



P4: FROM THE
MARKETS



P5: ZESPRI IN
THE COMMUNITY



P10: THE MONTH
AHEAD – OCTOBER



P12: FROM
THE FIELD

ZESPRI AIMS GAMES RETURNS TO THE BAY OF PLENTY!



Zespri AIMS Games 2022 has had a hugely positive impact on our communities – getting young people outside, being active and participating in sports. The games are one of the largest sporting championships in the Southern Hemisphere, and this year more than 25,000 officials, supporters and intermediate-aged athletes descended on Tauranga for first time since 2020.

The Zespri hubs at Blake Park and Gordon Spratt Reserve were action-packed with athletes participating in a range of fun games and activities trying to win as many points as possible to win prizes for their schools.

A massive congratulations to Mount Maunganui Intermediate School, who gained the top score of 1,960 points taking

home the \$1,000 sports gear prize. Congratulations also to Christchurch South Intermediate School our randomly selected winner of the \$500 sports gear voucher.

Zespri's Head of Global Public Affairs Michael Fox says Zespri AIMS Games is a fantastic celebration of youth sport and a landmark event for Tauranga.

"The Bay has so much to offer and we hope visitors had a chance to sample not just Zespri Kiwifruit, but all of the fantastic hospitality on offer throughout the city," says Michael.

"We firmly believe that as we grow, so too must our contribution to our communities, and supporting the AIMS Games was a fantastic way in which we could say thanks to our

local community. We also see this as an important investment in the skills, leadership and wellbeing of our next generation."

"There was no shortage of volunteers to assist with the event and that says a lot about our industry, but also the enthusiasm for the event in the Bay of Plenty."

Thank you to all of the growers who helped bring these Games to the Bay, we're really happy to be a part of such a positive event and look forward to the years to come.



Check out more photos of the action on page 5!

FRUIT QUALITY UPDATE

Fruit quality has continued to be a topic of considerable industry conversation over recent weeks.

"We've appreciated the feedback we've received on this issue, including at our current round of Shed Talks, as well as the significant work being undertaken right across the industry to improve quality so that we can finish this season strongly," says Zespri Chief Global Supply Officer, Alastair Hulbert.

The industry is continuing to work through the details of a tactical quality action plan to be established to make important adjustments for the 2023 season. This process is being led by the Industry Advisory Council (IAC), and follows a similar process that was undertaken to establish the industry's 5-point Action Plan to ensure the 2022 harvest was as smooth as possible given the constraints we faced from the labour shortage.

A key part of this quality tactical action plan will be considering changes to address our commercial drivers that incentivise better quality fruit, in particular seeking to rebalance the incentive structure between early season fruit and late season fruit, to help ensure we are able to get the right fruit at the right time to the right place.

"This is critical to our ability to send quality fruit to our customers and consumers, preserve our brand, and most importantly, maximise the value we can return to growers, the wider industry and our communities," says Alastair.

"We've appreciated the ongoing commitment and time the industry has continued to put into this process, and we expect the workstreams associated with this plan will be communicated in the coming weeks following IAC approval."

We are also reviewing our own practices within Zespri, including our on-shore Quality Assurance processes, as well as our offshore supply chain processes such as how we get fruit to market, check fruit and store fruit, to ensure we are reducing quality impacts from our end-to-end supply chain, and a further update will be provided to industry in October.

SAVE THE DATE:

30 NOV
- 3 DEC

*Mystery Creek Fielddays-
see you there!*

Join us at the Mystery Creek Fielddays from 30 November – 3 December for the latest industry updates and for conversations and catch ups with CEO Dan Mathieson, Zespri Directors, and the team.

We'll be located at F49 & E48, next to the Fielddays Bar & Eatery, where you can escape the crowds for a hot coffee or ice-cold drink with the Grower Support Services Team.

The programme at our site is as follows:

- 9am onwards — refreshments and a space to relax and connect with the Zespri team
- 12-12.30pm — season update from Zespri and updates from NZKGI and KVH, followed by a Christmas inspired summer lunch showcasing our delicious Zespri Kiwifruit
- 3.30pm-4.30pm — refreshments and nibbles.

Note, on Saturday morning, we'll be serving a light informal brunch from 8am in the hospitality site.

We look forward to updating you on plans for the upcoming season including the latest on fruit quality, the 2023 licence release, and other key issues. We'll also have on site members of NZKGI, KVH, and the Kiwifruit Breeding Centre.

For more information, to get tickets, or to use the interactive site map, visit the Fielddays website: www.fielddays.co.nz.





DAN'S VIEW
Update from the CEO

Hi everyone,
I hope you're all keeping well as we move towards the back end of what's been a really tough and challenging season.

As of the end of September, we've delivered around three quarters of this season's crop and we're now moving into the key post-summer fruit sales window across our markets. Our teams in market have been working really hard to keep steady weekly run rates despite the significant challenges we have faced this year.

You've heard us talk a lot about quality over the last few months and I wanted to thank you all for the huge effort you've put in already as we continue our collective work to address this and to present the best fruit possible to our customers and consumers.

From a Zespri perspective, we're looking at both our onshore quality assurance processes and our offshore supply chain processes to review how we're getting fruit to market, checking it and storing it, so that we can reduce quality impacts from our end-to-end supply chain.

And as you will have seen in our most recent industry update from our Chief Global Supply Officer Alastair Hulbert, the Industry Advisory Council is considering the parameters of a quality tactical action plan which we expect to consider potential adjustments to the incentive structure between early and late season fruit, so that we're getting the right fruit at the right time.

We've invested so much in building a brand that is synonymous with high quality and great-tasting fruit and we need to ensure this continues to be the case so we can return value to you as growers, our broader industry, and our communities.

Our commitment to addressing this will certainly be a key message I'll be taking with me to Europe where I will be meeting our major customers over the next couple of weeks.

As well as reconnecting with our ZGS team, who are preparing for the Northern Hemisphere harvest, and our European market team, I'll be attending the Madrid Fruit Attraction conference. This is a really important opportunity to not only talk through how we're responding to some of the broader challenges we've seen this season, but to look at the future and the opportunities and challenges we have in front of us.

The people shortage continues to be one of our biggest challenges. We've seen some positive news this week, with the announcement from the government of the increase in the Recognised Seasonal Employer scheme, raising the cap to 19,000 workers. We know how difficult the labour shortage is proving for every part of our supply chain, and this is a small step in the right direction.

Finally, thanks to those of you who made it along to our Shed Talks and Spring Field Days. We really value the feedback we've received through those discussions, including hearing your thoughts on some of the big issues we have on at the moment, such as the licence release process for 2023, the last Producer Vote, the taste programme, and share alignment, so thanks for sharing your views.

We will keep you regularly updated as we close out the season, and make further progress on the quality review, and I look forward to talking with many of you at the Fieldays in November.

Dan



TASTE ZESPRI REVIEW CONCLUDES

A comprehensive review of the Taste Zespri programme has been conducted through 2022 with the support of a pan-industry Taste Review Forum including growers, post-harvest, Zespri, and technical members.

The review considered the new insights of the 2021 Kantar consumer sensory study which included a deep dive into the consumer response to Zespri SunGold Kiwifruit and Zespri Green kiwifruit at a range of Dry Matter levels. Grower insights were captured by qualitative research from Neurospot – behavioral research specialists— and extensive industry discussion, while supply chain research was conducted to understand the interface of the Taste programme with harvest decision making and fruit performance.

The research and discussions have indicated that growers broadly support the Taste programme with an understanding that it isn't perfect, yet largely achieves its objective to encourage growers to produce good tasting fruit for the markets, to optimise the consumer eating experience and support the premium Zespri brand.

Based on the review, there are some amendments to the Taste Zespri programme for 2023 to ensure the commercial drivers are aligned to the consumer response and to address some of the pain points raised by growers and post-harvest. The grower research and discussions in the Taste Review forum raised some concerns at the level of taste incentive payable for fruit with lower dry matter and lower consumer liking which in some cases is linked to pushing production to extremes. Further project work is ongoing to establish methods to tackle the variability in dry matter measurement that drives some of the challenges in the system.

One of the primary insights coming through from the consumer research is an opportunity to positively drive repeat purchase and trial rates with higher Dry Matter fruits, above 17 percent for Zespri SunGold Kiwifruit and 16.5 percent for Zespri Green Kiwifruit. Overlaying both consumer perceptions and behavioural and sales metrics, the research has given a clear indication that every great piece of fruit above these thresholds helps to sell a piece of fruit to a new user and keeps them coming back.

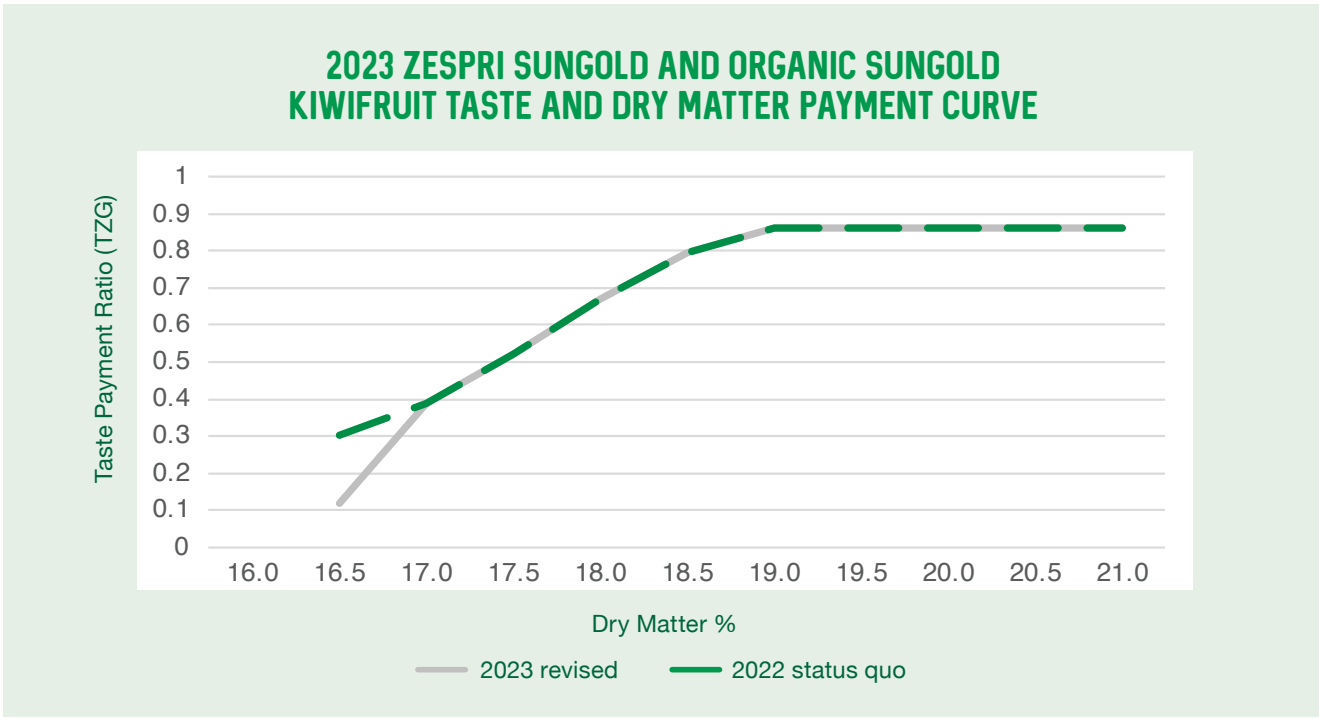
Learnings from the 2020 season when the Taste programme was put on hold were widely reviewed, although it must be noted that many of the beneficial outcomes of that season stemmed from the March timing of the decision and underlying high Dry Matter characteristics of the season.

The interface of the Taste programme and fruit quality outcomes were also discussed extensively by the Taste Review Forum and will be considered more broadly in the Fruit Quality Review which includes a priority work stream to assess the overall balance of commercial drivers – including KiwiStart, Taste, and Storage/Time.

The review recommendations were approved by the Industry Advisory Council for implementation for the 2023 harvest.

TASTE ZESPRI 2023 CHANGES:

- Zespri SunGold (and Organic SunGold) Kiwifruit maximum taste payment stays at 60 percent of fruit value (not returning to 70 percent).
- Zespri SunGold (and Organic SunGold) Kiwifruit taste incentive curve is amended with a graduated reduction of incentive payments for fruit below 17 percent Dry Matter.
- No change to Minimum Taste Standards (MTS).
- Confirming the cap on Dry Matter incentives for Zespri SunGold Kiwifruit at 19 percent Dry Matter (0.86TZG) and extending this to include Zespri Organic SunGold Kiwifruit.
- Removal of Dry Matter caps on sizes 33, 36, and 39.
- No changes for Zespri Green or Organic Green Kiwifruit.
- Acceleration of research to find a more accurate dry matter measurement approach including an assessment of non-destructive technologies.



WHAT'S IMPACTING OUR FRUIT RETURNS?

This season we've seen rising costs through the supply chain, in particular freight and post-harvest costs, as well as quality challenges, putting pressure on returns to growers. While our offshore teams are working hard to lift prices and manage spending levels to strengthen overall returns, the headwinds we face are significant.

General inflation across the supply chain means we're not benefiting as much from the pricing increases that have been achieved in market. Freight remains subject to delays, congestion, and constrained capacity, and these costs along with elevated oil prices have also impacted returns.

Fruit quality remains a challenge for both Zespri Green Kiwifruit and Zespri SunGold Kiwifruit and will require a whole of industry response as we seek to understand the scale, causes and solutions. We also know labour is a huge

part of the problem. It's leading to sub-optimal picking, and a shortage of people to do quality checks on the packing lines. This has put immense pressure on growers and post-harvest and who have been working tirelessly to resolve these issues.

Fruit loss and quality claims are tracking higher than what we've seen previously and the impact on returns is significant. The quality cost to growers forecast to be \$2.80 per tray for Zespri SunGold Kiwifruit, compared with \$1.68 last year. For Zespri Green Kiwifruit, quality costs are expected to be \$1.95 per tray, compared with \$1.65 last year.

Orchard yields for Zespri Green Kiwifruit and Zespri SunGold Kiwifruit are lower than last season, which we expect is due to growers taking a more conservative approach with crop loading for the season, given the risks associated with labour shortages. While we have seen a drop in volume this year, we remain confident in our industry's growth outlook.

Beyond the impact on grower returns, these quality challenges are putting pressure on our reputation for providing consistent fruit quality amongst our distribution partners and we require an industry-wide response to address this.

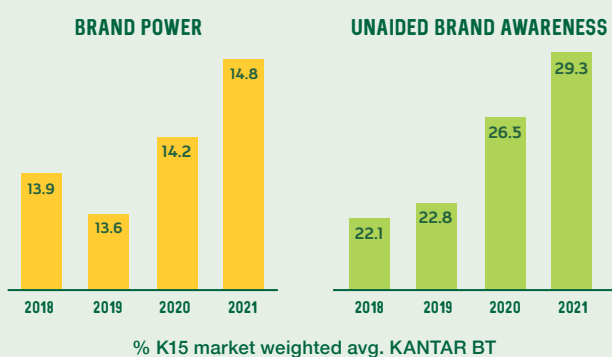
Zespri is continuing to work with our colleagues across the industry and with our partners to address the immediate and longer term issues to ensure we see improvements this year, and into the years ahead.

We are not alone in facing this challenge, with quality issues evident across other global fruit categories this season, and our competitors and colleagues also battling labour shortages, supply chain congestion and inflationary pressures, all of which impact grower returns.

WHAT'S IN A BRAND? *Growing our global Zespri brand*

Recognition of, and consumer preference for, our Zespri brand is growing, supporting our position in market and ability to deliver strong returns to growers.

We celebrated some strong brand recognition in 2021, off the back of our ongoing investment in the Zespri brand, with a Kantar survey showing unaided brand awareness and brand power increasing year-on-year. This means that consumers are more aware of our brand and are more willingly choosing Zespri over other fruit brands.



One of the key strengths of our brand over the last few years is that we are seen as truly global, built off the back of more than 20 years of investment in developing a world-leading fruit brand.

"We're instantly recognisable by consumers, and over time, we become top of mind meaning consumers are more likely to build a connection with Zespri, leading to repeat purchases and a recognition of the value inherent in our product," says Zespri Head of Global Brand Development, Nikos Patiniotakis.

"This is why it's so critical to ensure we are consistently providing high quality, great-tasting fruit which consumers know is good for them and grown in a way which is good for communities and the environment, ultimately maximising the value we can return to growers and the wider industry."

Tailored brand marketing campaigns

Based in Singapore, the Global Brand Development team works with our in-market teams to ensure marketing campaigns resonate with local consumers. Campaigns are also tailored based on how much awareness there is of the Zespri brand, and the cultural context of the markets Zespri operates in.

"Our approach is different in a market where the consumer does not yet know about Zespri, or kiwifruit, compared to a market where Zespri is already a leader in the fresh produce category," says Nikos.

"In new markets, our job is to make the Zespri brand understood and easy for the consumer to access and buy, while in more established markets we aim for the brand to be a rewarding choice for the consumer, drawing on the

emotional connection the consumer already has with Zespri Kiwifruit.

"In the US for example, we need to promote the fact that our fruit tastes great first and foremost, as the consumer does not know us as well there yet," says Nikos.

"However, in mainland China where we are well known, we talk about 'possibilities' and how your mindset is key to embracing the possibilities Zespri Kiwifruit offers — we can go one step further in this market, because our brand is more established here."

'Make Your Healthy Irresistible'

Building a distinct brand that drives strong emotional connections for our product is also important. Our global campaign — Make Your Healthy Irresistible — has been well-received across our markets in this respect.

"Through this campaign, we're encouraging our consumers to move from the mindset of what kiwifruit has, to how consuming it makes them feel," says Nikos.



Europe: Taste that ignites the senses.



Japan: Healthy can be invigorating.



US: Go sweet, be bold.

"When consumers choose Zespri Kiwifruit, we want them to feel like they're not just buying a piece of fruit — they're also choosing a healthy lifestyle where they can live life to the fullest, make positive choices, and feel good."

Tough competition

There's some significant competition and innovation happening in the fruit category, and a lot of good marketing and brands driving up premiums.

"We need to continue to be dynamic and punch above our weight, not just as a kiwifruit or fruit brand, but as a health and wellness brand that has a strong role to play in peoples' lives," says Nikos.

"Today, a simple, functional message around kiwifruit helping boost 'physical' health isn't enough to convince consumers to choose our brand over other brands — we need to take a 360 degree approach to health and how kiwifruit fits into it; we need to continue to show that we're good for both the individual and the world."



Mainland China: Say 'yes' to possibilities.



Future markets: Tongue twister.



FROM THE MARKETS

SEASON AND MARKET UPDATE

We are still experiencing some fairly challenging market conditions; however, it is good to see demand remaining stable following the summer fruit period.

To date, more than 125 million TE of Class 1 New Zealand Zespri kiwifruit have been delivered. 82.4 percent of this is Zespri SunGold Kiwifruit, and 63.4 percent, Zespri Green. This means we are now more

than 75 per cent through the season. Shipping delays continue to impact arrivals, and some markets — such as Taiwan — will be a week or two later in finishing the season than originally planned.

“Our teams are continuing sales and marketing activations in all key markets to close out remaining volumes,” says Zespri Chief Market Performance Officer, Linda Mills.

Throughout the supply chain, every effort is being made to manage the variable quality being experienced this season and to ensure the best quality fruit is on shelf.

“We can also be encouraged by the fact that the good fruit we do have is top quality fruit and is selling well,” says Linda.

Japan:

MASSIVE ENGAGEMENT IN HEALTHY HUNT CAMPAIGN

One of our most innovative and imaginative marketing initiatives has come to a close, with the Zespri Healthy Hunt digital campaign in Japan having a fantastic impact.

The campaign was launched in August and reached an incredible 2.5 million people in page views. It's the world's first 24-hour augmented reality live-streaming content, providing a platform for people to 'hunt their own invigorating healthy way', engaging with the Kiwi Brothers and seeing how they live. Here's a good measure of its popularity: it has had 89 million likes on the page.



Netherlands:

KIWI BROTHERS GO BIG

Zespri in the Netherlands is showing exactly how to reach people with impact and catch the eye of the potential consumer through 3D big screens.

For visitors to the four locations in the Netherlands, Zespri will be impossible to miss, especially when one of our Kiwi Brothers starts abselling. Good luck to the team with this second wave of the campaign.



Malaysia:

THUMBS UP FOR GREAT IN-STORE VISIBILITY!

Following the success of its Customised Display Programme, Zespri Malaysia has increased the number of participating stores by 32 percent this season.

During the Just One Zespri marketing campaign, the team introduced new specialty fruit store channels and display formats. These impactful displays continue to drive brand engagement and conversion at the last mile.



Indonesia:

IN-STORE SAMPLING IS BACK!

Kiwifruit sampling is back in Indonesia, covering 26 retailers across more than 200 stores.

Around 125,000 customers have sampled our delicious Zespri SunGold Kiwifruit, with more than 26 percent tasting kiwifruit for the first time.

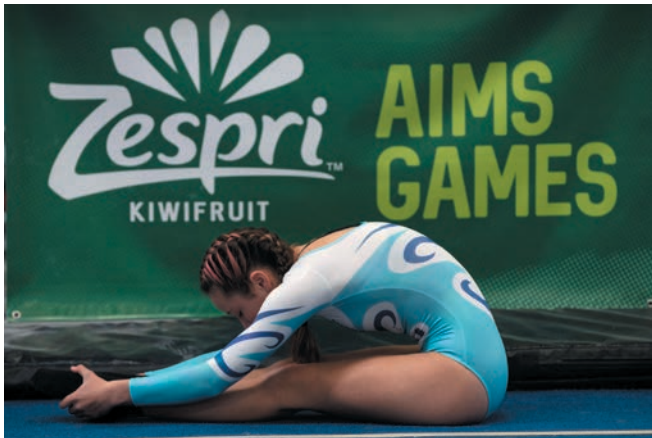




ZESPRI IN THE COMMUNITY

Zespri AIMS Games in action

Zespri was proud to sponsor this year's AIMS Games, held in Tauranga from 3-9 September. Check out some photo highlights from the event!



Zespri Industry Governance Development Programme

The Zespri Industry Governance Development Programme (IGDP) aims to identify and engage with potential future leaders within the New Zealand kiwifruit industry. The programme consists of a number of components designed to further participants' governance experience and knowledge, with a major component being the domestic governance tour.

Earlier in September, the 2022 cohort travelled across the country visiting several leading companies within New Zealand, taking the opportunity to meet with members of their Boards and Senior Leadership teams.

The host companies spanned a wide range of industries, including red meat, dairy, healthcare, and horticulture. Participants included Andrew Livingston from Origin Capital Partners; Shannon Harnett from Rural Accountants LP; Tammy Hill, Grower and NZKGI Executive Committee member;

Luke McKay, from Mainland Kiwi; and Zespri hosts, Libby Twiss and Annabelle Robb. Those on the tour were able to visit Silver Fern Farms, Wakatū, Synlait, F&P Healthcare, KPMG, and Rockit over the five days, as well as taking the chance to meet with Zespri Independent Director Jonathan Mason on the final day. The group got an immense amount of value out of the tour and will be able to apply what they've learnt not only to their current roles within the industry, but also towards any future opportunities they might take.

The tour would not have been possible without the incredible generosity and hospitality of the host companies and we hope to see cross-sector collaboration continue to cultivate talent in the future.

Applications for the 2023 IGDP intake will open in November 2022. For more information visit <https://www.zespri.com/en-NZ/our-communities/scholarships> or email Scholarships@Zespri.com



Thank you to all host companies who shared their knowledge with the IGDP participants.

SAVE THE DATE:

OCT
14

EXPORTNZ'S 50TH
ANNIVERSARY IN
TAURANGA

Friday 14 October 2022 | 6.30-9.00pm
Zespri International Ltd, 400 Maunganui Road, Mt Maunganui.

The much anticipated 50th Anniversary of ExportNZ in the Bay of Plenty is happening after repeated lockdowns due to COVID-19. Please save the date and join us for a cocktail and canape function to celebrate 50 years of exporters helping exporters export more!

Tickets will be available shortly, but if you want to register your interest now please email susanne.johnson@ema.co.nz.



Group bookings:

<https://bit.ly/3UWnw1r>

Individual bookings:

<https://bit.ly/3SRjgyq>



ZESPRI GLOBAL SUPPLY UPDATE

ZGS ASIA CONFERENCE: *Focus on building engagement and productivity*

For the first time since 2019, the ZGS Asia teams were able to meet in person at the ZGS Asia Conference. For many ZGS Japan and Korea staff, this was the first time they had met their colleagues and they were all very grateful for the opportunity.

The conference was centred around building engagement across ZGS Asia and provided an opportunity to focus on the ZGS 2030 strategy. In particular, the conference allowed the teams to explore how to build productivity gains in Japan and Korea with young Zespri SunGold Kiwifruit plantings.

It's great to see ZGS Asia growers achieving improvements in both yield and fruit quality. However, there is much more to do to maximise performance as the orchards mature. Increasing fruit volumes also requires a focus on supply chain and post-harvest performance and there were successful discussions on what the ZGS teams can do to extend post-harvest storage life and quality.

Thanks to the teams in Japan and Korea who we know have been working remotely for so long, and it was great to see their enthusiasm at being back together again.



Connecting in person at the ZGS Asia Conference.

US GOLD3 TRIALS TO FINISH

After five years of pre-commercial trials, the Zespri Board has decided to end the current Gold3 trials in the West Coast of the United States.

Zespri had been trialling Gold3 in the US with the aim to help meet Zespri's 12-month supply goals by delivering Class 1 Gold3 to supply the Northern Hemisphere season.

Overall, trial results over the years have not provided the required level of assurance that high quality Gold3 could be consistently produced at a commercial scale for the desired supply window. There are also concerns around the increasingly challenging climate, including low humidity, wildfires, extreme heat, and continuing drought.

Zespri staff visited each triallist in mid-September to advise to triallists in person that the trial will be terminated.

Despite the results from this trial, the US remains an important region for Zespri. Zespri's strategy is to market the world's leading portfolio of kiwifruit for all 12 months of the year. Growing in the North Hemisphere means we can maintain trade relationships and shelf space throughout the year, keep our kiwifruit on shelves for our consumers and customers, and continue to deliver strong returns to growers.

Zespri thanks our US grower-triallists and partners for their support and expertise over the past five years.

WHAT HAPPENS NEXT?

- This season's harvest will be completed in September-October.
- Associated trial work will be completed and results reviewed to ensure all learnings are captured to inform any future consideration of trials.
- Work will then get underway to begin formal termination of the US Gold3 trial sites.

PREPARING FOR THE EU HARVEST

In Europe, several ZGS teams have been busy helping prepare for the harvest with growers and suppliers. A dozen meetings were organised with the Italian and French Producer Organisations between the end of August and mid-September.

Growers were reminded about best harvest practices, including fruit handling and stalk removal. The packhouse teams explained the pre-harvest systems required including monitoring rounds, residue testing and clearances.

ZGS EU growers are also able to access a range of communication support, including infographics identifying the main reject fruit, and videos with subtitles in different languages to help growers train their picking staff.

All growers and orchard technicians are excited about the final run to wrap all the work they delivered on orchards since pruning last winter. Harvest 2022 – we are ready!



A Zespri SunGold Kiwifruit orchard in France a few weeks before harvest.

Examples of the infographics provided by Zespri to help train staff on correct picking procedures:





Updates from our Pre-harvest Team



ZESPRI AND GLOBALG.A.P. – A 20-year-strong commitment

Anniversaries are a good time to reflect on where you started, and how far you've come. Zespri's involvement with the G.A.P. — or good agricultural practices — programme began 20 years ago.

We've learned a lot by digging into the history – we hope you enjoy reading and reflecting on this programme that has continually evolved with our industry through the years.

Did you know that the origins of good agricultural practice programmes are connected to space travel? Back in 1959 HACCP (Hazard Analysis, Critical Control Points), which is the basis for many modern systems on standards, was created by NASA as a risk based system to ensure food for the space programme was pathogen free. Fast forward to the 1990s, when a number of major food safety outbreaks in multiple industries (including peanuts and poultry) resulted in serious illness and even deaths, and the pressure came on for food producers and manufacturers to elevate and prove their standards. GLOBALG.A.P. (originally called EUREPGAP) began in 1997 as an initiative by European supermarkets in response to consumers' growing concerns regarding food safety, environmental impact and the health, safety and welfare of workers and animals.

EUREPGAP standards helped producers comply with Europe-wide accepted criteria for food safety, sustainable production methods, worker and animal welfare. Harmonised certification also meant savings and simplification for producers, as they would no longer need to undergo multiple audits, all with different criteria, every year.

Over time, the EUREPGAP process spread across the globe and was renamed GLOBALG.A.P. to reflect its reach. Today it's the world's leading farm assurance programme, translating consumer requirements into Good Agricultural Practice in a rapidly growing list of countries – currently more than 135.

Our industry's history with the programme starts back in those early days as one of the frontrunners to adopt the programme, working with the government agency of the time, the Ministry of Agriculture and Fisheries (MAF), to operate a group certification under the programme. In fact, September 2022 marks the 20-year anniversary of the first GLOBALG.A.P. inspection on a New Zealand kiwifruit orchard.

WHY GLOBALG.A.P.?

Marion Ingham, a Zespri Quality Assessor from more than 20 years ago, tells us how Zespri and the New Zealand kiwifruit industry were well positioned to lead this systems change.

"The industry had already been doing lots of work to improve on-orchard and post-harvest record keeping to reduce the number of individual audits from each supplier through the KiwiGreen and the Supplier Approval system," says Marion.

"It was another system to get our heads around but honestly we were already doing so much of what was needed – we were leading the way.

"What Zespri did was focus on how to support growers to do it and together with industry we developed the grower manual. At the time I remember a grower saying to me 'do you want us to grow kiwifruit or write a story about it', so you can see it was a big shift in the way things were done. However, they soon realised what a valuable tool it was for them to record on-orchard activities but also to strengthen our brand in market."

Catherine Richardson, Zespri Quality Management Value Stream Lead and current member of the GLOBALG.A.P. technical committees for crops, remembers when GLOBALG.A.P. came into force.

"It was a major shift for growers to a more formal record keeping approach," says Catherine.

"So much of what a grower does comes naturally to them – they just know what to do and when – but this way they record it and have a great reference tool for each year's production. Can you imagine the informative records we have out there with growers who have been around for more than 20 years?"

We also spoke with grower Andre Hickson, who has been a champion for good record keeping since the introduction of GLOBALG.A.P.

"I hate making mistakes, but I really hate making the same mistake twice and good record keeping helps me avoid that!" says Andre.

"I attempt best practice with everything I do – it's really important to me for my family, my team, my environment and my businesses – good record keeping and our GLOBALG.A.P. programme helps me track what I do, gives me guidance and helps me achieve my best practice goals."

GLOBALG.A.P. today

Plenty has changed for the industry over the last 20 years, but one constant has been our industry's commitment to the GLOBALG.A.P. certification process.

We have adapted, and adopted the version changes to the nearly launched GLOBALG.A.P. V6. The GLOBALG.A.P. add-on GRASP (GLOBALG.A.P. Risk Assessment on Social Practice) was implemented in 2016 and reflects the ever-changing market requirements which allow our fruit to be marketed around the world. The programme provides a common set of standards for all kiwifruit growers, and in turn gives confidence to our customers and underpins our brand purpose to help people, communities and the environment around the world thrive through the goodness of Zespri Kiwifruit. GLOBALG.A.P. is an important part of our industry's foundation and worth reflecting on.

COMING UP

This article is the first of a series on GLOBALG.A.P. and the impact it has on our industry. Look out for the next month's 'GLOBALG.A.P. – Global market value' feature.

2022 KIWIFRUIT INNOVATION AWARD GOES TO DR STEVE GREEN

Dr Steve Green, Plant & Food Research Scientist, has won the 2022 Kiwifruit Innovation Award for his work to understand the impact the kiwifruit industry is having on our land and water resources.

Recognising the importance of our water resources, Dr Green has led the design and development of bespoke scientific tools for measuring the flow of nutrients and water in orchards. In conjunction with his extensive modelling expertise, he has provided the research tools for the industry to measure, predict, and optimise water use and nutrient management in kiwifruit growing locations in New Zealand and Italy.

Zespri Chairman and award judge Bruce Cameron says Dr Green's work has been instrumental in supporting the industry's focus on sustainability and resilience.

"Dr Green has made a significant contribution to the industry over the decades and remains a key leader for Zespri as we work towards achieving our ambitious sustainability goals around water and nutrient management," says Mr Cameron.

Dr Green's work will enable growers to predict their water and nutrient needs and optimise water and nutrient inputs to ensure we can continue to grow in a way that's good for our growers, communities and the environment."

NZKGI Chair Mark Mayston and fellow judge, says the award recognises Dr Green's work as critical to helping safeguard the viability of the kiwifruit industry for future generations.

"Dr Green's work is helping ensure we understand what impact the kiwifruit industry is having on our environment and our water resources today, and the mitigations we can implement to protect our land and water resources, so that the industry can operate both sustainably and profitably into the future," says Mr Mayston.

Fellow judge Kristy McDonald KC, Chair of kiwifruit industry regulator Kiwifruit New Zealand, says Dr Green's work has been collaborative and focused on industry good – working with growers and fertiliser advisors involved in several research sites across the country.

"His work has been critical in helping the industry understand the environmental footprint of kiwifruit, and providing the scientific evidence to help us understand kiwifruit's impact, to enable an informed engagement between the kiwifruit industry and the government," says Ms McDonald KC.

Dr Green says it's an honour to be recognised by the industry.

"It's incredibly rewarding to be able to help growers understand the water needs of kiwifruit cultivars throughout their life-cycle



L-R: Zespri Chairman, Bruce Cameron; Dr Steve Green; KNZ Chair, Kristy McDonald KC; and NZKGI Chair Mark Mayston.

and to reduce water use, so that together we can minimise kiwifruit's environmental footprint and preserve our land and water resources," says Dr Green.

"I'm grateful for the support of my team, and the industry, as we work together to solve the challenges of this generation, so that our future generations, and the kiwifruit industry can thrive."

Congratulations, Dr Green!

2022/23 PROGRESS PAYMENTS FOR OCTOBER AND NOVEMBER

CLASS 1 - APPROVED PROGRESS PAYMENT 14 OCTOBER 2022	AVERAGE ON NET SUBMIT	16/18/22	25/27	30/33	36	39	42
Zespri Green	\$0.11	\$0.10	\$0.10	\$0.10	\$0.15	\$0.15	\$0.25
Zespri Organic Green	\$0.12	\$0.10	\$0.10	\$0.10	\$0.15	\$0.15	\$0.20
Zespri Gold3	\$0.32	\$0.40	\$0.20	\$0.40	\$0.30	No supply	No supply
Zespri Organic Gold3	\$0.65	\$0.30	\$0.90	\$0.55	\$0.90	No supply	No supply
Zespri Red19	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00
Zespri Green14	\$0.52	No payment	\$1.20	\$0.80	\$0.40	\$0.40	\$0.20

CLASS 1 - INDICATIVE PROGRESS PAYMENT 15 NOVEMBER 2022*	AVERAGE ON NET SUBMIT	16/18/22	25/27	30/33	36	39	42
Zespri Green	\$0.30	\$0.30	\$0.30	\$0.35	\$0.20	\$0.20	\$0.20
Zespri Organic Green	\$0.41	\$0.60	\$0.40	\$0.40	\$0.40	\$0.40	\$0.50
Zespri Gold3	\$0.38	\$0.30	\$0.30	\$0.50	\$0.50	No supply	No supply
Zespri Organic Gold3	\$0.69	\$0.60	\$0.70	\$0.70	\$0.80	No supply	No supply
Zespri Red19	\$1.54	\$2.00	\$3.00	\$1.50	\$1.50	\$1.50	\$1.50
Zespri Green14	\$0.77	No payment	\$1.50	\$1.20	\$0.50	\$0.50	\$0.70

*Industry is currently reviewing time rates for 2022. Any changes from this may have an effect on the November progress payments.

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.



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. Consideration is given to current season sales, cashflow, prior season percentage of total fruit and service payments paid at the same time of the season, and other current season risk factors.

October 2022 approved progress payments on Net Submit trays

Approved per tray progress payments for 14 October 2022:

Class 1	
Zespri Green	\$0.11
Zespri Organic Green	\$0.12
Zespri Gold3	\$0.32
Zespri Organic Gold3	\$0.65
Zespri Red19	\$2.00
Zespri Green14	\$0.52

November 2022 indicative progress payments on Net Submit trays

Industry is currently reviewing time rates for 2022. Any changes from this may have an effect on the November progress payments.

Indicative per tray progress payments for 15 November 2022:

Class 1	
Zespri Green	\$0.30
Zespri Organic Green	\$0.41
Zespri Gold3	\$0.38
Zespri Organic Gold3	\$0.69
Zespri Red19	\$1.54
Zespri Green14	\$0.77

Orchard Gate Return

The OGR calculations reflect post-harvest cost data compiled by Ingham Mora Limited in July 2022, the August 2022 forecast fruit loss percentages and current productive hectare information.

SHARE BRIEFS

As at **30 September 2022** the last Zespri share price trade was **\$7.00** traded on **23 September 2022**. There were two buyers at **\$6.95** and **\$6.90**. There were seven sellers at **\$7.00**, **\$7.10**, **\$7.20**, **\$7.30**, **\$7.35** and **\$7.77**.

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 October there is a total of 56,904 dry shares as of 30 September 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 October there are no excess shares that are required to be sold as of 30 September 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

Follow us on reap for our mobile IR experience

Go to www.reapapp.io to download the app.

Below is the current Market Depth information as at 30 September 2022.

Quote Line at Friday 30 September as at 5:00pm						
Code	Bid (\$)	Offer (\$)	Last (\$)	High (\$)	Low (\$)	Volume
ZGL	6.95	7.00	7.00	0.00	0.00	0

Market Depth					
BIDS			OFFERS		
Orders	Quantity	Price (\$)	Price (\$)	Quantity	Orders
1	2,000	6.95	7.00	20,000	1
1	2,000	6.90	7.00	12,000	1
			7.10	15,000	1
			7.20	15,000	1
			7.30	15,000	1
			7.35	25,000	1
			7.70	20,988	1

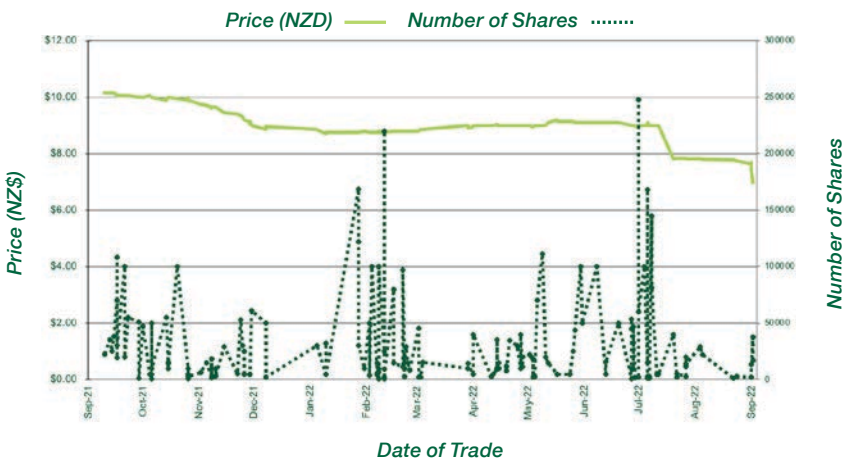
Last 10 Trades			
Date/Time	Quantity	Price (\$)	Value (\$)
17/08/2022	14,123	\$7.82	110,441.00
25/08/2022	29,315	\$7.82	229,243.00
26/08/2022	21,900	\$7.80	170,820.50
12/09/2022	1,000	\$7.79	7,790.00
14/09/2022	2,500	\$7.74	19,350.00
22/09/2022	13,200	\$7.40	97,680.00
22/09/2022	2,000	\$7.70	15,400.00
22/09/2022	2,000	\$7.65	15,300.00
23/09/2022	37,988	\$7.00	265,916.00
23/09/2022	17,012	\$7.00	119,084.00

Director share trading

For the month of September (as at 30 September), there were no 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 *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 website will always provide the most up to date information held by Zespri.

ZESPRI GROUP LIMITED SHARE TRADES 30 SEPTEMBER 2021 TO 30 SEPTEMBER 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 2022/23 August 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 SEPTEMBER									
ISO month	Submit	Pack and Time	KiwiStart Accountability	Taste Zespri	KiwiGreen	Progress	Loyalty Premium	Total payment / TE Supplied	% of Pool Paid YTD
Apr-22	\$3.30	\$0.05						\$3.35	21%
May-22		\$0.08	\$0.00					\$3.43	22%
Jun-22		\$0.09						\$3.52	23%
Jul-22		\$0.08	\$0.00	\$1.06		\$1.52		\$6.18	39%
Aug-22		\$0.17	\$0.54	\$1.41		\$0.13		\$8.43	54%
Sep-22		\$0.16	\$0.00	\$0.99		\$0.40		\$9.99	64%
Oct-22		•	•	•		\$0.32		•	•
Nov-22		•	•	•		\$0.38		•	•
Dec-22		•	•	•	•			•	90%
Jan-23							\$0.10	•	•
Feb-23			•			•		•	•
Mar-23			•			•		•	97%
Apr-23						•		•	•
May-23						•		•	•
Jun-23						•	\$0.20	•	100%
Paid YTD	\$3.30	\$0.64	\$0.55	\$3.46	\$0.00	\$2.04	\$0.00	\$9.99	
Balance to pay	\$0.00	\$0.69	\$0.57	\$1.71	\$0.20	\$2.18	\$0.30	\$5.64	
Total fruit and service payments - 2022/23 Forecast									\$15.64

ZESPRI ORGANIC GOLD3 SEPTEMBER									
ISO month	Submit	Pack and Time	KiwiStart Accountability	Taste Zespri	KiwiGreen	Progress	Loyalty Premium	Total payment / TE Supplied	% of Pool Paid YTD
Apr-22	\$3.30	\$0.04						\$3.34	19%
May-22		\$0.16						\$3.50	20%
Jun-22		\$0.09						\$3.59	21%
Jul-22		\$0.08	\$0.00	\$1.26		\$0.51		\$5.45	32%
Aug-22		\$0.27	\$0.56	\$1.82		\$0.32		\$8.42	49%
Sep-22		\$0.32	\$0.00	\$1.66		\$0.91		\$11.30	66%
Oct-22		•	•	•		\$0.65		•	•
Nov-22		•	•	•		\$0.69		•	•
Dec-22		•	•			•		•	90%
Jan-23							\$0.10	•	•
Feb-23			•			•		•	•
Mar-23			•			•		•	97%
Apr-23						•		•	•
May-23						•		•	•
Jun-23						•	\$0.20	•	100%
Paid YTD	\$3.30	\$0.95	\$0.56	\$4.74	\$0.00	\$1.74	\$0.00	\$11.30	
Balance to pay	\$0.00	\$0.25	\$0.64	\$1.50	\$0.20	\$2.96	\$0.30	\$5.85	
Total fruit and service payments - 2022/23 Forecast									\$17.15

ZESPRI RED19 SEPTEMBER									
ISO month	Submit	Pack and Time	KiwiStart Accountability	Taste Zespri	KiwiGreen	Progress	Loyalty Premium	Total payment / TE Supplied	% of Pool Paid YTD
Apr-22	\$3.30							\$3.30	16%
May-22								\$3.30	16%
Jun-22								\$3.30	16%
Jul-22								\$3.30	16%
Aug-22								\$3.30	16%
Sep-22								\$3.30	16%
Oct-22								\$3.30	16%
Nov-22								\$3.30	16%
Dec-22								\$3.30	16%
Jan-23								\$3.30	16%
Feb-23								\$3.30	16%
Mar-23								\$3.30	16%
Apr-23								\$3.30	16%
May-23								\$3.30	16%
Jun-23								\$3.30	16%
Paid YTD	\$3.30	\$0.00	-\$0.01	\$0.00	\$0.00	\$6.66		\$9.96	49%
Balance to pay	\$0.00	\$0.00	-\$0.01	\$0.00	\$0.00	\$2.49		\$12.44	62%
Total fruit and service payments - 2022/23 Forecast									\$20.13

ZESPRI GREEN SEPTEMBER									
ISO month	Submit	Pack and Time	KiwiStart Accountability	Taste Zespri	KiwiGreen	Progress	Loyalty Premium	Total payment / TE Supplied	% of Pool Paid YTD
Apr-22	\$2.45	\$0.00						\$2.45	24%
May-22		\$0.07						\$2.52	24%
Jun-22		\$0.10						\$2.62	25%
Jul-22		\$0.03	\$0.01	\$0.46		\$0.65		\$3.77	36%
Aug-22		\$0.11	\$0.49	\$0.65		\$0.05		\$5.07	49%
Sep-22		\$0.21	\$0.01	\$0.65		\$0.19		\$6.12	59%
Oct-22		•	•	•		\$0.11		•	•
Nov-22		•	•	•		\$0.30		•	•
Dec-22		•	•	•	•			•	91%
Jan-23							\$0.10	•	•
Feb-23			•			•		•	•
Mar-23			•			•		•	95%
Apr-23						•		•	•
May-23						•		•	•
Jun-23						•	\$0.20	•	100%
Paid YTD	\$2.45	\$0.51	\$0.51	\$1.76	\$0.00	\$0.89	\$0.00	\$6.12	
Balance to pay	\$0.00	\$1.05	\$0.48	\$1.20	\$0.20	\$1.06	\$0.30	\$4.28	
Total fruit and service payments - 2022/23 Forecast									\$10.40

ZESPRI ORGANIC GREEN SEPTEMBER									
ISO month	Submit	Pack and Time	KiwiStart Accountability	Taste Zespri	KiwiGreen	Progress	Loyalty Premium	Total payment / TE Supplied	% of Pool Paid YTD
Apr-22	\$2.45							\$2.45	19%
May-22		\$0.05						\$2.50	19%
Jun-22		\$0.03						\$2.53	20%
Jul-22		\$0.02	\$0.00	\$0.52		\$1.61		\$4.68	36%
Aug-22		\$0.11	\$0.37	\$0.95		\$0.05		\$6.15	48%
Sep-22		\$0.17	\$0.00	\$0.96		\$0.43		\$7.71	60%
Oct-22		•	•	•		\$0.12		•	•
Nov-22		•	•	•		\$0.41		•	•
Dec-22		•	•	•	•			•	89%
Jan-23							\$0.10	•	•
Feb-23			•			•		•	•
Mar-23			•			•		•	96%
Apr-23						•		•	•
May-23						•		•	•
Jun-23						•	\$0.20	•	100%
Paid YTD	\$2.45	\$0.38	\$0.37	\$2.43	\$0.00	\$2.09	\$0.00	\$7.71	
Balance to pay	\$0.00	\$0.80	\$0.34	\$1.77	\$0.20	\$1.80	\$0.30	\$5.22	
Total fruit and service payments - 2022/23 Forecast									\$12.94

ZESPRI GREEN14 SEPTEMBER									
ISO month	Submit	Pack and Time	KiwiStart Accountability	Taste Zespri	KiwiGreen	Progress	Loyalty Premium	Total payment / TE Supplied	% of Pool Paid YTD
Apr-22	\$2.80							\$2.80	29%
May-22		\$0.00						\$2.80	29%
Jun-22								\$2.80	29%
Jul-22								\$2.80	29%
Aug-22								\$2.80	29%
Sep-22								\$2.80	29%
Oct-22								\$2.80	29%
Nov-22								\$2.80	29%
Dec-22								\$2.80	29%
Jan-23								\$2.80	29%
Feb-23								\$2.80	29%
Mar-23								\$2.80	29%
Apr-23								\$2.80	29%
May-23								\$2.80	29%
Jun-23								\$2.80	29%
Paid YTD	\$2.80	\$0.00	-\$0.02	\$0.81		\$0.55		\$4.14	43%
Balance to pay	\$0.00	\$0.00	-\$0.04	\$0.00	\$0.20	\$6.22	\$0.30	\$6.68	
Total fruit and service payments - 2022/23 Forecast									\$20.13

Note 1: The submit and progress payments detailed in the tables are based on net submit trays.

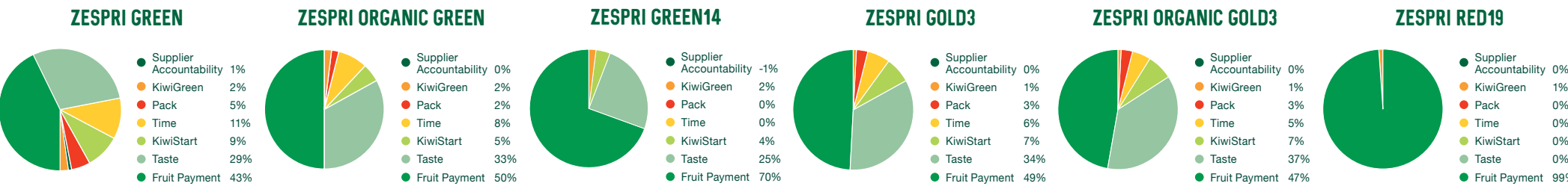
Note 2: Rates per TE of \$0.00 have values of less than \$0.005.

Note 3: Industry is currently reviewing time rates for 2022. Any changes from this may have an effect on the November progress payments.

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

2022/23 SEASON GROWER PAYMENT PORTIONS – TOTAL FRUIT AND SERVICE PAYMENTS

2022/23 AUGUST FORECAST



GLOBAL EXTENSION TEAM *Updates*

THE MONTH AHEAD: OCTOBER

- COUNTING
- THINNING
- POLLINATION
- SCALE



COUNTING AND THINNING

Understanding how many flowers you have, achieving your target cropload, and developing an efficient strategy for getting there, is key to achieving a good yield and fruit quality outcome. Reflect on last season, keeping in mind the impact labour constraints had.

Are there more labour efficient strategies that you could employ and do you have access to the labour that you'll require to achieve your targets in a timely manner? Remember "once behind always behind" so keeping on top of things early in the season is critical.

Initial reports are suggesting good flower numbers on early Gold3 crops. Decisions on shoot and flower bud thinning to achieve target king flower numbers will soon be able to be made.

Too many flowers? Check out the Thinning page on the Zespri Canopy website. You can also watch the thinning videos on Canopy with your orchard staff to refresh knowledge about why thinning is critical in Gold3, and learn some thinning strategies to achieve your target crop load. The videos are available in English and Punjabi: Canopy > Growing Kiwifruit > Orchard Productivity > Videos.



POLLINATION

Pollination is rapidly approaching. Keep communicating with your beekeeper, have a written pollination agreement, and don't forget about bee safety when applying agrichemicals.

A pollination assessment gives you heaps of valuable information and only takes a few minutes to set up. For details, check out the information on Canopy.

If you are pollinating under hail netting, there has been a fair amount of research conducted into how to minimise impacts on hives, check out the Pollinating under Cover page on Canopy for ideas and discuss with your beekeeper. Strategies such as small hives (nucs) and providing accessible water for the bees can help with pollinating under cover.

Have you ordered pollen in case of bad weather during pollination? If not, get on to it now! Check out the Pollination page on Canopy for resources on supplementary pollen (Canopy > Growing Kiwifruit > Orchard Management > Pollination).



SCALE

Spring is an important time for scale control, so if you have scale get on top of populations early. Ask your packhouse whether scale was an issue for market holds last season.

If you have a high pressure site or had scale on your fruit last harvest consider whether you need two scale sprays before flowering? Remember you have the option of a second, earlier spray; good options for the earlier spring application include Calypso or mineral oil at 1 percent. Check out the Zespri Crop Protection Standard for more details.

Adding a superspreader to your pre-flowering Movento is important; research has shown that Movento with Du-Wett improved scale control compared with Movento alone. Consult the Zespri Crop Protection Standard before booking in your spray.

Pre-flowering oils are a key tool for effective scale control in organic systems. There is little risk in applying copper and oils together pre-flowering, so designing your spray programme just got a whole lot easier. See the Need to Know – Scale Control in Organics (Canopy > Zespri & The Kiwifruit Industry > Publications > Need to Knows) for more information.

GROWING HIGH QUALITY FRUIT

Our Global Extension Team has held several workshops with industry groups to start to gather everyone's thinking on what the contributing factors were to this year's fruit quality issues and how things could be improved.

This input, combined with feedback from the Zespri Roadshows and Shed Talks, is forming the Technical and Extension teams investigation plan. Outputs will then be incorporated into extension plans to ensure orchard related factors are better managed this coming season.

Please remember to record accurate orchard input data into industry databases like the spray and fertiliser diaries. The databases can be valuable when looking for clues into production related issues or to be able to do a high level of myth busting.

Most orchard management factors that ensure high dry matter will contribute to good storing fruit as well. Having moderate expectations on yield and ability to source labour to ensure timely orchard practices are key. Review your orchard and or orchard manager's performance last season and discuss where improvements may be made.

Key considerations:

- Keep on top of canopy management – keep fruiting laterals sufficiently well lit to minimise premature leaf drop. This starts with tip squeezing, blind shoot removal and zero leafing in spring.
- Ensure appropriate croploads are agreed and set early.
- Research suggests there's a ~0.3% and 0.2% increase in dry matter for every decrease of 10 fruit/m2 for Gold3 and Hayward respectively.
- Assess your pollination to ensure 100 percent pollination has been achieved, this will maximise fruit size and dry matter. While seed numbers don't influence Hayward dry matter much, in Gold3 there is a 0.5 percent lift in Gold3 for every extra 100 seeds. Assessing your pollination is a relatively simple process.

For more on growing quality, high dry matter fruit, visit the Taste & Dry Matter page on Canopy.

FERTILISER DIARY DATA KEY TO INFORMING INDUSTRY DIRECTION

Tracking fertiliser and compost use across the industry in recent years has been incredibly useful for guiding and supporting the services that Zespri staff provide for our growers. So please take a moment after each fertiliser or compost application this season to enter it into the Zespri system.

The more growers supply accurate data, the more reliable and useful it becomes. Fertiliser Diary entries can serve as a handy grower record to support discussions with your fertiliser advisor, make improved fertiliser decisions, troubleshoot orchard problems, and meet GAP fertiliser requirements.

Data from the Spray and Fertiliser Diaries also helps to inform Zespri's:

- policy discussions with government agencies
- customer enquiry responses
- research design and good practice guidance, and
- assessment of industry baselines and progress towards achieving carbon zero and water strategy goals.

Foliar fertiliser applications should be recorded in Spray Diary, accessed from the Canopy website; ground-applied fertiliser, fertigation and compost applications are recorded there too, but in the Fertiliser Diary sub-section. A step-by-step guide and video tutorial for how to use the Fertiliser Diary is available on Canopy (bit.ly/FertDiaryGuide).

Bulk data upload options and a more integrated and user-friendly tool will be developed in the coming years as part of our Project Horizon work.

For now, individual entries into our current Spray and Fertiliser Diary remain the key tool for generating industry-wide insights and reporting into fertiliser use.

Tips for easier data entry

- If you're using MyBallance or Hawkeye (Ravensdown), you can get the information you need out of these systems.
- When you get your fertiliser records together (you'll need them for your GAP inspection anyway), please let us know if they are missing any key information so we can ask the fertiliser companies to resolve this.
- Your applicator might be able to enter the data for you, if they are also a spray contractor that has access to your Spray Diary.
- You can also access the Fertiliser Diary help page on Canopy here: <https://canopy.zespri.com/EN/Pages/FertiliserDiary.aspx>

HE WAKA EKE NOA - THE PRIMARY SECTOR CLIMATE ACTION PARTNERSHIP



You may be hearing a lot about He Waka Eke Noa (HWEN) and how the primary industries in New Zealand are going to be impacted by the upcoming regulations. We thought this was a good opportunity to give you an update about what we know now, and provide some insights into when regulations will be finalised so that you can have a bit more confidence in where we are headed.

The HWEN Partnership and the Climate Change Commission have issued their proposals on agricultural emissions. These offer:

- two different options for pricing emissions
- planning to reduce agricultural emissions, and;
- recognising on-farm sequestration.

The Government is now considering these proposals and will release its draft policy for consultation in mid-October. Kiwifruit growing is a low emissions land use, compared to many other agricultural activities in New Zealand and for this

reason, the pricing of emissions from kiwifruit is expected to be relatively low compared to other forms of agriculture.

At this stage, it appears that of the two different options for pricing emissions, emissions from kiwifruit growing that may be captured are from synthetic nitrogen fertiliser. We estimate these emissions are on average around 0.6 tonnes per hectare annually (of carbon dioxide equivalent). The current carbon price in New Zealand is around \$80 per tonne, so the estimated cost for kiwifruit growers may be in the order of \$48 per hectare per year. The expectation is that this would be added to the price of fertiliser.

We note however that the policy has not been finalised, and this information is provided to give growers an indication of where we think the policy could land. NZKGI will keep growers up-to-date on the policy updates via our weekly updates and usual communications.

FREE GROWER TOOL FOR RECORDING PLANT MOVEMENTS

If you joined any of our recent biosecurity roadshows and events, you will be aware that KVH has been developing new tools to help growers meet requirements of the new Pathway Management Plan (PMP).

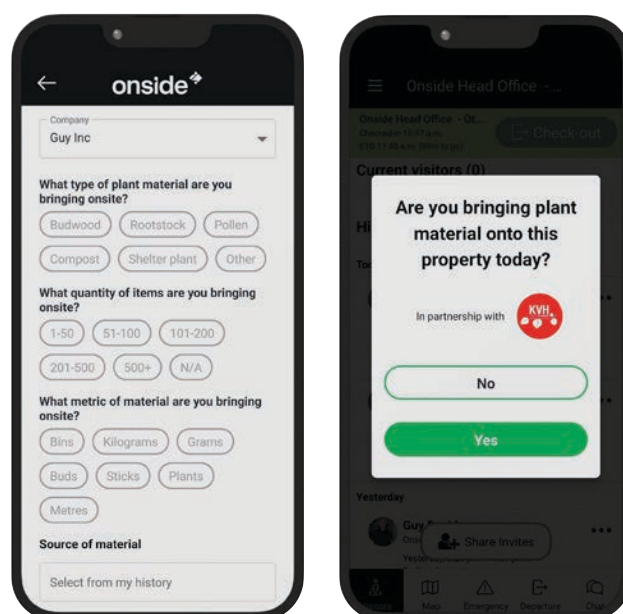
In addition to resources for creating simple biosecurity plans, you can now also use a free tool that enables recording of plant material movements digitally using the Onside app. This is designed to make it simpler and easier to capture the movement of plant material on and off your orchard, as required by the PMP.

Growers can still keep physical records of plant material movements, but by taking advantage of this free digital option you can also simplify the process of providing plant movement records as part of a GAP audit.

It's quick and easy to set up— more than 500 orchards have already done so.

Growers already using Onside can activate the free tool here.

Growers not already using Onside or needing help setting up plant movement recording within their account, can Onside's kiwifruit customer success lead Guy Davidson at guy@getonside.com or 022 329 1536.



For more information and frequently asked questions about the PMP and the new tool provided by Onside, please feel free to contact any of the KVH team at info@kvh.org.nz.



INDUSTRY BIOSECURITY DAY A SUCCESS



KVH and Zespri jointly hosted a Kiwifruit Grower Biosecurity Day early in the month, providing the opportunity for everyone to learn more about work underway to protect the industry from unwanted pests and diseases.

Key research findings, and practical examples of research the industry has been taking part in were discussed, with Dr Chandan Pal, Innovation Manager at Zespri setting the scene for the day with a great update and round-up of the research underway that underpins our ability to be prepared - particularly for our highest risk threats, such as the Spotted Lanternfly (SLF).

Dr Julie Urban from Pennsylvania State University in the USA joined the event virtually to discuss what has been learnt in the states about impacts and management of this pest. How the New Zealand kiwifruit industry is preparing for SLF was delved into by Erin Lane, KVH's Biosecurity Advisor.

Similarly, Yanika Reiter, also a Biosecurity Advisor at KVH, presented an interesting update on being prepared to battle unwanted butterflies and moths should they arrive on our shores and potentially establish within our orchards.

The theme of preparedness and being ready to respond continued in a talk on what happens behind the scenes when a formal response is activated. This specifically focussed on how notification works between the Ministry for Primary Industries (MPI), KVH and KiwiNet – the industry's group of biosecurity champions.

Readiness isn't all about pests though. Linda Peacock from KVH and Robert Taylor from the Ministry for Primary Industries Plant Health and Environment Laboratory (PHEL) separately presented on industry surveillance and looking out for unusual symptoms on vines, and then where samples go to be looked into. Members of the kiwifruit industry often report unusual vine symptoms to KVH, which we investigate to determine the likely cause, and what actions may be required to manage risk.

Surveillance was also discussed by Andrew McConnell from KVH in his exciting presentation on the wild kiwifruit control programme, and technology that will make it easier to spot infestations from space.

If you were unable to attend the event, you can now watch videos from the day on the KVH YouTube channel.



CELEBRATING A PEST FREE PORT



Hundreds of people took part in recent events across Tauranga Moana for this year's biosecurity week, including activities at the Port of Tauranga, highlighting frontline efforts to ensure a pest-free environment.

There are many passionate people who work on and around the port who know biosecurity is a critical issue, affecting everyone in some way. With hundreds of people operating on the frontline of the port community daily, we have lots of eyes constantly on the lookout for unwanted pests.

The port deals with millions of tonnes of cargo each year, and approximately 100 cruise ships will arrive over this summer, so we all need to be ready, vigilant, and watchful.

Biosecurity matters at ports because it is also a significant business risk. The frontline staff we met and talked with throughout the week — such as stevedores, and straddle/crane drivers — are the best placed to initially notice and report anything unusual. Our key message is if something happens, there will be a cost to you, your job or your business, and you need to know what you can do to stop it.

As the organisation responsible for leading biosecurity preparedness on behalf of the kiwifruit industry, KVH is a key partner in the initiative alongside the Port of Tauranga and Biosecurity New Zealand.

By working together, we can protect the kiwifruit industry — and other horticultural industries — from unwanted biosecurity risks. The Port community understands the risk and knows that they make a difference by being vigilant and aware of new and emerging threats.

We all remember how Psa devastated not only the kiwifruit industry, but also the community and supply chain. Knowing what to look for and reporting anything unusual will help protect businesses and the future of the industry.

Other activities with the port community include staff from Biosecurity New Zealand visiting transitional facilities across the Bay of Plenty to share up-to-date information about managing risk and distribute useful collateral such as the ever popular 12 most unwanted pests calendar produced by the partnership, and both Biosecurity New Zealand and KVH taking part in pre-cruise season briefing sessions for the port's security staff.

The first cruise ships for the season will arrive mid-October, when KVH will take the opportunity to re-introduce meeting tour bus drivers to talk about what to look for, how to make reports, and to share this with the international cruise ship passengers they host on trips to local kiwifruit orchards and other tourist attractions. This has proved very successful in the past.

Some of the resources distributed and discussed with frontline staff included the popular annual 'most unwanted pests' calendar; pest playing cards and ID magnets; and a Foot and Mouth Disease update.

These activities are part of the biosecurity excellence partnership between the Port of Tauranga, the Ministry for Primary Industries, Kiwifruit Vine Health, NZ Avocado, Forest Owners Association, Dairy NZ, and Bay of Plenty Regional Council. The science sector is also on board with the Port's biosecurity awareness initiative. Researchers from the Better Border Biosecurity (B3) collaboration have been working with the port and industry partners to better understand and predict local biosecurity risks, trial new detection tools, and measure the impacts of events and activities.



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 am a new grower and I want to learn more about the kiwifruit industry. Who do I contact?

Every new grower is allocated a Zespri Grower Liaison Manager. They will contact you once you join the industry through the new grower registration process, or you can ring the Zespri Grower Support Services Contact Centre on 0800 155 355 and they will direct you to the right contact.

I have been approached to have a trial on my orchard, can I say yes?

Zespri is encouraging of innovation, but there are certain provisions that need to happen to ensure the safety of product. ANY product that is being used on your canopy that is not listed in the CPS/AOC list needs a justified approval. In the instance of trials, this allows us to put a hold on blocks if the trial has any other requirements that need to be met. Contact spraydiary@zespri.com for more information.

My chemical supplier has told me that I can return my Proclaim spray and switch it to Proclaim Opti. Do I have to return it, or can I just use Proclaim?

Proclaim has had certain batches voluntarily withdrawn while they look at the formulation. The batches affected are: YGM1E22001 May 2021, SIK0AW2001 Jan 2020, SIK1IW1005 Sep 2021. If you have one of the affected batches and it is unopened or partially used, you may return it for a full refund. Proclaim Opti has been listed in the CPS, the CPS will be updated in December as per usual. If Proclaim is available again then, it will be listed.

Can I add spray equipment into Spray Diary myself?

If you need equipment added in Spray Diaries under your KPINs, you will need to reach out to the Grower Support Services team on 0800 155 355 as you cannot do it yourself.

Can I obtain budwood for failed grafts of Gold3 and/or Red19 this spring?

Yes, Zespri procures budwood for regrafting provisions each year. This will be made available to growers from the Zespri Coolstore at 10 Cessna Place from November onwards. Please log your request by calling the Grower Support Services team on 0800 155 355. Please also note that growers will be required to make a booking through the Zespri booking system to collect any budwood for regrafting. This will be made live from October 2022. Also, please contact budwood@zespri.com if you have moved your Red19 grafting schedule from winter 2022 to summer 2022.

How do I find out the rules regarding bird scarers?

Each council has their own set of rules. Please contact your local council for further information, or head to your local council website and search for the AirPlan.

ON-ORCHARD COSTS

Periodically, Zespri indicates an average Net Orchard Return (NOR) to growers.

To calculate a NOR each year, Zespri surveys growers to submit their 'on-orchard costs'. Growers' details will remain confidential, and the figures are used to get a broad average of key tasks and costs across the industry. This information can then be used to calculate an average on-orchard cost for each variety of fruit, and a range of costs for each variety.

Once a NOR is calculated each season, this can be used as a guide to growers for

trends in the kiwifruit orchard business, and for individuals to gauge their own practices.

If you would like to participate in the survey and are happy to share your figures, please contact Monique Finlay on monique.finlay@zespri.com or 021 888 459. From there, we will send you the template spreadsheet breaking down each activity.

All growers who participate will receive the average on-orchard costs information for the 2021/2022 season prior to the rest of the industry.

UPDATE ON COVERED CANOPY REDUCTIONS (PREVIOUSLY CALLED 'HAIL REBATES')

Under the Zespri Pool Distribution Policy for Hail Damage, payments may be issued for orchards with solid cover or hail netting.

The Covered Canopy Reduction amount calculated must be more than \$100 at KPIN variety level for the reduction to be processed. Note, as there were no hail distributions for hail damage last season, no Covered Canopy Reductions will be issued due to the minimum calculation amount not being met.

Check out the Zespri Canopy website for further details on Covered Canopy Reductions, or contact us at insurance@zespri.com.

GROWER FINANCE EDUCATION SEMINAR

The Grower Liaison Team is looking at hosting a half day Grower Finance Education Seminar on the Zespri payment system.

The seminar will be useful for anyone wanting to refresh their knowledge of how payments are made and calculated and payment timings for growers. If you would like to register your interest, please contact Rachel Dovaston by email: rachel.dovaston@zespri.com

SHED TALKS – FULL OF FEEDBACK

Zespri's first series of Shed Talks brought together local growers for some great discussions. Fourteen events across twelve growing areas, and countless scones and cups of coffee later, we've heard from hundreds of members of our kiwifruit growing community about what matters to them.

We have had useful feedback on two different aspects of the licensing review — one on the concept of a pool of licence set aside for cutting over from Hayward or Green14, and the other on different ways to purchase licence, rather than the closed tender bid we have today. All the feedback from the Shed Talks, as well as other forums, will be consolidated, and the Zespri Board will use this to help them make decisions about the licence release programme for 2023 and beyond, planned for the October board meeting.

A third station, run by the Global Extension Team, concentrated on understanding what you, our on-orchard experts, believe might have contributed to this season's fruit quality challenges. We've had some insightful conversations, and the ideas generated will be fed into the wider review of the whole supply chain.

Our fourth station, focused on the digital tools and services that the Horizon programme will deliver to growers, explored the use of Canopy and Spray Diary, and has given us some great direction for where we should focus as we start to design these systems. We've also come away with lots of volunteers to help us come up with ideas, address pain points and test potential solutions. There will be other topics we come out to you with, and more in-depth exploration of specific areas, but this has given us a good foundation to start from.

The fifth stop — 'The Listening Post' — was focused on hearing what's going on in your world, what's concerning you, where you're feeling challenged or where Zespri should be focusing more. Each growing area has a slightly different focus, but across the country, some of the major themes were similar:

- Concern about rapidly increasing costs and reducing margins, particularly for Hayward growers;
- The capacity of the industry to cope with continued growth, especially with regards to labour, and the many different implications of the labour shortage across the growing season;
- Increasing misalignment of shareholding and production, and the tensions that is causing; and
- The balance of incentives and the decisions these drive.

The format, rotating through the different stations in a small group, meant that everyone got the opportunity to share their thoughts and ideas. We loved the way everyone's opinions were respected, and the suggestions that emerged as people shared their own experiences and built on the ideas of others.

We asked those who attended what they liked about the Shed Talks:

"The openness of everyone — lots of interaction and perspectives."
"All the ideas shared and the small group participation."
"Zespri taking the time and providing an environment to gather feedback."
"Good honest conversation."
"Seeing we as grower share all the same highs and lows."

To all those who came to one of these events — thank you. Particularly after the last two and a half years of not much travel, it's been so good to get back out to see you, and to take the time to understand your world a bit more. We'd also like to say a huge thanks to those growers who hosted us — we can't run events like this without your help.



NOV
17

SAVE THE DATE: ORGANIC ORCHARD FIELD DAY AND DINNER

Join us at the Organic Orchard Field Day and Dinner on Thursday 17 November 2022. This is an exciting time for Organic growers to meet other growers in person, to hear from growers about their challenges and highlights from the season and to learn from experts in the industry.

The Orchard Field Day will take place from 11am to 4pm, followed by the dinner at 6pm. Further details will be shared in the coming weeks, but for now we are hoping you can save the date in your calendars.

THIS IS A ZESPRI INTERNATIONAL LIMITED PUBLICATION.

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

DISCLAIMER: ZESPRI GROUP LIMITED OR A SUBSIDIARY COMPANY OF ZESPRI GROUP LIMITED (ZGL) MAKES NO WARRANTY OR REPRESENTATION AS TO THE ACCURACY OR COMPLETENESS OF THE INFORMATION, PHOTOGRAPHS OR OTHER PUBLISHED MATERIAL ("PUBLISHED MATERIAL") IN THIS PUBLICATION. PUBLISHED MATERIAL AUTHORED BY A PERSON OTHER THAN ZGL REFLECTS THE VIEW OF THE AUTHOR AND NOT THE VIEW OF ZGL. THE PUBLISHED MATERIAL MAY BE SUBJECT TO COPYRIGHT AND SHALL NOT BE REPRODUCED IN ANY MANNER WITHOUT FIRST OBTAINING THE WRITTEN CONSENT OF ZGL. ZGL SHALL NOT BE LIABLE TO ANY PERSON FOR LOSS, INJURY OR DAMAGES ARISING FROM THAT PERSON'S RELIANCE ON THE PUBLISHED MATERIAL. ©2022 ZESPRI GROUP LIMITED.

