiliser Advisors
- Technical Advisors
- Orchard Managers
- Inspectors/Auditors
- GAP specialist/ Compliance Managers
- Management companies/Growers

### WHAT AREAS DID WE COVER?

- MAPPING
- WASTE & POLLUTION
- GHG PLANS
- GAP EDUCATION
- GRASP
- CONTINUOUS IMPROVEMENT
- GAP TEMPLATES
- METRICS
- WATER USE EFFICIENCY
- SOIL MANAGEMENT PLANS
- TRAINING & COMPETENCY

**i** Stay tuned for further monthly updates in *Kiwiflier* – next month we'll be sharing some of the upcoming changes related to sustainability and the environment.





# GLOBAL EXTENSION TEAM *Updates*

## THE MONTH AHEAD: MAY

WAITING FOR  
HARVESTAFTER  
HARVESTTHINKING  
ABOUT NEXT  
SEASONBE READY  
FOR FROSTS

### WAITING FOR HARVEST

**Tie up low hanging fruit that are in the way of sprayers and harvest machinery. Significant fruit damage can occur during application of clean-up sprays and harvesting.**

- ✓ Selective picking is an option when there are differences in maturity/dry matter by size. Monitor pressures closely.
- ✓ Consider the impact of delaying harvest to accumulate higher dry matter, it will increase losses from soft fruit.
- ✓ Communicate with your harvesting contractor to decide the best approach to harvesting your orchard and agree on good harvesting practices.
- ✓ Gold3 growers harvesting more mature fruit could expect more overripe/exploding fruit. To reduce these being harvested:
  - Shake vines by grabbing the centre wire in the bay or the leaders to try and drop the soft fruit off.
  - Brief pickers at the start of each day, to drop soft fruit on the ground. Good supervision is important.
  - Consider, picking on hourly rates - the cost of repacking and storage losses can easily outweigh picking costs.
  - **Pick gently and ensure stalks are removed.**
  - **Keep juice off fruit, and keep gloves, hands and picking bags clean.**
  - Have supervisors on every bin trailer, to ensure no softs are in bins.



### AFTER HARVEST

- ✓ Cold, wet autumns make for ideal conditions for Psa infection. If new infections are observed before harvest apply Aureo Gold or copper when there's good drying conditions. Both have a seven-day pre-harvest interval.
- ✓ Protect fruit scars after harvest with a Psa spray before a significant rain event.
- ✓ Ensure late growth in males is removed before leaf fall.
- ✓ Be particularly cautious when using sprayers to spray both harvested and non-harvested vines. Traces of non-approved products in the tank or from spray drift could result in unacceptable fruit residues.
- ✓ You can track your orchard's performance (TZG, yield, etc.) down to a maturity area using Zespri's Industry Portal ([industryportal.zespri.com](http://industryportal.zespri.com)). You can even check out what you have in onshore inventory, and where in the world your fruit has been shipped to!
- ✓ Was scale seen on fruit at packing? For blocks with a history of high scale levels on leaves, a post-harvest spirotetramat spray, eg Movento® 100SC (960ml/ha) plus penetrant (e.g. Kwickin 1000 ml/ha) and super spreader. Leaf cover of 50 percent is needed for good absorption. If scale pest monitoring results showed 4 percent or higher in any round, a Justified Approval is not needed. Be mindful of spraying near blocks with unharvested fruit to avoid residues.



### THINKING ABOUT NEXT SEASON

- ✓ Assess pack-out results and identify constraints to production.
- ✓ Develop plans to address them.
- ✓ Get information about the phytosanitary status of your crop from your post-harvest facility to help identify pests to control.
- ✓ Check structures for low hanging areas and maintenance needed over winter.
- ✓ Think about winter pruning strategies. Males might need work to remove late season growth and reduce crowding to improve spray penetration.
- ✓ Decide on bud numbers. There's a handy tool on Canopy to help set your numbers. [Canopy > Zespri & The Kiwifruit Industry > Tools & Calculators > Calculators & Apps](#)
- ✓ When there are lots of leaves on the vine, consider a leaf-drop spray. Wait until natural leaf fall has started before you spray.
- ✓ Track your winter temperatures as this influences budbreak timing and flower numbers. Average temperatures over May, June, and July can be used to predict budbreak timing.
- ✓ Consider using a small area of your orchard to test an alternative budbreak enhancer or no budbreak enhancer? If so, tie in some extra canes as insurance in case budbreak is reduced.

## COLDER WINTER FORECAST – BE READY FOR FROSTS

**NIWA says the three-year run of La Nina conditions ended in March and is forecasting El Nino conditions may arrive as early as winter.**

Changeable conditions are forecast during the transition between these weather patterns. Should El Nino arrive, it could result in cooler winter temperatures, particularly relative to recent record warm winters, and this increases the risk for frosts.

For later harvested blocks, check the position of your frost sensors, make sure they are calibrated, and test frost-fighting systems are working properly. Ensure sprinklers are in the right place, burners are handy, windmills and pumps are working, so you don't have to fix or shift things in the middle of the night in a frost.



## MANAGING STRESSED VINES AT HARVEST AND BEYOND

**Stressed vines can create significant problems in kiwifruit orchards. They produce lower yields and can create considerable variability in fruit lines compromising maturity clearance and storage.**

Stressed vines with fruit will be identified when fruit stop growing and drop, and leaves yellow and wilt. Fruit from badly stressed vines have been shown to have advanced maturity and should not be harvested with healthy vines so fruit quality for other fruit in the line is optimised.

Ideally, remove the fruit from severely stressed vines and mulch it so that they are not picked at harvest by mistake. If unsure, contact your post-harvest facility to discuss the options. Mark stressed vines with tape to make management of them next season easier.





# GROWERS VOTE TO CONTINUE ADVOCACY



New Zealand Kiwifruit Growers Inc. (NZKGI) has been given a strong mandate by kiwifruit growers to work on their behalf for the next six-year kiwifruit levy cycle. 91 percent of growers participating in the referendum voted to continue the levy.

NZKGI Chairperson, Mark Mayston says this great result reflects the return on investment that NZKGI has delivered growers over the last six years.

"It is an especially pleasing turnout despite the recent adverse weather and harvest which have put growers under the pump," says Mark.

"The kiwifruit industry is experiencing a challenging time with increased regulations and pressure across the whole supply chain, but the future remains bright, and NZKGI will be there to make sure that growers interests remain the top priority."

NZKGI CEO Colin Bond says the team is very pleased with this support from growers for NZKGI to continue to advocate for them.

"Our organisation is focused on overcoming their challenges, be they driven by changes to climate or regulations, and ensuring growers are receiving maximum benefit from the industry structure," says Colin.

"In order for NZKGI to advocate, I encourage all growers to continue to voice their opinion with their representatives to make sure that NZKGI is focusing on issues which are important to them."

	2011	2017	2023
Percent of eligible growers who voted	42%	49%	54%
Voters who voted YES	87%	85%	91%
Percent of eligible production of growers who voted	53%	63%	68%
Percentage of production from growers voting YES	85%	88%	94%

Kiwifruit growers first voted to establish a kiwifruit commodity levy to fund the operation of NZKGI in 2011. Since that time, the organisation advocates for growers in national and local Government decision making, succession planning for the industry, promotion of seasonal jobs, representation of the industry at an international level, and communication to growers on business-critical issues.

The levy will be used to continue to fund the operations of NZKGI, and in particular, there will be significant new activity in performance monitoring. The levy remains set at 1.1c/tray (\$0.0031/kg) and can only be increased by vote at a NZKGI AGM or Special General Meeting.

NZKGI has informed the Minister of Agriculture, Hon Damien O'Connor of the result and will be applying to the Minister's office for a new levy order that would run for a maximum of six years.



L-R: NZKGI Chairman, Mark Mayston; and CEO, Colin Bond.

## SAVE THE DATE!



Be sure to save space in your calendar for the 2023 KVH Biosecurity Symposium, being held in Mt Maunganui, Thursday 10 August to Friday 11 August.

With the theme 'Adapting to change', the event will bring our biosecurity values and strategy to life, through an informative and interesting series of presentations and workshops for growers, industry, technical staff, and government.

There will be a programme confirmed and published in due course for the expected day and a half, with an optional social dinner the night of Thursday 10 August.

Where: Club Mount, Mount Maunganui

When: Thursday 10 – Friday 11 August

RSVP: To be confirmed, for now save the date in your calendar

## WHITE PEACH SCALE SLUMPS



Great news — we have the latest season numbers in, and detections of White Peach Scale (WPS) are continuing to decline at a steady rate.

Since the 2015/16 season (when there were 13 interceptions!), there has been a promising downward trend with only a single border detection of WPS the 2022/23 season, which ran from December through to March.

This is likely a direct result of all the hard work that has gone into ensuring engagement with our offshore partners and keeping watch to ensure risk remains appropriately managed.

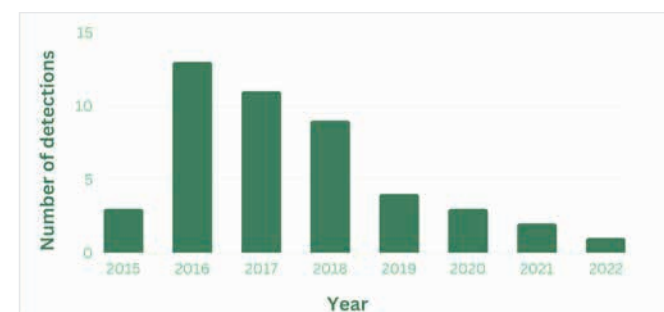
Imported kiwifruit is a potential pathway into the country for the unwanted WPS, a pest that could easily adapt to New Zealand conditions and threaten production.

WPS could have a significant impact on the kiwifruit industry with reported fruit losses of 10 to 20 percent being recorded in some years in Latina, Italy. As well as production issues, there are possible market access

issues as we see with many other scale species, and the pest is therefore considered a serious threat to not only the kiwifruit industry but also other horticultural industries.

KVH continues to work closely with Biosecurity New Zealand on WPS and at the end of every season we review data so that we can be assured interceptions are not increasing and that offshore interventions remain appropriate.

### WPS DETECTIONS ON IMPORTED KIWIFRUIT



### HOW DOES WPS GET HERE?

While we're one of the world's largest kiwifruit exporters, we do also import kiwifruit during the summer months when locally produced fruit supply is in short supply. It is possible that some scale may enter our borders on this imported fruit despite the strong controls in place to reduce the likelihood of such events occurring.

### HOW DOES IT CAUSE DAMAGE?

As well as infecting bark, WPS also attacks fruit and leaves of plants. In severe cases it appears as white cottony masses encrusting the bark of the tree. Scale

insect feeding can result in early leaf and fruit drop. Trees which are heavily infested can become stunted and young plants can die very quickly after infestation.

### HOW DOES KVH WORK WITH IMPORTERS?

We can influence risk management practices post-border by making sure that imported fruit doesn't end up on orchards, either through importers, or by people taking imported fruit on-orchard. As well as working directly with Biosecurity New Zealand to ensure offshore measures remain appropriate, we visit importers of kiwifruit here in New Zealand to talk about what they can do to help minimise risk, including inspecting all incoming goods when unloading and distributing.

## TAKE CARE WITH MACHINERY MOVEMENTS



Growers moving machinery between orchards, and especially between growing regions, are reminded of the importance of removing visible soil to prevent the spread of unwanted threats like *phytophthora* — fungal-like organisms that love wet conditions and stressed vines.

Able to cause both root and crown rot in kiwifruit plants, there are many species of *phytophthora* and KVH is continually undertaking sampling and testing of orchards where growers are seeing more than expected vine collapse, to provide confidence that we are dealing with environmental impacts rather than something new.

Notorious for hybridising to create species amongst themselves (which generates additional management challenges), it is

unlikely we would become aware of a new *phytophthora* situation before visible symptoms appear — which can take some time.

Accordingly, growers are reminded that the movement of soil between orchards (such as on dirty machinery, tools, and harvest bins for example) is a potentially high-risk pathway for the spread of *phytophthora*. We ask that you remain vigilant with hygiene practices and remove all visible soil. Better yet, sanitise with a product listed on the [KVH website](#).

We know growers are busy and dealing with several issues but by keeping up with good on-orchard biosecurity and hygiene practices, we greatly increase our ability to identify and then limit any further risk.





# Q&A FROM THE FIELD

## KEY CONTACTS:

**Grower Engagement Manager:**  
Sue Groenewald 027 493 1987

**Grower Liaison Managers:**  
Sylvia Warren 022 101 8550  
Brad Rininui 021 757 843  
Richard Jones 027 255 6497  
Malkit Singh 027 665 0121

**Organic Supply Specialist:**  
Teresa Whitehead 027 257 7135

### Can I record a spray line or request a Justified Approval for the 2024 season?

Yes, you can change the season drop down box to 2024. This will allow blocks to be selected.

### Can I receive a Mainpack clearance during KiwiStart, and will it be eligible for KiwiStart payments (Hayward)?

Yes, samples will be assessed against both Mainpack and KiwiStart criteria during the KiwiStart period.

The order of assessment is:

- The sample is assessed against Mainpack clearance criteria (brix, dry matter). If achieved, Mainpack clearance is granted. If not, the sample is failed.
- The sample is assessed against KiwiStart clearance criteria (brix, dry matter, seeds). If achieved, KiwiStart clearance is granted. If not, the sample is failed.

### Which results can be inherited?

If a sample result does not meet a particular maturity criteria requirement, the sample may inherit clearance or dry matter from a previous sample as follows:

- If the assessment requirement is a non-dry matter metric such as brix, colour, or black seeds: Inherit non-dry matter criteria achievement from any cleared sample that was assessed with the same criteria name. Inheritance of non-dry matter criteria can only occur from previous cleared samples.
- If the assessment requirement is a dry matter metric (assessed at a by size level for GA and a sample level for non-GA): Inherit dry matter criteria achievement for KiwiStart and Mainpack from any sample. Inheritance of dry matter criteria can occur from both previous cleared and failed samples.

For more information on Maturity Testing, please visit Canopy > Need to Knows: <https://canopy.zespri.com/EN/industry/pubs/need-knows/Documents/NK031.pdf>

## Expressions of Interest ORGANIC GROWER TOUR TO JAPAN 2023

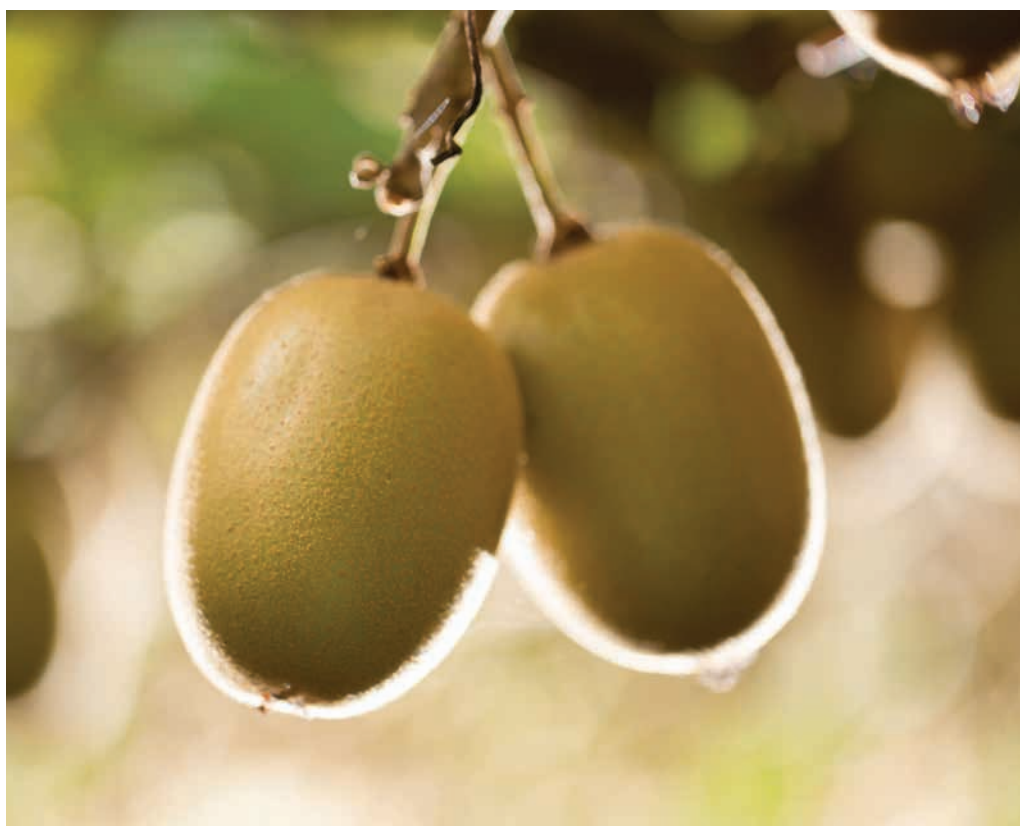
Zespri is looking at hosting an Organic Grower Tour to Japan in late July/August 2023.

Japan is an extremely valuable and sizable market for our Organic portfolio, presenting an opportunity to learn more about the consumers and customers, and enjoy the culture and sights of this interesting country.

Tour highlights include:

- Zespri Global Supply orchards in Fukuoka
- Hiroshima tour
- Osaka
- Japan Fast Trains
- Tokyo markets, customer visits, and port tour.

For more information regarding the tour, or if you wish to attend, please contact Sue Groenewald: [sue.groenewald@zespri.com](mailto:sue.groenewald@zespri.com) or 027 493 1987.



## UPCOMING Events

### JUN 14-17 MYSTERY CREEK FIELDDAYS – SEE YOU THERE!

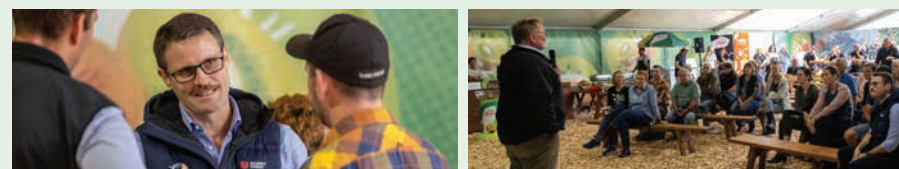
Join us at Mystery Creek Fielddays from Wednesday 14 June to Saturday 17 June 2023, at Mystery Creek, Ohaupo. We're excited to connect with you all and provide you with a season and market update.

This is a great opportunity to hear from members of the Zespri Executive, as well as connect with our Grower Liaison Managers, Zespri Board, and industry partners over lunch and light refreshments.

After the success of the Women in Kiwifruit speaker event last year, we will also be hosting an afternoon industry speaker series from Wednesday to Friday with support from Farmstrong, Kiwifruit Breeding Centre, and Women in Kiwifruit.

You can find us at site F49 and site E48 (where we have been located previously). Gates open daily from Wednesday to Friday, 8am to 5pm, and Saturday, 8am to 4pm.

For more information and to purchase tickets, please visit the Fielddays website at [www.fielddays.co.nz](http://www.fielddays.co.nz).



### 2023 JUN-JUL ZESPRI SHED TALKS ARE BACK FOR THE WINTER SEASON!

After a great turnout for the first round in September last year, the team is excited to bring Shed Talks back to the regions. Join us over a cup of tea and a scone at a local shed near you.

The sessions will follow the same format as last year, where you will be able to rotate around different stations and interact with Zespri staff. You'll have the opportunity to learn about, discuss, and give feedback on topical issues and projects impacting industry. We want to hear what you think, capture your thoughts and ideas, and share what we're working on.

We're planning to have stations covering:

- Share alignment:** The Zespri Board has been considering a number of initiatives to try and lift grower shareholding of Zespri. We're in the early stages of this work, so it's a good opportunity to have your say.
- Industry engagement:** We have some initiatives to share about how we can continue to support you, and we'd love your feedback.
- Fruit quality transparency:** We're planning changes to the industry portal to report on fruit quality through the supply chain, as part of the Quality Action Plan (see page 3), and we'll have some prototypes to share with you.
- The Listening Post:** Your chance to sit down with senior Zespri people and talk about what matters to you.

These discussions are aimed at all parts of the kiwifruit growing community including growers, orchard managers, contractors, and service providers. You'll need to register to attend so we can tailor the sessions to the group size (and to make sure we have enough scones). A registration link will be available soon through all the usual channels, and in the next edition of *Kiwiflier*.

REGION	DATE	TIME
Whakatāne	Tues 20 June	10am - 1pm
Ōpōtiki	Wed 21 June	10am - 1pm
Gisborne	Thurs 22 June	10am - 1pm
Motueka	Mon 26 June	1pm - 4pm
Auckland	Tues 27 June	10am - 1pm
Whangārei	Wed 28 June	10am - 1pm
Kerikeri	Thurs 29 June	10am - 1pm
Waikato	Fri 30 June	10am - 1pm
Te Puke	Tues 4 July	10am - 1pm OR 2pm - 5pm
Tauranga	Weds 5 July	10am - 1pm
Katikati	Thurs 6 July	10am - 1pm OR 2pm - 5pm

Note: We are planning further sessions in Hawke's Bay and the Coromandel. Details will be shared soon.

### SOME FEEDBACK FROM LAST TIME:



It was good to be able to have your say in smaller groups.



I liked hearing other growers' opinions, and also to hear what Zespri are considering.



It really felt like we were being listened to.

THIS IS A ZESPRI INTERNATIONAL LIMITED PUBLICATION.

FOR FURTHER INFORMATION OR FEEDBACK PLEASE CONTACT: THE ZESPRI GROWER SUPPORT CENTRE (0800 155 355) P.O. BOX 4043, MOUNT MAUNGANUI. TEL: 07-572 7600, FAX 07-572 7646 [www.zespri.com](http://www.zespri.com) [canopy.zespri.com](mailto:canopy.zespri.com) EMAIL: [contact.canopy@zespri.com](mailto:contact.canopy@zespri.com)

DISCLAIMER: ZESPRI GROUP LIMITED OR A SUBSIDIARY COMPANY OF ZESPRI GROUP LIMITED (ZGL) MAKES NO WARRANTY OR REPRESENTATION AS TO THE ACCURACY OR COMPLETENESS OF THE INFORMATION, PHOTOGRAPHS OR OTHER PUBLISHED MATERIAL ("PUBLISHED MATERIAL") IN THIS PUBLICATION. PUBLISHED MATERIAL AUTHORED BY A PERSON OTHER THAN ZGL REFLECTS THE VIEW OF THE AUTHOR AND NOT THE VIEW OF ZGL. THE PUBLISHED MATERIAL MAY BE SUBJECT TO COPYRIGHT AND SHALL NOT BE REPRODUCED IN ANY MANNER WITHOUT FIRST OBTAINING THE WRITTEN CONSENT OF ZGL. ZGL SHALL NOT BE LIABLE TO ANY PERSON FOR LOSS, INJURY OR DAMAGES ARISING FROM THAT PERSON'S RELIANCE ON THE PUBLISHED MATERIAL. ©2023 ZESPRI GROUP LIMITED.

