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MARKETS



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AHEAD – MAY



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THE FIELD

## CHALLENGING SEASON UNDERWAY

**Zespri's charter programme has supported a strong start in our major markets with ships of Zespri Kiwifruit arriving in Europe, China and Japan at the end of April and more on the way.**

The season start has not been without its challenges and Chief Market Performance Officer, Linda Mills acknowledges the hard work of growers, suppliers, and the Zespri Supply Team to achieve the volume that has been harvested, packed, and shipped.

"It is a real credit to the industry, and it is exciting to see the markets underway again with the new season New Zealand-grown fruit," says Linda.

### First ships arrive in Europe and North America

The first ship arrived in Europe on 25 April with the second arriving 1 May and the third not too far behind. This year North America will be serviced by a combination of container and charter shipments and for the first time, Zespri, T&G Global and Bostock New Zealand will ship fruit together in a new joint-venture to help alleviate COVID-19 logistical challenges. Find out more about the collaboration on the page 4 Market Update.

Giorgio Comino, Executive Officer Europe and North America is very excited to see the first arrivals.

"Demand for Zespri SunGold Kiwifruit is incredibly strong across our European and North American markets, and we are pleased to see this season's fruit arriving," says Giorgio.

"Our latest estimates show more than 32.5 million trays of SunGold Kiwifruit are heading to Europe and more than 10 million trays will arrive in North America - a record volume for these markets."

To support this record high supply the team are doubling down on marketing investment to create further demand on both sides of the Atlantic.

"We plan to make our marketing campaigns in Europe and North America highly visible through increased investment on television and in print and digital media, 'Out of Home' advertising, including billboards and point of sale."

### Smooth arrivals to Japan and Korea

Japan and Korea have had an early and relatively smooth arrival of fruit to date. Whilst there have been some gaps between shipment arrivals, overall, they have had a strong start.

Ichiro Anzai, Executive Officer Asia Pacific said, "Japan and Korea have very strong consumer demand for Zespri SunGold Kiwifruit even with the higher pricing this season due to rising

costs. The only challenge is to supply enough fruit to meet demand."

The largest ever shipment of kiwifruit bound for Japan and Korea has set sail from the Port of Tauranga. A staggering 8,960 tonnes of New Zealand-grown Zespri SunGold and Green Kiwifruit is aboard MV CS Standard which is set to arrive in Tokyo and Kobe before a final stop in Pyeongtaek.

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### Strong start in China despite lockdowns

Mainland China and Taiwan kiwifruit sales are underway with Taiwan benefiting from sharing charter vessels to Mainland China. The COVID-19 lockdown in Shanghai has presented an additional challenge but all staff are doing well. Care parcels are being distributed to Zespri staff on a regular basis to ensure they are well supported amidst the disruption. The inability to use the Shanghai Port meant agile thinking was needed to receive the shipments and the team quickly set up discharge procedures at Taizhou Port with the help of Chinese partners and authorities.

Michael Jiang, Executive Officer Greater China reports, "Zespri SunGold Kiwifruit was successfully delivered to all our customers in China within two weeks after the first vessel arrived thanks to the incredible efforts of the Supply Chain Team and partners to overcome the unexpected month-long Shanghai lockdown."

### Demand remains high in Future Markets

Despite worldwide concerns around the increased cost of living, demand for healthy fruit remains high and General Manager, Future Markets, Himanshu Arora is satisfied with the preparation in his markets to date.

"Despite inflation and shipping delays, our distribution partners and retailers eagerly await the arrival of Zespri SunGold Kiwifruit from New Zealand," says Himanshu.

"We are stepping up our activity in six of our Future Markets (Malaysia, Indonesia, India, UK, Switzerland, and Portugal) as we start to prioritise their development as part of our global ten-year strategy and market development framework."

Within the APAC territory, Vietnam has become a priority market to develop. First arrivals to Vietnam have been slightly delayed due to shipping and will arrive early May.

For more photos of fruit arriving in market and displayed in-store, see the Market Update on page 4.



Zespri Kiwifruit arrives in China and into the hands of eager consumers.

## PRIME MINISTER MEETS THE KIWI BROTHERS

**The 2021/22 season is off to a positive start in Japan, with visits by the Prime Minister and Trade Minister as well as Zespri CEO Dan Mathieson.**

Zespri was really pleased to host the Prime Minister for a promotional event during her trade tour of Japan and Singapore. Joined by Chief People Officer Edith Sykes, the Prime Minister once again met with the famous Kiwi Brothers and tried her hand at calligraphy in an event picked up by media around the world. Trade Minister Damien O'Connor even decorated a pavlova with kiwifruit but it was our Kiwi Brothers and their smooth dancing which definitely stole the show.

For the first time since the pandemic, Dan was able to join our partners in Japan in person to launch the new season.

"It was so positive to see our partners in Japan and to thank them for their efforts on our behalf during the pandemic. Being able to meet face to face is so important, allowing us to discuss the opportunities ahead of us in person and it's so great to see how committed they are to supporting Zespri's growth in one of our key markets. It has certainly been a positive start to the year there."



Prime Minister Jacinda Ardern and Minister of Agriculture Damien O'Connor take the stage with the Kiwi Brothers.





# 2022 LICENCE RELEASE RESULTS

The 2022 Closed Tender Bid process for Zespri SunGold Kiwifruit and RubyRed™ Kiwifruit licence release has been completed and all bidders have been notified by email of the outcome of their bid. The results have been released as Zespri opens consultation on the licence release mechanism with feedback sought from growers as to how we release licence in future years.

This year’s licence release saw restrictions applied with the aim of spreading the limited allocation of 350 hectares of SunGold Kiwifruit licence across as many bidders as possible. The number of SunGold Kiwifruit hectares released was reduced due to the need to maintain the balance between supply and demand given the increase in orchard yields, and there was also no Organic SunGold Kiwifruit licence released this year.

Both Zespri SunGold and RubyRed™ Kiwifruit licence pools were undersubscribed in 2022, with 324ha of SunGold and 280ha of RubyRed™ Kiwifruit licence allocated with median prices of \$801,000 and \$147,000 respectively.

Zespri Chief Executive Dan Mathieson says that while the amount of SunGold Kiwifruit licence release this year was reduced, it was pleasing to see that the changes made to the process this year helped spread the licence availability for growers.

“This year there were 169 successful SunGold Kiwifruit licence bidders, down only slightly from the 187 successful bidders last year when 700 hectares of licence was available which was our focus with a reduced allocation this year,” Dan says.

“While this year’s restrictions likely impacted the amount of licence bid for as well as the price, it was important to ensure that we maintained the right balance between demand and supply which is critical to growing the value we bring back and return to growers through fruit returns.”

### ZESPRI SUNGOLD KIWIFRUIT

A total of 255 bids were allocated a total licence area of 323.58 hectares, compared with 268 successful bids allocated 700 hectares in 2021. The lowest accepted bid price per hectare was \$451,950 (excl GST) compared with \$525,000 (excl GST) in 2021.

The Finishing Off Blocks process saw 47 bids with 7.05 hectares allocated, in addition to the Closed Tender Bid allocations.

There were a significant number of restrictive rules applied in 2022 relating to:

- Reducing the maximum total bid area to 10 hectares per Bidder (reduced from 30ha);

- Placing a maximum bid per orchard at 50% of the plantable area;
- The requirement to identify an orchard at the time of bidding (no post allocation transfers)
- All leases to be 7 years from the time of bidding
- Associated bidders were restricted to a total of 10 hectares.

The restriction on the number of hectares individuals could bid for did appear to have an impact, with not all available hectares allocated. The total area bid for was 342.95 hectares of the 350 available and from the 267 valid bids received, 255 were successful.

The unsuccessful bids failed in accordance with the terms contained of the Licence Application Overview and Rules (“LAOR”) and the Evaluation Panel’s Terms of Reference. In particular, the panel considered the principle in the Terms of Reference of the need “to allocate licences in a manner that is, as far as possible, fair, practicable, and commercially reasonable, having regard to all relevant circumstances including any impact on the current market value of similar licences that have previously been allocated”.

In accordance with Application Process Rule 18(a), the Panel decided to decline bids priced below \$451,950 (excl GST). The cut off was determined by taking the average of the lowest successful bid prices from the 2020 and 2021 SunGold Closed Tender Bid process. The Panel considered this to be the most appropriate methodology, consistent with the principles in the Panel’s Terms of Reference. This reflects the unique circumstances of this year’s licence release, including the need to maintain the balance between demand and supply to protect grower returns as well as to consider the investment of the industry in PVR varieties.

### ORGANIC SUNGOLD KIWIFRUIT FINISHING OFF BLOCKS

The Organic SunGold Kiwifruit Finishing Off Blocks process resulted in 6 bids totalling 1.27 hectares allocated under this process at the 2021 median Closed Tender Bid price of \$305,000 (Excl GST).

### ZESPRI RUBYRED™ KIWIFRUIT

A total of 187 bids were allocated a total licence area of 280.28 hectares. This compares with 152 successful bids allocated 350 hectares in 2021.

The lowest accepted bid price per hectare was \$44,217 (excl GST), compared with \$58,000 (exc GST) in 2021.

The RubyRed™ process was also subject to restrictions for bidding being:

- Reducing the maximum total bid area to 10 hectares per bidder (reduced from 15ha);
- Associated bidders were restricted to a total of 10 hectares.

The RubyRed™ Kiwifruit bidding pool was undersubscribed, with a total of 286.47 hectares bid for from 192 valid bids. Similar to the SunGold Kiwifruit bidding pool, the Panel declined bids priced below \$44,217 (excl GST). This cut off price was also determined by taking the average of the lowest successful bid price from the 2020 and 2021 RubyRed™ Kiwifruit Closed Tender Bid processes.

The tables below shows a comparison of the bid statistics for the past three years for both SunGold and RubyRed™ Kiwifruit.

More information and results such as the regional spread and bid size spread from the 2022 Licence Closed Tender can be found on Zespri Canopy > Licence Release.

### NEXT STEPS

- Bidders will have at least five working days from the date of their notification email advising of their successful bid to arrange the 25 percent deposit via Electronic Funds Transfer (EFT) to the Cooney Lees Morgan Trust account. All payment details including the due date for payment which is 5 May 2022 is clearly specified on the bidder’s successful email notification.
- Bidders in the SunGold Kiwifruit Finishing Off Blocks bid, have been notified via email of the median successful bid price from the 2022 SunGold Kiwifruit Closed Tender Bid of \$801,000 per hectare (excl GST). Bidders will have until 5.00pm 13 May 2022 to notify Zespri if they do not accept the price and wish to withdraw their Finish Off Blocks application from the process.
- Licence packs for successful bidders will be posted from 24 May 2022 onwards. This pack will contain a copy of your licence (if you have nominated a KPIN), receipt for your deposit, budwood collection information and invoice for all successful bids. The outstanding balance for all successful bids is due no later than 5.00pm Wednesday 20 July 2022 via Electronic Funds Transfer (EFT) to Zespri. The Zespri bank account details will be included in the licence pack as this is not the same account to where the deposit amount was paid.

If growers have any queries regarding the licence release, please call the Zespri Licence Team via the Zespri Grower Support Services team on 0800 155 355 or email them directly at new.cultivars@zespri.com

# 2022 RESULTS - BY THE NUMBERS

### Zespri SunGold Kiwifruit Total Licence Release: 350 Hectares

SunGold Kiwifruit	2022 Unrestricted 350 ha	2021 Unrestricted 700 ha	2020 Unrestricted 700 ha
Median Price (\$ GST excl)	\$801,000	\$550,000	\$400,023
Minimum Price (\$ GST excl)	\$451,950	\$525,000	\$378,900
Total Area allocated (Ha)	324	700	700
Total number of bids	268	715	944
Total number of successful bids	255	267	291
Total number of bidders	181	485	544
Total number of successful bidders	169	187	216
Average size of successful bids (Ha)	1.27	2.61	2.41
Total Hectares bid for (Ha)	343	1,511	1,660

### Zespri RubyRed™ Kiwifruit Total Licence Release: 350 Hectares

Zespri RubyRed™ Kiwifruit	2022 Red Pool - 350 Ha	2021 Red Pool - 350 Ha	2020 Red Pool - 150 Ha
Median Price (\$ GST excl)	\$147,000	\$74,979	\$62,500
Minimum Price (\$ GST excl)	\$44,217	\$58,000	\$30,434
Total Area allocated (Ha)	280	350	150
Total number of bids	192	343	202
Total number of successful bids	187	152	117
Total number of bidders	126	225	157
Total number of successful bidders	121	127	103
Average size of successful bids (Ha)	1.50	2.30	1.28
Total Hectares bid for (Ha)	287	708	260



### SunGold Kiwifruit Successful Bidders Split

	2022 Results		2021 Results	
	# of Successful bidders	Total hectares allocated	# of Successful bidders	Total hectares allocated
0.01 to 0.99ha	64	31	66	31
1 to 4.99ha	88	161	85	190
5 to 9.99ha	12	82	19	138
10 to 14.99ha	5	50	5	57
15 to 19.99ha			3	48
20ha+			9	235
Total	169	324	187	700



### RubyRed Kiwifruit Successful Bidders Split

	2022 Results		2021 Results	
	# of Successful bidders	Total hectares allocated	# of Successful bidders	Total hectares allocated
0.01 to 0.99ha	42	21	44	23
1 to 2.99ha	45	79	50	78
3 to 4.99ha	18	64	13	45
5 to 9.99ha	11	66	10	63
10ha+	5	50	10	141
Total	121	280	127	350

# LICENCE REVIEW: HAVE YOUR SAY

With the 2022 Licence Release now complete, we are thinking ahead to 2023. In response to some frustrations around the current process we are conducting a review to ensure the Licence Release pathway remains fit-for-purpose and as streamlined as possible.

The review will include three phases, outlined further on the right, and we have engaged Deloitte to work with us on phase one to better understand growers' experiences of the current method. Deloitte will also be involved in co-designing with Zespri the potential new licensing mechanisms based on grower feedback.

The review is an opportunity to participate in creating meaningful change in our industry. Consultation is already underway with a survey sent out to landowners and lessees to understand their sentiments and ideas, plus call for volunteers for workshops and forums. The review will provide several opportunities to be involved and provide feedback. Grower involvement is critical in developing a well-designed process and we encourage you to provide feedback via Canopy.

THE FOLLOWING PRINCIPLES WILL GUIDE THE PROCESS

- Ensuring there is a good spread of hectares throughout the industry
- Grower and Shareholder equity is protected
- Licences are accessible and affordable for all growers
- The licensing process is open and there is equal opportunity to both existing growers and greenfield developments
- Room for gaming and speculation of licences is minimised without introducing unnecessary complexity

## LICENCE REVIEW STEPS

The review includes three phases:

- PHASE 1: UNTIL END OF MAY

Currently in progress, we are consulting with growers to better understand your experiences of the current process in order to design a more streamlined approach.
- PHASE 2: MAY - END OF JULY

The results from phase one, including the proposed new process and further industry submissions will be given to an independent party for review. Recommendations on the proposed process will be presented back to Zespri.
- PHASE 3: AUGUST - OCTOBER

Industry consultation and consideration of future state, sign off by the Zespri Board and education and communication of the new mechanism.

## CALL FOR SUBMISSIONS

There will be several opportunities to give feedback on the current state and proposed future Licence Release pathway. If you have your own ideas that you wish to share with us for consideration you can make a submission by completing the 2023 Licence Review Submission template on the Canopy website.

APR-MAR  
2022/23

## KEY DATES

April/May	Consultation and design work with industry - in progress.
	Appointment of independent review party.
	Call for industry submissions.
June/July	Independent party review and recommendations for consideration.
August/September	Grower Roadshow discussion, consultation and workshops with the industry on the best options.
October	Recommendation for the Zespri Board.
December	Final approval by the Zespri Board.
December - March	Industry communication and education.



# HYDROGEN CYANAMIDE AND EPA REASSESSMENT: AN UPDATE

Preparation continues at Zespri for the upcoming EPA public hearings on the reassessment of hydrogen cyanamide (often known by the brand name Hi-Cane), set for 5 December 2022.

Zespri's position

You can read Zespri's submission on the EPA's proposal to ban Hi-Cane in five years' time, submitted late last year, on Canopy. We sought a range of expert advice as part of this process, including from toxicologists, experts with experiences of the reassessment process and legal representation. In summary:

- Zespri opposes the EPA's proposed removal of hydrogen cyanamide. Based on all available information we consider the risks of its use have been overstated and the benefits (along with the negative impact of its removal) are significantly understated by the EPA.
- We consider the EPA modelling and risk assessment is based on information which is not appropriate or relevant, leading to the overstated risk assessment.
- We're doing more research to address the EPA's concerns and inform any decisions on potential new controls. This will provide actual data where EPA has used simulation models, based on data from unrelated industries.
- Our view is that Hi-Cane should only be phased out when alternative products are available, or cultivars are available which don't require its use. Our strong position based on all available evidence is that a ban is not justified. If however, the EPA does impose a phase-out period to remove Hi-Cane, we consider 15 years to be more appropriate, with a minimum of five years after viable alternative products are available, to allow their widespread adoption.

Work underway

The EPA agreed to Zespri's request to provide more information after the submission date of 20 December 2021. As part of this, Zespri provided a full toxicology report, along with our methodology for the two upcoming studies on winter bird distribution in kiwifruit orchards and any potential exposure

to workers handling Hi-Cane. The two studies will run from June to August and Zespri will provide the results to EPA by 30 September. We believe these robust, comprehensive studies will support the industry's position that the EPA has significantly overstated the risks of Hi-Cane application and will strengthen our case for continuing its use.

NZKGI is also running a worker health study and both organisations are working together to ensure the trial designs complement each other in the best interests of the industry.

EPA public hearings

EPA's Decision Making Committee (DMC) has indicated the public hearings will be held on 5 December 2022, although this date may be subject to change. While the structure of the hearings is not yet confirmed, the EPA has agreed to requests to hold at least some of the hearings in the Bay of Plenty. People who submitted on the EPA's proposal and indicated that they wish to speak at a hearing, can present to the EPA's DMC at the hearing.

## NEXT STEPS

29 April	Zespri submits full toxicology review and methodologies for two studies to be done in winter – bird study and worker PPE study.
July/August	Studies on bird distribution in kiwifruit orchards and worker PPE.
30 September	Results of both studies submitted to EPA.
Around November	EPA staff issue updated advice to EPA Decision Making Committee.
5 December	EPA public hearings.

# CALLING ALL GREENFIELD DEVELOPERS

If you were successful in purchasing a Zespri licence this year, do you intend on planting grafted licensed plants on your development?

Here is everything you need to know about grafting Zespri Kiwifruit on greenfields.

- There are nurseries situated around key growing areas who can supply grafted Gold3 (ZESY002) and Red19 (ZES008), or the most suitable rootstock for your greenfield and male plants. The full list of licensed nurseries can be found on the KVH website: <https://www.kvh.org.nz/indnurseries>.
- Nurseries supplying Zespri licensed plants to growers require prior approval from Zespri before the transaction takes place. The approval is requested against the KPIN of the orchard. Once a KPIN is in place, the licensed plants can then be released
- Do your due diligence when choosing plants so they meet your requirements for size, grade and age.
- Have a quick check over the plants on arrival to ensure they travelled safely and weren't damaged during transport.
- Understand what the return process is with your nursery if you feel the grade or standard of the plants provided is different to what was agreed and wish to return or replace them.
- Have a good water supply available as new vines will require regular watering while waiting to be planted.
- Watering is vital to establishing young vines. Water upon planting and continue regularly. Check Canopy for more information on best practice irrigation and watering for new vines.





# FROM THE MARKETS

## FIRST SHIPMENTS ARRIVE IN MARKET

Despite COVID-19 challenges and disruptions continuing globally, New Zealand-grown Zespri Kiwifruit has made its way to our overseas markets and we are off to a strong start. More than 6.5 million trays of SunGold Kiwifruit and 80,000 trays of Zespri RubyRed™ Kiwifruit have arrived to date with more on the water and regular sailings building inventory in the markets to meet demand.



### North America

This season's constraints have seen Zespri develop a unique shipping collaboration with T&G Global and Bostock New Zealand to ensure premium New Zealand-grown kiwifruit and apples make it safely to market despite ongoing shipping delays.

The first US sailing marks the start of a joint venture between the three New Zealand organisations to co-ship fresh fruit to the Port of Los Angeles. MV Crown Sapphire has around 2100 tonnes of Zespri Kiwifruit on board as well as 2700 tonnes of T&G Global and Bostock New Zealand premium New Zealand apples and will unload at Port of Los Angeles in May.

"The new service to North America will help us safely deliver fresh Zespri Kiwifruit to our customers and consumers and reduce some of the ongoing disruption we've seen into international ports," says Chief Global Supply Officer, Alastair Hulbert.

"In challenging times it's important we work together so we're pleased to partner with T&G Global and Bostock New Zealand to get our fruit to this important market."



### Japan

First shipments being loaded onto the docks in Japan and Zespri RubyRed™ and SunGold Kiwifruit looking fantastic sitting side-by-side in market.



### China

Zespri SunGold Kiwifruit was successfully delivered to 50 cities and more than 15,000 stores, plus China's top 10 E-commerce customers within two weeks of the first charter arriving in market thanks to the extraordinary efforts of the Supply Chain Team and our partners. In just 50 days the team investigated and secured alternative warehousing at Taizhou port, confirming sign off from 19 different government departments on the discharge and COVID-19 prevention processes. 5,000 COVID-19 samples were collected, and 625 COVID-19 reports filled in two weeks to safely ensure the smooth delivery of fruit to stores despite the unexpected Shanghai lockdown.



### Europe

Zespri customers were thrilled to see New Zealand-grown Kiwifruit land in Zeebrugge, Belgium at the end of April. Some customers were so eager for new season kiwifruit they were found sleeping at the port in anticipation of the shipment's arrival!

We would also like to congratulate the European marketing team for claiming second prize in Kantar's worldwide Creative Effectiveness Awards in the print/outdoor category. The awards celebrate creativity and effectiveness in outdoor and print advertising and Zespri's Kiwi Brothers key visual was crowned the second most creative and effective advertisement in the print/outdoor category in the world.







# ZESPRI GLOBAL SUPPLY UPDATE

## DELIVERING ON DEMAND FOR ZESPRI FRUIT

**There is a feeling of optimism and excitement about the future of Zespri's Northern Hemisphere supply business known as Zespri Global Supply (ZGS). Across every growing region, ZGS staff and partners are excited about the opportunities as the hard work in getting orchards established begins to bear fruit (pun intended).**

Executive Officer for Northern Hemisphere Supply, Nick Kirton has been in the role since March 2021. Prior to this Nick worked for Zespri in New Zealand and China, and in Japan as Head of Asia for ZGS. He is now located in Bologna, Italy where he leads the wider ZGS team. Nick's focus is on building a global supply operation which supports New Zealand growers, including putting in place people, systems, and partnerships to support Zespri's 12-month supply strategy.

"We are focussed on supporting New Zealand growers and we know we need to provide Zespri quality fruit to our loyal consumers when New Zealand fruit is not available, to build the Zespri brand and grow our market share," Nick explains.

Nick knows ZGS is yet reach its full potential and there is still plenty of work to do but recent record-breaking performances across the ZGS growing locations are a good sign.

"We have just completed the 2021 SunGold Kiwifruit sales season and have grown our supply volumes in every region. In Europe, the growers recovered well from early season frosts to exceed production estimates and achieve production of over 16 million trays. Most of our production is from recent plantings which are yet to reach full production. Based on current yields we expect that once our current 5,000ha of approved planting is in full production, we will be producing over 30 million trays."

However, Nick notes that higher yields will be critical to fulfilling Zespri's supply targets.

"We have recently made great progress with some of the growing challenges like Kiwifruit Vine Decline (KVDS) and Psa and combined with a more careful selection process for new plantings we are confident we can lift yields across all regions. That will see us reach between 40-50 million trays from the approved 5,000ha."

Executive Officer for Europe and North America, Giorgio Comino and his team have recently been through a process of understanding future demand for SunGold and Green Kiwifruit. He says that demand is impressive, but he needs SunGold Kiwifruit to be available for all 12-months of the year and right now, he doesn't have enough fruit in the New Zealand off-season.

"Last season, we had strong demand for SunGold Kiwifruit from April, when the first New Zealand fruit arrived, right through until February, but unfortunately, we ran out of ZGS supply and were unable to meet that demand. Our consumers switched to alternatives which is a lost opportunity for us. With the new season SunGold Kiwifruit arriving back in Europe, we now need to get those consumers back to eating Zespri Kiwifruit. There is much more potential for growth of SunGold and Green Kiwifruit in Europe but ZGS fruit volumes need to grow to meet the demand for a 12-month supply."

In recent discussions with New Zealand growers and on the dedicated ZGS website, Zespri has been providing information on the demand for SunGold Kiwifruit production in the New Zealand off-season. Under the current approval of 5,000ha, ZGS will only provide 14 percent of Zespri's global fruit production and supply less than 30 percent of the northern hemisphere target demand for SunGold Kiwifruit which is why Zespri is consulting with growers on expanding the approval for producing SunGold Kiwifruit

outside of New Zealand. If our growth ambitions are achieved, then it could be possible for ZGS to supply up to 93 percent of SunGold Kiwifruit demand in the northern hemisphere season by 2030. The current approval of 20 million trays of Hayward procurement is sufficient to supply close to all of the target demand for Hayward.

Giorgio says "Zespri has a fantastic product with Zespri Green and SunGold Kiwifruit, achieving strong brand value by providing consumers with a consistently high-quality product. But to maximise Zespri's potential – both in volume and value – we need to supply that product year-round, fulfilling the needs of our consumers to buy Zespri Kiwifruit any day of the year."

With confidence in both market demand and ZGS supply strategies, Nick and Giorgio appreciate the role New Zealand growers have in making the decision on whether to expand ZGS production. Both are ready to answer any questions growers in New Zealand may have or provide more information that is needed.

Nick says "We know New Zealand growers need to understand the benefits and risk mitigations to consider their support for the strategy. I encourage growers to review the information on the website and to let us know if you have any questions or concerns – your feedback is critical to getting this right."

Zespri will continue to consult with growers over the next few weeks before a final decision on proceeding with a producer vote is made in late May. The focus would then turn to discussing the proposal with New Zealand growers before a potential producer vote is held alongside the AGM in August.

For more information on ZGS, the 12-month supply strategy and the producer vote, visit <https://zespriproducervote.zespri.com/>

## MEET ZESPRI'S ITALIAN GROWERS

**Zespri works with around 900 Zespri SunGold Kiwifruit growers in Italy - our biggest Northern Hemisphere supply region.**

Production of SunGold Kiwifruit has grown every year since it was first planted in 2011 as Psa affected existing Hort16A orchards. Zespri's Italian partners are excited about the potential of planting more SunGold Kiwifruit in Italy - helping build towards a true 12-month supply in key markets and supporting New Zealand fruit sales and returns to New Zealand growers.

You can meet some of the growers representing key regions in Italy by viewing a series of short videos on our website <https://zespriproducervote.zespri.com/zsg-overview#zgs-grower-videos>. These videos were put together by our Italian partners so they could introduce themselves to you.

The new website provides an overview of ZGS, including our operations and future strategy. We have had some great positive feedback from growers who have reviewed the site to date and have heard that it answers many questions

growers have been wanting to ask. Please let us know if you have further questions, the website will be continually updated with information and resources to answer your queries.

<https://zespriproducervote.zespri.com/>



Scan this QR code to head directly to our grower interviews.







# ZESPRI IN THE COMMUNITY

## Good Neighbour Update

**Our friends at Good Neighbour were the charity of choice for this year's More FM Mount Everest Challenge.**

The inspiring Good Neighbour team provide practical opportunities and support for people in our local community, to help transform lives and neighbourhoods. There are five ways in which they achieve this change: neighbourhood projects, food rescue, community gardens, the kitchen programme and whānau care. Together, these five programmes form Good Neighbour's unique offering to the community and enable them to help make a difference.

The challenge saw participants climb Mauao 38 times (the equivalent of climbing Mt Everest!) in 50 days to raise money for Good Neighbour. Over 170 participants and 93 teams from across the Bay tackled the challenge and raised over \$83,000! Simone Gibson, General

Manager of Good Neighbour says the team was honoured to be this year's Mount Challenge chosen charity. "We are so grateful for the huge mahi and generosity from all participants and donors and the funds raised will allow us to continue to support our communities."

A huge congratulations to all participants and donors who were a part of the 2022 Mount Everest Challenge.

### Good Neighbour Provides COVID-19 Relief

In addition to its five core programmes, Good Neighbour has been helping support those who are self-isolating due to COVID-19 and in need with emergency food parcels. What started as small volumes of food parcels each week grew to an average of more than 200 parcels being made up and delivered to whānau within the community.

It has been a mammoth team effort, with over 117 volunteers, staff and others in the community working seven days a week at times to ensure food parcels could be distributed to those who needed them. As well as sorting food and putting the parcels together, the kitchen made 4000kg of ready-to-eat meals for those who were not well enough to cook.

During March when demand was at its highest 985 families received a food parcel from Good Neighbour, which meant 2,117 adults, 1,499 kids and even 100 pets had one less worry when dealing with the effects of COVID-19.

Zespri is proud to partner with an incredible organisation who care deeply for our community. If you'd like to find out more about Good Neighbour, learn about volunteering or perhaps make a donation, head to <https://goodneighbour.co.nz/>.



The Mount Everest Challenge raised \$83,000 for Good Neighbour.



More than 117 volunteers helped to supply food parcels to people self isolating due to COVID-19.

## Feed your Future

Feed Your Future is an event targeted at senior high school students and their parents to showcase career opportunities in the primary sector.

The career chat involves a panel of recent graduates working in the food and fibre sector who will share their experiences and advice to help students make an informed decision when it comes to choosing career pathways and further education.

Students will receive registration details through their school. Be sure to keep an eye out for it!







# ZESPRI IN THE COMMUNITY

## Mystery Creek Fieldays Set for Summer

In early March the New Zealand National Fieldays Society made the decision to postpone Fieldays 2022 from June to November.

We look forward to seeing you all this summer from Wednesday 30 November to Saturday 3 December 2022 at Mystery Creek, Hamilton. Mark the new dates in your diaries and join us for the latest industry updates and to celebrate the year that was.

This is a great opportunity to get together as an industry to discuss the season, with members of the Zespri Executive and Board also attending along with other members of the team.

To embrace the date change we will be replacing the hot soup tradition with a much sunnier vibe, including sunscreen, cool refreshments and a hint of Christmas cheer to welcome the festive season.

For more information and tickets, visit the Fieldays website, [www.fieldays.co.nz](http://www.fieldays.co.nz).



## Successful Boost for KidsCan Campaign

**KidsCan**



The Zespri KidsCan campaign means 35 additional children now have access to warm food and clothing.

KidsCan are on a mission to provide the essentials to Kiwi kids in need so they are in the best position to learn. To help KidsCan in their latest drive to attract more monthly supporters, Zespri teamed up with the national charity in March for a 24-hour dollar match campaign.

For every individual who signed up as a monthly supporter on 23 March, Zespri matched the amount of their donation. We are delighted to share that the dollar match was a success and 25 people

signed up to become monthly supporters for the first time. Those 25 sign-ups equate to an additional 35 children who will now have access to KidsCan's programmes providing warm jackets, delicious food, comfy shoes, socks and health staples. On top of this, one-off donations from generous Kiwis during the dollar match totalled a massive \$14,260. If you would like to sign up as a monthly KidsCan supporter, make a one-off donation or simply find out more about the work KidsCan do, visit [www.kidscan.org.nz](http://www.kidscan.org.nz).



During the campaign, Kiwi's donated \$14,260 which will be matched dollar for dollar by Zespri.



# INSIGHTS FROM ZESPRI'S SUSTAINABILITY ADVISORY BOARD



**The first meeting of Zespri's Sustainability Advisory Board (SAB) took place on 8 March.**

The new board plays an important role in identifying emerging sustainability issues and opportunities that will set our industry apart as a leader. The SAB brings together a strong mix of commercial, sustainability and leadership experience and includes Lain Jager, former Zespri CEO, Kiriwaitangi Rei, CEO of Māori Investments, Steven Martina, CEO of The Greenery, Sue Garrard, formerly Unilever's Chief

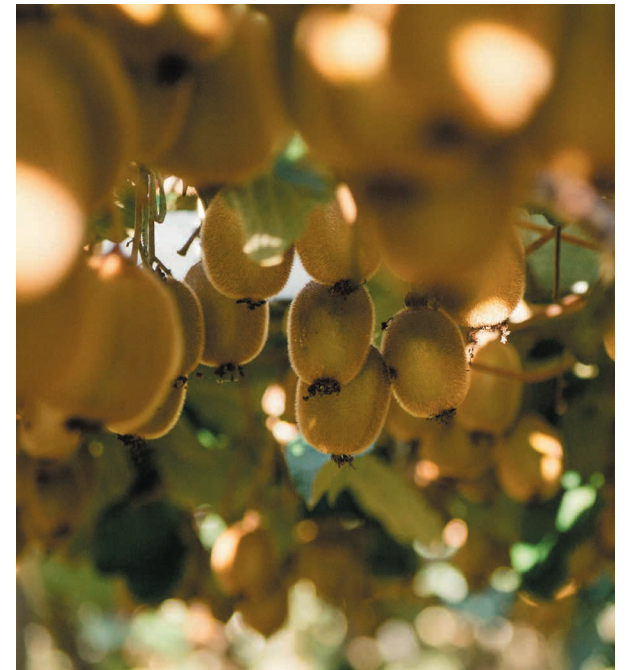
Sustainability Officer, Carolyn Mortland, formerly Fonterra's Sustainability Director and Alison Barrass, an independent director of the Zespri Board who chairs the SAB.

At the inaugural meeting, board members shared their insights on integrating sustainability into business operations and their aspirations for Zespri, as well as an overview of key sustainability trends, challenges and opportunities, including showcasing kiwifruit as the most regenerative and equitable fruit in the world.

While there was a common agreement and recognition of the work done so far in sustainability, the SAB challenged us to step up the work in areas like climate change given it will impact the resilience of our industry. The Board also suggested building on our work in packaging and social practices in line with increasing consumer expectation in these areas.

The SAB highlighted key areas to work on in the short and medium-term, including further integrating te ao Māori into operations across the business.

The group will continue to provide expertise and advice to Zespri to support our path toward leadership in sustainability, including deep-dive sessions that will explore specific areas where Zespri can make meaningful change. The next meeting later this year will also see an exchange of views with the Zespri Board, discussing how to better integrate sustainability into the wider business strategy.



## POST-HARVEST SPRAYING

**If you are thinking about applying a post-harvest spray, consider the risk of spray drift to unharvested producing blocks on your orchard and your neighbours.**

Check the Crop Protection Standard and Allowed Other Compounds list to see whether you need a Justified Approval (JA) for a spray you are planning to apply. For the upcoming season, a post-harvest Movento JA is not needed if at least one block on your orchard has a scale result of over 4 percent in the 2022 season monitoring. You can find more post-harvest spray tips on Canopy.



## IMPROVING THE ZESPRI EXPERIENCE FOR GROWERS

**As many of you will be aware, Zespri has a major work programme underway to improve the support we provide growers as part of the broader Horizon Programme.**

Orchard size, industry experience, varying business models, location and whether you are owners, leaseholders or investors all influence what growers need and when from Zespri. Based on extensive research and consultation across the industry we will make improvements to how we service growers including refined tools and services and enhanced communication channels.

We want to wholeheartedly recognise our diverse grower base and communicate in a way that better reflects your perspectives.

As part of this work Zespri will also consult with Māori growers and industry leaders to develop a more considered approach to te ao Māori on orchard and across all facets of Zespri including, our programmes, partnerships, grower services and communications with industry, the community and growers.

We will provide further updates as the discussions progress.



## SAVE THE DATE: PARLIAMENT VS INDUSTRY RUGBY MATCH & CHARITY AUCTION

**Dust off your rugby boots (or borrow a pair!) and join us as we take on the parliamentary rugby team in what will be a hotly contested re-match on 8 July at Te Puke Sports Club to support Pacific Island communities - home to many of our RSE workers - that have been hit hard by COVID-19.**

We're looking for players to join us in the Presidents Grade match (think rolling subs and no pushing in the scrums) for a 5pm kickoff. After the Parliamentary team's victory over the Kiwifruit Industry XV last year, we are looking to make amends with a strong side of around 30 players.

Last year's match raised \$70,000 to support the victims and first responders of the Whakaari/White Island tragedy, and we would like to do the same again this year to support Pacific Island communities affected by COVID-19 and the devastating impact of the recent eruption in Tonga of the Hunga Tonga-Hunga Ha'apai volcano on 15 January.

The impact of these events has been significant and this match is a way we can support them.

As you know, RSE workers are an incredibly important part of both the New Zealand kiwifruit industry and our local community and we're hoping for a good turnout of supporters at the re-match and bidders for the charity auction following the game so we can best support the cause.

This is a great chance to support the community and bid for some awesome prizes in the post-match auction.



If you want to take the field in the industry team reach out to Zespri Grower Liaison Manager, Brad Ririnui [Brad.Ririnui@zespri.com](mailto:Brad.Ririnui@zespri.com).

More information will be provided on Canopy shortly.



*Kiwifruit Industry XV v Parliamentary Rugby Team head-to-head in 2021.*



# TASTE ZESPRI REVIEW UNDERWAY

A scheduled review of the Taste Zespri programme is underway to ensure it remains fit for purpose and creating ongoing value for growers. In 2020 a review of the Taste programme was initiated. Several amendments were made the same year with further adjustments made following the 2021 season to remove impediments to harvest and maximize labour and packing capacity – as outlined in the Five Point Plan.

While recent industry research shows continued support for the Taste programme there are opportunities for improvement. A pan-industry Taste review forum has commenced involving growers, post-harvest, technical experts and a cross-functional Zespri group to review the latest data and research insights to form consolidated recommendations and ensure the programme is in the best position to support Zespri's growth.

Draft recommendations will go to broader industry stakeholder groups for consultation in June/July and through to the Industry Advisory Council for approval after that.

Having good dry matter levels in our fruit is vital to our success, with taste and quality remaining of utmost importance to the consumer experience and as a driver of demand. The Taste Zespri programme also has to sync well with harvest decision making and supply chain performance to optimise overall orchard gate return (OGR).



# TĀNE TE WAIORA UNVEILED IN SINGAPORE

This month, Chief People Officer Edith Skyes and Chief Growth Officer Jiunn Shih joined Prime Minister Jacinda Ardern and New Zealand High Commissioner Jo Tyndall to unveil a bespoke Māori carving at Singapore's iconic Gardens by the Bay. Zespri is one of the sponsors of the carving, alongside Fonterra and Tourism New Zealand, which represents the special relationship Singapore and New Zealand share.

The carving, named Tāne Te Waiora, is made of totara wood from the central North Island believed to be 2,500 years old and was undertaken by renowned Master carver James Rickard and specialist carver Tommy Herbert. Its name, translates to 'Tāne, the giver of life'.

Tāne is represented in this sculpture by the two figures carved on the left and right of the whakawae (upright supports), depicting Rongomatāne (atua or spiritual guardian of agriculture and cultivated crops) and Haumietiketike (atua or spiritual guardian of uncultivated crops). The reciprocity between Singapore and New Zealand, as well as the former's history as a long-standing trading post, are represented in the pare (lintel) connecting the whakawae, which features two tauihu (the prow of a waka or sea vessel). At the centre of the pare is a wheku (a carving of a face) depicting Hina, the personification of the moon. Hina reinforces the importance of light in Māori culture, which symbolically denotes awakening and enlightenment.



Scenes from the unveiling of Tāne Te Waiora in Singapore.

## SHARE BRIEFS

As at 19 April 2022 the last Zespri share price trade was \$8.85 traded on 25 March 2022 (there has been a USX Share Trading halt in place since 30 March which was lifted 19 April.) There was one buyer at \$8.80. There were two sellers at \$9.00.

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

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

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

As per Clause 22 of the Constitution, shareholders who no longer supply fruit to Zespri (Dry Shareholders) will cease to receive dividend payments three years after becoming dry. For the month of May there is a total of 216,681 dry shares as of 19 April 2022 that will cease to be eligible for dividends.

Clause 21.4 of the constitution requires shareholders who are over their share cap (overshared) to sell their excess shares three years

after the date they exceeded their share cap. For the month of May there are no excess shares that are required to be sold as of 19 April 2022.

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

Want to see current buyers and sellers?

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

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

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

Below is the current Market Depth information as at 19 April 2022.

Quote Line at Tuesday 19 April as at 9:30am						
Code	Bid (\$)	Offer (\$)	Last (\$)	High (\$)	Low (\$)	Volume
ZGL	8.80	9.00	8.85	0.00	0.00	0

Market Depth					
Orders	BIDS		Price (\$)	OFFERS	
	Quantity	Price (\$)		Quantity	Orders
1	108,492	8.800	9.000	10,000	1
			9.000	44,600	1

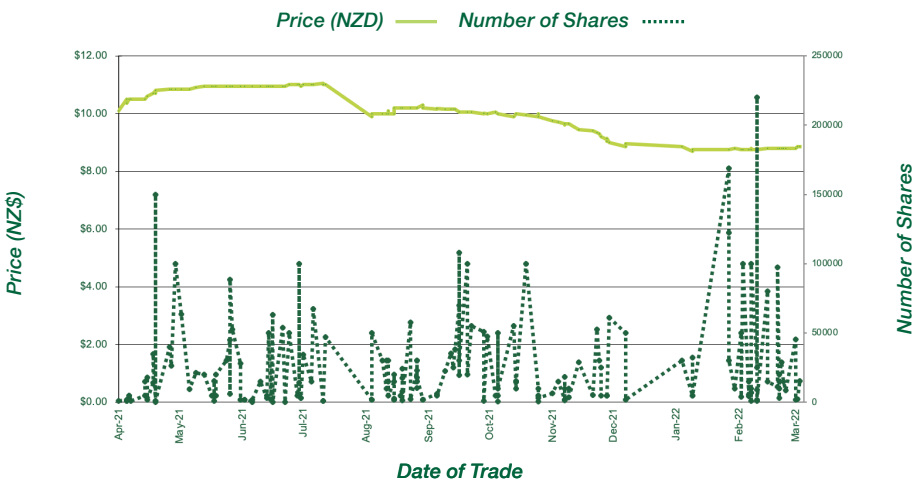
Last 10 Trades			
Date/Time	Quantity	Price (\$)	Value (\$)
15/03/2022	15,000	\$8.80	132,000.00
15/03/2022	2,945	\$8.80	25,916.00
15/03/2022	20,000	\$8.80	176,000.00
16/03/2022	29,090	\$8.80	255,992.00
17/03/2022	15,000	\$8.80	132,000.00
18/03/2022	8,500	\$8.80	74,800.00
23/03/2022	45,403	\$8.80	399,546.00
23/03/2022	2,000	\$8.80	17,600.00
24/03/2022	2,300	\$8.85	20,355.00
25/03/2022	15,325	\$8.85	135,626.00

### Director share trading

For the month of April (as at 19 April), there were 80,000 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 19 APRIL 2021 TO 19 APRIL 2022





# CLASS 1 FRUIT AND SERVICE PAYMENTS AND TIMINGS

(INCLUDING LOYALTY PREMIUM)

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

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

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

- Submit is paid in the early months when fruit is submitted into inventory.
- Pack and Time, KiwiStart and Taste Zespri are paid on FOBS, i.e., when fruit is shipped. Some of the Supplier Accountability payments are subject to SLA terms.
- Progress will be paid in the remaining months at levels subject to Zespri Management approval.
- Average payments per TE are based on the 2021/22 February Forecast trays and actual payments to date.
- YTD amounts for Pack and Time may move from previous *Kiwiflier* issues due to SLAs being paid late in a month.

ZESPRI GOLD3 APRIL								
ISO month	Submit	Pack and Time	KiwiStart Accountability	Taste Zespri	Progress	Loyalty Premium	Total payment / TE Supplied	% of Pool Paid YTD
Apr-21	\$3.30	\$0.09					\$3.39	21%
May-21		\$0.10	\$0.00				\$3.49	22%
Jun-21		\$0.13					\$3.62	22%
Jul-21		\$0.08	\$0.00	\$1.16	\$1.50		\$6.36	39%
Aug-21		\$0.14	\$0.47	\$1.50	\$0.05		\$8.52	52%
Sep-21		\$0.38		\$1.38	\$0.04		\$10.32	63%
Oct-21		\$0.30	\$0.43	\$0.33	\$0.79		\$12.16	75%
Nov-21		\$0.33	\$0.02	\$1.38	\$0.23		\$14.12	87%
Dec-21		\$0.09	\$0.02	\$0.05	\$0.71		\$14.98	92%
Jan-22			\$0.01			\$0.10	\$15.08	93%
Feb-22		\$0.00	\$0.01	\$0.00	\$0.40		\$15.50	95%
Mar-22					\$0.28		\$15.79	97%
Apr-22					\$0.10		\$15.89	98%
May-22							•	•
Jun-22					\$0.16	\$0.20	•	100%
Paid YTD	\$3.30	\$1.63	\$0.96	\$5.81	\$4.09	\$0.10	\$15.89	
Balance to pay	\$0.00	\$0.00	\$0.00	\$0.00	\$0.16	\$0.20	\$0.36	
Total fruit and service payments - 2021/22 Forecast \$16.25								

ZESPRI ORGANIC GOLD3 APRIL								
ISO month	Submit	Pack and Time	KiwiStart Accountability	Taste Zespri	Progress	Loyalty Premium	Total payment / TE Supplied	% of Pool Paid YTD
Apr-21	\$3.30	\$0.04					\$3.34	20%
May-21		\$0.10					\$3.44	21%
Jun-21		\$0.10					\$3.54	21%
Jul-21		\$0.10		\$1.54	\$0.39		\$5.57	33%
Aug-21		\$0.28	\$0.33	\$2.32	\$0.02		\$8.52	51%
Sep-21		\$0.40		\$1.69	\$0.36		\$10.98	66%
Oct-21		\$0.21	\$0.29	\$0.36	\$1.02		\$12.87	77%
Nov-21		\$0.09		\$1.59	\$0.28		\$14.83	88%
Dec-21		\$0.01		\$0.01	\$0.62		\$15.46	92%
Jan-22						\$0.10	\$15.56	93%
Feb-22		\$0.00	\$0.00	\$0.01	\$0.51		\$16.07	96%
Mar-22					\$0.30		\$16.37	98%
Apr-22					\$0.08		\$16.45	98%
May-22							•	•
Jun-22					\$0.12	\$0.20	•	100%
Paid YTD	\$3.30	\$1.33	\$0.62	\$7.52	\$3.58	\$0.10	\$16.45	
Balance to pay	\$0.00	\$0.00	\$0.00	\$0.00	\$0.12	\$0.20	\$0.32	
Total fruit and service payments - 2021/22 Forecast \$16.77								

ZESPRI GREEN APRIL								
ISO month	Submit	Pack and Time	KiwiStart Accountability	Taste Zespri	Progress	Loyalty Premium	Total payment / TE Supplied	% of Pool Paid YTD
Apr-21	\$2.44	\$0.01					\$2.45	24%
May-21		\$0.06					\$2.51	25%
Jun-21		\$0.05					\$2.56	25%
Jul-21		\$0.05		\$0.43	\$0.88		\$3.92	39%
Aug-21		\$0.11	\$0.27	\$0.70	\$0.05		\$5.05	50%
Sep-21		\$0.21		\$0.69	\$0.05		\$6.00	59%
Oct-21		\$0.29	\$0.23	\$0.37	\$0.14		\$7.02	69%
Nov-21		\$0.39	\$0.01	\$0.88	\$0.27		\$8.57	85%
Dec-21		\$0.33	\$0.02	\$0.11	\$0.10		\$9.12	90%
Jan-22			\$0.03			\$0.10	\$9.22	91%
Feb-22		\$0.03	\$0.03	\$0.01	\$0.26		\$9.55	94%
Mar-22					\$0.14		\$9.71	96%
Apr-22					\$0.04		\$9.75	96%
May-22							•	•
Jun-22					\$0.17	\$0.20	•	100%
Paid YTD	\$2.44	\$1.53	\$0.58	\$3.18	\$1.92	\$0.10	\$9.75	
Balance to pay	\$0.00	\$0.00	\$0.00	\$0.00	\$0.17	\$0.20	\$0.37	
Total fruit and service payments - 2021/22 Forecast \$10.12								

ZESPRI ORGANIC GREEN APRIL								
ISO month	Submit	Pack and Time	KiwiStart Accountability	Taste Zespri	Progress	Loyalty Premium	Total payment / TE Supplied	% of Pool Paid YTD
Apr-21	\$2.45						\$2.45	19%
May-21		\$0.04					\$2.49	20%
Jun-21		\$0.01					\$2.50	20%
Jul-21		\$0.04		\$0.66	\$1.88		\$5.07	40%
Aug-21		\$0.09	\$0.42	\$1.04	\$0.05		\$6.67	52%
Sep-21		\$0.17		\$1.18	\$0.05		\$8.07	63%
Oct-21		\$0.19	\$0.44	\$0.42	\$0.32		\$9.45	74%
Nov-21		\$0.27		\$1.20	\$0.12		\$11.03	87%
Dec-21		\$0.17		\$0.11	\$0.30		\$11.60	91%
Jan-22						\$0.10	\$11.70	92%
Feb-22		\$0.01	\$0.00	\$0.00	\$0.47		\$12.19	96%
Mar-22					\$0.19		\$12.38	97%
Apr-22					\$0.05		\$12.43	98%
May-22							•	•
Jun-22					\$0.10	\$0.20	•	100%
Paid YTD	\$2.45	\$0.97	\$0.86	\$4.62	\$3.43	\$0.10	\$12.43	
Balance to pay	\$0.00	\$0.00	\$0.00	\$0.00	\$0.10	\$0.20	\$0.30	
Total fruit and service payments - 2021/22 Forecast \$12.73								

ZESPRI GREEN14 APRIL								
ISO month	Submit	Pack and Time	KiwiStart Accountability	Taste Zespri	Progress	Loyalty Premium	Total payment / TE Supplied	% of Pool Paid YTD
Apr-21	\$2.80						\$2.80	25%
May-21							\$2.80	25%
Jun-21							\$2.80	25%
Jul-21				\$1.26	\$1.63		\$5.69	50%
Aug-21			-\$0.13	\$1.28	\$0.05		\$6.89	61%
Sep-21				\$0.51	\$0.74		\$8.14	72%
Oct-21			\$0.28		\$0.05		\$8.47	75%
Nov-21				\$0.76	\$0.55		\$9.78	87%
Dec-21				\$0.00	\$0.26		\$10.04	89%
Jan-22						\$0.10	\$10.14	90%
Feb-22			\$0.00	\$0.00	\$0.29		\$10.42	92%
Mar-22					\$0.33		\$10.76	95%
Apr-22					\$0.10		\$10.86	96%
May-22							•	•
Jun-22					\$0.22	\$0.20	•	100%
Paid YTD	\$2.80	\$0.00	\$0.15	\$3.81	\$3.99	\$0.10	\$10.86	
Balance to pay	\$0.00	\$0.00	\$0.00	\$0.00	\$0.22	\$0.20	\$0.42	
Total fruit and service payments - 2021/22 Forecast \$11.28								

Note 1: The submit and progress payments detailed in the tables are based on net submit trays. Amounts above are not rounded to two decimal places, therefore rounding differences may apply.

Note 2: Rates per TE of \$0.00 have values of less than \$0.005.







## KEY FOCUS: MAY GLOBAL EXTENSION TEAM

Harvest

Post-harvest

Crop protection

Winter pruning

# THE MONTH AHEAD: MAY



Zespri SunGold Kiwifruit picked and ready to head to the packhouse.

### WAITING FOR HARVEST – OR IN THE MIDST OF IT?

#### Monitor maturity

- Brix at harvest is an important indicator of the storage quality of your crop. Keep a close eye on brix and firmness.
- For Gold3 growers, it's important to look out for 'exploding softs'. Fruit firmness is tracking lower than previous seasons, so this advice is very relevant for the 2022 season. Exploding softs cause a lot of issues at the packhouse. Some tips for minimising the problem include:
  - If bins have been laid out earlier, check for and remove any fruit that may have dropped into them.
  - Brief pickers at the start of each day to drop soft fruit or leave it on the vine. Good supervision will be critical.
  - Have auditors on every bin trailer to look for softs and continually feed back to the pickers if they are not separating soft fruit out.

- Shake vines vigorously by grabbing the leaders (like a grape harvesting machine does) to try and drop the soft fruit off.
- Consider select picking larger sizes if they are cleared, as these are likely to be the softest, most mature fruit.

#### Handle fruit with care

Labour constraints are front of mind, but don't take your eye off fruit quality at harvest. Damaged fruit that makes it into a bin may increase fruit loss further down the supply chain.

A few tips to minimise flesh damage:

- Good supervision of pickers - keep an eye out for fruit getting damaged and feedback to pickers on how to keep picked kiwifruit protected.
- Make sure the orchard is well set up for picking and fruit is well presented.
- Ensure bins are in good condition when they arrive on orchard.
- Don't overfill bins as fruit can get crushed when the bins are stacked.

#### Assess wood type performance

- Just before harvest is also a great time to assess how different wood types have performed. Have a wander through the orchard, and check out how fruit size and crop load are different on various types of wood — do you find small fruit on spurs? Where is the best fruit hanging? How will this impact what you choose to tie in for next season?

### HARVEST DONE AND DUSTED?

#### Track your fruit using the Industry Portal

- You can track your orchard's performance, for example, TZG and yield, down to a maturity area using Zespri's Industry Portal. You can even check out what you have in onshore inventory and where in the world your fruit has been shipped! Find the Industry Portal under 'Important Links' on the Canopy homepage.

#### Post-harvest Psa protection

- Getting good coverage of fruit-stalk scars with sprays is important as the risk of Psa increases later in the season. Post-harvest applications of copper and Actigard have been shown to reduce Psa symptoms in spring. A post-harvest Actigard application requires more than 50 percent of the leaves to be remaining and green (i.e.,

still functioning). Check your canopy condition is okay to spray by visiting the Assessing Canopy Condition page on Canopy (Canopy > Growing Kiwifruit > Pre Harvest Assurance > Pest Management > Scale) to view images of suitable canopies.

- If you're using the same sprayer on crops not yet harvested, be thorough with your clean down, to avoid residue issues.

#### Review the season

- Take some time to review your results before heading into next season. What were your targets at the start of the season? How have you performed against them? How have the labour constraints affected your season? What will you do differently next season? Use some of the resources on the Orchard Business Planning and Reviewing page on Canopy (Canopy > Growing Kiwifruit > Orchard Management > My Orchard Business > Orchard Business Planning & Reviewing) to help you assess and move forward.

### THINKING ABOUT NEXT SEASON?

#### Winter pruning

- What is your target? See the Winter Bud Calculator on Canopy for a handy tool to set your numbers (Canopy > Zespri & The Kiwifruit Industry > Tools & Calculators > Calculators & Apps > Winter Bud Calculator).
- Start tracking your winter temperatures - this can have a big impact on budbreak timing and flower numbers. Average temperatures over May, June and July can be used to predict budbreak timing.
- Specifications are really important! What do you expect your pruning team to deliver in terms of bud numbers and quality, cane spacing and wood types? Ensure this is well communicated before and throughout winter pruning.
- Are you thinking about using a small area of your orchard to test an alternative budbreak enhancer, or no budbreak enhancer? If so, you may want to tie in some extra canes as insurance in case budbreak is reduced.

#### Bringing in plant material

- Grafting a block to Gold3 or Red19? Choose your best block to convert, not the worst one. If you need budwood, or replacement plants to fill gaps, make sure you know where you can source this plant material from. Remember that there are movement controls in place to prevent the spread of Psa. You can find all the relevant protocols on the KVH website, [www.kvh.org.nz](http://www.kvh.org.nz).

# IRRIGATION NZ ONLINE WORKSHOP

In April, GET and Irrigation NZ held an online irrigation workshop for growers. The goal was to give growers thinking about replacing, retrofitting or installing a new irrigation system for the first time, a clear idea of the steps they need to take.

The workshop covered three main areas: your orchard water requirements, water source and take and considerations for design. The interactive workshop included video interviews with three growers, virtual polls, a worksheet to calculate water needs, discussions with irrigation expert Stephen McNally of Irrigation NZ and a final Q&A session.

Ninety percent of attendees surveyed said they came out of the workshop with a better understanding of the initial steps to take when designing a fit for purpose irrigation system.

If you missed the event, you can find the recording on Canopy along with lots of resources, including Irrigation NZ's Irrigation Development Guide and Checklist. Canopy > Growing Kiwifruit > Orchard Management > Nutrition, Soil & Water > Water Management.



Orchard practicalities and design considerations were brought to life online through videos from the field, featuring Stephen McNally from Irrigation NZ (pictured above) and local growers.



# NEW BIOSECURITY PLANS FOR CONTRACTORS: WHAT YOU NEED TO KNOW



**The introduction of the new Pathway Management Plan helps the kiwifruit industry to manage biosecurity risk and prevent the spread of pests and diseases before we know they are here. This will give us the best possible chance of eradication and will minimise the impact on our industry.**

Our approach to risk management focuses on several key pathways. If we manage risk across these, we'll be a long way towards protecting our investments.

Contractors are one of these pathways and it is important for growers, and contractors themselves, to understand what the requirements are under the Pathway Management Plan from its formal implementation date of 1 April 2022.

People and equipment are a high-risk pathway because they may visit many orchards in a short timeframe and can transmit a wide range of organisms on contaminated tools, machinery, plant material or personal effects. A key focus of the kiwifruit grower On-Orchard Biosecurity Plan template is that growers manage the biosecurity risk of all visitors to their orchard. However, the management of people and equipment risk doesn't only sit with growers and the new Pathway Plan also requires contractors to actively manage their biosecurity risks.

To help ensure growers have confidence their contractors are not adding any additional biosecurity risk to their

orchards, kiwifruit contractors are required to have their own biosecurity plan that identifies the risks they may be bringing on to the orchard with them, and the steps they are taking to manage these risks.

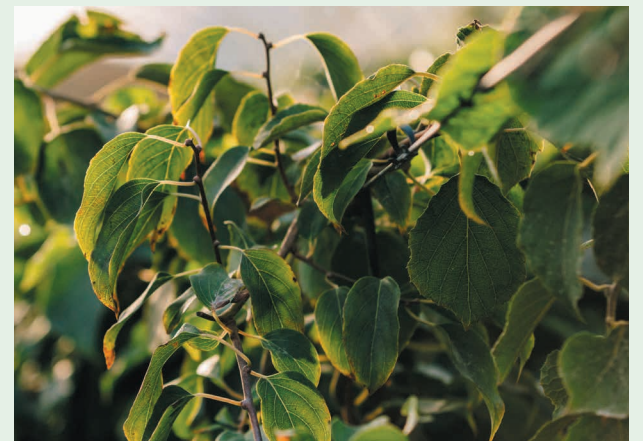
Biosecurity plans don't have to be a defined length, follow a particular format, or look a certain way. There is no one size to fit all – the most important thing is that the plan is tailored to appropriately manage any risk that may be encountered and is well understood by all parties involved so that it is consistently operated to.

## What does this mean for you?

- If you're a contractor who is part of the Zespri Gap/ Compliance Assessment Verification (CAV) you will have a biosecurity plan included as part of your CAV requirements, and this will be audited as part of the existing CAV audit. You can see a template CAV biosecurity plan on the KVH website.
- If you're a contractor not currently part of the Zespri CAV, you need to create and complete a biosecurity plan that you can present to growers. KVH has created a useful template, available on the website, which you can complete online or print and handwrite. We've made the template editable as you may also choose to adapt it to suit your needs, and include other requirements, such as COVID-19 protocols for example.

- If you're a grower, you need to ensure contractors who come on to your orchards have evidence that they either hold a current Zespri CAV or have completed a Non-CAV Contractors Biosecurity Plan. You then need to ensure biosecurity risks posed by contractors, their people and equipment, are appropriately managed.

More information (including templated and adaptable biosecurity plans) is available on the KVH website at [www.kvh.org.nz](http://www.kvh.org.nz). Please contact KVH on 0800 665 825 if you have any questions.



# FAREWELL JOHN MATHER



John Mather has had an illustrious career, including almost 30 years in the management of wild kiwifruit vines. The photo on top is John in 1995, and on the bottom is earlier this year.

**After a career in biosecurity including the past nine years at KVH, John Mather has hung up his boots for the wonderful world of retirement and we wish him all the best.**

At the end of March, John had his final day in the office as our Operations & Compliance Officer. He joined the team in May 2013 as National Pest Management Plan (NPMP) Analyst & Compliance Officer and over the years he has had a key role in implementing the plan, including all aspects of compliance.

Many of you will probably know John as our Authorised Person under the Biosecurity Act, which meant he issued permissions for requested movements of risk items including kiwifruit plant material used for (non-Psa) research, and machinery.

Many more of you likely know John from one of his favourite things - overall management, alongside regional councils and landowners, of our wild kiwifruit programme, ensuring wild vine infestations are detected and destroyed. This programme is a real legacy of John's efforts. John has played a key role in this programme for almost 30 years, from his time as a Pest Plant Officer at the regional council through to managing the programme at KVH. In this time the scale of control has increased significantly, and it is only through John's efforts in partnership with many others, that we have managed to keep on top of what could be a significant pest plant issue and a reservoir for biosecurity threats.

If you've been fortunate enough to work with John or be on a field trip or response with him, we're sure you'd agree he's an invaluable member of any team and as committed to biosecurity as he is to sharing his knowledge and helping others.

Thank you, John, and we look forward to staying in touch with you as you move on from KVH.



# FOCUS ON FATIGUE



**Having a strategy to manage fatigue over harvest is vital. Burnout and fatigue are your body letting you know that it can no longer cope with the demands you are placing on it. When your body is under stress from being too busy or feeling pressured, it releases stress hormones that make it hard to relax, perform at your best or sleep well at night.**

Growers, industry experts and Farmstrong Ambassador, Sam Whitelock share their experiences and the tools they use to beat stress before it beats them.

"I think as an industry, many of us get so caught up in the doing that we forget about the why. There's always another job on an orchard. For example, I've been putting in irrigation here and I told myself, 'I've got to get this done before I go on holiday'. I kept pushing myself, doing 12-hour days. Then I stopped and thought, 'Hold on, I can just water all these plants and go away for a week. They're not going to die. Then I'll come back and finish the irrigation.' That's the key, telling yourself, 'I can do this in a different way... and that's ok.'"



**Leighton Oats is a veteran of the Kiwifruit industry – 20 years plus. He now runs his own four and half hectare kiwifruit and avocado orchard near Tauranga in the Bay of Plenty.**

"A lot of fatigue happens from being mentally busy because our head is full of worries and 'what ifs'. Sometimes it's about putting that thinking on hold for a bit and giving ourselves some respite. That might be gardening, cooking, talking to someone else, doing what we enjoy off orchard. Because as soon as we are busy doing something like that, there is less time for that little voice in our head to be chipping away. The real antidote to burnout and fatigue is leisure and pleasure. By taking time to rest and recover you are increasing your ability to handle pressure and challenges at work."



**Farmstrong content expert, Sarah Donaldson is clinical psychologist who comes from a farming background and works for the Rural Support Trust.**

"It's really easy to just put your head down and keep going when you are facing challenging times. But it's not actually in your best interests. You need to build in time to rest and recover. Have cut-offs at the end of the day and spend some time with your family or doing something simple that will give you a sense of accomplishment, like sorting out your shed. If we just keep going our brain heads off in lots of different directions and reduces our ability to solve problems. Taking time to slow down re-focuses you and makes you more productive in the long run."



**Farmstrong Ambassador and rugby great Sam Whitelock.**

"I can always tell when I'm feeling a bit under the pump. If I'm losing sleep then that's a sign. Mainly that's just down to the hours you have to put in sometimes. It's a matter of recognising that and making time to get off orchard when you can. If you don't, everything suffers. It's so easy to get isolated and trapped in your own space and your own head sometimes. That's why you've got make time to do other things."



**Simon Cook owns a five-hectare Kiwifruit orchard, runs a contracting business (Ranfurly Orchard Services) serving local orchards and holds a number of industry governance roles.**

**Farmstrong is a nationwide, rural wellbeing programme that helps people manage the ups and downs of farming and growing. To find out what works for you and lock it in, visit [www.farmstrong.co.nz](http://www.farmstrong.co.nz)**

# NZKGI TURNS UP SOCIAL MEDIA DIAL TO ATTRACT SEASONAL WORKERS



**NZKGI is in the fourth year of its labour attraction campaign to entice seasonal workers to pick and pack. In order to find innovative ways to bring new groups of New Zealanders to harvest, this year NZKGI has added social media influencers to its campaign.**

The influencer campaign consists of two elements, distributing media kits to social media influencers and having an influencer talk about her experience on an orchard and in a packhouse.

Media kits have been distributed to a handful of Instagram influencers who were identified to be connected to audiences that could add to the harvest labour force. The influencers were armed with statements encouraging people to get involved with harvest to pick and pack our iconic piece of kiwiana which they promoted through their social media channels.

Social media influencer Makaia Carr was also recruited to promote picking and packing roles for several reasons including her association with communities and food, the demographics of people who follow her as well as her base in the Bay of Plenty.

In response to why she decided to participate in the campaign, Makaia says, "This is an important issue that our country is facing at the moment. In the past, NZKGI has found its seasonal workers in students, backpackers, retirees, seniors and other international workers. With our borders closed at the start of the season there was a huge gap needing to be filled, especially in the Bay of Plenty where I now call home."

"I know there are many kiwis out there in need of work right now, and many of them are Māori and Pasifika. As we come out of the other side of COVID-19, finances can be a burden, and the cost of living continues to rise. Around half of New Zealand kiwifruit seasonal workers last year were Māori, and many were also unemployed. Knowing first-hand how powerful social media can be for getting people aware of causes like this and motivated to actually do something, this felt like a perfect opportunity to help spread the word that this work is available. There are a range of roles to suit different skill levels or ages – and you can earn up to \$40 an hour, or more!"

"It was a really rewarding experience to get to visit a local orchard in Te Puke, and meet the owner and some of the pickers. I felt really privileged to be able to speak with them. The owner told me about the challenges they face being short staffed, and what can happen when the fruit goes to waste, and I got to hear first-hand from the workers about why they love their jobs."

The social media influencers are encouraging potential employees to visit NZKGI's Facebook page [KiwifruitJobsNZ](https://www.facebook.com/KiwifruitJobsNZ) which offers employers the opportunity to post their vacancies for free. As a result of the campaign, there has been a noticeable increase of visitors to the page. NZKGI will be analysing the return of investment from the campaign to decide whether to continue with similar activities in the future.

Visit our recruitment pages:



- [Facebook.com/KiwifruitJobsNZ](https://www.facebook.com/KiwifruitJobsNZ)
- [Instagram.com/KiwifruitJobsNZ](https://www.instagram.com/KiwifruitJobsNZ)



**Social media influencer Makaia Carr is drumming up seasonal workers to pick and pack over harvest.**



# Q&A FROM THE FIELD

## KEY CONTACTS:

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

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

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

**I requested a residue test be collected because my original test is expiring in two weeks, but my fruit cleared and I want to pick. Can I pick under the current residue test even though another sample has been collected?**

Yes, at your own risk. A 'NR hold' (No Residue) will be placed on your fruit until the new sample results have been received. The turnaround time for a residue sample is 14 days from collection.

## What if I am new to organics or in conversion – what inputs can I use?

There are several fertilisers and tonics specifically designed for organic kiwifruit but you must ensure all products have been assessed and approved by BioGro prior to use. You can do this by adding your intended inputs into your online BioGro 'input approval list'. BioGro will send confirmation via the platform that your specified products are approved for use.

There are also products that are approved but not accepted by Zespri for use on kiwifruit (this is mainly due to our export countries' regulations). To ensure these products are also approved by Zespri please check the Allowed Other Compounds list which you can find here: [https://canopy.zespri.com/EN/grow/vinehealth/crop\\_protection/Documents/CPS-allowed-compounds.pdf](https://canopy.zespri.com/EN/grow/vinehealth/crop_protection/Documents/CPS-allowed-compounds.pdf). Pages 9-12 for organic specific inputs.

If you do not check with your certifier and Zespri prior to use, you could be excluding your orchard from several premium markets, or even delay your certification.

If an input is not listed in the Zespri Allowed Other Compounds list or Crop Protection Standards but is approved from BioGro then follow the Zespri Justified Approval (JA) process. If you are unsure contact [spraydiary@zespri.com](mailto:spraydiary@zespri.com) or Sue Groenewald – [sue.groenewald@zespri.com](mailto:sue.groenewald@zespri.com).

## Why are my residue results taking so long?

Just like many businesses, labs have been affected by COVID-19 which is impacting turnaround times for residue results. We are trying to stay on top of any results we believe are taking too long, and diverting samples away from labs that are struggling with demand. We have also extended the residue expiry period by 10 days to help ease the pressure labs are under.

## I have a market restriction, how do I find more details?

A market restriction may appear on your Spray Diary Audit Notification (SDAN) and is most likely a result of a residue. You can check this by looking at the residue section of your SDAN. You should have received an email if your fruit has returned a residue and, in most instances, you don't need to do anything. If you are concerned, please call Steph Hart on 027 250 1251.

## Do I need a Justified Approval (JA) for post-harvest Movento?

If you are thinking about applying a post-harvest spray, consider the risk of spray drift to unharvested producing blocks on your orchard and surrounding properties. Check the Crop Protection Standard and Allowed Other Compounds list to see whether you need a JA for a spray you are planning to apply. For the upcoming season, a post-harvest Movento JA is not needed if at least one block on the orchard returned a scale result of over 4 percent in the 2022 season monitoring.



AUGUST  
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# ZESPRI ANNUAL MEETING

**The Zespri Annual Meeting will take place on Wednesday 24 August 2022 at Trustpower Baypark Arena (subject to COVID-19 restrictions).**

Shareholders may also attend online and will still be able to ask questions and vote remotely.

The Annual Report 2021/22 and the Notice of Meeting will be available to shareholders from early July.

More detail will be provided in the May issue of *Kiwiflier*. A reminder to check your mailing address is correct with Zespri Grower Services, by emailing [contact.canopy@zespri.com](mailto:contact.canopy@zespri.com).



# APPOINT A PROXY FOR THE ANNUAL MEETING

**Did you know you can appoint a standing proxy and that proxy will automatically be appointed for the next five years?**

The Companies Act 1993 allows for a 'Standing Proxy' to be appointed. The proxy appointment will apply for all meetings of shareholders, including Annual Meetings and Special Meetings. By completing the standing proxy, you still have the option to either vote at the Annual Meeting or online, but by doing so, you elevate the need to appoint a proxy (person) to represent your company 48 hours prior to a meeting. If you have any questions about this process or want to get a copy of the standing proxy form, please contact Zespri, [shares@zespri.com](mailto:shares@zespri.com) or 0800 155 355 or Computershare, [corporateactions@computershare.co.nz](mailto:corporateactions@computershare.co.nz), 09 488 8777.

If you wish to withdraw or change your Standing Proxy, you can do so by notifying Computershare or Zespri in writing at least 48 hours before any meeting of shareholders.

# EXPRESSIONS OF INTEREST – EUROPE RUGBY WORLD CUP TOUR

**Back by popular demand in October 2023 the Zespri Grower Liaison Team will be hosting the European Rugby World Cup Tour.**

The tour is still in the planning stages but tentatively aims to include tickets to the Rugby World Cup semi-finals and final plus visits to Italian orchards, the Zeebrugge repack facility and other key European markets, as well as seeing some incredible tourist locations in France and Italy.

We will release more information when it becomes available to those who have expressed interest. There are very limited spaces, and deposits will be required early to secure tickets. If you are interested in this tour please contact Sue Groenewald - Zespri Grower Engagement Manager by email [sue.groenewald@zespri.com](mailto:sue.groenewald@zespri.com) or phone 027 493 1987.

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