

Board approves indicative ranges for the 2017/18 season

The Zespri Board met on 22 March and approved the indicative OGR ranges for the 2017/18 season. This is the first OGR forecast of the season so the ranges are broad, reflecting the significant unknowns at this stage.

Zespri's forecast for the 2017/18 season sets out a per-tray returns range of \$5.15 to \$6.15 for Green, \$7.15 to \$8.15 for Organic Green, \$8.75 to \$9.75 for Gold and \$3.50 to \$5.00 for Green14.

CEO Lain Jager comments, "The decrease in supply of Green this season is expected to support returns on a per tray basis, primarily as a result of positive impacts through income and market mix. These same factors also support our forecast for Organic Green. Both fruit quality and markets are looking positive this season so we are looking forward to the season positively. However, as always in March, this is an early

forecast with all of the attendant risks to be managed through the season.

"While the supply volume of Gold will increase by around 10 million trays this year, demand growth for Gold is outstanding. Even with the extra ten million trays we are still short hence the forecast range per tray is higher versus last season due to positive income and market mix impacts. The range provided for Green14 reflects the uncertainty in this relatively small pool and the impact of market mix changes this season."

An updated range of returns per tray for each pool will be published in the June issue of *Kiwiflier*.

2017/18 March 2017 forecast				
Pools (fruit categories)	Zespri Green	Zespri Organic Green	Zespri Gold	Zespri Green14
Indicative range per tray	\$5.15 - \$6.15 per tray	\$7.15 - \$8.15 per tray	\$8.75 - \$9.75 per tray	\$3.50 - \$5.00 per tray
Indicative range per hectare	\$47,500 - \$57,500 per ha	\$51,000 - \$58,000 per ha	\$105,000 - \$120,000 per ha	\$30,000 - \$45,000 per ha

Kiwifruit 2017 season underway: first ship sets sail for China

The 2017 New Zealand kiwifruit season is underway with the first ship, the *Asian Adonis*, set sail to Shanghai on 24 March with 840,000 trays of Zespri SunGold Kiwifruit.

Chief Operating Officer Simon Limmer explains the New Zealand industry is set for another strong season, with continued growth in SunGold volumes as more vines reach full maturity, and Green volumes down somewhat on last year's record crop due to weather conditions during the 2016 growing season.



Asian Adonis captain Bernardo D. Ocampo.

"We're looking at the second-largest crop in our history and fruit is sizing well on the vines heading into harvest, with good taste levels. The New Zealand kiwifruit industry is coming together to deliver

another great season for our customers – the anniversary of 20 years of delivering premium fruit in a Zespri box around the world.

"Over the long-term, our strong volume growth both here in New Zealand and offshore will continue as SunGold volumes increase to meet consumer demand around the world," says Simon.



Loading the first consignment.

President of Global Sales & Marketing Dan Mathieson says that on the market side, Zespri teams around the world are primed to kick off sales and marketing programmes in the 56 countries where Zespri Kiwifruit will be sold this year.

"We plan to increase our total marketing investment again this season, with the aim of reaching out and building stronger connections and relationships with our customers and consumers. This is particularly important as we continue to expand our presence into developing markets, introducing more consumers to the great taste and superior quality of our fruit.

"This investment is also vital to achieving the industry's goal of increasing overall kiwifruit consumption around the world from just a fraction of a percent of the total fruit bowl," says Dan.

The first of the 46 reefer vessels (refrigerated charter ships) from New Zealand will leave for China this year in a break from tradition: the first ship for many years has been to Japan.

"This marks the increasing importance of the China market for the industry, with China and Japan now our two largest markets in the world," says Dan.

In another first for the industry, almost all the North Europe charters will be replaced with Seatrade's new Colour Class ships this season, specialised reefer container vessels which provide more flexibility and improved performance. In addition to the reefer vessels, around 14,000 FEU containers are planned to be shipped for the 2017 season.



At the Port of Tauranga loading pallets.

SunGold licence release update

Applications for the 2017 Gold3 licence release have now closed and Cooney Lees Morgan have completed the validation process quicker than originally anticipated. As a result, all bidders will receive an email from Zespri in the week beginning Monday 3 April regarding the outcome of their bid.

While growers will be advised earlier of their bid outcome, Zespri will not present the deposit

cheques any earlier than previously advised. As per the timetable below, deposit cheques will still be presented on 21 April 2017.

As per last year, a more detailed analysis of the overall bid outcome will be made available to the industry over the coming weeks.

All bid notification emails will be sent to the email address provided on the licence applications forms.

Date	Action
15 March	Closing date for bids
16 March - 12 April	Validation and collation of all bids by Cooney Lees Morgan
14 - 17 April	EASTER BREAK
Week beginning 3 April	All bidders notified of their bid outcome via email from Zespri
21 April	Deposit cheques banked
28 April	Licence packs distributed
28 July	Balance of settlement monies due

Zespri opens new Middle East office to support growth

Zespri officially opened its Middle East office in Dubai earlier this week to manage its growing sales and marketing programmes in this region and other developing markets.

Chief Executive Lain Jager said at the event that Zespri was growing its presence across the Middle East, India and Africa and the new office would support this growth.

"More consumers in the UAE and these regions are enjoying the great taste of premium quality, healthy Zespri Kiwifruit, with sales set to increase by more than 50 percent over the next five years to over 4 million trays of New Zealand fruit and over 2 million trays of global supply (Northern Hemisphere) fruit.

"Zespri's gold variety SunGold has proved particularly popular with

consumers in the Middle East who enjoy its sweet, juicy taste and powerful health properties. Our team in-market is working hard to expand distribution across the region to introduce more consumers to our premium quality fruit and get more of them to buy Zespri Kiwifruit each week," says Lain.

Zespri's aim is to grow overall kiwifruit consumption around the world and increase kiwifruit's share of the global fruitbowl from a fraction of a percent, and building new markets like the Middle East, India and the United States is a key part of this.

A Maori cultural delegation led by kaumatua Kihī Ngatai officially opened and blessed the new office, installing a traditional Maori whakairo (carving) in the office. The carving is named Te Hau Marama which translates to the Wind of Understanding and embraces traditional architecture of the region which takes advantage of desert winds to keep a comfortable breeze for its inhabitants.

The carving is made of kauri, traditionally used for pare (lintels) over doorways in wharenui (tribal meeting houses) in New Zealand which provided a boundary between the physical world outside and the spiritual world inside the wharenui.

It is made by James Tapiata who has made several other carvings for Zespri offices in New Zealand and around the world.



Zespri Chairman Peter McBride and Zespri CEO Lain Jager unveil Te Hau Marama, the new carving commissioned for the Middle East office.

Dr David Steven wins Hayward Medal for environmental contribution

At the Momentum Kiwifruit Conference dinner held in March, the Fresh Carriers Hayward Medal was awarded to Dr David Steven, recognising his work to fundamentally shift how the kiwifruit industry manages pests and disease. His work has improved environmental outcomes and underscoring market confidence in Zespri Kiwifruit.

Kiwifruit Industry Advisory Committee Chairman and Zespri Director Paul Jones presented the Medal, recognising the enormous impact of Dr Steven's lifetime of service to the kiwifruit industry as the industry celebrated the 20th anniversary of the Zespri brand.



The Hayward Medal presented by Zespri Director Paul Jones and Mr Takeshige to Dr David Stevens.

“David developed the Integrated Pest Management programme, known as KiwiGreen, back in 1991 which fundamentally shifted how the kiwifruit industry manages diseases and pests, and changed the philosophy of agrichemical use forever. It revolutionised horticulture around the world and 26 years later, KiwiGreen still defines the way we use agrichemicals and manage our orchards.



Fresh Carriers President Mr Takeshige.

“It also moved the industry towards using more environmentally-friendly agrichemicals to target specific pests and diseases, resulting in greater biodiversity in the orchard,” says Paul.

Rigorous systems like this underpin the Zespri brand, which turns 20 this year, with the promise of quality and safety in the market.

“David pioneered the idea of “demonstrated need” 26 years ago through the KiwiGreen programme where orchardists would monitor their orchards and only use the agrichemicals they actually needed at that time and recording it, shifting from calendar spraying to a more low-impact philosophy. While this is now mainstream practice, the move away from calendar spraying was radical at the time and met with considerable resistance.

“Reducing agrichemical use saved more than money: it lowered the risk of residues on fruit, reduced environmental impacts and underpinned market confidence in our fruit,” says Paul.

KiwiGreen is now at the heart of the Zespri System, the systems and process which



David developed a programme that shifted how the industry manages diseases and pests.

guarantee Zespri’s consumers and customers premium quality, great tasting and healthy fruit.

“David has continued to lead and support Zespri and growers in this vital role for many years, retiring just last year. His was the familiar voice at the end of the KiwiGreen helpline, on hand to help growers solve problems on orchards around the country,” says Paul.

The Fresh Carriers Hayward Medal was presented by Mr Takeshige, President of Fresh Carriers at the event.

“We at Fresh Carriers are proud to have partnered with the New Zealand kiwifruit industry for the past 30 years, delivering ever-increasing volumes of premium Zespri Kiwifruit to Japan, Korea and China.

“There are many people who have devoted their lives to building the success of this industry around the world. Fresh Carriers is delighted and proud to sponsor the Hayward Medal which recognises those who have made an outstanding contribution to the industry,” says Mr Takeshige.



www.zespricanopy.com

Top 5 PAGES



1. Quality Manual
2. Licence Allocation
3. Pest ID Manual
4. Up-2-Date
5. EDI Manual

Zespri head office project under way

Zespri has appointed Hawkins Construction as the preferred building partner for its new head office development. Hawkins has significant experience in delivering large-scale construction projects.

Zespri is investing over \$40 million for the design, build, fit-out and furnishing of the new building. As well as space for staff, it will provide a hub for the kiwifruit industry with facilities to host growers and office space for other kiwifruit organisations. Preparation activity will begin on site in early April with the installation of hoardings and construction sheds.

Preparation for demolition of the south wing of the current Zespri building will also start late April, with demolition set to take place during May. The rest of the old brick Zespri building, constructed in the 1960s, will be demolished and replaced with parkland when the new office is completed in 2019.

When visiting Zespri during construction, please continue to enter the building through the reception area, which is located at the front of the old brick building, on Maunganui Road, next to the Mount Maunganui library, until further notice.

For more information regarding Zespri’s head office building project, please contact Zespri’s contact centre on 0800 155 355.

Zespri supports one of Surf Lifesaving's largest events

Over 900 athletes from 46 clubs across New Zealand and their families descended on Mount Maunganui’s main beach earlier this month for the Surf Life Saving Oceans 17 competition.

Oceans is one of Surf Life Saving’s largest and most popular events. It is held over four days and brings around 2,000 people to the beach.

Oceans 17 had a carnival atmosphere with music, food vendors and giveaways and Zespri was there on Saturday keeping everyone cool and refreshed. Our Zespri chill-out zone with free bottled water



Surf Lifesaving New Zealand Oceans 17 held in Mount Maunganui.

and comfortable beanbags was a popular place to escape the sun. Tourists exploring the beach were also pleased to have the chance to cool off.

Eastern Region clubs took out all three top places; Mount Maunganui (first place), Omanu (second place) and Waikanae and Waihi Beach (third equal). Well done!



Competitors relaxing in Zespri's chill-out zone.

Zespri welcomes government goal to reduce barriers to trade

Zespri supports the aims announced by the government to redouble efforts to expand New Zealand’s network of free trade agreements and improve access to markets for New Zealand exporters.

Chief Executive Lain Jager says that Trade Agenda 2030, a refresh of New Zealand’s trade policy strategy, is a welcome and important step that can deliver significant benefit for the New Zealand kiwifruit industry.

“The reality is that New Zealand is a small nation reliant on exporting to earn our way in the world so gaining competitive access to international markets is vital to our future prosperity,” says Lain.

For example, during 2016 the New Zealand kiwifruit industry paid over \$70 million in import

tariffs in various markets. This is equivalent to around an average of \$25,000 for every grower in New Zealand, if tariff relief were passed straight through to New Zealand growers.

Moreover, the elimination of tariffs in key markets would also create benefit for consumers by enabling more competitive pricing.

“The value of better market access is significant for our industry, with strong supply growth of New Zealand kiwifruit planned in the coming years to meet consumer demand around the world,” says Lain.



Lain Jager: competitive access to international markets is vital.



ORCHARD PRODUCTIVITY CENTRE





ORCHARD PRODUCTIVITY CENTRE



Focus Orchard Network

New estimator tool

You are planning to harvest your Gold3 but your 39s and 42s haven't cleared yet. So are you financially better off to harvest anyway and go for KiwiStart or wait for sizes to improve?

This was the question many growers struggled with last year and to try and work through what options make the best financial sense for individual growers, the OPC team has developed the OGR Estimator. This is used to calculate an **estimated** OGR (emphasis on the estimated!) for up to three different harvest dates, using your Eurofins sample result. Used alongside your knowledge of your orchard, plus post-harvest advice (and not a replacement for common sense), the estimator can give an indication of the financial difference of harvesting at different dates.

- The estimator is available on the Canopy website or by going to nzbackpocketgrower.co.nz/ogr.
- Read the limitations and disclaimer
 - Select the variety you want, enter a series of information from your Eurofins sample report, select three different harvest dates and click on the calculate button. This will present you with a table showing different financials for the different harvest dates.
 - Click on 'view full result set' to understand more about the calculations. Or email the results to yourself for future reference.
- Please note that the estimator uses industry averages and doesn't take into account regional or orchard specific information. Please carefully read through its limitations and use in conjunction with your knowledge and your post-harvest facility's knowledge of your orchard.

Making the harvest decision field days

With the harvest rapidly approaching the Zespri OPC team held a round of field days to discuss with growers the factors that are involved in making the harvest decision. It was all about optimising the results for the growing decisions made over the past year. The goal is to harvest at a time that gives the best OGR and optimal maturity.

Key to discussions was the importance of ensuring good and frequent communication between you and post-harvest, to ensure everybody is on the same page about when orchards will be picked. Talk with your post-harvest operator now to ensure that if you are planning for KiwiStart, that they agree and haven't planned your harvest for later.

Other important discussion points included monitoring your orchard to ensure you and your post-harvest have a picture of how things

are progressing on each block, benchmarking yourself by looking at the reports available on the Eurofins website, how to interpret the clearance test reports and changes to Eurofins health and safety requirements to ensure samplers can sample your orchard when planned.

The team also introduced their new OGR estimator tool (see separate article on this page) and summarised key points from February's Panel Discussion including monitoring fruit maturity and what to look out for. If you missed the Panel, check out the video recording on the Canopy – the session is split into chapters so you can select which part you would like to watch.

The OPC team would like to thank all field day hosts and monitor growers for allowing Zespri OPC's team and growers in your region, to visit your orchard and for sharing your information and decision making with the groups.



ORCHARD PRODUCTIVITY CENTRE

OPC tech tips

Orchard management

1. Monitor how well trunk girdles are healing.
2. Is the orchard ready for harvest?
 - Block identifiers and signage in place, unambiguous and matching the map?
 - Tracks graded, clear of mud and potholes?
 - Toilets available?
 - Parking and loadout areas clear of debris and weeds?
 - Hazards marked?
 - Machinery ready to go?
- Review maturity area selection to ensure blocks are as uniform as possible. Areas with different girdling approaches or root pruned areas should be separated, as these techniques for increasing dry matter will also impact on timing of optimal maturity. This will aid clearance and storage.
- Small or sunburned fruit can be a source of variability in Gold3; thin now to improve dry matter and reduce harvest delays.

3. Take the opportunity of a break in harvesting to carry out a final round in males: remove soft upright non-terminating growth to reduce likelihood of PsA infection. Refer to KiwiTech Bulletin N69 Male Management on the Canopy > Zespri & The Kiwifruit Industry > Publications > KiwiTech Bulletins
- Record areas of unhealthy vines, and ensure fruit samples are not taken from these vines.
- Pre-harvest is a great time to review your orchard's performance. Look at the types of wood that have worked best for you and target those for winter pruning. Are there areas of small fruit that might point to a lack of a male in that area? Has wind been a problem and can shelter be improved?
- Lift low-hanging fruit in the centre of rows as it can be damaged during spraying. Hayward in particular can suffer from late-season damage resulting in rejects or compromising storage.

Crop protection

1. Autumn is a high risk-period for PsA infection so control sprays should recommence if there have been limited applications over summer. Minimise risks associated with copper use by applying under good drying conditions, using recommended summer rates and using in conjunction with other proven products.

- Apply a protectant spray immediately after a hail event. Remember that copper can be applied seven days prior to harvest.
- Familiarise harvest staff with the Brown Marmorated Stink Bug (BMSB) information available on the KVH website – encourage staff to keep an eye out for these bugs and if they see any, they should follow the KVH protocol to 'catch it, snap it and report it.'
 - Apply copper and Actigard immediately after harvest.
 - Be particularly cautious when using your sprayer 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. Report any concerns to Zespri.
 - In-season cleaning sprays have not been shown effective for removing sooty mould. Rubbing with a wet glove in a pre-harvest round has shown to be effective on Gold.
 - Revisit your PsA orchard hygiene management plan for all activities leading up to and including harvest. Harvest means a lot people and machinery moving around during a period of increased infection risk.
 - Monitor willow shelter belts for Giant Willow Aphid and report any finds to KVH. Trim shelter to reduce populations. If wasps become a nuisance, refer to the new

- KiwiTech Bulletin N99 Wasp Control on the Canopy > Zespri & The Kiwifruit Industry > Publications > KiwiTech Bulletins varieties. Refer KiwiTech Bulletin N61 Cicada Bulletin on the Canopy > Zespri & The Kiwifruit Industry > Publications > KiwiTech Bulletins
- Monitor for late leafroller, especially if you are in an area where pink caterpillar has been reported previously. A Justified Approval (JA) may be required depending on the insecticide used.
 - Make sure your spray diary is up to date and all sprays including those applied to orchard margins and herbicides are included. Keep your spray diary current to avoid a last minute rush as harvest approaches.
 - Add clean-up sprays to spray diary as a proposed spray only – not an actual spray. This will ensure the product usage is recorded, but does not apply a withholding period, allowing harvest anytime.
 - Remember that herbicides have withholding periods.
 - Apply copper and Actigard immediately after harvest. Be particularly cautious when using your sprayer 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. Report any concerns to Zespri.

Growing kiwifruit in Athenree

Waiau orchard situated in Athenree, Waihi, is a little piece of paradise with 25 acres of river flats, encircled on three sides by the Waiau river. The river is a blessing and a curse, prone to flooding in wet periods but providing an accessible water table during dry spells.



Terry and Susan Newlands with their two daughters Jessica and Lucy.

Terry and Susan Newlands persevered for a few years with the original stonefruit on the orchard but the humid climate was conducive to brown rot.

About this time Zespri asked for expressions of interest to grow new varieties of kiwifruit and the orchard was transitioned over to Tomua and a trial area of Arguta. The Newlands' orchard was also converted to organics during these transition years.

After Tomua came Hort16A. The orchard was spared PsA for the first few years due to the geographical isolation but it finally arrived and now both orchards are SunGold under netting, to moderate the southwesterly winds and the climate.

The micro-environment is sunny and approximately one degree warmer than Tauranga. A National Institute of Water and Atmospheric Research (NIWA) rainfall gauge on the property shows the rainfall over the last 20 years to be regular, ranging from 1.5 to 1.8 metres per year. Waiau orchard is about three metres above sea level and receives a cold pool of air lying in the valley during still air conditions, which the Newlands believe helps with winter chill. The topsoil layer is 150-200mm thick and it lies over a sandy loam formed from some of the volcanic ash deposits in the past.

The Newlands see growing SunGold organically as a great option. It is naturally big and floral and the overhead netting has eliminated the cicada problem and a lot of PVH pressure.

PsA is managed with a mix of coppers. *Bacillus Thuringiensis* (Bt) to control leafroller and oil for scale. Trunk girdles have been applied on 27 December and 20 February, along with two rounds of tip squeezing, one round of leader work and two male pruning rounds. The canopy in spite of dry December, January and early February has kept growing well and there are some shady patches starting to appear.

The Newlands are planning a canopy round to target tangles and green shoots and to open the canopy back up and help with winter pruning. Another round on the males and a cosmetic thin will see them through to harvest. The old Hort16A blocks are coming back into production this year with SunGold and are hanging 33 fruit/m², tracking for size 27 with dry matter at 12.1 percent. The older 2010 grafted SunGold block has cropped 12,000-16,000 trays/ha over the last three years, however flower numbers are down and may only harvest 9,500 trays this year.

Regional Profile of Waihi						
	Hayward		Organic Hayward		Gold3	
	Waihi	NZ	Waihi	NZ	Waihi	NZ
Producing Hectares	100	7,604	20	502	51	4,116
Class 1 Yield/ha	8,973	12,292	4,299	7,892	11,199	11,439
Average TZG	0.48	0.50	0.37	0.50	0.57	0.62
Average Size	32.42	32.50	36.71	35.00	30.80	29.9

More than 1000 celebrate the Zespri brand

Despite the weather, the industry came together in large numbers to mark an important milestone for the Zespri brand.

It's not every day that one of the world's premium fruit brands and one of New Zealand's iconic brands turns 20. This month the kiwifruit industry gathered for a series of events to look at our innovative and successful past - 'celebrating 20 years of deliciousness' - while taking a look at how we reach our goal of growing global sales revenue to \$4.5 billion by 2025.



Sir John Kirwan, together with gala dinner attendees, raising a glass to celebrate and toast the industry.

Chief Executive Lain Jager says the celebrations come at a great time.

"Kiwifruit is an important economic contributor to communities in regional New Zealand, with more than \$1.14 billion returned to New Zealand communities last year alone. More than \$21 billion of premium kiwifruit has been sold in a Zespri box since 1997; our brand is underpinned by the great work done over many years right across the industry from orchards to packhouses and in the markets," says Lain.



Michael Every, Robobank's Head of Financial Markets Research for the Asia Pacific region.

The kiwifruit industry made a bold choice back in 1997 to create a brand which would differentiate New Zealand fruit on the world stage.

"As an industry, we had a choice - to become a low-cost perishable commodity, like most other fruits, or to market a superior branded product. But a brand on its own is just a picture and letters. The success of the Zespri brand is built on the relentless quality systems which ensure the fruit is delicious and top quality, and it is built on passion and dedication of tens of thousands of people across New Zealand and around the world over decades.

"Now in 2017, Zespri is the undisputed category leader in kiwifruit. However, kiwifruit is still an underdeveloped category globally and we have the goal of increasing overall kiwifruit consumption around the world from 0.22 percent of globally traded fruit," says Lain.

What made this week more special was being joined by many of Zespri's leading customers from around the world, many of who have been with us on this 20 Year journey. Our guests were able to hear about the direction of the industry and see first-hand the passion and commitment that have helped to create one of New Zealand's great brand success stories.



Key dates

Zespri will continue the celebrations in the months to come.

14 - 17 June Mystery Creek Field Days. Join us at two sites for 2017, one exclusively for growers, and an indoor pavilion, where the public can taste and celebrate a delicious kiwi icon.

24 August Annual Meeting at ASB Arena

Industry challenge

Unfortunately, terrible weather meant that we had to cancel the Industry Challenge event. We will look at holding this later in the year, the team will be in touch with those who were keen to take part.

Women in kiwifruit



Rebecca Keoghan 2016 Dairy Woman of the Year.

The inaugural **Women in Kiwifruit** event on 6 March kicked off the week, bringing together a sold-out crowd of 190 women from across the industry to network. Guest speakers Ranjna Patel, Rebecca Keoghan, Karena and Kasey and MC Kate Rodger inspired the crowd with their stories and left many feeling truly inspired and ready to take on the 2017 season. Attendee, kiwifruit grower Joanne Black said,



2014 MasterChef winners Karena and Kasey Bird.

"I congratulate you on the Women in Kiwifruit function on Monday. It was fun, thought-provoking, inspiring and the food was amazing! The speakers were all absolutely incredible - all wonderful women with a great story to tell us. The workshop part was also very good - great to meet the women at our table and to hear their perspectives - certainly got me thinking."

Sustainability breakfast

Another first was the **Sustainability Breakfast** on 10 March, with around 200 people attending to hear some first-hand examples from the kiwifruit industry from Rachel Brodie of Trevelyans, Haki McRoberts and Rongo Puha who are involved in Māori trusts in Te Kaha, Leighton Oats the General Manager of Operations and Technical at BayGold, Jayson Benge Kiwifruit Research Manager for The New Zealand Sustainability Dashboard Project and more.



Sustainability speakers take questions from attendees.

Guests also heard about initiatives from further afield. Faumuina Felolini Maria Tafuna'i, economic empowerment consultant, talked about Simbo in the Solomon Islands, where new farming systems have supported women farmers in economic empowerment. Simon Harvey, sustainability consultant and strategist, gave a global sustainability view, discussing how sustainability performance can be strengthened.



Chief Operations Officer Simon Limmer presents Zespri's sustainability opportunities.

Momentum conference

Around 500 people attended the Momentum conference on 10 March to consider the challenges and opportunities the kiwifruit industry is facing.

The morning session focused on the global economy and trade, with presentations by Michael Every, Rabobank's Head of Financial Markets Research for the Asia Pacific region, and by Crawford Falconer, New

Zealand's former most senior official on trade. Ian Proudfoot, Global Head of Agribusiness for KPMG, discussed the opportunities for New Zealand if it can be at the leading edge of change in a global agrarian revolution. Steven Martina, CEO of The Greenery, a Dutch-based international fruit and vegetable company, presented on collaboration with producers and suppliers and putting the consumer first.

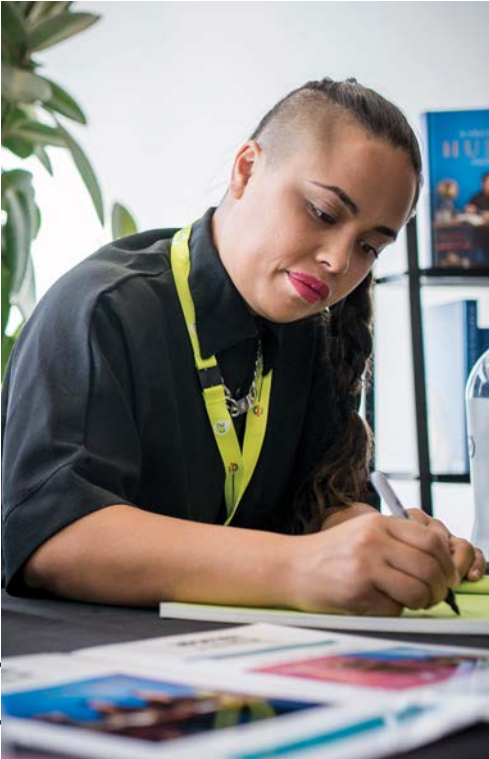
The afternoon session, led by Zespri, reflected on the development of the brand, investment in innovation and the development of the supply chain. The over-arching messages were that

the consumer needs to be at the heart of everything we do, and we need to innovate quickly and adapt in the face of future industry disruptions.

The day ended with a gala dinner and the presentation of the Fresh Carriers Hayward Medal. KiwiGreen developer Dr David Steven was recognised for his work to fundamentally shift how the kiwifruit industry manages pests and disease, improving environmental outcomes and underscoring market confidence in Zespri Kiwifruit. The gala dinner was attended by more than 600 people, with Sir John Kirwan delivering an excellent after dinner speech.



Steven Martina, CEO of The Greenery, a Dutchbased international fruit and vegetable company, presenting on the importance of putting consumers first.



Financial Commentary

Progress Payments

Progress payments have been calculated to ensure cash is returned to the grower as quickly as possible and fairly across all sizes. Payments have been set so that the percentage of total fruit and service payments across the sizes are equal where possible. The rates have been set without direct reference to the size ratios.

Sizes will not receive a progress payment where the percentage of total fruit and service payments paid to date are higher than the other sizes in the same pool.

April 2017 Approved Progress Payments on Net Submit Trays

Per tray progress payments for 14 April 2017
have been approved:

Class 1	
Zespri Green	\$0.10
Zespri Organic Green	\$0.10
Zespri Gold	\$0.09
Zespri Gold3 & Organic Gold3	\$0.10
Zespri Green14	\$0.08

Orchard Gate Return

The OGR calculations reflect the February 2017 Forecast fruit loss percentages, post-harvest cost data compiled by Ingham Mora Limited in October 2016, and current productive hectare information.

Industry Supply Group (ISG) meeting held on March

The main agenda items discussed were as follows:

- Class 2
- Operational update
- Container cost sharing
- China protocol/commercials
- Quality manual
- Colour class
- Health and safety

The next meeting will be held 20 April.



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 as at 15 March 2017 are above the dotted line with the average amount paid.


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


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


Zespri Green									
	ISO Month	Submit	Pack and Time	KiwiStart Accountability Intercheck	Taste Zespri	Progress	Loyalty Premium	Total payment / FOBs TE	% of Pool Paid YTD
	Apr-16	\$2.25	\$0.01					\$2.26	29%
	May-16		\$0.07					\$0.07	30%
	Jun-16		\$0.07					\$0.07	31%
	Jul-16		\$0.04		\$0.19	\$0.21		\$0.44	37%
	Aug-16		\$0.12	\$0.17	\$0.31	\$0.12		\$0.71	46%
	Sep-16		\$0.19		\$0.25	\$0.33		\$0.78	56%
	Oct-16		\$0.31	\$0.19	\$0.17	\$0.35		\$1.01	69%
	Nov-16		\$0.48	\$0.04	\$0.43	\$0.14		\$1.09	83%
	Dec-16		\$0.21	\$0.02	\$0.06	\$0.05		\$0.35	87%
	Jan-17			\$0.02			\$0.10	\$0.12	89%
	Feb-17		\$0.01	\$0.00	\$0.00	\$0.28		\$0.30	93%
	Mar-17			\$0.00		\$0.23		\$0.23	96%
	Apr-17					\$0.10		\$0.10	97%
	May-17					\$0.10		\$0.10	98%
	Jun-17						\$0.15	\$0.15	100%
	Paid YTD	\$2.25	\$1.52	\$0.43	\$1.41	\$1.71	\$0.10	\$7.42	
	Balance to pay	\$0.00	\$0.00	\$0.00	\$0.00	\$0.20	\$0.15	\$0.35	
	Total fruit and service payments – 2016/17 Actual								\$7.77

Zespri Organic Green									
	ISO Month	Submit	Pack and Time	KiwiStart Accountability Intercheck	Taste Zespri	Progress	Loyalty Premium	Total payment / FOB\$ TE	% of Pool Paid YTD
Apr-16	\$2.25	\$0.00						\$2.25	23%
May-16		\$0.02						\$0.02	23%
Jun-16		\$0.03						\$0.03	24%
Jul-16		\$0.03			\$0.25	\$0.36		\$0.64	30%
Aug-16		\$0.11	\$0.31	\$0.41	\$0.70			\$1.54	46%
Sep-16		\$0.20	\$0.00	\$0.38	\$0.26			\$0.84	54%
Oct-16		\$0.30	\$0.34	\$0.24	\$0.46			\$1.33	68%
Nov-16		\$0.31		\$0.54	\$0.65			\$1.49	83%
Dec-16		\$0.04			\$0.02	\$0.10		\$0.15	85%
Jan-17				-\$0.02			\$0.10	\$0.08	86%
Feb-17		\$0.01			\$0.00	\$0.61		\$0.63	92%
Mar-17				\$0.02		\$0.41		\$0.43	96%
Apr-17						\$0.10		\$0.10	97%
May-17						\$0.10		\$0.10	98%
Jun-17							\$0.15	\$0.15	100%
Paid YTD	\$2.25	\$1.05	\$0.65	\$1.83	\$3.55	\$0.10		\$9.43	
Balance to pay	\$0.00	\$0.00	\$0.00	\$0.00	\$0.20	\$0.15		\$0.35	
Total fruit and service payments – 2016/17 Actual								\$9.78	

Zespri Green14									
	ISO Month	Submit	Pack and Time	KiwiStart Accountability Intercheck	Taste Zespri	Progress	Loyalty Premium	Total payment / FOBs TE	% of Pool Paid YTD
	Apr-16	\$2.80	\$0.11					\$2.91	31%
	May-16		\$0.21					\$0.21	33%
	Jun-16		\$0.11					\$0.11	34%
	Jul-16		\$0.02		\$0.66	\$0.18		\$0.86	43%
	Aug-16		\$0.01	-\$0.05	\$0.67	\$0.37		\$1.00	54%
	Sep-16		\$0.00		\$0.13	\$1.34		\$1.47	70%
	Oct-16			\$0.37		\$0.38		\$0.75	78%
	Nov-16				\$0.36	\$0.47		\$0.83	87%
	Dec-16					\$0.30		\$0.30	90%
	Jan-17						\$0.10	\$0.10	91%
	Feb-17		\$0.00			\$0.40		\$0.40	95%
	Mar-17			-\$0.06		\$0.20		\$0.14	97%
	Apr-17					\$0.08		\$0.08	97%
	May-17					\$0.09		\$0.09	98%
	Jun-17						\$0.15	\$0.15	100%
	Paid YTD	\$2.80	\$0.46	\$0.26	\$1.82	\$3.64	\$0.10	\$9.08	
	Balance to pay	\$0.00	\$0.00	\$0.00	\$0.00	\$0.17	\$0.15	\$0.32	
	Total fruit and service payments –2016/17 Actual								\$9.40

Zespri Total Gold and Organic Gold										
	ISO Month	Submit	Pack and Time	KiwiStart Accountability Intercheck	Taste Zespri	Progress	Gold OB Premium	Loyalty Premium	Total payment / FOBs TE	% of Pool Paid YTD
Apr-16	\$2.80	\$0.10							\$2.90	23%
May-16		\$0.14							\$0.14	24%
Jun-16		\$0.22							\$0.22	26%
Jul-16		\$0.06			\$0.90	\$0.37			\$1.32	37%
Aug-16		\$0.24	\$0.24	\$1.25	\$0.52	\$0.02			\$2.28	55%
Sep-16		\$0.33	\$0.01	\$1.20	\$0.56				\$2.10	72%
Oct-16		\$0.20	\$0.31	\$0.14	\$0.52				\$1.18	81%
Nov-16		\$0.09	\$0.01	\$0.93	\$0.08	\$0.01			\$1.12	90%
Dec-16		\$0.00	\$0.00	\$0.01	\$0.07				\$0.08	91%
Jan-17			\$0.01					\$0.10	\$0.11	92%
Feb-17		\$0.00		\$0.00	\$0.36				\$0.36	95%
Mar-17			\$0.00		\$0.33	\$0.00			\$0.34	97%
Apr-17					\$0.10				\$0.10	98%
May-17					\$0.10				\$0.10	99%
Jun-17								\$0.15	\$0.15	100%
Paid YTD	\$2.80	\$1.39	\$0.59	\$4.43	\$2.82	\$0.03	\$0.10		\$12.17	
Balance to pay	\$0.00	\$0.00	\$0.00	\$0.00	\$0.20	\$0.00	\$0.15		\$0.35	
Total fruit and service payments – 2016/17 Actual									\$12.52	

Zespri Hort16A and Organic Hort16A										
	ISO Month	Submit	Pack and Time	KiwiStart Accountability Intercheck	Taste Zespri	Progress	Gold OB Premium	Loyalty Premium	Total payment / FOBs TE	% of Pool Paid YTD
Apr-16	\$2.80	\$0.13							\$2.93	26%
May-16		\$0.13							\$0.13	27%
Jun-16		\$0.26							\$0.26	29%
Jul-16		\$0.02			\$0.98	\$0.28			\$1.28	41%
Aug-16		\$0.02	\$0.40		\$1.04	\$0.12			\$1.59	55%
Sep-16		\$0.19			\$0.79	\$0.85			\$1.84	71%
Oct-16		\$0.02	\$0.71			\$0.23			\$0.96	80%
Nov-16					\$0.70	\$0.25			\$0.96	88%
Dec-16		\$0.00				\$0.09			\$0.09	89%
Jan-17								\$0.10	\$0.10	90%
Feb-17		\$0.00				\$0.56			\$0.56	95%
Mar-17			\$0.00			\$0.27			\$0.27	97%
Apr-17						\$0.09			\$0.09	98%
May-17						\$0.07			\$0.07	99%
Jun-17								\$0.15	\$0.15	100%
Paid YTD	\$2.80	\$0.76	\$1.11	\$3.51	\$2.66	\$0.00	\$0.10		\$10.95	
Balance to pay	\$0.00	\$0.00	\$0.00	\$0.00	\$0.16	\$0.00	\$0.15		\$0.31	
Total fruit and service payments – 2016/17 Actual									\$11.26	

Zespri Gold3 and Organic Gold3										
	ISO Month	Submit	Pack and Time	KiwiStart Accountability Intercheck	Taste Zespri	Progress	Gold OB Premium	Loyalty Premium	Total payment / FOBs TE	% of Pool Paid YTD
	Apr-16	\$2.80	\$0.10						\$2.90	23%
	May-16		\$0.14						\$0.14	24%
	Jun-16		\$0.22						\$0.22	26%
	Jul-16		\$0.06		\$0.90	\$0.37			\$1.33	37%
	Aug-16		\$0.25	\$0.23	\$1.26	\$0.54	\$0.02		\$2.30	55%
	Sep-16		\$0.33	\$0.01	\$1.22	\$0.55			\$2.11	72%
	Oct-16		\$0.21	\$0.30	\$0.15	\$0.53			\$1.19	81%
	Nov-16		\$0.09	\$0.01	\$0.94	\$0.08	\$0.01		\$1.13	90%
	Dec-16		\$0.01	\$0.00	\$0.01	\$0.07			\$0.08	91%
	Jan-17			\$0.02				\$0.10	\$0.12	92%
	Feb-17		\$0.00		\$0.00	\$0.36			\$0.35	95%
	Mar-17			\$0.00		\$0.33	\$0.00		\$0.34	97%
	Apr-17					\$0.10			\$0.10	98%
	May-17					\$0.10			\$0.10	99%
	Jun-17							\$0.15	\$0.15	100%
	Paid YTD	\$2.80	\$1.41	\$0.57	\$4.47	\$2.83	\$0.03	\$0.10	\$12.21	
	Balance to pay	\$0.00	\$0.00	\$0.00	\$0.00	\$0.20	\$0.00	\$0.15	\$0.35	
Total fruit and service payments – 2016/17 Actual									\$12.56	

2016/17 Season Return Analysis

Notes
1. Progress payments are paid on submitted trays and reversed for onshore fruit loss.
2. Net submit trays = gross submitted trays less onshore fruit loss trays.

April Progress Payment								
Class 1 - Approved Progress		Average on Net Submit	16/18/22	25/27	30/33	36	39	42
Zespri Green	Approved April	0.10	0.10	0.10	0.10	0.10	0.10	0.10
Zespri Organic Green	Approved April	0.10	0.10	0.10	0.10	0.10	0.10	0.10
Zespri Gold & Organic Gold	Approved April	0.09	no payment	0.10	0.10	0.10	0.10	no supply
Zespri Gold3 & Organic Gold3	Approved April	0.10	0.10	0.10	0.10	0.10	0.10	0.10
Zespri Green14	Approved April	0.08	0.10	0.10	0.10	0.10	0.10	no payment

Briefs

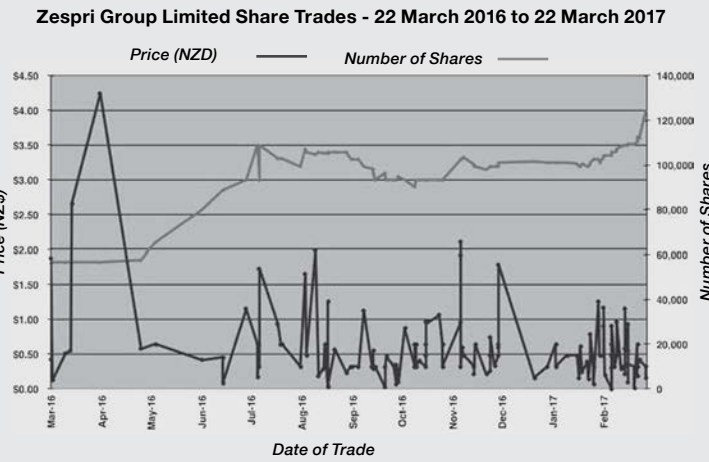
Share Briefs

As at **22 March** 2017 the last Zespri share price trade was **\$4.00** traded on **21 March** 2017. There were eleven buyers at **\$3.95, \$3.90, \$3.80, \$3.75, \$3.70, \$3.65, \$3.56, \$3.55, \$3.54, \$3.45** and **\$3.07**. There was one seller at **\$4.05**.

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

For all other general shareholder enquiries, please contact the Zespri Grower Contact Centre on 0800 155 355.

The graph below shows the price per share that has been traded with Unlisted 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.unlisted.co.nz>. The Zespri Group Limited listing code is 'ZGL'.
The Unlisted website shows:

- Latest Prices: and
- Market Depth: to see the parcels of shares for sale and the parcels and price that buyers are seeking; and,
- Last 10 trades: and

• Market Announcements
Below is the current Market Depth information as at **22 March 2017**

Quote Line at Wednesday 22.03.2017 at 8:38am								
Code	Bid (\$)	Offer (\$)	Last (\$)	At	High (\$)	Low (\$)	Volume	Value (\$)
ZGL	3.950	4.05	4.00	21/03/17 15:35	-	-	0	0.00

Market Depth					
BIDS			OFFERS		
Orders	Quantity	Price (\$)	Price (\$)	Quantity	Orders
1	5,000	3.950	4.050	5,000	1
1	5,000	3.900			
1	40,000	3.800			
1	50,000	3.750			
1	20,000	3.700			
1	21,085	3.650			
1	20,010	3.560			
1	20,000	3.550			
1	15,000	3.540			
1	30,000	3.450			
1	25,000	3.070			

Last 10 Trades				
	Date/Time	Quantity	Price (\$)	Value (\$)
	21/03/17 15:35	5,000	4.00	20,000.00
	21/03/17 15:07	10,000	4.00	40,000.00
	17/03/17 10:53	12,915	3.60	46,494.00
-	16/03/17 16:31	10,000	3.62	36,200.00
-	16/03/17 16:31	6,000	3.60	21,600.00
-	16/03/17 9:07	20,000	3.55	71,000.00
-	14/03/17 13:22	400	3.52	1,408.00
-	14/03/17 13:22	10,000	3.52	35,200.00
-	10/03/17 12:26	11,145	3.52	39,230.40
	10/03/17 12:15	2,960	3.50	10,360.00

Director share trading
For the month of March (as at 22 March), there were 65,000 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.

The Bay of Plenty goes carnival!

Tickets to the Bay of Plenty Export Awards which are being held on 23 June are on sale now.

Zespri is the principal sponsor of the 2017 Bay of Plenty Export Awards. The awards recognise the exporting businesses that are helping to grow and transform New Zealand and the Bay of Plenty on the international stage. This event brings the export community together to celebrate amazing local export stories that we can all be proud of.

Ticket sales and nominations opened with a Rio carnival inspired video, which you can view on Zespri's [facebook.com/zespri.international](https://www.facebook.com/zespri.international) page.

Ticket information is available via their website: www.bopexportnzawards.org.nz/.

Drop your boss

CEO Lain Jager has agreed to throw himself out of a plane—skydiving— to raise funds for the Graeme Dingle Foundation. The Graeme Dingle Foundation runs child and youth development programmes across New Zealand including:

- Kiwi Can – relationship building skills programme for primary and intermediate schools
- Stars – year 9 peer mentoring programme transitioning students into secondary school life
- Project K – year 10 mentoring programme focused on self-esteem and respect

These programmes help 2,300 Bay of Plenty children and teenagers every year.

Lain will be making his big jump at 10am on Monday 10 April. You can support Lain by donating via his Givealittle page givealittle.co.nz/fundraiser/droplainjager

Keep an eye on Zespri's Facebook page to see Lain jump!



Understanding sales of Zespri PVR varieties

Zespri licensed variety growers have the opportunity again this year to sell from their Class 2 and Class 3 (reject) kiwifruit via Gate Sales Agreements, or via Registered Suppliers who have domestic market Service Level Agreements (SLAs) with Zespri. However, it is important growers understand that selling Zespri plant varieties such as SunGold and Sweet Green from orchard gate for commercial resale by wholesalers, retailers and other commercial operators other than Registered Suppliers is prohibited. That means that you cannot sell your Class 2 and Class 3 Zespri plant variety rights (PVR) variety kiwifruit to a third party who is then going to on-sell it.

The options available for sale of Class 2 and 3 Zespri PVR variety kiwifruit are:

1. Class 2 and Class 3: kiwifruit sold at the orchard gate by the grower or at farmers markets by the grower (growers must first have a signed Gate Sales Agreement with Zespri).
2. Class 2 only: kiwifruit sold via the grower's Registered Supplier on the domestic market (Registered Suppliers must first have signed an SLA with Zespri).
3. Class 3: kiwifruit sold via the grower's Registered Supplier to a Zespri Licensed Processor for processing. It is important to

note that Class 3 fresh fruit commercial sales of Zespri PVR varieties are prohibited.

4. Please note Zespri is required to pay royalties to Plant and Food Research on any Zespri PVR variety kiwifruit sold.

I. Gate Sales Agreement (Class 2 and Class 3)

Key conditions that apply include:

1. Gate sales are to cease by **30 November 2017**.
2. Growers are permitted to sell kiwifruit at their orchard gate, the grower's own roadside stalls, or at farmers markets provided the grower, not a third party, is selling the kiwifruit at the farmers market.
3. All kiwifruit must be packaged and include the KPIN number on the packaging.
4. All sales of kiwifruit will only be made to individual end-consumers and any such individual sales will be in quantities **no greater than 5.0kg** per sale.
5. Growers are required to submit an estimate of the number of kilograms they expect to sell at their gate over the season and keep records of the actual volumes sold. An invoice equating to 1.5 percent of Hort16A gate sales and 3 percent of Gold3 and Green14 gate sales received by the grower will be issued

by Zespri at the end of the season, once the parties determine the actual sales volumes and revenues.

II. Sales via Registered Suppliers through adomestic market SLA (class 2 only)

All kiwifruit sold under this arrangement must comply with Zespri's annual Supply Agreement and Quality Manual including quality, food safety requirements and crop protection specifications consistent with the supply of Class 1 and Class 2 fruit. Growers who have been approached regarding retail sales arrangements are urged to contact their Registered Supplier to find out what is required.

Does Zespri permit sales programmes direct from orchard to retailers or wholesalers?

No, retail sales are permitted only via a Registered Supplier under a domestic market SLA.

Why does Zespri have rules prohibiting sales from orchard gate to retailers or wholesalers?

The primary reasons are:

1. Food safety. For the PVR varieties, Zespri wants to ensure that all kiwifruit that is commercially sold in New Zealand is compliant with the Zespri Quality Manual

for all aspects including quality and food safety. The best way to achieve this is to ensure supply is via a Registered Supplier who understand the steps required to ensure kiwifruit is compliant and safe.

2. Increase returns for all growers. Zespri upholds strict quality standards in market to strengthen Zespri's brands and products in the eyes of consumers. Registered Suppliers invest time and labour into ensuring quality standards are met and have built a strong domestic market for Zespri PVR varieties. When kiwifruit circumvents those quality processes and enters the market, it is often at a lower price, undermines quality standards and drags down market pricing, which impacts all legitimately sourced fruit.

To register your interest in a Gate Sales Agreement, please contact the Zespri Grower Contact Centre on 0800 155 355 or email new.cultivars@zespri.com. We emphasise that no Zespri PVR variety fruit can be sold at orchard gate or farmers markets without a signed Gate Sales Agreement.

For alternative domestic sales arrangements please contact your Registered Supplier.

Contact Industry Liaison Manager Neill Malcon (027 442 3450) or Grower Liaison Managers Sue Groenewald (027 493 1987), Casie Rudnicki (027 271 2695), Tom MacMorran (027 511 2005) or Sylvia Warren (022 101 8550) for further information or to suggest questions.

Q. & A. from the field

Q1: What is the Minimum Taste Standard for Gold3 and Hayward?

A1: For Gold3 the minimum taste Standard (MTS) is based on 70 percent of fruit meeting a minimum criteria and is assessed on a count size basis. For Hayward, the MTS is based on 70 percent of fruit meeting a minimum criteria for the whole maturity area.

The standards have been determined as a result of consumer research on minimum taste levels for each variety:

Hayward/Organic Hayward	15.5%
Gold3/Organic Gold3	16.1%

Q2: What are the 2016/17 season taste bands?

A2:

TZG Taste Bands					
Taste Band	Hayward	Hort16A	Hayward Organic	Green14	Gold3
Y	≥ 0.56	≥ 0.53	≥ 0.59	≥ 0.53	≥ 17.1 VDM ⁽²⁾
T	≥ 0.47 <0.56	≥ 0.38 <0.53	≥ 0.40 <0.59	≥ 0.39 <0.53	≥ 16.6 VDM <17.1 VDM ⁽²⁾
M	≥MTS <0.47	≥MTS <0.38	≥MTS <0.40	≥MTS <0.39	≥MTS <16.6 VDM ⁽²⁾
MTS (Minimum Taste Standard)	15.5% dry matter threshold ⁽¹⁾	15.0% average dry matter	15.5% dry matter threshold ⁽¹⁾	16.8% average dry matter	16.1% dry matter threshold ⁽¹⁾
Percentage of fruit value to taste	60%	70%	60%	60%	70%
Minimum size for standard supply	42 (≥ 75g)	39 (≥ 74g)	42 (≥ 75g)	42 (≥ 75g)	Y=T: 42 (≥ 74g) M: 39 (≥ 84g)

⁽¹⁾ 70% of fruit greater than or equal to the threshold
⁽²⁾ 90% of fruit must be greater than or equal to the threshold

Q3: My spray diary has been submitted, how do I record my clean-up spray?

A3: To ensure that the information recorded in your spray diary is accurate but does not affect harvest dates, please enter clean-up sprays as a proposed spray line. This will ensure the data is recorded but will not be included in the main audit where it could impact harvest.

Q4: I am an organic grower and every year my spray diary fails its main audit, why?

A4: Every organic spray diary will fail unless a clear residue test result has been received. Your spray diary audit will be manually cleared once a clear residue test has been received.

Q5: What is the definition of a maturity area?

A5: A maturity area is defined as an area in an orchard that provides fruit of: the same variety, similar maturity and dry matter and has a maximum of 60,000 tray equivalents. The maturity area must be able to be identified for sample collection and may include specified rows or parts of rows in a block, a block or a group of blocks.



New Zealand Kiwifruit Growers Incorporated (NZKGI)
ph: (07) 574 7139 or toll free on 0800 232 505
www.nzkgi.org.nz

20 years of the Zespri brand

As we look out to another big harvest this season New Zealand kiwifruit will have the opportunity to feed new markets to become an even more dominant fresh fruit on the world stage. Growers could not have experienced the success we are having at the moment was it not for the Single Point of Entry (SPE) structure that Zespri executes. Kiwifruit growers have valued Zespri's contribution to the industry since its inception and continue to support the SPE as illustrated in the KISP referendum which resulted in 98 percent of growers voting to keep it. The SPE not only ensures New Zealand kiwifruit are marketed as a premium product on the world stage, but it ultimately gives confidence for growers to invest in the industry.



Doug Brown, Chairperson, NZKGI.

From this perspective, I would like to take the opportunity to congratulate Zespri for celebrating 20 years of their brand this year at their conference, Momentum.

The service that NZKGI provides to growers to advocate, protect and enhance the interests of kiwifruit growers and the success of our sector is dependent on a transparent relationship continuing between Zespri and other stakeholders in the kiwifruit industry.

NZKGI's monitoring of industry stakeholders is an ongoing programme which ensures the best interests of kiwifruit growers are kept top of mind in industry decision making. NZKGI will significantly increase the independent monitoring and analysis in the upcoming months in areas including the implementation of KISP

recommendations, industry performance and assisting grower access to clear data.

Finally, I hope that growers' preparation and harvesting is going well for the start of the season. Please keep in mind the key messages on health and safety and labour compliance that NZKGI communicated at the grower roadshows. Do not hesitate to visit our website www.nzkgi.org.nz where you can read more information on these topics.

I wish all kiwifruit growers a happy and safe harvest.

Doug Brown
Chairperson, NZKGI

Interest sought for new variety pre-commercial trials

Zespri is seeking expressions of interest from growers keen to participate in a pre-commercial block trial that may commence this winter.

Each year, the Zespri Board reviews data on each potentially promising new cultivar in clonal trials of the Zespri new variety programme and decides whether to put some in to pre-commercial block trials. Growers will be selected based on specific criteria including the location and quality of

the site, and the ability for the site to develop canopy and deliver high fruit yields in the shortest possible time following grafting.

This process should not be confused with commercial variety licences. Expression of Interest forms will be available on the Canopy from 3 April 2017, or by calling the Zespri Grower Contact Centre on 0800 155 355. For any queries please contact Grower Services Coordinator, Lindsay Crean on 027 836 3426 or Lindsay.crean@zespri.com or Sylvia Warren 022 101 8550, on Sylvia.warren@zespri.com.

Harvest hygiene



Harvest season is a high-risk period for spreading Psa-V or other biosecurity risks between blocks, orchards and regions because of the numbers of vehicles, machinery and people movements involved.

Growers are responsible for protecting their orchards and others, by minimising the movement of harvest equipment, people and bins onto and around their orchard is minimised.

Top tips for harvest hygiene preparation:

- Clear loadout areas of weeds before harvest. We're in the high risk period for Brown Marmorated Stink Bug (BMSB), considered number two on Kiwifruit's Most Unwanted biosecurity threats list, so be on the lookout.
- Clearly mark parking and hygiene control areas.
- Allow only essential vehicles into the production area.
- Limit access to established roads and tracks.

- Make sure contractors and staff understand your hygiene requirements.
- Check all equipment - harvest bins, harvest machinery, picking bags etc. coming on to your orchard are free of plant and soil material.
- Ensure people check that clothing (particularly headwear and footwear) is free of plant material on entry and exit of the orchard.
- Do not allow workers to bring imported fruit onto the orchard or provide measures to ensure this fruit is not discarded near vines.

Having extra people through orchards means more pairs of eyes that can be on the lookout for unusual vine symptoms or pests – or BMSB. If you find anything of concern catch it, snap it and report it. Call KVH on 0800 665 825 or send photographs to info@kvh.org.nz.



New Zealand Kiwifruit Growers Incorporated (NZKGI)
ph: (07) 574 7139 or toll free on 0800 232 505
www.nzkgi.org.nz

Growers vote to continue levy

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 with 85 percent of growers participating in the referendum voting to continue the levy.

"The positive result is a great endorsement for our work over the last six years. It is especially pleasing to improve on our voter turnout given the last referendum took place when many growers were very engaged in the kiwifruit industry due to the outbreak of Psa", says NZKGI Chairperson Doug Brown. "The kiwifruit industry is experiencing a real growth phase and has an exciting future. NZKGI will be there to make sure that growers interests remain the top priority".

NZKGI CEO Nikki Johnson says, "Naturally we are very delighted with the positive response from growers and I am privileged to lead an organisation that is going from strength to strength in its advocacy. Nevertheless, there will be challenges for the sector and I encourage all growers to engage with their representatives to make sure that NZKGI is focusing on issues important to them".

Kiwifruit growers first voted to establish a kiwifruit commodity levy to fund the operation of NZKGI in 2011. Since that time, it has achieved a series of significant outcomes for growers

such as the Kiwifruit Industry Strategy Project which includes ensuring that Zespri achieves long-term market, strategic and financial performance for the industry. The levy will be used to continue to fund the operations of NZKGI and in addition, there will be significant new activity in the areas of communications and performance monitoring. The levy is set at 1c/tray (\$0.0028/kg) and can only be increased by vote at a NZKGI AGM or Special General Meeting.

NZKGI has informed the Minister for Primary Industries, Hon Nathan Guy of the result and will be applying to the Minister's office for a new levy order that would run through to 2024.

Referendum results	2011	2017
Percent of eligible growers who voted	42%	49%
Voters who voted YES	87%	85%
Percent of eligible production of growers who voted	53%	63%
Percentage of production from growers voting YES	85%	88%