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ROADSHOW SCHEDULE**



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WINTER CHILL**



*Our industry event at Parliament attracted a great crowd and we were delighted to have the Prime Minister and our community investment partners there.*

## ZESPRI AND THE NEW ZEALAND KIWIFRUIT INDUSTRY PARLIAMENT EVENT

The success of the New Zealand kiwifruit industry is underpinned by the relationships between growers, communities, industry partners and government stakeholders. By working together and supporting each other, we'll help more people, communities and environments around the world thrive through the goodness of kiwifruit.

In July industry representatives had the chance to say thank you for the support the industry has received at an event in the New Zealand Parliament hosted by MP Kiritapu Allan and with the Prime Minister giving the main speech. The event was also attended by MPs from across the House.

In her address, Prime Minister Ardern commended Zespri and the kiwifruit industry for the exceptional

response to COVID-19 as we continued to operate as an essential service. She also spoke about support for trade and the opportunities for kiwifruit in an environment where demand for healthy and safe food is stronger than ever.

Zespri Chairman Bruce Cameron took the opportunity to highlight the amazing work of our community partners who were able to join us on the night including Good Neighbour, KidsCan, Ōtanewainuku Kiwi Trust, Youth Search and Rescue NZ, Surf Lifesaving New Zealand, and Young and Healthy Virtual Adventure.

The event was warmly received by Ministers, MPs, officials and industry partners who joined us in Wellington.

## SEASON UPDATE

The season continues to track well to plan at a global level from both a volume and value point of view, with sales in Europe and Korea particularly strong.

In-market deliveries of Class 1 Gold reached 2.9 million trays in Week 30, up from 2.6 million in 2019 and 1.8 million in 2018, with the 2.2 million trays of Class 1 Green delivered a slight increase on the 2.1 million trays delivered in 2019.

In total, 77.5 million trays have now been delivered this year to date, well ahead of the 71 million trays delivered at the same point last year.

As we approach the halfway point of our sales season, we are continuing to closely monitor the ongoing impact of COVID-19.

Despite the challenges presented by the pandemic, shipping to date continues to be well ahead of the same point last year.

To the end of week 30, 109 million trays have been shipped. This is up almost seven million trays on the same time last season, and 12.7 million trays up on the same time in the 2018 season.

A further 715 containers were loaded last week along with another charter vessel. For the season, 37 out of a total 49 ships have been loaded, and more than 12,140 containers.



*Don't forget to join us at our upcoming Annual Meeting.*

**2020  
ANNUAL  
MEETING**

**AUG**

**18**

**1PM**

## HORIZON PROGRAMME

Following a competitive tender process, Zespri is pleased to announce the selection of Deloitte as our design and implementation partner for the Horizon Programme. Deloitte is leading a New Zealand-based consortium that combines world-class expertise from two other partners, Zag and Sysdoc.

Horizon is the name given to a multi-year programme that will overhaul the foundations of Zespri's business processes and systems, help Zespri become more agile and efficient, and support our ability to sustain strong returns to growers.

The Horizon Programme was borne out of the need to replace key internal systems for finance and the supply chain, which are critical to getting fruit to market and returns back to growers. Some of our systems are now 20 years old and were designed to support a much smaller industry, fewer varieties and a smaller market footprint.

As part of our planning for these replacement systems, we also know there are other digital platforms we use such as Canopy and Spray Diary that are also overdue for investment to make them fit for purpose, easy to use and able to continue delivering value.

The scope of the programme will address global finance, grower enablement, supply chain, sales processes and systems and digitise the sales and operations planning processes and system. We aim to deliver value for growers from streamlined, efficient processes underpinned by robust data and scalable systems

It is a major investment for Zespri and the industry but is being funded within the limits of the current Zespri margin settings and Zespri dividend policy and through prudent financial discipline and economies of scale. This investment also reflects the confidence we have in the future of our industry. The specific details on actual investment amount

will be known following the completion of high-level design at the end of this year and each phase of the programme requires a detailed business case and justification.

Gareth Glover, consortium lead and Deloitte Technology Partner said, "The proudly New Zealand-led Consortium, made up of Deloitte, Zag and Sysdoc, look forward to working with Zespri to deliver large-scale business transformation. The consortium will draw on global experts with deep domain and industry expertise from other parts of the world. We will however, stay grounded in who we are – a Consortium of local practitioners who are invested in the success of one of our nation's most iconic brands."

The Horizon Programme will roll out in stages over four years, and there will be a significant focus on engagement with growers and industry partners to support solution design where new systems interface with the industry.



# 2020 ANNUAL MEETING

Join the Zespri Board and Executive Team at this year's Annual Meeting to celebrate the strong returns we achieved in 2019/20.

This year's Annual Meeting is on Tuesday 18 August 2020 at Trustpower Arena, 81 Truman Lane, Mount Maunganui. Registrations will open at 12pm (midday).

Shareholders can participate in the Annual Meeting in person, or remotely via the Lumi AGM app. Shareholders will be able to watch the Annual Meeting, vote and ask questions remotely by using the Lumi AGM app on smartphone, tablet or desktop device.

Shareholders should have received their Annual Meeting packs, including the Annual Report (if requested), Notice of Meeting, Voting and Proxy Form and candidate biographies.

Nathan Flowerday is standing to be re-elected as a Director in vacancy 1 and Peter Springford is standing to be re-elected as an Independent Director in vacancy 2. Vacancies 1 and 2 are uncontested. Shareholders must vote for or against the candidate in those particular vacancies, or abstain. The candidate must receive more votes for than against to be elected.

With respect to the shareholder members of the Director Remuneration Committee, Andre Hickson is standing for election. As there is only one candidate in this vacancy, shareholders must vote for or against the candidate, or abstain. The candidate must receive more votes for than against to be elected as a shareholder member.

Voting on resolutions is now open and can be done up to 48 hours before the meeting, or at the meeting. Advance votes can be lodged online via InvestorVote or by mailing your completed Voting and Proxy Form to Computershare for receipt before 1pm on 16 August 2020.

If voting at the meeting, please take your admission card, which can be found on your Voting and Proxy Form to the Annual Meeting (see below note regarding corporate shareholders). Voting will be done by way of poll, using voting papers and electronically via the Lumi AGM app. If you wish to vote electronically, please download the Lumi AGM app from the Apple App Store or Google Play store prior to the meeting (see instructions for downloading the Lumi AGM app).

Please remember that companies and other incorporated entities must appoint a representative as a proxy if they plan to attend and/or vote at the Annual Meeting.

Please do not deliver Voting and Proxy Forms to Zespri's offices or personnel.



Questions regarding completion of Voting and Proxy Forms can be directed to Computershare by calling +64 9 488 8777, or sending an email to [enquiry@computershare.co.nz](mailto:enquiry@computershare.co.nz).

Any questions about the Annual Meeting, voting cap or transferring shares, can be directed to Zespri Grower Support Services on 0800 155 355, or by email to [contact.canopy@zespri.com](mailto:contact.canopy@zespri.com).

## ZESPRI WELCOMES NEW EXECUTIVE APPOINTMENTS

Zespri has welcomed two new executives to our team, with Alastair Hulbert starting as the company's Chief Global Supply Officer and Giorgio Comino as Executive Officer Europe and North America.

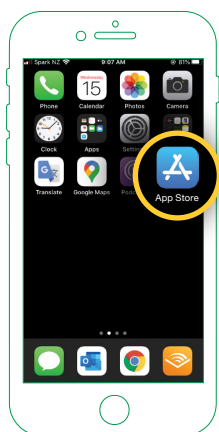
Both Mr Hulbert and Mr Comino started their roles in July, with Zespri Chief Executive Dan Mathieson looking forward to the contributions they'll make as Zespri continues to both grow supply and add value through its world-leading brand.

"We're delighted to have people of the calibre of Alastair and Giorgio joining Zespri and helping ensure we continue to provide the world's leading portfolio of kiwifruit," says Mr Mathieson.



Alastair Hulbert (left), and Giorgio Comino (right).

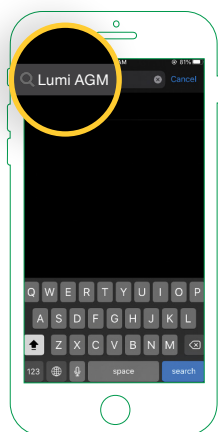
## INSTRUCTIONS FOR DOWNLOADING THE LUMI AGM APP



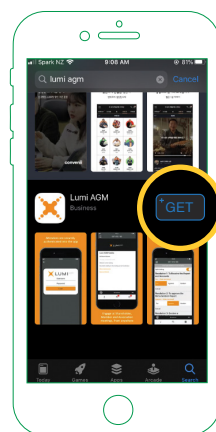
On your main screen, open the App Store app.



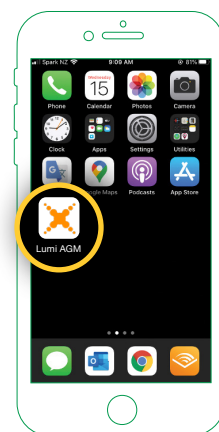
Once you are in the App Store, click the Search icon in the bottom right corner.



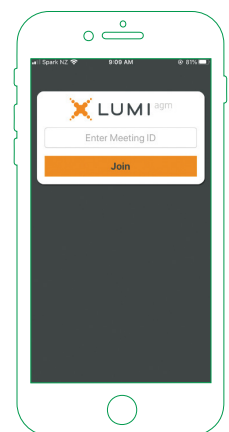
Type 'Lumi AGM' and select Lumi AGM under the search bar.



The Lumi AGM app will show up for downloading. Click the 'GET' button to the right.

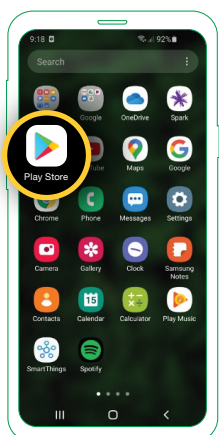


The Lumi AGM app will download to your phone. It is shown below on the home screen. Click the Lumi AGM icon to open the app.

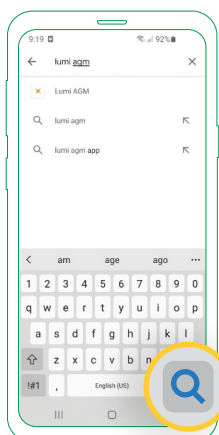


Once you are in the Lumi AGM app, you can follow the instructions in your Notice of Meeting which will explain how to enter the meeting and vote through the app.

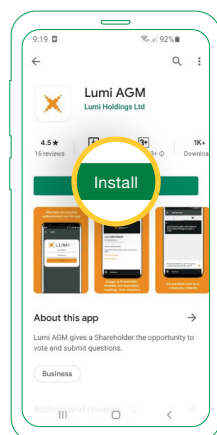
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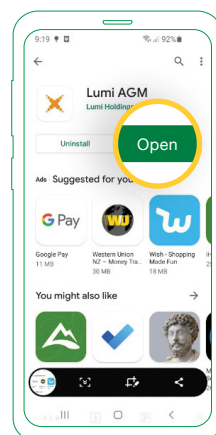
On your main screen, open the Play Store app.



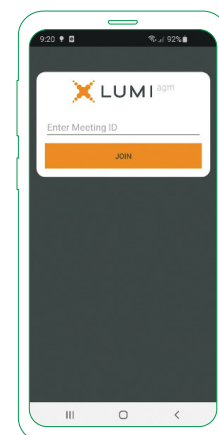
Once you are in the Play Store, click the Search icon and type Lumi AGM, then click search in the bottom right hand corner.



The Lumi AGM will show up for downloading. Click the button that says 'Install'.



Once the app has installed, it will show an option to Uninstall or Open the app. You can click Open to open the Lumi AGM app (or find it on your home screen).



Once you are in the Lumi AGM app, you can follow the instructions in your Notice of Meeting which will explain how to enter the meeting and vote through the app.

### ANDROID



# ZESPRI GROWER ROADSHOW SCHEDULE:

## AUGUST/SEPTEMBER 2020

Join us for the August/September Grower Roadshows! These events will cover a variety of topics, including:

- Season update
- China SunGold update
- Project Horizon
- Maturity and clearance update
- Water update

Date	Time	Location
<b>Tues 25 August</b>	<b>9am-11am</b>	<b>Waikato</b> Mighty River Domain, CRNZ Community room, Lake Karapiro 601 Maungatautari Road Cambridge
	<b>2pm-4pm</b>	<b>Auckland</b> Navigation Homes Stadium, Cnr Franklin Road & Stadium Drive Pukekohe
<b>Wed 26 August</b>	<b>9am-11am</b>	<b>Kerikeri</b> Bay of Islands Golf Club Golf View Road Kerikeri
	<b>2pm-4pm</b>	<b>Whangarei</b> Northland Events Centre 51 Okara Dr (access via East Corporate Entrance) Whangarei
<b>Thurs 27 August</b>	<b>11am-1pm</b>	<b>Nelson</b> Top 10 Holiday Park 10 Fearon Street Motueka
<b>Fri 28 August</b>	<b>10am-12pm</b>	<b>Te Puke</b> The Orchard Church 20 MacLoughlin Drive Te Puke
	<b>2pm-4pm</b>	<b>Katikati</b> Katikati Rugby Club Moore Park, Fairview Road Katikati
<b>Mon 31 August</b>	<b>10.30am-12.30pm</b>	<b>Hawke's Bay</b> The Crown Hotel Corner Bridge Street and Hardinge Road, Ahuriri Napier
	<b>5pm-7pm</b>	<b>Gisborne</b> Bushmere Arms Hotel 673 Matawai Road Waerengaahika
<b>Tues 1 September</b>	<b>10am-12pm</b>	<b>Ōpōtiki</b> Opotiki RSA 103 Saint John Street Ōpōtiki
	<b>2pm-4pm</b>	<b>Edgecumbe</b> Matata Rugby Club 12 Division Street Matata
	<b>6pm-8pm</b>	<b>Tauranga</b> Zespri Offices 400 Maunganui Road Mount Maunganui

Registration is required for the Tauranga Roadshow. Register now at [zesprievents.co.nz/taurangaroadshow](https://zesprievents.co.nz/taurangaroadshow).

# FIT FOR A BETTER WORLD ROADMAP

The Government has released *Fit for a Better World Roadmap – Accelerating our Economic Potential*, a 10-year plan aimed at unlocking greater value for New Zealand's primary sector.

Prime Minister Jacinda Ardern launched the roadmap earlier this month, alongside Agriculture Minister Damien O'Connor, Fisheries Minister Stuart Nash, Primary Sector Council Chair Lain Jager, industry partners, and Zespri representatives.

The *Fit for a Better World Roadmap* sets a target of lifting primary sector export earnings to \$10 billion a year by 2030. The plan aims to bring in a cumulative \$44 billion more in earnings in a decade with a goal of getting 10,000 more New Zealanders working in the sector over the next four years.

Drawing on collective sector knowledge, the plan identifies practical ways for the sector to achieve more value, create more jobs and bolster our green reputation in a global pandemic environment to

ensure New Zealand comes back from this crisis stronger than ever. It's a shared vision for all agriculture, food, and fibres sector organisations to engage in to achieve a more productive, sustainable, and inclusive economy.

Ms Ardern was full of praise for the kiwifruit industry at the launch event. She recognised our part in providing employment for New Zealanders during COVID-19 and the position we play in bringing nutritious, safe food to the world.

"The sector has proven essential for New Zealand during the COVID-19 pandemic, and will be vital to New Zealand's economic recovery. Growers kept people fed and in jobs during our COVID-19 response and will continue to play a huge part in driving our economic recovery," says Ms Ardern.

For more information about the Primary Sector Council's vision, visit [fitforabetterworld.org.nz](https://fitforabetterworld.org.nz).



Prime Minister Jacinda Ardern speaking at the China Business Summit in Auckland, along with Zespri Chief Grower & Alliance Officer Dave Courtney.



# TRADING WITH CHINA IN A COVID WORLD

What does COVID-19 mean for New Zealand's relationship with our largest trading partner, China?

The China Business Summit brings together leading politicians and business people from China and New Zealand each year and this month there was heightened interest in the views shared by Prime Minister Jacinda Ardern, Trade Minister David Parker and Ambassador Wu Xi on how our countries can continue to trade together in the shadow of COVID-19.

Prime Minister Ardern spoke of the "mature relationship" between our two countries and gave her "congratulations to all the exporters in the room for keeping trade flowing" through New Zealand's lockdown and global disruption.

For the third year running, Zespri supported the Summit and Chief Grower & Alliance Officer Dave Courtney joined a panel of Kiwi business leaders to share the kiwifruit industry's story of keeping exports flowing during the COVID crisis. Dave talked through how "we learnt to deal with the impact of COVID-19 in China before it hit us in our international markets."

"And as COVID-19 spread, we progressively closed other offices around the world including in Italy and across Europe, Korea, Japan and ultimately New Zealand. Thankfully the move to a new head office had seen us invest in new tech and plan for a situation where staff would need to work remotely so it was a relatively easy transition."

Dave also explained how the industry came together to make sure workers could safely pick and pack this season's fruit, working very closely with government and Ministry for Primary Industries. "On the shipping side, we booked four more charters to China to avoid congestion at container ports and on the market side, we amplified our Vitamin C messaging and moved marketing online."

Events like these are an important place to share our industry's story with business and political leaders and we'll continue to keep the industry updated.





# FROM THE MARKETS



Promoting our Vitamin C health messaging in Korea.



## Agile marketing

### Driving our powerful health messages – Vitamin C

In the face of COVID-19, our market teams reacted with agility, quickly adapting their communication messaging as well as media strategies. Globally, we have seen an increase in demand for fresh fruit high in Vitamin C. With immunity top of consumers' minds, our in-market teams shifted focus to promoting Vitamin C product benefits, backed by the strongest supportable claim in each country. In China, for example, we promoted Zespri SunGold Kiwifruit as a gold mine of natural Vitamin C, while the Future Markets and South Asia-Pacific teams focused on driving the key message that each Zespri Kiwifruit contains 100 percent of your daily Vitamin C needs.

### Adjusted media spends to reflect changes in consumer media habits

With more consumers spending time at home, we have focused much of our marketing efforts and spend on in-home media as well as digital and social media advertising. We accelerated our digital route to market and made greater use of our e-commerce channels and partnerships as consumers turned to more contactless transactions.

In China, we have worked with three top e-commerce retailers – JD.com, Pagoda and Hema – using full-screen advertisements which have helped achieve significant growth in sales. On top of that, we have also tried new and innovative e-commerce formats such as livestreaming where our Executive Officer for Greater China, Michael Jiang, joined in the fun to help promote and sell Zespri Kiwifruit to viewers. We have also partnered with key opinion leaders like renowned



Chinese volleyballer Zhu Ting promoting our kiwifruit across Greater China.

Chinese volleyballer Zhu Ting, whose post sharing how she makes her healthy irresistible has garnered more than 110 million views within 24 hours on social media channel Weibo. With the increased interest in health, we also ran an exclusive nutrition column on China's most popular health platform Ding Xiang, reaching more than 3.8 million people.

### Maintaining strong trade relationships despite challenges of distance

In view of the travel restrictions and lockdowns globally, many markets have also found new, exciting ways to engage and maintain strong relationships with their trade customers. In China and Korea, for example, the teams had their first virtual trade customer conference to share their new marketing and promotional plans for

the year. The European team also activated a team of merchandisers to reach out to their green grocers and maintain close relationships through regular phone calls to check on their stock levels and merchandising needs.

### Caring for our communities

Being true to our purpose, we sought to support local communities through the goodness of kiwifruit during the pandemic. Globally, we have pledged financial support to help people affected by the pandemic through donation of kiwifruit to healthcare workers, supermarket staff, underprivileged children and food banks. In New Zealand, 100 tonnes of kiwifruit is being distributed by the industry to food rescue organisations locally.

In Japan, we got our customers voting for and thanking their favourite supermarket staff with Zespri Kiwifruit. Our Japan team have donated kiwifruit to more than 1,119 supermarkets staff and this resulted in a lot of positive feedback from customers as well as consumers on social network channels. Zespri Japan has also donated around 35,000 kiwifruit to 207 Children's Cafeterias, originally set up for children of families who are unable to provide them with proper meals. The donation will not only help to feed the children but also offer much-needed nutrition in a tasty manner.

By forging deeper connections with our consumers and supporting our local communities in a meaningful manner, we can pave the way to an even stronger, differentiated and more purposeful brand in the years to come.



Zespri Japan have donated kiwifruit to workers across 1,119 supermarkets.

## Building a purpose-led, world class brand in the face of COVID-19

2020 has been a very different year to date and has definitely given consumers and many brands a lot to contend with. It is certainly true that during these tough times, consumers seek out brands and products they are familiar with – ones that reassure them, ones they can count on. It is in these tough times that consumers will choose brands that truly mean something to them. It is for this reason that Zespri has not only weathered the storm, but is seeing excellent results so far this year.

Research has shown that consumers today are making more considered purchasing decisions and are looking for brands that have a purpose and set of values that they can identify with. Kantar's Purpose 2020 study, conducted amongst 20,000 consumers, shows that purposeful brands are likely to grow twice as fast as their competition.

Our journey to be a global healthy food brand, enabling more consumers to eat, be, and feel healthy, is even more important in these times when health is on the top of family agendas. Our 2020 plans have made sure we continue to successfully and effectively reach and inspire our consumers to thrive in times of uncertainty.

## Global brand identity launched and executed strongly

The launch of our new brand identity in February 2020 has been a bold step for Zespri and the right one to take our brand to the next level, reflecting our growth ambition and purpose (helping people, communities and the environment thrive through the goodness of kiwifruit).

Since May this year, all markets have refreshed the new brand identity across all platforms and we are seeing improved consistency globally, which is integral to helping us build a single-minded brand for communication efficiency, effectiveness and ultimately, improved sales.

The brand identity refresh came in the form of the launch of a unified visual identity. We launched one master brand look and feel across all channels in the form of packaging, point-of-sale materials, digital and social media assets, corporate materials, and office signage.

Our sub-brand and Organic ranges follow the same design language while dialling specific visual cues that are unique to their need scope positioning within the portfolio. This allows us to strengthen and further build on our brand equity and recognisability globally.

## Bigger, better campaigns winning consumers' hearts and minds

With consolidated efforts by the markets, we see 86 percent of global sales being captured under two bigger, better, and more focused advertising campaigns. For the first time ever, we have a joint campaign across Greater China driving our compelling Vitamin C message.

Our Kiwi Brothers are going global with 9 out of 15 of our core markets now utilising the Kiwi Brothers in their communications. Their most recent appearances have led our European communications and are helping drive our growth in Vietnam.

The popularity of the Kiwi Brothers in Japan is evident as Zespri Japan's latest television ad continues to garner the top spot (the viewers' favourite) amongst 3,341 commercials for two and a half months since May (based on monthly consumer survey data from Japan's leading research agency, CM Databank).





# FROM THE MARKETS

## *Towards a more sustainable future*

**2020 has been a challenging year and we all wonder at times, *what is the world coming to and how can we be a force of good in all the chaos around us?***

Embracing our roles as true guardians of the land and future generations, we have been proudly looking at ways to help our business to realise this potential through our sustainability commitments.

As we have shared before, we're committed to succeeding the right way — making sure we care for our environment, our community, and our kiwifruit. One key driver has been sustainable packaging, which will see Zespri join more than 450 organisations to address plastic waste and pollution at its source by 2025 through our very clear commitment with the Ellen MacArthur Foundation.

Although it is a five-year journey, we have made strides to ensure these commitments become a reality, including:

- **Centralised system for consumer packs:** We recently kicked off a project to gain visibility and control of our consumer packaging and provide markets with tools and resources to make better packaging decisions and influence change.
- **Sustainability leadership:** We have a dedicated team focused on ensuring we are coming up with new ideas and ensuring we are working together to achieve our sustainability goals.
- **Market leadership:** We are seeing many markets lead

the way in sustainability packaging initiatives such as our custom packaging in the US and plastic free packaging in France.

We hope to see more of these examples as markets start to incorporate their sustainable packaging transformation into future planning. In addition to exciting packaging examples, we are also continuing work on:

- **Reducing our carbon footprint:** We are starting to measure our packaging from cradle-to-grave ensuring that we are reducing our carbon footprint by 25 percent. Working closely with our suppliers, we are collecting critical pack information to measure our pack's life cycle assessment, so we can start influencing change.
- **Recycle, reuse and composting programmes:** To achieve our targets, our packaging needs to be 100 percent recyclable, reused or compostable, not just in composition but at scale. This will involve partnerships with our retailers and customers for us to ensure no harm returns to the environment.

By having a sustainability mindset in everything we do, with a mutual goal of influencing positive change, we can start paving the way in not only doing our share, but pioneering the way as an industry leader and inspiring others to follow.

## *United States – more recyclable packaging*

Zespri's custom packaging in the US, made from 100 percent recycled plastic, is showcased on Zespri's new display bin which is designed to let the new 0.45kg packaging stand out and be the hero of the display.



The new 0.45kg packaging rolled out in May to coincide with the start of the season. Other Zespri packaging sizes and varieties will be phased into the market. Overall, Zespri is set to aid the new launch with heavy marketing support to ensure a strong brand impact and to reach as many consumers as possible.

## *France – plastic free packaging*

Monoprix is one of our customers who share the same plastics targets as Zespri via the French Plastics Pact, and the team in France have developed this beautiful packaging with no plastic.

The pack was launched in May 2018 in France, for two Stock Keeping Units (SKUs) at Monoprix Retailer, and now this year extended to four SKUs at Monoprix. We are seeing such great buzz around this, with an increase in the value of the SKUs as well and other customers asking to use the same pack.

Our packaging will be

**100%** RECYCLABLE, REUSABLE OR COMPOSTABLE  
**BY 2025**

Any plastic packaging we use will be made from at least

**30%** RECYCLED PLASTIC  
**BY 2025**

We will

**REDUCE OUR PACKAGING FOOTPRINT, PER KG OF FRUIT BY 25% BY 2030**

## WORMING OUR WAY TO SUSTAINABILITY

Last year our Mount Maunganui office signed up to the Tauranga City Council's Resource Wise programme, committing us to reducing our office waste by 85 percent by the end of 2021.

This month, the team have taken the next step in achieving that target by partnering with a new waste service provider MyNoke.

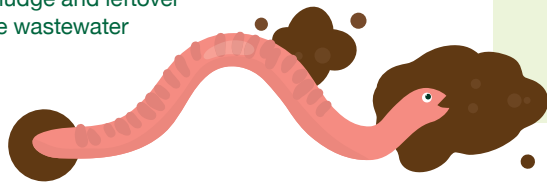
MyNoke has industrial worm composting farms in the Waikato and Bay of Plenty and collectively process everything from kiwifruit skins and avocado stones to milk plant sludge and leftover solids from the wastewater

treatment process. Their industrious earthworms produce a nutrient-rich compost that is used as a fertiliser and moisture retention aid on orchards, farms and gardens throughout New Zealand.

All staff and visitor food waste and grass clippings from outdoor recreation areas will be mixed with used, shredded office paper and fed to MyNoke worms.

**DID YOU KNOW?**

**NOKE MEANS 'EARTHWORM' IN TE REO MĀORI.**



Some signage at Zespri HQ explaining our new waste arrangements.

## ZESPRI YOUNG AND HEALTHY VIRTUAL ADVENTURE

Zespri's first New Zealand-wide community investment programme, the Zespri Young and Healthy Virtual Adventure, is set to kick off in schools in October – with the help of some familiar sporting heroes.

ASICS ambassadors Kane Williamson, Ardie Savea, Amelie Ekenasio, and Samantha Charlton will encourage and empower young people to create their best health and wellbeing every day through healthy habits.

Close to 20,000 children have already registered for the programme and we're proud to see our growing regions well represented!

To learn about Zespri Young and Healthy Virtual Adventure, visit [youngandhealthy.org.nz](http://youngandhealthy.org.nz).







# ZESPRI IN THE COMMUNITY

## 100 tonnes of kiwifruit donated

**2020 season harvest sees 100 tonnes of kiwifruit donated to local communities.**

100 tonnes of locally-grown kiwifruit is being distributed by the industry to food rescue organisations around New Zealand this season.

With the impact of COVID-19 placing greater strain on many community organisations, Zespri has increased the support it offers its existing community partners and started working with several new organisations across the country.

Across all eight kiwifruit growing regions, Zespri has worked with local providers to donate nutritious kiwifruit to those in need.

"These organisations do amazing things including promoting sustainable food use and making sure that those most in need are supported and have access to support and quality fresh and healthy food," says Zespri Chief Executive Dan Mathieson.

"Despite the challenges posed by COVID-19, the completion of this season's harvest reflected a huge effort across the industry to pick and pack the 2020 season crop in record time and the industry appreciated the support it had received in order to continue to operate.

"This season really has demonstrated the sense of collaboration within the kiwifruit industry and the strong support we've received.

"Our supply chain has worked together to safely pick, pack and ship this season's bumper crop and provide jobs to locals who had lost their roles in the hospitality and tourism sectors as a result of the impact of COVID-19," says Mr Mathieson.

"Zespri's donation of nutritious kiwifruit has been warmly welcomed by our partner schools and their communities who found lockdown particularly tough."

In addition to partnering with KidsCan, Zespri continues to support incredible New Zealand organisations Surf Life Saving New Zealand, the Ōtāneke Kiwi Trust, Good Neighbour, Youth Search and Rescue (YSAR), and the Young and Healthy Trust.



2019 winner of the Women of Influence Rural Award, Gina Mohi.

## Women of Influence - nominations are still open!

**Nominations are still open for the 2020 Women of Influence Awards!**

As a proud sponsor of the Rural Award, we need your help to nominate a rural woman who you believe demonstrates leadership and who has positive influence in rural communities and in the primary production sector. There are plenty of other categories to nominate other women of influence too.

**Nominate by 31 August at:**  
**womenofinfluencenz.awardsplatform.com.**

## Scholar update - Alex Tomkins

**Alex Tomkins, Zespri horticultural scholarship recipient and third year student at Massey University, is in her final year of a Bachelor of AgriCommerce majoring in International AgriBusiness and minoring in Horticulture. We caught up with Alex to see how things were going in her last year of study.**

**It's your last year, what have you enjoyed most?**

Although tertiary study can be demanding at times, I've enjoyed the academic challenge of university and the time management skills you learn from balancing the workload of study and extra-curricular activities. Moving away from home (Tauranga) to live in a new city (Palmerston North) and going flatting has given me a lot of independence.

My favourite part of university has been the people you meet and studying alongside classmates with a passion for the primary industries and horticulture. The Massey Hort Society and Young Farmers Club have been a great way to meet people with plenty of social and professional networking events. I have also had some amazing opportunities from the horticulture industry whilst studying and enjoyed the practical requirement of my degree to work in the industry for 13 weeks during the summer to get real experience and make good industry connections.

**What have been some of those opportunities?**

I've been actively involved in the Massey Hort Society, being elected Vice-President in my second year and President for this year. Last year, I was selected for the

inaugural International Horticulture Immersion Programme (IHIP) study trip to Europe and Korea. In January this year, I went to Thailand for a month as part of a Prime Minister's Scholarship for Asia AgriBusiness study trip.

**And what have you found most challenging?**

An AgriCommerce degree sits across two colleges at Massey: business and science. I've taken a range of papers from both colleges. Subjects have included horticulture production, environmental management, marketing, international agribusiness and supply chain management. It has been challenging to switch between the two quite different mindsets, however I see this breadth and combination of disciplines as bringing valuable skills to my degree and ultimately to the industry. The disruption of COVID-19 has certainly been a challenge with university quickly being moved online for the rest of the semester and having all lectures via Zoom rather than being in class.

**What's your outlook on the future for kiwifruit and horticulture?**

Horticulture, and the kiwifruit industry in particular, has huge growth potential and with that comes many opportunities. The kiwifruit industry has developed significant resilience from the experience of PsA, and through the current COVID-19 challenges. However, horticulture still has challenges around managing seasonal labour and labour shortages, climate change, and ensuring sufficient water for production despite restrictions. I see a need for the industry to continue to invest in young people entering the industry, through both apprenticeship and tertiary pathways, as well as developing and advertising graduate jobs.

**Do you have any advice for future students?**

I couldn't recommend studying horticulture more highly. As a niche career pathway there are plenty of opportunities and a number of scholarships available. My advice would be to put yourself out there, reach out to people in the industry, and start networking from your first year. Some great advice I've been given is 'it's about who you know, but more importantly who knows you'.

**Finally, what are your plans for the future?**

I'm looking to pursue a career in horticulture; and hopefully the kiwifruit industry. However, with there being many opportunities available, I plan to keep my options open. I'm also looking to study towards a Master's degree at some point, with a focus on sustainable agribusiness.

Thanks Alex!



Alex Tomkins - Zespri horticultural scholarship recipient.

## USA donations

**Zespri North America will be donating over 300,000 pieces of fruit to families in need through Feeding America in the greater Philadelphia and Los Angeles areas. Feeding America is the nation's largest domestic hunger-relief organisation, working to connect people with food and end hunger.**

The Zespri North America team has also recently partnered with breakfast TV show Good Morning America to support the incredible work of Washington state mum Michelle Brenner. After becoming furloughed from her job due to the COVID-19 pandemic, Michelle started grocery shopping for those in her local community unable to leave their homes. She soon realised many of these people were struggling and used her own stimulus check to purchase fresh ingredients and bake homemade lasagnas to give to those in need - for free. Her efforts have captured the hearts of Americans, and now she's nicknamed 'The Lasagna Lady'. The Good Morning America team surprised Michelle with a \$10,000 donation from Zespri North America, so she can continue to support her community. Zespri North America also donated 26,000 pieces of SunGold Kiwifruit to her local foodbank.

## KidsCan partnership

**In recognition of the impact COVID-19 has had on so many communities around New Zealand, Zespri is pleased to expand our support to partner with KidsCan. This season, we're proud to have provided financial support as well as a donation of one tonne worth of kiwifruit.**

KidsCan Chief Executive Julie Chapman says the partnership has come at a crucial time for KidsCan.

"We're delighted to have had Zespri formalise their support at a time when we're facing unprecedented demand for KidsCan's services due to COVID-19.

"We're now feeding 44,000 children a day, which is up 30 percent on last term, as families struggle to make ends meet. We're sending out thousands of warm raincoats and solid pairs of shoes to keep children warm and dry in what will be the toughest winter yet for many.



# PVR ENFORCEMENT PROGRAMME

As mentioned in the June issue of *Kiwiflier*, as part of the wider Zespri PVR Enforcement Programme, Zespri is working through scheduling audits of all orchards that participated (whether successful or unsuccessful) in the 2020 licence tender. In some instances, growers may receive a visit by a Zespri representative as well as a GPS measurement auditor (from a Zespri GPS mapping provider).

Growers will be notified by the PVR Enforcement Team to schedule an on-orchard visit to ensure that no planting has taken place without the necessary licence. Any plantings found without the necessary licence will be subject to the Unauthorised Plantings Policy that can be found on the Canopy website under Growing Kiwifruit > Zespri® Variety Licences > GPS Mapping & Audits > Unauthorised Plantings.

The PVR Enforcement Team will work alongside Zespri's current mapping service providers, GPS-it Limited and Davenport Resources. They will be auditing all orchards that were successful in obtaining licence under the 2020 licence release and a random audit list generated by Zespri each year. These audits will be by way of GPS measuring the canopy area but may also include a visit from a Zespri representative. Zespri is committed to the ongoing protection of PVR varieties and ensuring compliance

as per the terms and conditions of Zespri Variety Licences, and making sure these are strictly adhered to for the benefit of all licence holders.

Zespri will also be increasing the frequency of random audits being completed. If you are a current Zespri licence holder, you may be contacted by a Zespri representative at any time to review your planted area.

Zespri intends to protect its proprietary varieties and address any unauthorised planting or grafting to protect the interests of all growers, but particularly:

- Protecting growers who have purchased licences for a Zespri proprietary kiwifruit variety
- Protecting those who have complied with the terms of their licences
- Promoting the control of volumes of kiwifruit supplied to protect grower returns
- Preserving the value of Zespri's investment in new varieties.

Growers should note that Zespri practices a zero-tolerance policy in relation to overplanting.

Please make sure Zespri's Grower Support Services Team has your most up-to-date details. You can check all your details are accurate and current by accessing the Industry Portal or emailing [contact.canopy@zespri.com](mailto:contact.canopy@zespri.com).

# FINAL YEAR FOR DEFERRED LICENCE REPAYMENTS (DUE END OF AUGUST)

This is the final year for deferred licence payments. Zespri will be sending out a statement at the beginning of August to all growers who previously took a deferred payment option.

The statements are issued to the legal entity that owns the licence. If you have multiple associated KPINs with multiple licences, you should have received one statement with all licence repayments summarised into one account. The amount showing at the bottom right hand corner in the remittance section is the amount payable and has a due date of 31 August 2020.

A copy of the original invoice was sent at the time of the licence issue and was included in the licence pack.

Payments are to be made by direct credit to the Zespri account – details below:

#### Direct credit to account:

##### Account name:

Zespri Group Limited

##### Bank name:

The National Bank of New Zealand

##### Account number:

06-0101-0674071-00

##### REF:

Insert your **customer number and invoice number** when making your online payment.

#### Very important:

To ensure that your payment is applied to your account, it's extremely important that you include the **customer number** and **invoice number** included on your statement as payment reference details.

Non-payment of licence fees on the relevant date may result in Zespri recovering money by way of off-set from other grower payments and/or forfeiture of the licence and forfeiture of any monies paid up to the date of default. Zespri will also charge penalty interest at the interest rate of nine percent per annum, calculated daily for any overdue monies. Naturally, if there is a dispute with your statement, this will be taken into account. But you must contact us immediately if you have a query with the amounts due. All disputes must be written or emailed to the Zespri Licence team.

If you have not received a copy and believe you should have a payment due, please contact Zespri Grower Support Services to obtain a copy.

**P** 0800 155 355

**E** [new.cultivars@zespri.com](mailto:new.cultivars@zespri.com)

Kiwifruit



New Zealand

## KNZ BOARD ELECTION

The Kiwifruit New Zealand Board consists of six directors, of which three are elected by producers for a three-year term. This means every year one producer-elected director is due for re-election.

Andrew Fenton's second three-year term expires on 30 September 2020, and he will be standing for re-election for a third term.

The election timetable is;

#### 2020 KNZ Director Election Timetable

Nominations open for Director Election Monday, July 27

Nominations close Monday, August 10

Voting poll opens Monday, August 31

Voting poll closes Monday, September 14

KNZ has posted a letter to all producers detailing the process, but for nomination forms or additional information please contact KNZ on (07) 572 3685 or [admin@knz.co.nz](mailto:admin@knz.co.nz).

# NEW VARIETY CULTIVAR DEVELOPMENT IN GISBORNE

**Innovation is a big part of what's driving our success and it's fundamental in creating value for growers and consumers. We're constantly looking at how we can overcome challenges and accelerate the pace at which new cultivars can be developed.**

Recently, Zespri purchased almost 10Ha of land in Gisborne to assist with the continuation of our new variety cultivar development programme. Zespri will develop this land as part of the Stage 2 cultivar testing programme, where together with our commercial partners Plant & Food Research we will test the commercial viability of new potential kiwifruit varieties on a small-scale to identify fatal flaws in varieties.

This purchase was approved by the Board having initially explored lease options, with the cost of a long lease (at a rate matching commercial returns for SunGold) being uneconomical compared to buying the land.

Having a site for this stage of testing in Gisborne is one of our major priorities and we're really pleased to have the new land secured.



# UNAUTHORISED SUNGOLD PLANTING

As discussed with the industry previously, Zespri is taking a serious look at the unauthorised SunGold plantings in China, and considering our options for responding. As is the case in all markets, Zespri is committed to protecting our Plant Variety Rights (PVR) and the value they create for our industry, including by taking legal action where necessary to address the unauthorised plantings of SunGold in China.

In recent months, Zespri has dedicated resources to establishing the parties involved, how much has been planted and where, and our best options for dealing with the issue. As a result of these investigations, a multi-faceted legal and political approach to protect our retail channels and PVR is being developed. Zespri is working closely with the New Zealand Government and in discussions with authorities in China to both elevate the issue, understand our options and determine which approach will be the most effective. This includes working to advance the recognition and defence of Plant Variety Rights in China so we can enforce our rights now and into the future. Notably, the Chinese Government has also stated its intention to strengthen PVR laws and enforcement.

Based on Zespri's investigations we believe there are up to 4,000 hectares of unauthorised SunGold plantings concentrated in a small number of districts in China. This is a major issue for Zespri and one that we are working hard to get our hands around. Protecting our PVRs is a primary concern for the business and we take any breach extremely seriously.

One of the options that we have been advised to consider is whether or not there could be a solution based on the establishment of commercial entity in China developing SunGold in partnership. This approach would be part of a broader engagement strategy which could see Zespri partnering with local Government and Industry to control and regulate any future spread of G3 or future varieties while creating a commercial opportunity in line with our global ZGS production strategy. This is something to consider but to be clear no decisions have been made on where this might lead – nor will any decisions be made without fully engaging with our New Zealand and ZGS stakeholders and shareholders.

We are continuing to work with both the New Zealand and Chinese governments and will provide further updates to growers in our August roadshows.



## DIVIDENDS AND IMPUTATION CREDITS

**Following the payment of dividends, Zespri frequently receives queries from shareholders about imputation credits, and why their dividend payment isn't quite as much as the shareholder thought it would be.**

Generally, the dividends Zespri pays to shareholders are fully imputed. This means the payment made has imputation credits attached. This results in less tax being payable by the shareholder, so more of the dividend payment actually gets to the shareholder. However, it is not as simple as multiplying the number of shares you hold by the amount Zespri has said they would pay per share – there is still a shortfall of tax that needs to be paid to the IRD.

Imputation credits avoid the double taxation of dividends by matching the tax Zespri has already paid. The highest tax rate in New Zealand is 33 percent, while imputation credits only go to 28 percent. Therefore, there is still some tax required to be paid on the dividend payment, and this is the shareholder's obligation.

Computershare calculate the tax payable on the dividend payment and withhold this for payment direct to the IRD which means

the shareholder doesn't have to do any tax calculations or IRD payments. The amount of tax withheld will be shown on your dividend statement which is sent by Computershare on payment date. If you have lost or misplaced this, please contact Zespri and we can organise a replacement copy.

The Zespri Shares team is happy to help with queries regarding your shareholding, entitlement and dividend payment, however we are not tax experts and we are unable to provide any financial advice to you. It is likely that you will be more successful going straight to your accountant with any queries.

It is important to keep your bank account and mailing address details updated with Computershare to make sure your dividend goes to the right place. Please contact Computershare directly if you think your details might be out of date.

**You can contact the Zespri Shares team on 0800 155 355 or [shares@zespri.com](mailto:shares@zespri.com).**

## INDUSTRY SUPPLY GROUP (ISG)

### JULY MEETING

The main agenda items discussed were as follows:

- Operations/market updates
- Carryover packaging
- Proposed repacking trial
- Pack mix update

**The next ISG meeting will be held on 20 August.**





2020/21 PROGRESS PAYMENTS FOR AUGUST

CLASS 1 - APPROVED PROGRESS PAYMENT 14 AUGUST 2020	AVERAGE ON NET SUBMIT	16/18/22	25/27	30/33	36	39	42
Zespri Green	\$0.80	\$0.90	\$0.90	\$0.80	\$0.80	\$0.80	\$0.60
Zespri Organic Green	\$1.15	\$1.20	\$1.30	\$1.30	\$1.20	\$1.20	\$0.90
Zespri Gold3	\$2.23	\$2.30	\$2.30	\$2.30	\$2.10	\$1.80	No supply
Zespri Organic Gold3	\$3.04	\$3.00	\$3.20	\$3.00	\$2.90	\$3.00	No supply
Zespri Green14	\$0.80	No payment	\$0.60	\$1.00	\$0.80	\$0.80	\$0.70

CLASS 1 - INDICATIVE PROGRESS PAYMENT 15 SEPTEMBER 2020	AVERAGE ON NET SUBMIT	16/18/22	25/27	30/33	36	39	42
Zespri Green	\$0.79	\$0.80	\$0.90	\$0.90	\$0.70	\$0.70	\$0.60
Zespri Organic Green	\$1.07	\$0.60	\$1.20	\$1.20	\$1.10	\$1.10	\$0.90
Zespri Gold3	\$2.33	\$2.50	\$2.40	\$2.50	\$1.90	\$1.80	No supply
Zespri Organic Gold3	\$2.66	\$2.60	\$2.90	\$2.70	\$2.50	\$2.20	No supply
Zespri Green14	\$2.01	No payment	\$0.90	\$2.20	\$2.10	\$2.10	\$1.80

1. Progress payments for Class 1 are paid on submitted trays and reversed for onshore fruit loss.
2. Net Submit trays = gross submitted trays less onshore fruit loss trays.
3. The removal of the Taste component for the 2020 season has resulted in the payment of higher Progress compared with previous seasons.

BOARD APPROVES A FINAL AND INTERIM DIVIDEND

The Zespri Board has approved a payment of a 2019/20 final dividend and the payment of a 2020/21 interim dividend to shareholders.

The 2019/20 final dividend is 19 cents per share, authorised for payment on 14 August 2020. It brings the total dividend paid for 2019/20 to 94 cents per share. An interim 2020/21 dividend payment of 95 cents per share is authorised for payment on 14 August 2020. This reflects a decision to set the dividend at the mid-point of our 70-90 percent dividend policy range in light of planned expenditure for our future operating model, as previously announced. This interim dividend payment is being made to distribute the majority of funds generated from the April 2020 SunGold and Zespri Red licence issue. Please note that this is in addition to the interim dividend that is normally paid in December. Both the final dividend

and the interim dividend are payable to all holders of fully paid ordinary shares in Zespri Group Limited who are registered as holders of such shares in the share register of the Company on 7 August 2020.

If you intend to trade shares within a week prior to 7 August, please seek advice from your share broker as to your eligibility for these dividend payments. The final and interim dividend will be fully imputed. A supplementary dividend will be paid to all non-resident shareholders who do not receive the benefit of imputation credits.

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.

August 2020 approved progress payments on Net Submit trays

Approved per tray progress payments for 14 August 2020:

Class 1	
Zespri Green	\$0.80
Zespri Organic Green	\$1.15
Zespri Gold3	\$2.23
Zespri Organic Gold3	\$3.04
Zespri Green14	\$0.80

September 2020 indicative progress payments on Net Submit trays

Indicative per tray progress payments for 15 September 2020:

Class 1	
Zespri Green	\$0.79
Zespri Organic Green	\$1.07
Zespri Gold3	\$2.33
Zespri Organic Gold3	\$2.66
Zespri Green14	\$2.01

SHARE BRIEFS

As at 24 July 2020 the last Zespri share price trade was \$9.40 traded on 21 July 2020. There were eight buyers at \$9.35, \$9.26, \$9.25, \$9.20, \$9.15, \$9.10 and \$9.00. There were three sellers at \$9.45 and \$9.50.

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.

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 [www.usx.co.nz](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 [reap](#) for our mobile IR experience

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

Below is the current Market Depth information as at 24 July 2020.

Quote Line Friday 24 July as at 9.15am						
Code	Bid (\$)	Offer (\$)	Last (\$)	High (\$)	Low (\$)	Volume
ZGL	9.350	9.450	9.400	0.000	0.000	0

Market Depth					
BIDS			OFFERS		
Orders	Quantity	Price (\$)	Price (\$)	Quantity	Orders
1	10,000	9.350	9.450	2,000	1
1	2,000	9.260	9.500	14,500	1
1	15,000	9.250	9.500	2,000	1
1	2,000	9.250			
1	2,000	9.200			
1	10,000	9.150			
1	25,520	9.100			
1	10,000	9.000			

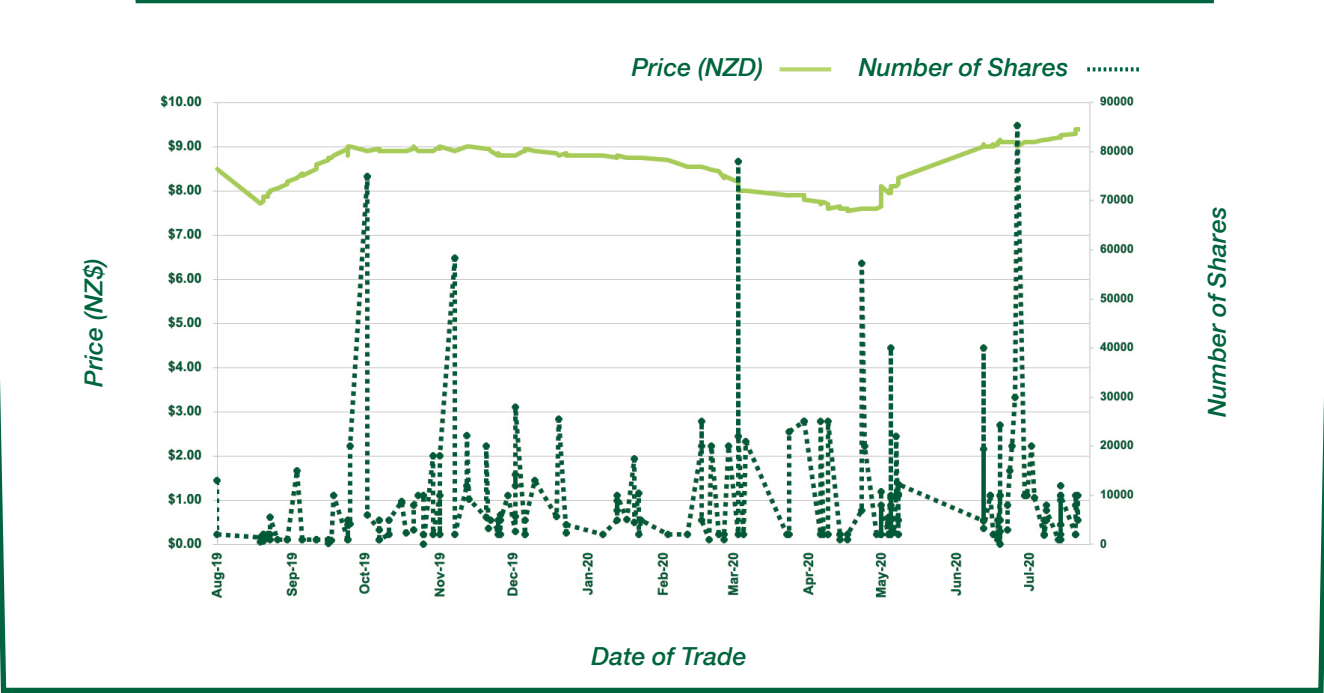
Last 10 Trades			
Date/Time	Quantity	Price (\$)	Value (\$)
21/07/20	10,000	\$9.40	94,000.000
21/07/20	5,000	\$9.40	47,000.000
20/07/20	10,000	\$9.40	94,000.000
20/07/20	8,000	\$9.40	75,200.000
20/07/20	2,000	\$9.38	18,760.000
20/07/20	2,000	\$9.35	18,700.000
20/07/20	2,000	\$9.30	18,600.000
14/07/20	10,000	\$9.25	92,500.000
14/07/20	10,000	\$9.25	92,500.000
14/07/20	4,000	\$9.25	37,000.000

Director share trading

For the month of July (as at 24 July), there were 25,000 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.

Please note that at any time that content for the *Kiwiflier* is finalised for publication, there may be some trades associated with director entities which have been matched and transacted, but the paperwork has not yet been received by Zespri or Computershare. As such, there may be some lags in reporting trading by entities associated with directors. Zespri will however ensure that as at the end of each month, the Director Share Holdings and Transfers document on the Zespri Canopy will always provide the most up to date information held by Zespri.

ZESPRI GROUP LIMITED SHARE TRADES 24 JULY 2019 TO 24 JULY 2020







# KEY FOCUS: AUGUST GLOBAL EXTENSION TEAM

Winter pruning

Manage sap flow in grafts

Budbreak strategy

Assess budbreak enhancers

Oil & copper for scale control

## MONTH AHEAD: AUGUST

### Winter pruning

- Get into the orchard before your pruners arrive and remove some of your large crowns. If you have a lot, target removing them progressively over multiple seasons. Avoid removing too many per vine as this is likely to result in a poor crop (read more about this in KiwiTech Bulletin N06 on the Canopy). Not only does this help with the winter pruning job, it can help with scale management as crowns provide ideal scale habitat.
- Understanding what you want to get out of the winter pruning job is critical for success. A good job focuses on both bud numbers and quality and missing either of these two aspects will create problems down the track. There are reports of variability in internode spacing this year, possibly due to the drought, so if you're pruning based on spacing, check your internode distance to ensure you're tying in the correct numbers. For resources and tools to help you understand and make good decisions about winter pruning, visit the winter pruning page on Canopy.
- Monitoring and giving feedback are especially important tasks, with more inexperienced staff on the job this year. Use the 'Is it worth monitoring?' calculator to work out how much you'd need to reduce costs, or increase OGR, to pay for the job. You may be surprised by how little it costs!
- Don't overdo the insurance by tying in too many extra winter buds, and have a plan to manage additional flower numbers in spring if these extras prove unnecessary.
- It's easy to overfill an area which will result in a dense area of canopy that requires additional work in summer and potentially compromise spray coverage — so address it now.
- Double mulching your winter prunings is very successful tool for cicada control. A 2016 Plant & Food Research trial showed double mulching destroyed or partly shattered 80-97 percent of cicada egg nests.

### Budbreak strategy

- Using low-drift technology for hydrogen cyanamide applications is compulsory. AI nozzles, used in conjunction with drift-reducing adjuvant (such as DriftStop), significantly reduce spray drift and will perform as well as conventional nozzles, provided sprayers are well set up.
- Ensure air volumes are adjusted when spraying unpruned canopies and assess spray coverage before applying budbreak sprays.
- If you're considering an alternative to hydrogen cyanamide, watch the GET webinar on alternatives on the Canopy website > Growing Kiwifruit > Global Extension Team > GET Events & Webinars > GET Webinar Series.

### Assess your budbreak enhancer

- Don't forget to do a budbreak assessment — this will help you understand both the impact your budbreak spray has had and the date of natural budbreak relative to winter chilling, which is useful in future seasons to help with making spray timing decisions. This will be especially important when you're trialing an alternative on part of your orchard.
- The Canopy website has a KiwiTech Bulletin, an instructional video and a recording template to show you what to do. Visit the hydrogen cyanamide page for these resources.

### Scale control in organics

- Scale levels continue to be of concern. Focus on crown removal to eradicate scale habitat and improve coverage (refer to KiwiTech Bulletins N6 winter pruning, N56 leader spraying and N1 armoured scale). A winter oil may help with scale control and assist return bloom. Use water-sensitive paper to check coverage of the leaders.
- An application of oil and copper tank mix for scale control and Psa control can be sprayed on Green and SunGold in late August. Research has shown a one percent Excel oil, and Nordox 75WG at 37.5g per 100l rate is effective. Oil should be mixed first before adding Nordox 75WG. For more information on late August oil, see the 'Need to Know on Scale Control in Organics'.

### Other things to look out for

- Given the wet weather we are having this winter, consider putting your copper protective sprays on as blocks are completed rather than waiting for pruning gangs to complete your whole orchard.
- Continue to monitor for Psa and remove secondary infection promptly, especially in male vines as the sap begins to rise in August.
- Check frost protection systems are working properly.
- Base fertiliser and compost applications should be targeted for pre-budbreak as soil temperatures begin to lift. If soils are water-logged, delay application to prevent excessive soil compaction. Consider how much of your fertiliser is likely to run off or wash through the soil — little and often can be a better approach than all at once.
- Winter is a good time to remove passionvine hopper habitat.

## THE IMPORTANCE OF MONITORING WINTER CHILL

When you're planning a weekend to the snow you don't tend to pick a date - you just hope for the best and monitor the weather for a good ski day. The same technique applies to planning your budbreak enhancer application. Keep monitoring winter chill and check the weather forecast for the time period you want to spray in. Then, based on both of these, choose the ideal date to spray and let your neighbours know your plan.

What we're saying is, don't just spray on the same date you did last year and the year before that (it could be windy), check how much winter chill has built up on your orchard over May, June and July so you can fine-tune the best date to apply your budbreak enhancer on your site. Having a weather station on your orchard puts you in a great position to understand exactly what this is for your site. If you don't have a weather station, you may be able to use one close to your orchard on harvest.com or the KVH website which has data available for the regions. Below you'll see we've graphed this for some regions around New Zealand and compared it to the past two seasons. You can find more detailed winter chill information for each region over the past five seasons, along with resources for working out your budbreak date, on the Canopy > Growing Kiwifruit > Orchard Management > Budbreak > Identify, predict & monitor budbreak.

The HazelTrex test (formerly the BreakNsure test) is another tool to help identify the best time to apply your budbreaker. The Global Extension Team (GET) held a webinar about this, which you can find

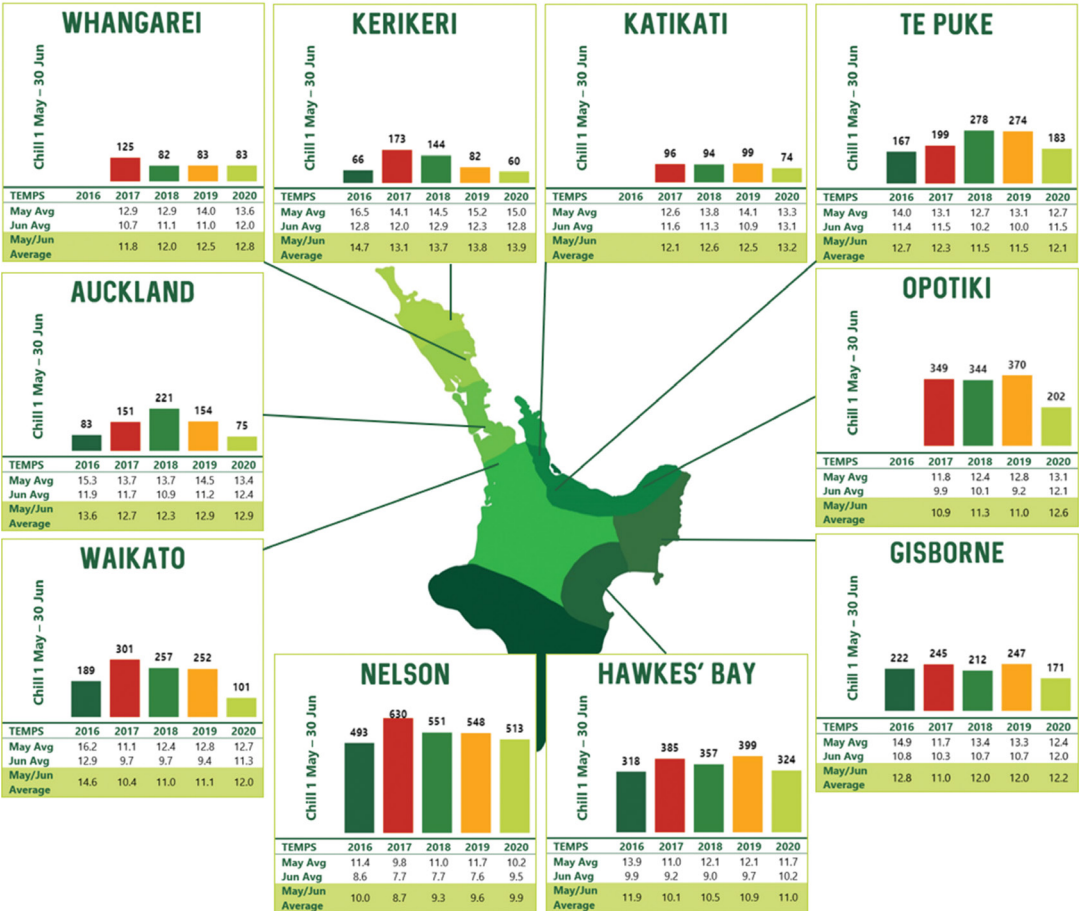
recorded on the Canopy > Growing Kiwifruit > Global Extension Team > GET Events & Webinars > GET Webinar Series.

Please note that winter chill for Katikati below looks extremely low (similar to Northland). Data for Katikati (for all years) was taken from a weather station we haven't used in the past and it is showing much less chill than we would expect. The station is located on Sharp Road. We urge caution for any growers using this data to estimate HC application dates.

Try to use an alternative station nearer to your site or consider using the chill units in this graph relatively i.e. comparing this year to last year (or earlier) to get the relative difference. For many regions this shows that it's been a warmer winter than last year and is most similar to 2016 (based on 2016 data for other regions - not available for Katikati). Also consider your site and what date you applied HC in each year with different levels of chill. Table 1 shows data below from the old Katikati weather station site which is located on Wright Road.

Method	2016	2017	2018	2019	2020
Hours under 7 May June	132	334	235	282	182
Average May June	12.9	10.9	11.5	11.4	12.2

Above: Katikati (Wright Road) weather station data for the past 5 years.



## DEAL TO SCALE

The more focus you place on winter and spring scale management, the better the control of the first generation, which means the smaller the problematic second generation in summer will be. Controlling the first generation begins now during winter pruning.

Check with your post-harvest facility as to whether scale was a problem in your crop last season. If it was, put extra effort into removing large leader crowns and applying a one percent

oil targeting leaders and older wood. Spraying a one percent concentration of mineral oil through winter has been used successfully in organic systems for years, but remember applications rely on achieving good coverage to suffocate scale so you won't control what you don't hit. Masotti nozzles are ideal for this purpose but be aware of the risk of drift. You could also attach a hand gun to really drench leaders and trunks.

Find more information in the Mineral Oil KiwiTech Bulletin, Passionvine Hopper Bulletin and the Cicada Bulletin on the Canopy website > Zespri & The Kiwifruit Industry > Publications > Kiwitech Bulletins > All KiwiTech Bulletins.





# SEED CAMPAIGN KICKS OFF

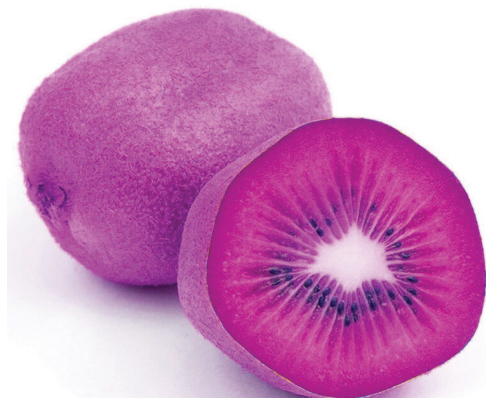
**A new social media campaign is underway encouraging New Zealanders to buy seeds from local suppliers.**

Demand for fruit and veggie seeds skyrocketed during the COVID-19 lockdown, leading to increased interest in online providers based overseas – some of whom KVH is aware have been offering varieties of kiwifruit seed for sale. Unfortunately, many seeds purchased online aren't what they say they are, and more importantly do not meet New Zealand's strict biosecurity rules and could risk introducing a plant disease.

Importing seeds is best left to reputable commercial operators who know what they are doing and are aware of what they must always do to meet the rules (including an import permit, phytosanitary certificate, and post entry quarantine, for example). The campaign emphasises the risks and makes it clear that anyone can be prosecuted for bringing, or attempting to bring, unwanted plant species or pests and diseases into New Zealand.

Biosecurity New Zealand enforces all requirements and currently officials are making around 600 seed seizures a week. Any report of kiwifruit plants grown

from unapproved seed imports will be investigated. Please contact the pest and disease hotline on 0800 80 99 66 if you are aware of any unapproved kiwifruit seed imports.



*Unusual seeds available online may not be what they seem and could harbour pests and diseases.*



*KVH has launched a campaign to prevent unwanted plant species.*

## NZKGI TRAINS WINTER PRUNERS

The difference between a good year and a bad year is laid down at winter pruning. With a good base, there is the ability to manage seasonal variations. The ability to recognise and then tie down an even canopy of high-quality one-year-old buds is key.

This year, with concerns about the labour available to prune and tie kiwifruit vines, the Ministry for Primary Industries funded NZKGI to run a series of courses to introduce people to the kiwifruit industry and provide initial training in this important task. The courses were aimed at people from outside the kiwifruit industry, including those whom COVID-19 made seek a career change. Others had just finished the harvest season and were keen to continue in the industry.

The training programme included a one-day taster course and for those who wanted to learn more, a five-day intensive training programme. Fruition Horticulture was contracted to develop the learning programme and delivered four sessions of the one-day tasters to a total of 57 people. Toi Ohomai, with assistance from Southern Cross Horticulture, DMS, and independent specialists delivered the first five-day intensive programme for 26 people.

Those completing the training programme received a set of pruning tools and will be assisted to find employment as winter pruners in the industry.

The training included aspects of the theory of winter pruning, including health and safety and biosecurity considerations, but was also strongly focussed on practical learning. Participants were able to watch professionals in action, talk through the decisions they were making, and ultimately test their knowledge by undertaking pruning tasks. The kiwifruit industry has a real opportunity to attract and train new workers, and with MPI assistance, we now have a group of people well on their way to becoming part of the industry. It's now up to the employers out there to take these people on and provide the coaching and guidance to enable them to cement these new skills and build a career in kiwifruit.

With the first series of courses complete, more are planned to be held across New Zealand's growing regions where there is sufficient interest. To register, visit [nzkgi.org.nz/winter-pruning/#article](http://nzkgi.org.nz/winter-pruning/#article). Employers who are interested in employing workers are also encouraged to contact NZKGI.



## COMMUNITY BIOSECURITY PROTECTS OUR KIWIFRUIT

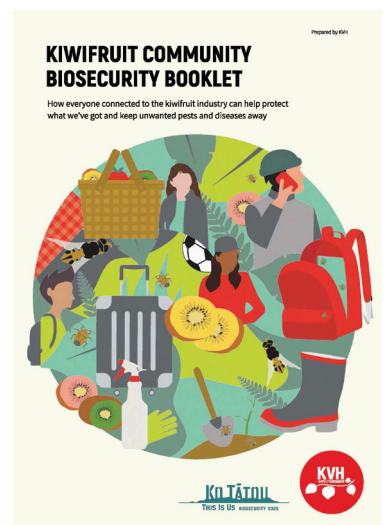
**Everyone connected to the kiwifruit industry can help protect what we've got and keep unwanted pests and diseases away.**

A new booklet from KVH provides guidance about how everyone in or close to the kiwifruit community can help identify biosecurity risks and address them. The bright, colourful guide is split into four easy sections detailing how everyone can:

- **Keep watch** (what to look out for and what big biosecurity responses cost if we don't keep our eyes and ears peeled),
- **Check and clean** (how to look out for new pests on orchards or in gardens),
- **Report the unusual** (how to make a report and what happens next),
- **Lead by example** (what everyone can do at work, home and school to always be biosecurity aware).

The importance and enormity of the biosecurity task means that it is vital everyone pitches in and has accountability for keeping out pest and disease threats that could severely impact the kiwifruit industry and have flow-on effects for our livelihoods, and our communities. If the next big threat is here, undetected, and spreading, everyone has the power to protect what we've got with the easy steps covered in this booklet.

The Kiwifruit Community Biosecurity Booklet is free and available from the KVH website. It will be distributed at industry events and during community initiatives like the upcoming Tauranga Moana Biosecurity Capital 'Spotlight on Biosecurity Week'.



## KVH AGM REMINDER

**KVH's Annual General Meeting (AGM) will be held Tuesday 18 August at Trustpower Arena in Mount Maunganui.**

The meeting starts at 9am and we are pleased to announce that we are collaborating with NZKGI to host Ian Proudfoot, KPMG Global Head of Agribusiness, as the guest speaker to talk between the two AGMs. Ian will give a special presentation about the challenges and opportunities brought about by COVID-19 for the kiwifruit industry.

This is a public meeting and anyone who is interested is welcome to attend.

The Zespri AGM will follow immediately after the KVH and NZKGI meetings.



## SOIL TESTING BASICS WEBINAR – LIVE ON CANOPY

Earlier this month, the Zespri Global Extension Team hosted a soil testing basics webinar to discuss what your soil test results mean and how you can use those results to support nutrient management decisions to achieve your production goals while minimising environmental risks. This, along with a downloadable spreadsheet for you to record your annual soil test results, is now available on the Canopy > Growing Kiwifruit > Global Extension Team > GET Events & Webinars > GET Webinar Series.

## LATEST KIWIFRUIT JOURNAL – NOW AVAILABLE

The June/July edition of the *Kiwifruit Journal* is now available in print and on the Canopy. As well as the whole issue, we've put links directly to some articles we think you'll want to read directly onto the Canopy at: Canopy > Zespri & The Kiwifruit Industry > Publications > Kiwifruit Journals > Kiwifruit Journal (June - July). Grab a cuppa and get stuck in!





Contact Industry Liaison Team Leader Tom MacMorran (027 511 2005) or Grower Liaison Managers: Sue Groenewald (027 493 1987), Sylvia Warren (022 101 8550), Casie Rudnicki (027 271 2695) or Brad Ririnui (021 757 843).

## Q&A FROM THE FIELD

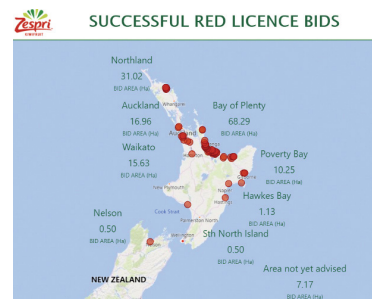
### What was the regional spread of the 2020 successful red licence tenders?

Northland: 31.09 Ha  
Auckland: 16.96 Ha  
Waikato: 15.63 Ha  
Bay of Plenty: 68.29 Ha

Poverty Bay: 10.25 Ha  
Hawke's Bay: 1.13 Ha  
Sth North Island: 0.50 Ha  
Nelson: 0.50 Ha

Area not yet advised: 7.17 Ha

Please note that some regions have been allocated from conversations with growers on planting intentions.



### Is Zespri working on HiCane alternatives?

Zespri Innovation and the Global Extension Team are working with manufacturers and growers to understand the future of budbreak enhancers for the kiwifruit industry and to educate growers on understanding the best timing when using alternative products.

### When do GAP inspections start?

They start in September and should be completed by February. There will be a focus on orchard visuals this year. Have you got clean, stocked toilets all year round? Are your blocks clearly marked on your orchard and do they match your orchard map? Are your accident and emergency procedures permanently and clearly displayed within 10 metres of your store, mixing area and filling station? Have you got an up-to-date spray plan? Remember to go through your Orchard Visual Checklist and double check you have everything covered and regularly assess, document and manage risks on your orchard – considering site, health and safety, food safety, hygiene and environmental risks.

### Why is my orchard being audited when I was unsuccessful in the 2020 licence release?

Zespri has a rigorous audit programme to protect the PVR and protect grower's investment in the variety. Every grower that tendered in 2020, whether successful or unsuccessful, will be audited this year. The audit is to ensure that there are no areas illegally grafted in orchards that were unsuccessful in the licence tender round; and also to check that successful tenders have not grafted ahead of time.

### My shares are held in the name of a company (i.e. Ltd or Limited) or other incorporated entity. How do we vote at the Zespri Annual Meeting?

You are classed as a 'corporate shareholder'. Corporate shareholders that wish to vote at the meeting must appoint a proxy at least 48 hours prior to the meeting. The 2020 Annual Meeting will be held at 1pm on Tuesday 18 August at Trustpower Arena, 81 Truman Lane Mount Maunganui. Alternatively, you can vote via postal voting or online voting ahead of time. Computershare Investor Services Limited is authorised to receive and count postal votes at the meeting, independent of Zespri. For more information contact Zespri Share Registry Officer Rosie Sim on 0800 155 355.

## SAFE SPRAYING

With early season spraying underway, we must remember that safe spray application is important and must be achieved in a way that meets regulatory requirements and the social and environmental expectations of our local communities. This will ensure we retain our social licence to spray.

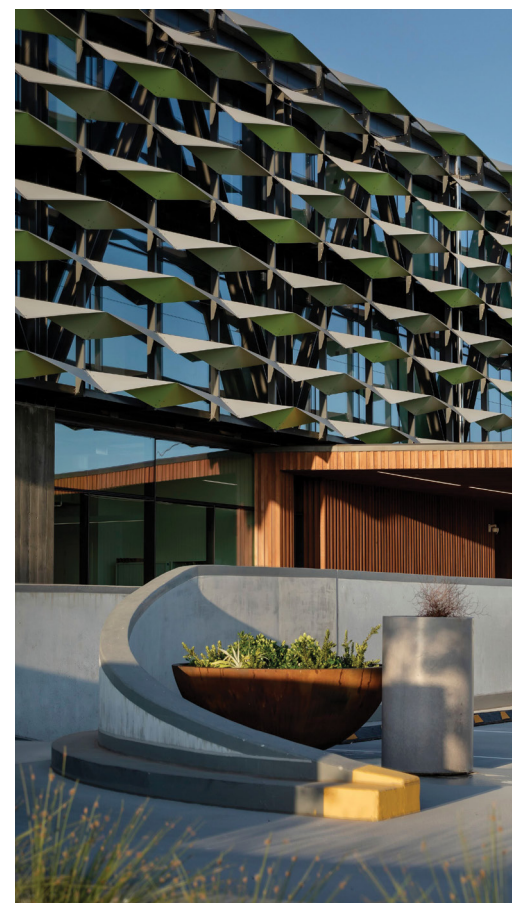
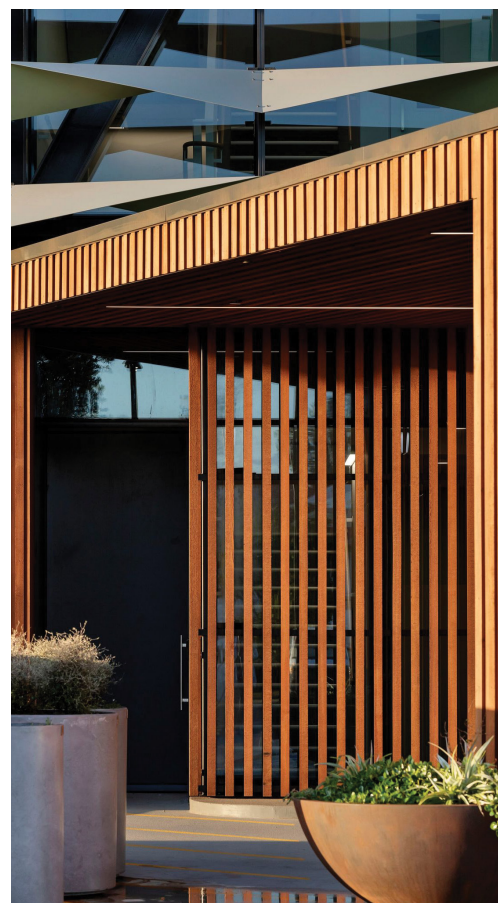
Last month's issue of *Kiwiflier* contains an article detailing spray safety and key steps you must take. Ensure that you re-read the article before starting to spray to ensure you are meeting your legal and socially responsible requirements. Very briefly, this includes:

- Having a live **spray plan** which shows how

you will responsibly manage agrichemical use and how any potential adverse effects will be avoided or minimised

- **Minimising spray drift** to ensure sprays stay on the orchard
- **Notifying neighbours** – you must notify anyone that could be impacted by your spray application, within the timeframes and via the methods your regional council dictates.

There are high penalties for not meeting requirements, along with doing irreparable damage to our industry's reputation and concerning your neighbours.



The Zespri building, designed by Architecture Page Henderson and Warren and Mahoney Architects, was recognised in the New Zealand Institute of Architects (NZIA) Waikato and Bay of Plenty Architecture Awards. Image credit Sam Hartnett.

## ZESPRI BUILDING WINS ARCHITECTURE AWARD

The Zespri building has been recognised at the New Zealand Institute of Architects (NZIA) Waikato and Bay of Plenty Architecture Awards, with designers, Architecture Page Henderson and Warren and Mahoney Architects, receiving the commercial architecture category award for their successful delivery of the building.

The Awards jury were encouraged by the emphasis on building quality and design excellence, describing our Mount Maunganui Headquarters as warm, healthy and embodying the best of sustainable design practices.

"The building, which benefits from environmentally sustainable material selection, is a lively workplace and a signature presence between the utilitarian port and residential areas of Tauranga.

"The highly articulated screens, reminiscent of vine and shade cloth, wave from the north and south façades of the building. For those seated within, the screens afford shade and an undulating frame to Mauao (Mt Maunganui) and the local environment," said the Awards jury.

Zespri Chair Bruce Cameron said the completion of the industry hub represented a significant milestone for the kiwifruit industry.

"With the building's completion and our recent brand refresh, Zespri now has an excellent platform for its next phase of growth which we hope will enable us to create continued strong returns for our growers and help people, communities and the environment around the world thrive through the goodness of kiwifruit.

"Embracing sustainable design principles was certainly a focus for us on this build, so we're delighted to celebrate our design partners for their contribution to positive building performance outcomes," said Mr Cameron.



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