



**P6: 2025 SEASON  
PREFERRED FRUIT SIZE**



**P7: FROM  
THE MARKETS**



**P14: THE MONTH  
AHEAD – SEPTEMBER**



**P16: FROM  
THE FIELD**

## AUGUST 2024/25 SEASON FORECAST

The Zespri Board approved the August forecast for the 2024/25 season, following the indicative ranges released in June. As well as providing specific per tray and per hectare results, this includes ranges for each variety, reflecting our current view on the upside opportunities and downside risks for the rest of the season.

The forecast reflects our strong season start and the competition we've seen more recently in market, including from summer fruit. Fruit quality remains strong and is expected to help drive sales in the second half of the season. With a much larger crop, our ongoing focus is on driving strong run rates, in-market inventory management to reduce fruit loss, and efficient investment in promotion to balance the need to drive sales while minimising unnecessary cost.

Forecast per tray returns remain within the indicative range provided in June, although these have dipped below the midpoint for Green and RubyRed. SunGold returns also reflect

the impact of the lost sales associated with the mice activity aboard our first European vessel, with work on our insurance claim ongoing. However, forecast per hectare returns for Green and Organic Green are at record levels, with per hectare returns up from last season for all categories based on improved yields this season.

For Green, there is downward pressure as a result of the smaller size profile and the impact of the strong Japanese Yen, and additional volume relative to last season which will likely lead to additional quality costs compared with last season due to a longer sales season, albeit with strong quality overall and a focus on managing that. Supporting returns is the removal of the EU tariff and reduced post-harvest costs. These combined factors have resulted in the reduced per tray forecast compared with last year. Our November forecast will have the benefit of being further through the season with more understanding of how quality is tracking as well as market performance.

Pools (Fruit Categories)	2024/25 August Forecast Per Tray	2024/25 August Indicative Range Forecast Per Tray	2024/25 June Indicative Range Forecast Per Tray	2024/25 August Forecast Per Hectare	2024/25 August Indicative Range Forecast Per Hectare	2024/25 June Indicative Range Forecast Per Hectare
Zespri Green Kiwifruit	\$7.80	\$7.50 - \$8.10	\$7.50 - \$8.50	\$83,280	\$80,000 - \$86,000	\$80,000 - \$91,000
Zespri Organic Green Kiwifruit	\$11.10	\$10.60 - \$11.60	\$9.75 - \$11.25	\$84,903	\$81,000 - \$89,000	\$75,000 - \$86,000
Zespri SunGold Kiwifruit	\$10.68	\$10.40 - \$11.00	\$10.00 - \$11.25	\$154,113	\$150,000 - \$159,000	\$143,000 - \$161,000
Zespri Organic SunGold Kiwifruit	\$13.45	\$13.00 - \$14.00	\$12.50 - \$14.00	\$138,390	\$134,000 - \$144,000	\$129,000 - \$144,000
Zespri Green14	\$8.36	\$8.00 - \$8.75	\$8.00 - \$8.75	\$53,272	\$51,000 - \$56,000	\$51,000 - \$56,000
Zespri RubyRed Kiwifruit*	\$16.74	\$16.25 - \$17.25	\$16.25 - \$17.75	\$71,653	\$70,000 - \$74,000	\$69,000 - \$76,000

\*Note: RubyRed is in its third year as a commercial pool. Forecast per hectare returns have been influenced by a high proportion of productive hectares returning low yields impacted by vine age. 280 hectares producing for 2 years or less have returned an average yield of 3,674 trays per hectare and a forecast per hectare return of \$61,508 per hectare. 47 hectares producing for greater than two years have returned an average yield of 6,349 trays per hectare and a forecast per hectare return of \$106,298 per hectare. 25 hectares with mixed aged vines (with vine age of both two years or less and more than two years) have returned an average yield of 7,148 trays per hectare and a forecast per hectare return of \$119,669 per hectare.



### ZGS IN THIS ISSUE

This month, Zespri released the draft resolution for the potential expansion of our Northern Hemisphere production business (ZGS) to support New Zealand grower returns.

Based on the benefits we can quantify, the estimated value at stake of expanding ZGS by up to 420 hectares annually over six years is between 63 cents and \$1.32 per tray for New Zealand SunGold growers, and between 47 cents and 96 cents for New Zealand Green growers once in full production in 2033. The benefits to New Zealand growers, whether SunGold or Green, are why Zespri is proposing gradual expansion.

More information is available on [page 4](#).

The proposed resolution reflects extensive grower feedback and has been released for further consultation before any decision on whether to proceed to a Producer Vote.

ZGS has been part of our industry since around the time Zespri was established and we have been working with growers in our offshore production locations for more than 25 years. They are part of the Zespri brand and committed to building it alongside growers in New Zealand.

Page 4 also includes responses to grower concerns around how we manage the potential for oversupply, competition in the shoulder season, and quality, with more information available on Canopy.

Check out our ZGS section on Canopy here: [Canopy > Zespri Global Supply](#)



## ANNUAL MEETING 2024: QUALITY AT OUR CORE

This year's 25th Annual Meeting brought together 650 attendees in person and online, with Chairman Nathan Flowerday and CEO Jason Te Brake delivering their inaugural Chairman and CEO addresses, and multiple candidates standing for Director vacancies.



### REFLECTING ON 2023/24

In his Chairman's address, Nathan Flowerday highlighted the progress the industry had made over the past year by putting quality at the core of our decision-making.

"That focus on quality has underpinned key decisions across the supply chain, from harvest to markets and the people and processes we have in place," says Nathan.

"Reducing quality costs was pivotal in delivering improved returns."

### REBUILDING TRUST AND CONFIDENCE

Nathan acknowledged the focus Zespri was putting into rebuilding trust and confidence, at a customer level through improved fruit quality, and at an industry level by strengthening connections with growers and the wider industry.

"Putting the grower voice at the heart of our decision-making underpins the Industry Alignment framework we launched in late 2023 [which] is our framework for bringing the industry together to make key decisions to create value together.

"While there's still a lot of work ahead of us, we've made some good progress... Initiatives like our town halls, Shed Talks, and grower roadshows, along with sentiment research, has allowed us to better understand grower perspectives," says Nathan.

"We've heard a clear message that you want a greater say in the way we're addressing the challenges and opportunities in front of us."

### FOCUS ON VALUE

In his CEO Address, Jason said there was a continued focus being put on cost management to ensure Zespri is efficiently delivering value to the industry.

"Value is created by our brand and customer relationships, but it's also optimised through the supply chain by focusing on bringing down our cost to serve, making improvements in operational efficiency and inventory management, and resetting our corporate cost structure to be fit for purpose," says Jason.

"Even with increased volumes, we will be reviewing our cost efficiency and business activities to ensure we are a future-fit business focused on realising the most value for growers."

(Continued on page 2)



KEEN FOR MORE ZESPRI NEWS AND INDUSTRY INFORMATION? MAKE SURE YOU CHECK OUT CANOPY!



## JASON'S VIEW

*Hi everyone,*

After five weeks in market, I've really enjoyed spending the past month in New Zealand and seeing so many of you.

There's growing confidence in the industry on the back of strong returns, our response to recent challenges and the way we're performing from orchard through the supply chain and in market this year.

The last forecast reflects both our strong season start and the competition we've seen in recent months from summer fruit. Fruit quality remains strong and this is expected to help drive sales in the second half of the season and we're already seeing our sales rates increasing as summer fruit exits the market. With a much larger crop and such a significant increase from 2023, our ongoing focus is on driving strong run rates, in-market inventory management to reduce fruit loss, and efficient investment in promotion to balance the need to drive sales while minimising unnecessary cost. While per tray returns are down from last season, the forecast indicates that we're on track to deliver a good lift in per hectare returns for growers this season.

It's also good to see so much discussion on some of the key issues from quality to share alignment and expansion of our Northern Hemisphere Supply business (ZGS).

Our Annual Meeting was one of our best attended in many years and we also had a record number of votes cast across our resolutions – a good sign that people are feeling engaged and keen to have their say.

At the meeting we discussed the need to maximise value in market, to manage our costs to bring as much of that value back to growers as possible and the importance of having quality at the core of our decision-making. That focus led to improved grower returns in 2023/24 and a really strong 2024 harvest.

Nathan and I also reinforced the importance of having the grower voice at the centre of our decision-making, and it's been good to receive positive feedback about the Industry Alignment Framework and our efforts to engage better and listen more and also how we're responding to that feedback.

Balanced with commercial and operational realities, it's a model we think will allow us to make the best decisions for the whole industry – ensuring everyone can have their say on how we address the challenges and opportunities we're facing.

It's also how we're approaching the discussion around the potential expansion of our ZGS plantings.

In response to grower feedback this month, we released numbers that help growers to understand the financial benefits of ZGS. It shows how ZGS directly supports your OGR whether you are a Green or SunGold grower.

We're also now seeking your views on a draft proposal to increase ZGS hectares by up 420 hectares each year (subject to annual review) which we think is critical in being able to protect value for the industry in light of the growing competition we're seeing in the market.

There's more information available on page 4 which is in response to some of your key questions and concerns as well as on why we see it as so important.

Please do get involved in the discussion. Our team is busy contacting growers to discuss the proposal and we're happy to arrange a time to talk this through with you and understand your perspectives. Please contact your Grower Relations Manager if you'd like to hear more – their contact details are on page 16.

Finally, congratulations to our two new Grower Directors – Andrew Dunstan and Sally Gardiner – who I'm sure are looking forward to getting underway, and a big thank you to our outgoing directors Bruce Cameron and Tony Hawken for the contributions they've made in their time on the Board.

I hope to see you at one of our upcoming events.

*Jason Te Brake*  
Chief Executive Officer

## Industry Alignment



### SHAREHOLDER ALIGNMENT: UPDATE YOUR BANK ACCOUNT AND GST NUMBER DETAILS

Zespri is finalising its preparations for the implementation of Loyalty as Shares and Dividends as Shares initiatives in 2025 as part of our efforts to improve the industry's share alignment.

Due to structural changes being made to support these initiatives, **we need all growers' bank details, even if you don't intend on opting-in for either of these initiatives.** This can be done through the Industry Portal which can be accessed via Canopy. If Zespri does not receive your bank account and GST details within the required time frame, we will not be able to pay you the first loyalty payment in January 2025 or any other future Loyalty payments. Even if you have provided us with your bank account details in the past, we still ask that you confirm they are accurate and current via the Industry Portal. If you've previously signed up to a Loyalty agreement for the 2023 season or earlier and you are using the same Grower number i.e., 1234/5 (the fifth digit after your KPIN) it will just roll over and you don't need to re-sign the Loyalty contract for the 2024 season. However, bank account and GST details are still required.

You cannot currently opt-in to these initiatives. Growers will be able to opt-in from May 2025 when offer documents are released. The offers to participate will be made in accordance with the Financial Markets Conduct Act. There's a range of information on these initiatives on our Share Alignment page on Canopy, including a guided shares journey explaining how our shares work – this is a helpful resource for growers wanting to understand more about shares at Zespri.



Check out: [Canopy > Supply & operations > Your orchard business > Shares > Share alignment.](#)



### CANOPY UPDATE: TEAM CONTACT DETAILS

**During our Shed Talks, we heard that identifying who to get in touch with can be difficult. To address this, we have improved the visibility of our contact details on Canopy.**

You can access the 'Contact us' page by navigating to the bottom footer or clicking under your profile initials in the top right corner.

Our Grower Service Centre team are always ready to answer your calls and emails. They'll be able to provide you the information you need or connect you with someone who can. We've also listed the contact details for our Grower and Industry leadership team, our Grower Relations Managers, as well as email addresses for our Maturity Clearance System, Licensing, GAP, and Global Extension teams.



Check out the contact details here: [Canopy > Contact us](#)



### MATURITY CLEARANCE SERVICE Q&A

Thanks for your feedback on our Maturity Clearance System over the past few months – we're going to try and answer as many of your queries as possible via *Kiwiflier*. This month we cover on-orchard sampling and lab consistency.

If you need additional information, get in touch on 0800 874 515 or [maturity.support@zespri.com](mailto:maturity.support@zespri.com).

**Q. How do you ensure maturity labs are adhering to process and there's no difference in results between different service providers?**

Zespri contracts different service providers for sampling and lab testing. Prior to each season start, all clearance labs complete a Quality Systems and Process Audit by an experienced Zespri Quality Auditor, who measures compliance against Zespri standards. Zespri also has a weekly lab proficiency testing programme in place over 11 weeks during the season where fruit is sent to each lab and corresponding results are reviewed against control sample data captured by an external lab (who collect all the proficiency fruit samples for testing). This gives confidence there is consistency between testing labs and allows for prompt corrective action if there any results outside our expected tolerance. For 10 weeks, each clearance lab also completes black seed assessments that are reviewed by Zespri.

**Q. How do you ensure all samplers are completing the job to the same specification?**

There are very clear sample rules for our service providers to follow and extensive season training is completed. Throughout the season, all sampling providers are audited by our external auditing partner, who completes approximately 200 on-orchard sampling audits across all growing regions. The auditor is checking for compliance against Zespri sampling standards and provides a daily feedback loop to our service providers and Zespri. The on-orchard samplers are all equipped with GPS tracking, and these tracks are audited by our service providers to ensure samples are being collected correctly and made available to Zespri on request. While these initiatives give us a high degree of confidence, they'll never completely eliminate sampling errors – if you suspect a sampler hasn't followed correct process, contact the Maturity Support team as soon as possible so we can follow up with the service provider. During the season, Zespri completes approximately 400 audit samples to measure and track sample-to-sample variability. Audit sample results do not count towards TZG and are used internally only. Growers are compensated for the fruit value of the audit sample as an offset against the clearance charge.



## ANNUAL MEETING 2024: QUALITY AT OUR CORE

(Continued from page 1)

### STAYING AHEAD OF COMPETITION

Nathan and Jason encouraged growers to participate in discussions on expanding ZGS as part of our efforts to protect value for growers in a more competitive environment.

This was a key aspect of the presentation from Jiunn Shih, our Chief Marketing, Innovation and Sustainability Officer.

Jiunn highlighted how Zespri has been able to create more demand and lift value perception while at the same time optimising our promotion investment. However, competitors were basing their growth strategies on our approach, investing in more marketing and in-store activity.

He noted we are at our best when we are market-driven, when we innovate, when we focus on details, and when we play to win.

"In the last 27 years, by being a marketing company, we have built an industry that is the envy of the horticulture sector not just in New Zealand but around the world.

"As we enter a pivotal period for our industry, full of incredible opportunities to bring even more value back to the New Zealand Kiwifruit industry, but also fraught with uncertainty and volatility, let's remind ourselves to strive to be who we are when we are at our best."

### FINAL RESOLUTION RESULTS

RESOLUTION	% VOTES FOR
Approval of the Company's 2023/24 Annual Report	100%
Election of Director - Vacancy 1 (Andrew Dunstan)*	85.7%
Election of Director - Vacancy 2 (Sally Gardiner)*	54.6%
Election of Independent Director - Vacancy 3 (Alison Barrass)	94.4%
Election of shareholder member of the Director Remuneration Committee - Vacancy 1 (Julian Raine)	99.6%

\*More information on our new Directors is on page 3.

### WATCH ONLINE

A recording of the Annual Meeting is on Canopy: [Canopy > News > 2024 Zespri Annual Meeting: Recording and Preliminary Results](#)



# NEW DIRECTOR APPOINTMENTS

**Congratulations to Andrew Dunstan and Sally Gardiner who have been elected as Grower Directors at this year's Annual Meeting; to Alison Barrass who has been re-elected as Independent Director; and to Julian Raine who has been re-elected shareholder member of the Director Remuneration Committee.**

## WELCOME ANDREW DUNSTAN AND SALLY GARDINER

**Andrew Dunstan** has a degree in finance and economics and returned home to support his family rebuild their kiwifruit business after Psa. He has been deeply involved in growing fruit and developing orchards for his family, partners and for other growers. He has also been CEO of Southern Cross Horticulture, involved in orchard planning and design, nurseries, and orchard management.

"I believe that the future is going to be different, and for us to win in the decades ahead, we need to recognise and respond now to the increasing competitive pressures from northern hemisphere supply, the multiplication of new varieties that we don't control and the improving fruit quality from these, the risks of disruptive

growing technologies eroding our New Zealand competitive advantage, and the reality that the carbon footprint of our fruit will be a significant determinant of our competitiveness," says Andrew.

**Sally Gardiner** spent 15 years with Zespri (and our predecessor, the New Zealand Kiwifruit Marketing Board), her final role being General Manager of Supply Chain. She spent three years working in post-harvest, and nine years as a grower and co-founder of a horticulture innovation company.

"Our industry has been built from the determination of our forebears and the vision of leaders through the decades," says Sally.

"Now, more than ever, it is imperative that we uphold the core values upon which Zespri was founded: a commitment to delivering health, vitality exceptional taste, and unwavering quality to consumers worldwide.

"This must come with a world class and efficient supply chain, with the entire system backed by innovation."



Zespri's newest directors, Andrew Dunstan and Sally Gardiner.

## THANK YOU BRUCE CAMERON AND TONY HAWKEN

We thank Bruce Cameron and Tony Hawken for their significant contributions since joining the Board in 2010 and 2018, respectively.

"Their passion and commitment to Zespri and the kiwifruit industry is palpable, and the Board is grateful for their leadership, governance experience, and grower insight they brought to the Board table over the years - we wish them well," says Zespri Chairman, Nathan Flowerday.

## SIGNIFICANT ACTION TAKEN BY AUTHORITIES IN CHINA OVER FRAUDULENT USE OF ZESPRI'S IP

**As part of ongoing legal activity to protect the Zespri brand, Zespri has recently completed successful prosecutions against three individuals in China for the online sales of locally grown fruit with counterfeit Zespri labels to the value of more than NZ\$700,000.**

The offenders were each sentenced to three years and nine months in jail and ordered to pay a fine of 550,000 yuan (NZD 125,000).

The prosecutions reflect a local crackdown on those involved in counterfeiting registered trademarks, effectively safeguarding corporate trademark rights, and protecting consumer interests. They follow a series of police raids against sellers buying local kiwifruit to sell through stores set up on an e-commerce site earlier this year.

Zespri Executive Officer Strategy, Tim Clarkson says the sentences send a strong message that the fraudulent use of intellectual property will not be tolerated, protecting the interests of New Zealand growers and Chinese consumers.

"Our work with local authorities in China reflects Zespri's strategy to take targeted action to keep unauthorised fruit or counterfeit branding out of our key channels, to protect the significant investment that's been made in building a leading global brand and by New Zealand producers in licensed kiwifruit varieties, and demonstrates our commitment to food safety.

"We're very thankful for the strong support of the Shanghai authorities and we will continue our collaborative approach to protecting grower and consumer interests."

The manufacturers and vendors of the counterfeit trademark labels supplied to the convicted trio have also been charged and that case is ongoing.

The Shanghai Public Prosecutor and the Zespri team in China have both issued press releases on the successful anti-counterfeit operation and the heavy penalties imposed which has been widely reported in Chinese media, serving as a powerful deterrent.

## BACTERICIDE SPRAYING

**As spring fast approaches, it's important to remember what is required of you if you are planning on applying a bactericide.**

Bactericides are controlled applications under New Zealand law and can only be used as per their label and within Zespri's Crop Protection Programme. Users must meet mandatory requirements specified in the conditions of registration and complete an [OPIS form](#) for the season and an [Intent to Spray](#) each time an application is planned. These can also be found on Canopy, or email us at [spraydiary@zespri.com](mailto:spraydiary@zespri.com) for a link.

You're allowed one application of Kasumin this season from the start of bud phase until three weeks prior to first flowers opening. Further applications of Kasumin, or an application of KeyStrepto, requires a Justified Approval. It is important you complete all required documentation first to allow us to support industry-use when we are required to report on it to MPI and to our Board.

Between September and November, Zespri randomly audits KPINs after a bactericide application to make sure orchard preparation and spray timing is in line with the conditions of use in the Kasumin and KeyStrepto User Guides.

**i** If you have any questions on bactericide use, contact [spraydiary@zespri.com](mailto:spraydiary@zespri.com).



## FRUIT QUALITY UPDATE

### ONSHORE QUALITY

**Overall, onshore fruit quality defects are still tracking at the lowest levels we have seen in five years for both SunGold and Green.**

Packing defect pass rates for SunGold are currently tracking around the five-year average, while the storage defect pass rate this season is the best we have seen when looking at the data across the 2020 to 2024 seasons.

Non-Pathogenic Fungal Growth (NPF), rots, softs, and overripe defects in SunGold are all tracking at the lowest rates over the five-year period, which is reflected in the lowest fruit loss and repack rates in five years. The levels of flesh damage reported in SunGold is comparable to that of 2023 and 2022, but slightly higher than the average over five years.

For Green, both the packing and storage defects pass rates are currently the highest we have seen in five years. Every defect type in Green, including NPF, rots and softs, are all tracking at the lowest rates across this period. As with SunGold, fruit loss and repack rates in Green are currently the lowest since 2020.

### OFFSHORE QUALITY

**Overall, offshore fruit quality in both SunGold and Green is currently the best when looking at the data from the 2020 season onwards.**

The average in-market total defects is currently the lowest in five years for both SunGold and Green.

NPF and other skin defects are tracking much lower than any of the previous seasons across five years for both SunGold and Green. Over the last four weeks, there has been an increase in soft fruit for SunGold in Europe, with the year to date average softs across all markets currently tracking slightly higher than in 2023, however this is still lower than the five-year average.

Physical damage in SunGold is slightly higher than the five-year average, but within acceptable levels. The in-market rot percent in SunGold is currently about the lowest when looking at the 2020 to 2024 period, suggesting the slightly higher levels of flesh damage observed onshore is not yet translating into physical damage rots. The early incidence of SBD reported from about Week 23 is now within levels comparable to previous seasons.

The general view from the key markets is that quality continues to be better than in previous years for both SunGold and Green, with positive feedback from customers.

## EXCITING CHANGES FOR INDUSTRY PORTAL REPORTS

**New updates are coming for the Industry Portal Reports!**

All the reports are getting a refresh. There will now be a standardised format for all the reports, making navigation simpler and more intuitive.

A new Grower Production Report is on the way - by consolidating the Current Season Production Report, Grower Inventory Report and Grower Benchmarking report we have provided you with a powerful tool to help plan and manage your orchard production.

We want you to be able to take advantage of all this information so an Industry Portal Reports Journey will be available on Canopy later this month. The Journey will guide you through accessing and navigating the reports, with a page-by-page description of the information in each report and how to use it.

Everything will be revealed in October's *Kiwiflier Spotlight*. Stay tuned for more information.

**i** View the SunGold and Green onshore performance and market quality rates year-to-date on Canopy: [Home > News > Fruit quality update – September 2024](#)



# ZGS EXPANSION DISCUSSIONS

## RESPONDING TO GROWER CONCERNS: ZGS EXPANSION RISKS AND MITIGATIONS

Growers have expressed concerns around three key areas during the ZGS expansion discussions. These are laid out below alongside Zespri's mitigations. If a Producer Vote is held, Kiwifruit New Zealand (KNZ) will continue to monitor ZGS activities to ensure it is consistent with the Producer Vote resolutions and outcomes. This includes monitoring Zespri's actions to minimise the risks arising from ZGS activities.

### 1. THE RISK OF OVERSUPPLY

Keeping demand ahead of supply is key to Zespri's strategy for maximising value in market. To do that, we need to understand the level of demand relative to supply. As part of the annual five-year outlook process every year, we assess market demand looking at things like economic, population and consumption data in key

markets. We then look at planted hectares and expected yields and make decisions on licence release and marketing and pricing strategies.

Expanding by the proposed amount of up to 420 hectares per year over six years would see us fill an estimated 60 percent of the demand we target during the ZGS season even with expected yield increases.

The Board would only allocate the approved hectares if the data showed demand would remain ahead of supply.

There is significant risk of not acting and then ceding space and demand to competitors.

### 2. THE RISK OF NEW ZEALAND AND ZGS FRUIT COMPETING AGAINST EACH OTHER IN THE SHOULDER SEASON

Every decision we make is about creating long term, sustainable value for New Zealand growers. The season transition is already monitored by regulator KNZ. The Monitoring Plan says: 'Zespri will manage the supply and sale of kiwifruit over the transition between New Zealand and ZGS fruit supply at the start and end of the New Zealand season. When both New Zealand and 12-month supply fruit is available, Zespri will prioritise New Zealand fruit sales to avoid disruption of sales and promotional planning and maximise the benefits of 12-month supply and to ensure the returns to New Zealand kiwifruit growers are not adversely affected by non-New Zealand supply fruit.'

#### EUROPE GREEN AND GOLD - WEEKLY PHASING



The Monitoring Plan can be accessed on KNZ's website here: <https://www.knz.co.nz/resources/zespri-producer-votes>

Decisions on which markets we allocate fruit to and what and when we ship are planned based on this and we review these regularly based on seasonal circumstances and transit

times, and to avoid disruption of sales and promotion programmes.

The chart above shows the season transition in Europe in the 2022 and 2023 seasons. It shows ZGS fruit leaving the market and New Zealand fruit returning, and vice versa. You can also view the chart on Canopy.

### 3. FRUIT QUALITY AND RISK TO THE BRAND

ZGS fruit has been part of helping build the Zespri brand for more than 25 years, ever since Zespri was established. Zespri Kiwifruit produced or procured in the Northern Hemisphere has equivalent quality standards to New Zealand fruit. These are set out in the grade standard manual and cover all aspects of fruit quality, specifically

external and internal colour, shape and weight, dry matter, and defects, and the fruit must meet these standards to be accepted.

We also conduct consumer research which shows that while consumer perception of ZGS SunGold quality might be slightly below New Zealand supply in some years, it is still significantly better than our competition and the best

available kiwifruit in the market at the time. ZGS fruit also scores the same for taste in consumer sensory testing. Our customers and consumers have certain expectations, and we consistently meet these with New Zealand and ZGS kiwifruit. Having a global approach to quality ensures ZGS fruit supports our premium position and pricing.

## THE POTENTIAL EXPANSION OF ZGS – DRAFT PROPOSAL

Zespri is seeking feedback from growers on a draft proposal to expand our offshore production to support New Zealand grower returns. After extensive industry discussions, the draft resolution for a potential Producer Vote later this year is:

*That growers support the allocation of up to 420 additional hectares per year of Zespri SunGold Kiwifruit over six years across Italy, France, Japan, South Korea, and Greece, subject to annual review by the Zespri Board to confirm demand remains ahead of supply and the provision of annual reporting to growers.*

Zespri CEO Jason Te Brake explains how the resolution was developed, following extensive consultation with growers over recent months.

"First and foremost, it reflects grower feedback over the last few months, particularly when it comes to the reporting structure we propose to put in place.

"It takes into account the latest supply and demand data, our ability to scale in our ZGS locations, and the need to compete in-market on behalf of New Zealand growers," says Jason.

"ZGS delivers strong value to New Zealand growers, supporting your returns in a range of ways, including through enabling our premium pricing which maximises the value we can bring back to you.

"Up to an additional 420 hectares per year for six years – or 2,520 additional hectares in total – would allow us to compete more strongly to maintain our market and pricing position."

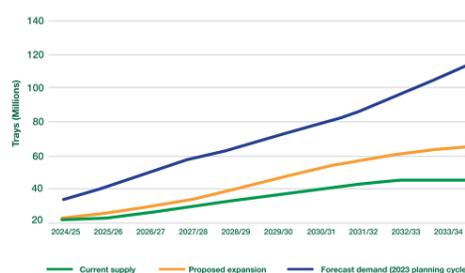
The resolution is designed to enable Zespri to supply fruit to key customers in key markets in the New Zealand off-season, while keeping the balance between supply and demand that allows us to drive value ahead of volume.

It recognises we can only plant up to around 420 hectares per year given our focus on working with the best growers in the best orchards and the process we have in place for ensuring that.

The 420 hectares per year also reflects feedback from growers that they want to see a well executed conservative plan for expansion.

Finally, we're clear on the planting locations, so we've laid out where the new hectares would go and the markets this extra fruit would service, which would predominantly be Europe and North America. This is to our existing production and procurement locations. This excludes China.

#### ZGS SUNGOLD SUPPLY



### ADDRESSING GROWER QUESTIONS AND CONCERNS

A significant part of this proposal is more robust reporting on ZGS to address grower questions and concerns raised during consultation.

Zespri will report annually to growers on the following areas so growers can see we are meeting our absolute commitments to prioritising New Zealand supply and maximising the value we return to New Zealand growers, to keeping demand ahead of supply, and to ensuring all fruit

sold under the Zespri brand meets our quality standards. Reporting would cover:

- Our annual analysis of market demand relative to supply through the *Five-Year Outlook* document.
- The transition between New Zealand and ZGS supply so growers can see how we're managing that transition and be clear that New Zealand fruit is prioritised.
- Market analysis of the kiwifruit category and Zespri's position within it so growers can see how the market is evolving and how Zespri Kiwifruit is performing relative to competition.
- Performance of ZGS including quality, hectares planted, and yields so growers can see the progress of the rollout and how ZGS orchards are performing.
- Customer perception, including brand metrics and customer feedback on ZGS fruit, so growers can see how ZGS fruit performs in market and how it helps us build the brand.

New Zealand fruit will always be prioritised and an expansion at the level we're proposing will see us fill an estimated 60 percent of the demand we target, supporting our efforts to maximise returns in-market.

### NEXT STEPS

This resolution is a draft. Growers can have their say on the proposed resolution via the feedback form on Canopy, or by contacting the grower engagement team on [contact.canopy@zespri.co.nz](mailto:contact.canopy@zespri.co.nz) or 0800 155 355.

A decision on a final resolution, subject to further feedback and whether to proceed with a Producer Vote, will be made by the Zespri Board in late October. A Producer Vote will only be confirmed if Zespri is confident it has grower support, so please have your say, and keep an eye out for the grower sentiment survey in your inbox in mid-September.

# WHAT'S IN IT FOR NEW ZEALAND GROWERS?

## THE FINANCIAL BENEFITS OF THE ZGS PROPOSAL FOR NEW ZEALAND GROWERS

Based on the benefits we can quantify, the estimated value at stake of expanding ZGS by up to 420 hectares annually over six years is between 63 cents and \$1.32 per tray for SunGold growers, and between 47 cents and 96 cents for New Zealand Green growers once in full production in 2033.

The benefits to New Zealand growers are why Zespri is proposing gradual annual expansion of our offshore plantings, with ZGS fruit key to competing in market as strongly as possible and to maintaining our pricing premium and maximising New Zealand OGRs.

While there is increasing recognition of the benefits, one of the key questions we've had from growers during our ZGS expansion discussions has been what ZGS does mean at an OGR level.

In response Zespri has quantified the value of three specific benefits of the proposal. These are:

- Supporting our ability to maintain our premium pricing
- Making our advertising and promotion spend more efficient through not having to restart the season when New Zealand fruit returns to market
- Rebalanced overheads, with more ZGS production seeing savings in overhead costs passed on to New Zealand growers.

More details are laid out below. These numbers are based on the proposed expansion of up to 2,520 SunGold hectares, with the benefits delivered when at full production in 2033.

## SUPPORTING PREMIUM PRICING

We're leaving a large and growing gap in the market because of our lack of SunGold supply in the ZGS season. Our competitors are investing to fill this, building their own supply and brands, improving their own value proposition and taking market share. They're growing at about the same rate as us, but their fruit is typically priced for the consumer at least 20 percent less than ours during the ZGS season (noting that consumer prices are at the sole discretion of retailers).

This puts the premium we can attract at risk over time. This risk to our pricing – or the potential for value erosion over time if we do not expand in response to increasing demand – is the most significant financial impact of the proposed expansion that we can quantify.

To quantify the value at stake if we don't expand, we considered two price impact scenarios:

1. A conservative estimate of a negative 10 percent price impact on the ZGS season (the mid-point of our current 20 percent premium) and a negative 10 percent impact

on New Zealand supply for 20 percent of the New Zealand season.

2. A high impact estimate of a negative 10 percent price impact on the ZGS season and negative 15 percent impact on New Zealand supply for 30 percent of the New Zealand season.

The difference between the two is the estimated change to our value proposition in comparison to our competitors, and their potential volumes.

We also quantified:

1. The impact of 12-month supply on our advertising and promotional activity. We know that retaining shelf space and brand momentum avoids the need to 'restart the season', which is inefficient, expensive and costs growers around 12 – 16 cents per tray.
2. ZGS covers its own costs and contributes to Zespri's overheads. A larger ZGS business would fund more of these costs, providing overhead savings to New Zealand growers. As less proportional overheads will be charged to NZ Supply, a greater EBIT from New Zealand Supply will be shared with New Zealand growers as additional loyalty.
3. More sales also means more profit, and therefore higher shareholder dividends.

Based on all these contributors, the estimated value at stake in 2033/34 of expanding ZGS by a total of 2,520 hectares over the next six years (420 hectares per year) is between 63 cents and \$1.32 per tray for SunGold growers, and between 47 cents and 96 cents per tray for Green. This is primarily driven by the negative pricing impact and the erosion of the value we can currently command if we do nothing.

The estimated benefits to shareholders are between 36 and 38 cents earnings per share after tax. The breakdown of these numbers is illustrated in the table below.

While we're only proposing to expand our SunGold plantings given we have enough ability to procure Green under existing grower approvals, we do know that not expanding would also affect Green returns. This is because SunGold and Green returns are correlated – building the brand and demand for Zespri Kiwifruit lifts the value of both and the same is true of losing that premium.

The successful relaunch of the US market demonstrates the value of having a strong brand and a portfolio of kiwifruit varieties to lift value across all varieties, as we have turned strong interest in SunGold into a key value driver for both Gold and Green growers. This relaunch resulted in an increase of Green returns to average of \$9.87 per tray OGR for the 2023 season because of the leverage against SunGold. You can read that case study on Canopy.

The quantified benefits are laid out in full in the table below, alongside the wider benefits which are significant, but harder to quantify:

Impact in 2033/34 vs. current plan			
	SunGold NZS Pool (in NZD per TE)	Green NZS Pool (in NZD per TE)	Shareholder earnings in NZD per share <sup>1</sup>
<b>PROTECT VALUE</b>	Protected value-proposition: Losing market share, best shelf space, price premium erodes returns (conservative case/high impact case <sup>2</sup> ).		
	0.57 - 1.26	0.41 - 0.90	0.09 - 0.11
<b>VALUE AT RISK IF NO EXPANSION</b>			
<b>OPTIMISE COSTS</b>	Optimised costs: A&P spend is more efficient due to not having to restart sales when NZ fruit returns.		
	+0.04	+0.04	
	Rebalanced overheads: NZS overhead costs would decrease as a result of a reduced relative share of NZS vs ZGS.		
	+0.02	+0.02	-0.02
<b>INCREASE VOLUME</b>	Increased Shareholder Returns: Earnings on more sales deliver additional dividends.		
			+0.29
<b>TOTAL VALUE AT STAKE</b> (sum of expected gains and value protection)	<b>SUNGOLD</b> \$0.63 - \$1.32 PER TE	<b>GREEN</b> \$0.47 - \$0.96 PER TE	<b>SHAREHOLDERS</b> \$0.36 - \$0.38 EARNINGS PER SHARE AFTER TAX

<sup>1</sup> Earnings per share after tax.  
<sup>2</sup> Conservative case: 10% price impact on ZGS season and 10% on NZS on 20% of NZS season; High-impact case: 10% price impact on ZGS and 15% impact on NZS on 30% of NZS season.



## COMMENT FROM OUR CHAIRMAN AND CEO

**We'd like to thank you for the constructive discussions on our potential ZGS expansion over the past three months. As an industry which has chosen to work together with a Single Desk structure, it's important we do spend time discussing issues and how we resolve them together.**

Our job at Zespri is to maximise the value of your fruit. One of the key ways we do that is by ensuring we are giving the market what it wants. And what's very clear is our customers want more Zespri Kiwifruit, including in the ZGS season. That ZGS fruit is critical to creating value for you. That's why we've launched the expansion discussion.

While there's strong support for ZGS, there are also three key areas of concern from growers: around the risk of oversupply; the risk of competition in the transition between the New Zealand and ZGS seasons; and risks around fruit quality.

We've been running the ZGS business since Zespri was established and we have significant experience in managing and mitigating these risks. However, growers do have concerns and we want to make three clear commitments to you as Zespri's Chairman and CEO.

1. **Our priority and Zespri's will always be to maximise the value of your fruit.**

Zespri was established by New Zealand growers for New Zealand growers. Every decision we make is about creating long term, sustainable value for you. Expanding ZGS is part of this. Your fruit and your returns will always be our priority.

2. **We will not oversupply the market.**

Building demand ahead of supply is key to delivering strong returns. Every year, we assess demand in market for our fruit at the value we target. Based on that and the principle of keeping demand ahead of supply, we make decisions on whether to release more licence and how much. This will continue should growers decide to expand ZGS.

3. **ZGS fruit will continue to meet our quality standards.**

We've built a world leading fruit brand off the back of New Zealand and ZGS fruit. We will always focus on delivering fruit from all of our production locations which meets our global quality standards and provides a high quality and consistent experience for our consumers.

ZGS is part of our strategy to strengthen your returns whether you are a SunGold, Green, or RubyRed grower. That will always be our focus at Zespri and our focus as Chairman and CEO.

**Nathan Flowerday**  
Chairman

**Jason Te Brake**  
CEO

BUILDING THE BRAND AND LOYALTY

STRENGTHENING RELATIONSHIPS WITH RETAILERS AND PARTNERS

MAINTAINING BEST ORCHARD SUPPLY AND PARTNERS

SECURING SUPPORT FROM LOCAL GOVERNMENTS

LEVERAGING YEAR-ROUND, GLOBAL RESEARCH

ENHANCING THE REPUTATION OF KIWIFRUIT

# THE LINK BETWEEN SUNGOLD HECTARES AND THE VALUE OF GREEN

The current cap on procurement of 20 million trays of ZGS Green Kiwifruit previously approved by growers remains enough to meet counter-seasonal demand and there is no need to expand this cap as part of the current discussion.

However, the ZGS discussion matters for Green growers too. This is because of the halo effect of our brand and

full kiwifruit portfolio, strong partnerships, and a strong supply chain lifting value across the whole business.

The best example of this is our relaunch in the USA in 2015. This launch was led by SunGold, but the Green OGR improved significantly. Between 2015 and 2023, the US OGR for Green increased by 138 percent, compared to other markets (excluding USA) which saw an 81 percent increase.

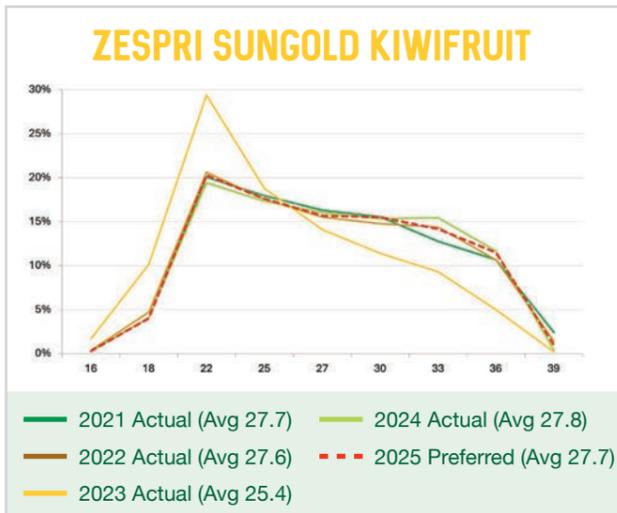
Using additional SunGold supply to maximise our ability to compete in the market is critical for Green, which also achieves a significant premium over the competition.

We need a full portfolio of leading varieties of high quality to continue building value for all New Zealand growers.

# 2025 SEASON PREFERRED FRUIT SIZE

## LARGER GREEN AND RUBYRED NEEDED TO MEET CONSUMER NEEDS AND LIFT VALUE

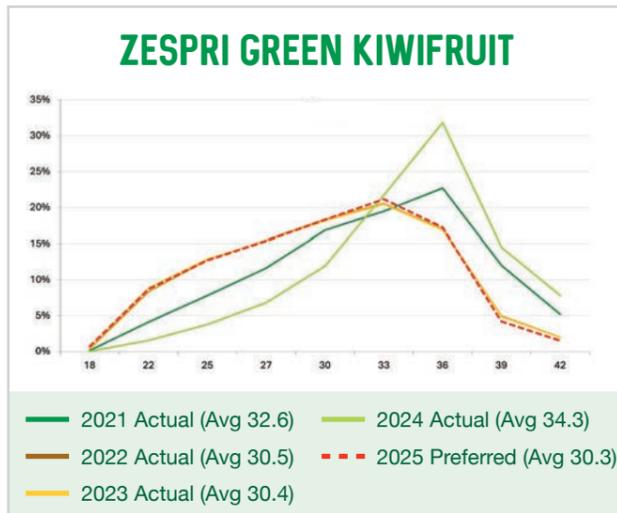
While mother nature will always play her part, it's important growers do what is in their control to strive towards larger fruit to support consumer demand and drive run rates and value in market. The SunGold crop size profiles this season were ideal, but the average sizes of Green and RubyRed this season have been too small. Larger fruit is needed to support our premium brand position, maximise shelf space and offerings, and drive stronger grower returns.



2024 saw a good size profile distribution for **Zespri SunGold Kiwifruit**, very close to the preferred profile average size of 27.7 signalled last season which is unchanged as we look ahead to 2025. This profile, similar to the 2021 and 2022 seasons, works well for Zespri's market mix with a good proportion of larger sizes which are in higher demand and attract higher value in Asian markets such as Mainland China, Taiwan, and Korea, as well as a good balance medium to smaller sizes which suit other markets like Europe and US.

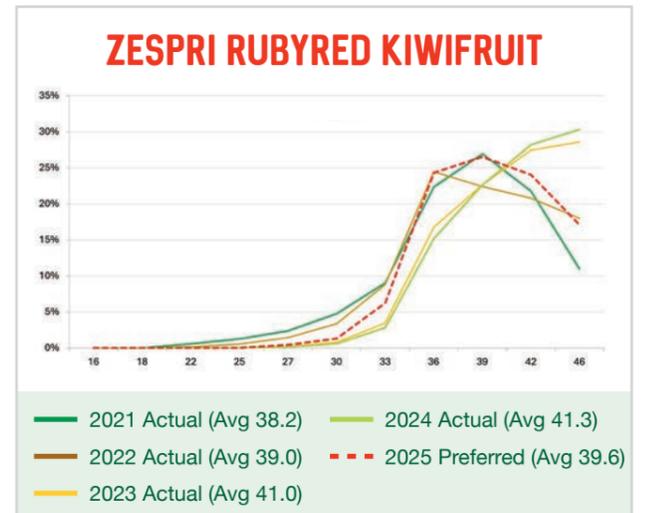
This profile helps meet the needs of wider range of consumers in the markets at different price points through different offerings, such as layered trays at retailers or loose sales using larger-sized fruit or in prepack formats which are more weighted towards smaller sizes. Having this wider variety of sizes helps maximise overall shelf space and sales run rates.

Zespri is currently reviewing the position on size 39 SunGold, which was procured as non-standard supply effective from the 2022 season, and will confirm the position for 2025 in next month's *Kiwiflier*.



The 2024 size profile for **Zespri Green Kiwifruit** was too small and has created challenges to hold onto some of the value gained last season. This year, we've seen a highly competitive summer fruit period and challenging economic conditions in some of our markets. With high volumes of good quality and competitively priced fruit in the market, as well as cheaper Chilean small-sized kiwifruit, some consumers have been attracted to these alternative offerings. This has required pricing to be reduced on the lower value small sizes along with more investment (promotions and sales activations) to drive run rates with demand across our markets more naturally tending towards bigger sizes. From a returns perspective, the change in the average size profile this year compared to 2023 alone has had a negative impact of nearly \$0.70 per tray on OGR versus last year.

Not surprisingly, the message for next year is for growers to strive for larger fruit, with the preferred profile for 2025 at an average size of 30.3 in line with what we saw in the 2022 and 2023 seasons and communicated over the past few years. This larger size profile limits the supply of lower value smaller sizes, provides a better size mix for our different sales channels in markets and better variety of offerings on shelf to support brand visibility. Ultimately, this larger average size helps drive run rates and supports better overall return to growers.



While it is known that **Zespri RubyRed Kiwifruit** is naturally a smaller sized fruit, it is imperative that we reduce the amount of very small fruit in the 2025 season. The very high proportion of size 42 and 46 was a challenge in markets this year, which required extra investment to sell through the fruit in the short selling timeframe available to this variety. Ultimately, this saw OGR per tray returns in these sizes on average between \$3 - \$4 per tray lower than size 36 and 39 returns. In markets that deliver higher premiums for bigger sized fruit, like China, this differential in returns is substantial.

The preferred profile shown in the chart for RubyRed in 2025 is 39.6, with 46s representing around 15 percent of the total volume. While a larger average profile than this is desired, this is a profile that has been achieved across more mature orchards in 2023 and 2024.

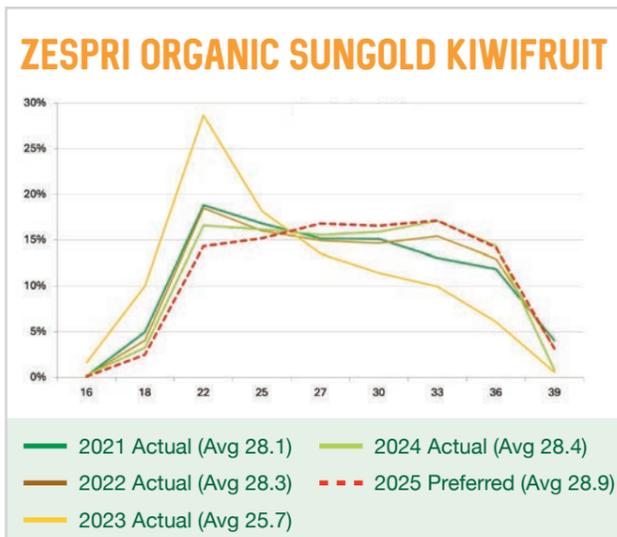
### UPDATE: SIZE 46 AND SIZE 49 KIWIFRUIT

**Zespri is confirming for the 2025 season that size 46s will be standard supply as communicated previously, while size 49s will no longer be procured and will be prohibited on the domestic market.**

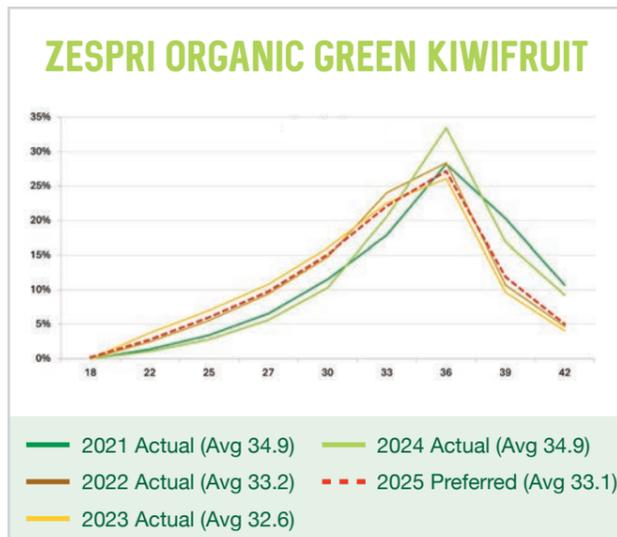
Despite this commitment to take 46s, it is important growers take actions to help limit the amount of very small sizes next season to limit erosion of value.

With 2025 expecting to see more than double the volume of 2024 season, this could mean having nearly one million trays of size 46s if the same crop pattern is seen. These will need to be sold through the same short selling window available, and if not limited, we will see erosion of pricing in markets as well as the need for potential higher promotional and incentives investment on this small fruit, further impacting returns.

Outside of more volume required in larger sizes (36+), ensuring clean market access and good fruit quality continue to be critical enablers for this variety. This supports value in market, helps to provide market allocation options particularly in this pick pack and ship model for RubyRed, which will support returns and confidence of our customers and consumers.



The 2025 preferred profile for **Zespri SunGold Organic Kiwifruit** is unchanged at 28.9. Like conventional, the size profile this season has been good for the market mix for this pool which is heavily weighted to Japan, Europe, and a fast-growing US market which suits more volume in the mid to small sizes due to these sizes converting well into one or two pound prepack offerings in the market. Market access is always a key enabler to the success of each season, and this should continue to be the focus for growers to help maximise returns through supply into Asian markets as well as providing greater flexibility and optimisation options.



For **Zespri Green Organic Kiwifruit**, the preferred profile of 33.1 for 2025 is unchanged from previous seasons and provides a good balance of sizes for Asia and the key Europe and US markets. Like conventional, the 2024 crop was smaller than desired and has impacted the average value per tray return able to be achieved this season. Good market access continues to be a key enabler for the success of organics and is required to meet well established market demand in this fruit group, whilst providing options for fruit allocations to maximise returns in each season.

# FROM THE MARKETS

## SALES UPDATE: MAINTAINING MOMENTUM

Our in-market teams are maintaining the momentum through the last few weeks of the summer fruit period, with further key markets including Europe and North America reaching their halfway milestones for the season.

Sales have progressed at a steady pace averaging 5.5 million trays per week over the second half of the summer fruit period which has seen plenty of competition in the markets. We're now seeing signs of competitor fruit leaving the markets and with this a lift in run rates over the past three weeks as we enter the next phase of the selling season and regain shelf space.

Our quality performance is still tracking better than recent seasons which provides our teams with a great foundation for the rest of the season. This quality, along with effective

sales and marketing activations, will help us build momentum and generate strong run rates into the second half of the season as we aim to close the season cleanly and deliver strong results for our growers.

In terms of progress, at the end of Week 34, 115 million trays - that's 60 percent of our full season plan - has been delivered to our customers, compared to 96 million trays at the same time last year. 81 million trays of Class 1 SunGold Conventional and 2.5 million trays of Organic have been delivered, 65 percent and 70 percent of the full season plan, respectively. Green Conventional is nearing the 50 percent mark with 29 million trays delivered, and 1.4 million trays of Green Organic (39 percent) have been delivered.

### KOREA: VITAMIN C CALCULATOR HITS THE KOREAN MARKET

Discover how to maximise your Vitamin C intake with Zespri Korea!

The team has launched a virtual vitamin C calculator, which helps consumers understand their diet and ensure they're getting the recommended daily amount of vitamin C for a healthy life.

The vitality campaign kicked off with an exciting event at a bustling shopping mall, filled with families and fun activities. Influencers, media, and healthcare professionals also joined in to create a buzz around our brand.

If you want to use the calculator, click here: <https://zespri-boostvitality.com/>



### VIETNAM: ZESPRI KIWIFRUIT DELIGHTS AT SPRING WELL INTERNATIONAL SCHOOL

Recently, Spring Well International School in Ho Chi Minh City was excited as Zespri Kiwifruit brought a taste of New Zealand to eager students from grades 1 to 5. Organised in collaboration with the New Zealand Embassy, this event aimed not only introduced young Vietnamese learners to the vibrant culture of New Zealand, but also showcased the goodness of Zespri Kiwifruit.

At the heart of the event was the Zespri area, where kids embarked on an educational journey through fun-filled activities. The gamification booth was a hit, engaging students in games that taught them about the importance of vitamin C found in Zespri Kiwifruit. The cut-and-scoop sampling session allowed children to experience firsthand the delightfully sweet and juicy taste of Zespri Kiwifruit, leaving them craving more.

Adding to the festivities, the Kiwi Brothers stole the show with playful antics, spreading joy and laughter among the students. It was heartwarming to see our young audience interacting enthusiastically with the mascot, creating memorable moments they will cherish. Many students couldn't wait to share their newfound love for kiwifruit with their families, ensuring the impact of this event extended beyond the school grounds.

Here's to more fruitful experiences and opportunities to inspire healthy eating habits and cultural appreciation in our future generations!



### JAPAN: ZESPRI'S CAUSE LIGHTS UP SHIBUYA

Shibuya in Tokyo: the world's busiest crossing, with up to a thousand people hurrying across the intersection every minute. This week, all those busy, bustling people received a visual message from Zespri: think of your diets, of what you're eating, have a balanced diet, and look after yourselves.

Zespri launched the brand cause in Japan on Nutrition Day, 4 August. Our messaging gained 11.7 million impressions on X (formerly known as Twitter), and reached 11 million people in the country's three main newspapers. We've been working with influencers, celebrities, and a dietitian to spread the word, with our Kiwi Brothers front and centre of the campaign.

A 15-second TV ad, combined with engagement activity in schools, also communicated the benefits of better diets.



### AUSTRALIA: HANDCRAFTED KIWI BROTHER STEALS THE SHOW

There's a new member of the team at Metro Fresh Findon in South Australia!

As part of the 'Better Choice' trade promotion, one of the talented staff members at Metro Fresh Findon hand-crafted a Zespri Kiwi Brother out of metal and wood for the store's SunGold display. What an awesome work of art!





# ZESPRI GLOBAL SUPPLY UPDATE

## PREPARING FOR THE HARVEST SEASON

As the harvest season approaches, the ZGS Quality team is actively engaged in thorough preparation to ensure a successful season. By reflecting on past experiences and strategically planning for the future, ZGS aims to consistently improve our strong quality systems with a focus on consistency, pre- and post-harvest process efficiency, and maintaining high product quality. ZGS upholds the same robust quality standards for ZGS fruit as for New Zealand fruit, ensuring our products are recognised as premium and satisfying customers worldwide.

ZGS preparations begin with a review of the past season that covers interactions with suppliers of SunGold and Green produce, evaluates performance across various markets, and examines our internal team dynamics. By identifying areas for improvement and leveraging our strengths, we develop strategies to enhance customer satisfaction and strengthen our brand reputation.

### Key preparation activities

Effective preparation is essential to navigate the challenges of the harvest season.

**1. Direct Deliveries Project:** A major focus this year is the Direct Deliveries project. As the plan for the 2024/25 is to increase the product volumes that are directly delivered to customer and to include Hayward product with premium supplier groups, we're working on establishing shared procedures

with the Zespri team in Belgium and warehouses. Key elements include food safety, temperature control, and quality checks upon product arrival. Fast checks will also be implemented to ensure quality conformity.

- 2. Strengthening customer connections:** We're working to improve our connection with final customers by better understanding their needs and proactively addressing any questions or concerns. This helps enhance overall customer satisfaction.
- 3. Addressing skin colour concerns:** We're defining acceptable light and dark brown skin colours for our fruits, which differ from those grown in New Zealand due to environmental and climatic factors. This ensures we meet market demands, particularly in Asia.
- 4. Implementing non-destructive hardness control:** We are adopting non-destructive hardness testing, a method initially implemented in New Zealand. This advanced technique is being gradually introduced by ZGS, moving away from the traditional soft fruit tester.
- 5. Procedure revision and service provider audits:** We're implementing procedures and conducting audits on laboratories analysing residues and service providers handling clearance to pick sampling. These audits ensure all service providers meet Zespri's standards.
- 6. Updating manuals and procedures:** We're revising all operational manuals and procedures to ensure they reflect current best practices and are aligned with the upcoming season's requirements.



The ZGS Quality Team involved in quality checks at Italian packhouses.

**7. Internal quality system control:** Each warehouse's internal quality system is under review, with specific updates requested to enhance product management and ensure consistency with our quality standards.

At ZGS, our dedication to quality is steadfast. By adhering to Zespri's high standards, we ensure our products meet the highest expectations. As we prepare for the harvest season, our planning and strategic efforts are key to delivering premium quality produce to our customers around the world.

## ITALIAN PARTNERS VISIT NEW ZEALAND

Zespri has been working with suppliers in Italy for more than 25 years. They have been an integral part of our success, playing a crucial role in the delivery of Zespri Kiwifruit to market.

Some of our key Italian partners were in New Zealand this month as part of our ZGS expansion discussions. They visited our post-harvest facilities, toured orchards, met with the Kiwifruit Breeding Centre, and attended Grower Roadshows.

Marco Salvi, President of Salvi Group, was part of the tour. He is the fourth generation to lead the Group, which was formed in 1891. They are growers, distributors, and marketers, of numerous types of fruit and have been with Zespri since ZGS began back in 1999.

He has a deep understanding of the European fruit category, and shared some reflections during the visit:

### ON PARTNERSHIP:

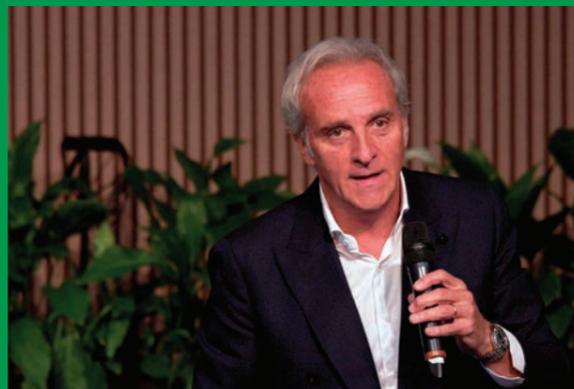
"It's important to have strong alliances between the New Zealand and Italian growers. We are not competitors, we are complementary. My sister, my brother, and all our organisation are committed to Zespri. We have invested in this partnership for 25 years, a lot of money and time. The Zespri brand is very important to us."

### ON DEMAND:

"We must be able to manage supply, but I don't personally see a risk of oversupply. I think in this moment we have the opposite problem and we don't have enough to supply the market, particularly from January to April when the supermarkets are asking for more fruit and we are not able to supply it."

### ON COMPETITION:

"When we started growing gold kiwifruit 24 years ago, the Zespri variety was the only one available, but now the situation has changed a lot and there are many others who developed their own varieties because of what they



Marco Silvani, President of Salvi Group.

saw. For me, they are not the same quality, but they do want to take part of the market so we must be stronger, and we must increase production to avoid this situation."

### ON 12-MONTH SUPPLY:

"At the moment we have the position in the market as a leading brand, but it is very easy to change this position and that can happen very fast. It is important to be present every day, because the supermarket needs fruit every day. In Europe the retailers are very strong, and they have stores in many different countries. They have more than 95 percent of the market share and they decide what they sell. They need big suppliers with big volumes and premium quality, so they can have continuity and consistent supply every day."

### ON QUALITY:

"We work closely with the ZGS team every day in the orchards, in the pack houses. Our technical people meet and work together with the growers. We explain that we produce a premium product, that quality is important and we must be the best."



Our Italian partners with representatives from Māori Kiwifruit Growers Inc.



Marco Silvani presenting to growers and industry at our recent Te Puke Grower Roadshow.

# 20,000 KIWI KIDS SET OFF ON ZESPRI YOUNG AND HEALTHY VIRTUAL ADVENTURE

The Zespri Young and Healthy Virtual Adventure has proudly helped over 100,000 Kiwi kids improve their health and wellbeing over the past five years.

On 12 August, 20,000 tamariki from 231 different schools across New Zealand began their five-week adventure, exploring the world virtually and learning healthy habits as they go.

Each healthy habit they action in the real world, like drinking water, eating fruit and vegetables, caring for their mental health, or looking after our environment, earns them points and helps them travel virtually to different locations around the world with their classmates. Along the way they hear tips and tricks from sports stars and ASICS ambassadors including Ardie Savea, Ameliaranne Ekenasio, and Kane Williamson.

Founder of the Young and Healthy Trust, Kim Harvey says the programme couldn't come at a better time.

"The World Health Organisation recently declared a global inactivity crisis with 31% of adults not getting enough daily physical activity to maintain their current health.

"Active kids become active adults, and the aim of the virtual adventure is to motivate and build long lasting healthy habits for their mental and physical health.," says Kim.

The adventure has been running for seven years, with the last five supported by Zespri, making the challenge free for 20,000 students at schools nationwide.

"In that time we've hit a significant milestone of 100,000 participants" says Kim.

"That's 100,000 young lives, and potentially 100,000 families now living with healthier habits and improved wellbeing."



A class from Papatoetoe South School at the launch event.

## APPLICATIONS OPEN NOW: 2024 ZESPRI HORTICULTURE SCHOLARSHIPS

The Zespri Horticultural Scholarships are available to university students who have recently completed or are currently completing their first year of study, who are passionate about horticulture, and plan to start a career in the industry.

Applicants could be studying science, management, marketing or business, however students from all degrees are encouraged to apply.



Applications close at 5pm on Monday 7 October 2024 and must be submitted by email to [scholarships@zespri.com](mailto:scholarships@zespri.com).

To download the application form, visit <https://www.zespri.com/en-NZ/our-communities/scholarships>

## MANAGING EMISSIONS PAGE NOW LIVE ON CANOPY

Want to start measuring and reducing greenhouse gas emissions on your orchard? Visit the new 'Managing Emissions' page on Canopy for information and grower tools.

Our industry is facing increasing regulatory and market access requirements to show emissions measurement and reduction throughout the supply chain.

To help with this, a new Managing Emissions page is now live on Canopy; with information and tools aimed at supporting growers to measure and reduce their emissions, and meet GAP and market access requirements while optimizing OGR and contributing to Zespri's emissions reduction goals. This page will be added to as we develop new knowledge and case studies of emissions reductions initiatives.

### Updated Orchard Carbon Footprint Calculator

On this new Canopy page, you'll find the latest version of our Orchard Carbon Footprint Calculator, now with improved functionality. The calculator allows you to measure greenhouse gas emissions from your orchard and will show you:

- what your orchard emissions are for each category (e.g. fuel, fertiliser)
- how your overall emissions (carbon footprint) compare to an industry-average
- how you can change your carbon footprint by changing orchard inputs.

Scan the QR code or check out the Canopy link below to visit the new page, which also includes the latest stories and insights from the Carbon Neutral Trial:

[Canopy > Fruit production > Growing fruit > Managing emissions](#)



## GROWER TRIALIST Q&A

We're continuing our interview series with growers taking part in the Carbon Neutral Trial. Dougal Henderson has been a Zespri Kiwifruit grower since 2014. Dougal and his family have a Green and SunGold orchard in Pukehina, in the Bay of Plenty.

### Why did you decide to take part in the Carbon Neutral Trial?

I recognise that reducing emissions will be increasingly important for our industry moving forward, so wanted to see where we sit on our orchard and to learn how to take steps to reduce.

### What changes did you make in season two of the trial?

The main changes made in season two were bringing down fuel use (through less moving) and decreasing the amount of nitrogen fertiliser by 16 percent.

### What are some of the barriers you've experienced?

One of the challenges has been the perception of less mowing and what that looks like. However, when we learnt that fuel use was one of the main contributors to orchard emissions, we knew this was something we wanted to address.

### What have you found most valuable about being part of the trial so far?

I've enjoyed the interactions with other growers taking part in the trial – nobody knows everything, so it's been really useful sharing information and learning from others. It's also been highly informative seeing the changes that have made an impact on our emissions number year on year.

### What are your plans for season three of the trial?

We've recently invested in a second-hand electric mower from Mean Green Mowers to further reduce the orchard's fuel use. I'm looking forward to learning how to get the most from the machine and what impact this might have through season three of the trial. Plus, we're continuing to reduce our fertiliser use and trying to reduce sprayer passes as much as we are comfortable with.

### What's your key take away or advice from the trial?

There are some easy steps/wins, take them – they can have a big impact!

## TE KAWAU WAKA ON ITS WAY TO BARCELONA WITH ZESPRI KIWIFRUIT

A traditional Māori waka from Ngāti Whātua Ōrākei which is known as Te Kawau, is on its way to Barcelona for the America's Cup alongside a whole lot of Zespri Kiwifruit.

The waka will escort Emirates Team New Zealand and their boat, Taihoro, out to the America's Cup racecourse each day during this year's event which gets underway in October.

It was loaded onto Zespri charter vessel, the Baltic Summer at Mount Maunganui, with it sailing to Spain to deliver the waka, as well as Zespri Kiwifruit to our markets in Europe.

Zespri Strategic Relationships Manager – Shipping, Mike Knowles says having Te Kawau onboard the same vessel as Zespri Kiwifruit is really special.

"As well as delivering our Zespri Kiwifruit to Europe, we're helping share a piece of New Zealand culture with the world."



Te Kawau in Mount Maunganui. Photo credit: ETNZ





# SHARES UPDATE: AUGUST

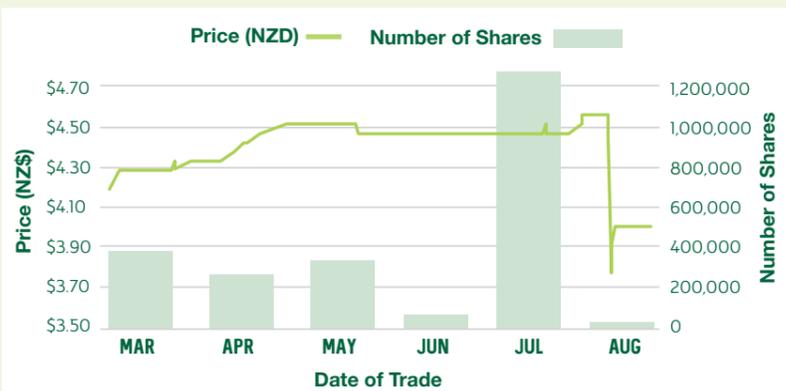
## WHAT'S HAPPENING IN THE MARKET

BIDS (BUYERS)		
Orders	Quantity	Price (\$)
1	23,243	\$4.00
1	12,000	\$3.90
1	2,000	\$3.90
1	10,251	\$3.80
1	7,497	\$3.75
1	2,000	\$3.70

OFFERS (SELLERS)		
Orders	Quantity	Price (\$)
1	5,827	\$4.20
1	2,000	\$4.20
1	16,020	\$4.40
1	2,000	\$4.40
1	10,000	\$4.50

LAST 10 TRADES			
Date	Quantity	Price (\$)	Value (\$)
13/08/24	15,008	\$4.00	\$60,032.00
2/08/24	1,000	\$4.00	\$4,000.00
1/08/24	3,000	\$3.90	\$11,700.00
1/08/24	1,000	\$3.75	\$3,750.00
31/07/24	279,067	\$4.50	\$1,255,801.50
31/07/24	64,552	\$4.60	\$296,939.20
31/07/24	5,000	\$4.60	\$23,000.00
29/07/24	26,209	\$4.60	\$120,561.40
26/07/24	11,490	\$4.60	\$52,854.00
24/07/24	545	\$4.60	\$2,507.00

### ZESPRI GROUP LIMITED SHARE TRADES: MARCH 2024 TO AUGUST 2024



The graph above shows the price per share that has been traded with USX and the total number of shares traded. Note, the price decrease in early August of \$0.75 per share was a reflection of the Zespri share price going ex-dividend in relation to the August dividend payment.

### WANT TO DISCOVER MORE?

To get a list of the price for current buyers and sellers, Market depth, last 10 trades, and market announcements go to <http://www.usx.co.nz>. The Zespri Group Limited listing code is 'ZGL'.

Follow us on **reap** for our mobile IR experience

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

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 website will always provide the most up to date information held by Zespri.

## SHARES AT A GLANCE AS AT 21 AUGUST 2024

### OVERSHARED SHARES REQUIRED TO BE SOLD - SEPTEMBER



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.

### DRY SHARES CONVERTING TO B CLASS - SEPTEMBER



The Constitution states that Dry Shareholders (growers who no longer supply Fruit to Zespri) will cease to receive dividend payments three years after becoming Dry and will be converted to B class shares.

### TOTAL NUMBER OF CLASS B SHARES AS AT 21 AUGUST 2024



This is the number of shares that are no longer eligible for dividend payments.

### DIRECTOR SHARE TRADING AS AT 21 AUGUST 2024



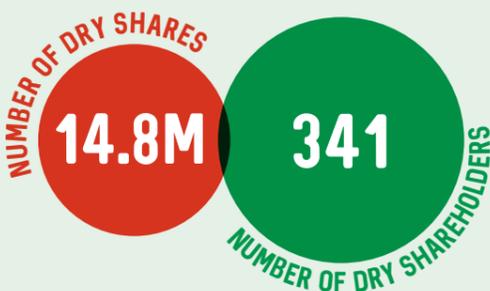
Shares traded by entities associated with Zespri Directors.

## OUR SHAREHOLDERS

Shareholder Producers  
Non-shareholder Producers

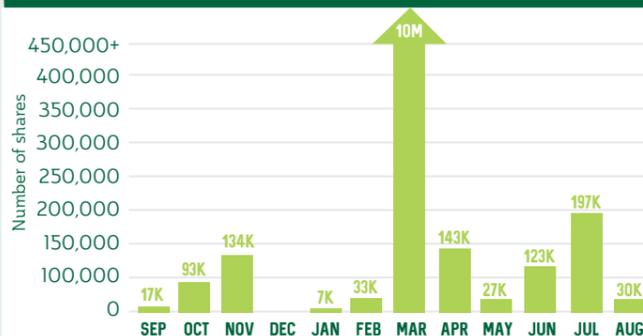


## DRY AND OVERSHARED SHARES

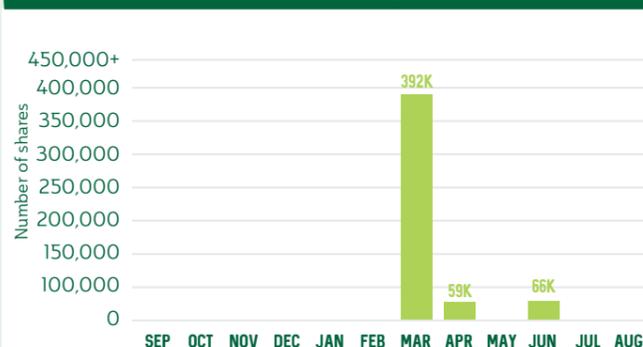


DISCLAIMER: The above figures are a snapshot in time and are subject to change at any time due to shares being traded.

### DRY SHARES CONVERTING TO B CLASS BY MONTH B CLASS SHARES ARE NOT ELIGIBLE FOR DIVIDENDS



### OVERSHARED SHARES REQUIRED TO BE SOLD



## LOOKING TO BUY ZESPRI SHARES?

### WHO CAN PURCHASE SHARES?

Our current producers are eligible to purchase shares in Zespri. The share entitlement for each landowner and lessee of a current producing orchard is calculated based on the historical production of the orchard(s). Contact us if you would like more information about your share entitlement.

### OFF-MARKET TRADING

This is a share trade that does not involve a broker. The buyer and seller will agree on a price, complete an Off-Market Transfer form and return this to Zespri for processing.

### ON-MARKET SHARE TRADING

Your broker will assist you to register your account with them and trade on your behalf through the Unlisted Securities Exchange (USX) platform. Once you are registered, they take care of most of the paperwork for you.

### CHOOSE A USX-APPROVED BROKER



### SHARES AVAILABILITY BOARD

The Shares Availability Board on Canopy is a place for sellers to advertise their shares for sale, and for buyers to advertise their interest in purchasing shares. This board is solely for matching buyers with sellers. Zespri will not be involved in matching parties or setting a price for the sale of shares.

There are currently three sellers with 156,630 shares listed for sale, and there are 15 buyers seeking 1,262,272 shares on the Shares Availability Board: [Canopy > Supply & operations > Your orchard business > Shares > Shares availability board](#)

You can register your shares for sale, or your interest to buy shares at the above link.

If you don't have access to the Canopy as a dry shareholder, please get in touch with the Zespri Shares team.

## 2024/25 PROGRESS PAYMENTS FOR SEPTEMBER AND OCTOBER

CLASS 1 - APPROVED PROGRESS PAYMENT 13 SEPTEMBER 2024	AVERAGE ON NET SUBMIT	16/18/22	25/27	30/33	36	39	42	46
Zespri Green	\$0.05	\$0.10	\$0.10	\$0.10	No Payment	No Payment	No Payment	No supply
Zespri Organic Green	\$0.50	\$0.05	\$0.10	\$1.25	\$0.20	\$0.20	\$0.05	No supply
Zespri Gold3	\$0.33	\$0.35	\$0.35	\$0.30	\$0.35	No supply	No supply	No supply
Zespri Organic Gold3	\$0.07	\$0.05	\$0.05	\$0.10	\$0.10	No supply	No supply	No supply
Zespri Red19	\$1.14	\$1.00	\$1.00	\$1.00	\$1.20	\$1.20	\$1.00	\$1.20
Zespri Green14	\$1.94	(\$4.56)	\$0.90	\$1.90	\$1.90	\$1.90	\$2.30	No supply

CLASS 1 - INDICATIVE PROGRESS PAYMENT 15 OCTOBER 2024	AVERAGE ON NET SUBMIT	16/18/22	25/27	30/33	36	39	42	46
Zespri Green	\$0.05	\$0.10	\$0.10	\$0.10	No Payment	No Payment	No Payment	No supply
Zespri Organic Green	\$0.21	\$0.05	\$0.05	\$0.25	\$0.25	\$0.25	\$0.05	No supply
Zespri Gold3	\$0.18	\$0.40	\$0.10	\$0.10	\$0.20	No supply	No supply	No supply
Zespri Organic Gold3	\$1.40	\$1.40	\$1.30	\$1.50	\$1.40	No supply	No supply	No supply
Zespri Red19	\$0.44	\$3.00	\$2.00	\$1.50	\$0.55	\$0.55	\$0.30	\$0.30
Zespri Green14	\$0.27	No Payment	\$0.10	\$0.10	\$0.30	\$0.30	\$0.40	No supply

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.

CLASS 2 - APPROVED PROGRESS PAYMENT 13 SEPTEMBER 2024	AVERAGE ON NET SUBMIT	16/18/22	27	30	33	36	39	42
Class 2 Green	\$2.25	\$2.90	\$2.50	\$2.40	\$2.30	\$2.25	\$1.80	\$1.35
Class 2 Organic Green	\$3.75	\$3.90	\$4.30	\$4.40	\$4.80	\$3.30	\$2.60	\$1.80
Class 2 Gold3	\$3.70	\$3.40	\$3.85	\$3.80	\$4.10	\$3.30	\$1.95	No supply

NON-STANDARD SUPPLY - APPROVED PROGRESS PAYMENT 13 SEPTEMBER 2024	39	46
Zespri Green	No supply	\$3.45
Zespri Gold3	\$2.60	No supply
Zespri Organic Gold3	\$3.20	No supply

1. Progress payments for Class 2 and Non-Standard Supply fruit are paid on loaded out trays.
2. Loaded out trays = Net Submitted trays at year end = gross submitted trays less onshore fruit loss trays.

## 2024/25 SEASON TASTE ZESPRI PAYMENTS

2024/25 SEASON FINAL TASTE ZESPRI PAYMENTS - BASED ON AUGUST 2024 FORECAST	Zespri Green	Zespri Organic Green	Zespri Green14	Zespri SunGold	Zespri Organic SunGold
	\$ PER TE	\$ PER TE	\$ PER TE	\$ PER TE	\$ PER TE
Interim August 2024 forecast fruit payment	\$4.96	\$6.83	\$8.32	\$9.12	\$9.68
Plus August 2024 taste payments	\$3.56	\$3.85	\$3.67	\$3.30	\$6.08
August 2024 forecast fruit payments including taste	\$8.52	\$10.68	\$11.99	\$12.42	\$15.75
Percentage payable as Taste Zespri	60%	60%	60%	45%	60%
<b>Maximum taste payment per tray</b>	<b>\$5.11</b>	<b>\$6.41</b>	<b>\$7.19</b>	<b>\$5.59</b>	<b>\$9.45</b>
2024/25 average TZG	0.70	0.60	0.51	0.59	0.64
<b>Average Taste Zespri payment per tray 2024/25 Season</b>	<b>\$3.56</b>	<b>\$3.85</b>	<b>\$3.67</b>	<b>\$3.30</b>	<b>\$6.08</b>
<b>2024/25 Change in Taste payments between Final and Indicative</b>					
Change in Average Taste Zespri payment	-\$0.92	-\$1.27	-\$0.14	-\$0.66	-\$0.33
Change in Maximum Taste payment	-\$1.18	-\$1.54	-\$1.15	-\$0.97	-\$0.52
Change in average TZG	-0.02	-0.04	0.05	-0.01	0.00
<b>Payment schedule</b>					
15 July 2024 (based on November 2023 forecast)	30%	30%	30%	30%	30%
15 August 2024 (based on November 2023 forecast)	30%	30%	30%	30%	30%
13 September 2024 (based on August 2024 forecast)	20%	20%	20%	20%	20%
15 November 2024 (based on August 2024 forecast)	20%	20%	20%	20%	20%

**Notes:**  
The table details the calculation of the Indicative and Final Maximum Taste Payment and Average Taste Zespri payments for the 2024/25 season.

1. Payments are made on FOBS volumes (i.e. volumes shipped).
  2. The Indicative Maximum Taste Payment, and associated Average Indicative Taste Zespri payments are based on the November 2023 Forecast. These form the basis for the July and August payments.
  3. The Final Maximum Taste Payment, and associated Average Taste Zespri payments for the 2024/25 season are based on the August 2024 Forecast. As the July and August payments were based on the November 2023 Forecast, the 13 September 2024 payment will include an adjustment following the August 2024 Forecast to account for the difference between the Final Maximum Taste Payment and the Indicative Maximum Taste Payment.
  4. Interim August forecast used in the calculation of final MTP and Taste payments is before the final Time and KiwiStart rates are updated in the forecast model.
  5. Trays shipped between the payment dates will receive a catch up payment on the 15th of the month following load-out.
  6. No taste paid on Class 2 and NSS pools in the 2024/25 season.
- Amounts above are not rounded to two decimal places, therefore rounding differences may apply.

## 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, and considers forecasted sales and cash received.

The September progress payments are based on the August 2024 forecast Total Fruit and Service Payments, which have been updated for the Final 2024 season payment rates for Taste, Kiwistart, Time and China Time. This compares with the July (approved) and August (approved) progress rates which were based on the unpublished June 2024 Forecast Total Fruit and Service Payments (TFSP), and included indicative 2024 season payment rates for Taste, Kiwistart, Time and China Time.

This season for most pools the percentage of TFSP paid out year to date will be behind last season. Sales and cash received year to date as a proportion of total sales for the year are lower than the same time last year, due to the lower crop and shorter season in 2023. Also this season, the total amount of money available (per tray) for Progress Payments will be lower than last season. There are two main drivers for this being:

- TFSP per tray is lower versus 2023, therefore the per tray amounts of progress payments will also be lower than last season.
- Time payments are significantly higher than 2023 (particularly for Green and Green Organic).

Progress payments for Green Conventional sizes 36/39 and 42 have been particularly impacted by increased volume and the updated shipping schedule. The fruit is now going later in the year resulting in more being paid out in Time payments and less as progress payments. As a result, there are no further progress payments scheduled in these sizes until February 2025 based on the current forecast, with the majority of the progress payments paid in July 2024. However, Taste payment cashflow to Green growers in August is an average of \$0.91 per tray across all trays.

Green Organic September progress payments have increased on indicative for most sizes and are unchanged for sizes 16/18/22 and 42. Size 30/33 has increased +\$1.05 per tray, due to volumes increasing 81%, which reduced the impact kiwistart payments and a later departure plan reducing impact of taste payments paid to August versus our previous forecast.

There is one negative payment rate at a size level for Class 1 Sweet Green. A clawback of \$4.56 per tray is required on sizes 16/18/22 (180 trays, total value of \$820.80), with payments made for submit, taste and early season premium being higher than returns from this fruit which was sold on the domestic market. There is no clawback at an individual grower level.

### September 2024 approved progress payments on Net Submit trays

Approved per tray progress payments for 13 September 2024:

Class 1	
Zespri Green	\$0.05
Zespri Organic Green	\$0.50
Zespri Gold3	\$0.33
Zespri Organic Gold3	\$0.07
Zespri Red19	\$1.14
Zespri Green14	\$1.94

### October 2024 indicative progress payments on Net Submit trays

Indicative per tray progress payments for 15 October 2024:

Class 1	
Zespri Green	\$0.05
Zespri Organic Green	\$0.21
Zespri Gold3	\$0.18
Zespri Organic Gold3	\$1.40
Zespri Red19	\$0.44
Zespri Green14	\$0.27

# 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 is 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 2024/25 August Forecast trays and actual payments to date.
- Progress will be paid in the remaining months at levels subject to Zespri Management approval.
- YTD amounts for Pack and Time may move from previous *Kiwifliers* due to SLAs being paid late in a month.

ZESPRI GOLD3 SEPTEMBER								ZESPRI ORGANIC GOLD3 SEPTEMBER								ZESPRI RED19 SEPTEMBER							
ISO month	Submit	Pack and Time	KiwiStart Accountability	Taste Zespri	Progress	Total payment / TE Supplied	% of Pool Paid YTD	Submit	Pack and Time	KiwiStart Accountability	Taste Zespri	Progress	Total payment / TE Supplied	% of Pool Paid YTD	Submit	Pack and Time	KiwiStart Accountability	Taste Zespri	Progress	Total payment / TE Supplied	% of Pool Paid YTD		
Apr-24	\$3.60	\$0.13				\$3.73	23%	\$3.60	\$0.07				\$3.67	20%	\$5.10						\$5.10	25%	
May-24		\$0.07				\$3.79	23%		\$0.10				\$3.77	20%							\$5.10	25%	
Jun-24		\$0.14				\$3.93	24%		\$0.09				\$3.86	21%							\$5.10	25%	
Jul-24		\$0.08		\$0.73	\$1.80	\$6.54	40%		\$0.21		\$1.39	\$2.49	\$7.95	43%					\$11.75		\$16.85	82%	
Aug-24		\$0.34	\$0.59	\$1.01	\$0.65	\$9.12	56%		\$0.36	\$0.59	\$1.89	\$0.05	\$10.83	58%			-\$0.08		\$0.72		\$17.49	85%	
Sep-24					\$0.33		65%					\$0.07		69%					\$1.14			90%	
Oct-24					\$0.18							\$1.40							\$0.44				
Nov-24																							
Dec-24							96%							96%								95%	
Jan-25																							
Feb-25																							
Mar-25							99%							99%								98%	
Apr-25																							
May-25																							
Jun-25							100%							100%								100%	
Paid YTD	\$3.60	\$0.75	\$0.59	\$1.74	\$2.44	\$9.12		\$3.60	\$0.83	\$0.59	\$3.28	\$2.54	\$10.83		\$5.10	\$0.00	-\$0.08	\$0.00	\$12.47	\$17.49			
Balance to pay	\$0.00	\$1.74	\$0.61	\$1.56	\$3.15	\$7.06		\$0.00	\$0.82	\$0.64	\$2.80	\$3.49	\$7.74		\$0.00	\$0.00	\$0.00	\$0.00	\$3.16	\$3.16			
Total fruit and service payments - 2023/24 Forecast \$16.18								Total fruit and service payments - 2024/25 Forecast \$18.57								Total fruit and service payments - 2024/25 Forecast \$20.66							

ZESPRI GREEN SEPTEMBER								ZESPRI ORGANIC GREEN SEPTEMBER								ZESPRI GREEN14 SEPTEMBER							
ISO month	Submit	Pack and Time	KiwiStart Accountability	Taste Zespri	Progress	Total payment / TE Supplied	% of Pool Paid YTD	Submit	Pack and Time	KiwiStart Accountability	Taste Zespri	Progress	Total payment / TE Supplied	% of Pool Paid YTD	Submit	Pack and Time	KiwiStart Accountability	Taste Zespri	Progress	Total payment / TE Supplied	% of Pool Paid YTD		
Apr-24	\$2.73	\$0.02				\$2.75	24%	\$2.75					\$2.75	19%	\$2.95						\$2.95	23%	
May-24		\$0.08				\$2.83	25%		\$0.03				\$2.78	19%							\$2.95	23%	
Jun-24		\$0.05	\$0.00			\$2.88	25%		\$0.03				\$2.81	20%							\$2.95	23%	
Jul-24		\$0.03		\$0.61	\$1.09	\$4.61	40%		\$0.08		\$0.65	\$2.05	\$5.59	39%		\$0.02		\$1.28	\$1.78		\$6.03	48%	
Aug-24		\$0.12	\$0.38	\$0.91	\$0.05	\$6.06	53%		\$0.13	\$0.38	\$1.08	\$0.26	\$7.43	52%			\$0.29	\$1.28	\$0.23		\$7.82	62%	
Sep-24					\$0.05		62%					\$0.50		62%					\$1.94			80%	
Oct-24					\$0.05							\$0.21							\$0.27				
Nov-24																							
Dec-24							96%							96%								93%	
Jan-25																							
Feb-25																							
Mar-25							98%							98%								98%	
Apr-25																							
May-25																							
Jun-25							100%							100%								100%	
Paid YTD	\$2.73	\$0.29	\$0.38	\$1.52	\$1.14	\$6.06		\$2.75	\$0.27	\$0.38	\$1.73	\$2.31	\$7.43		\$2.95	\$0.02	\$0.29	\$2.56	\$2.01	\$7.82			
Balance to pay	\$0.00	\$1.76	\$0.50	\$2.04	\$1.01	\$5.32		\$0.00	\$2.55	\$0.40	\$2.13	\$1.83	\$6.91		\$0.00	\$0.00	\$0.30	\$1.12	\$3.36	\$4.78			
Total fruit and service payments - 2024/25 Forecast \$11.38								Total fruit and service payments - 2024/25 Forecast \$14.34								Total fruit and service payments - 2024/25 Forecast \$12.60							

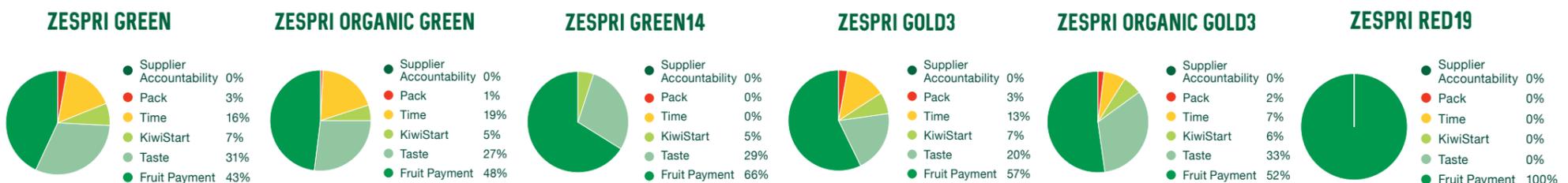
Note 1: The submit and progress payments detailed in the tables are based on net submit trays.

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.

## 2024/25 SEASON GROWER PAYMENT PORTIONS – TOTAL FRUIT AND SERVICE PAYMENTS

2024/25 AUGUST FORECAST



## FULL YEAR FORECAST RETURN AND ORCHARD GATE RETURN (OGR) – INDUSTRY AVERAGE ONLY

Full-Year Return	2024/25 - August Forecast							2023/24 - Actual						
	Zespri Green	Zespri Organic Green	Zespri Gold3	Zespri Organic Gold3	Zespri Red19	Zespri Green14	All Pools	Zespri Green	Zespri Organic Green	Zespri Gold3	Organic Gold3	Zespri Red19	Zespri Green14	All Pools
<b>Total Forecast:</b>														
Total trays supplied (m)	59.3	3.6	123.0	3.6	1.5	0.1	195.3	39.4	2.0	89.2	2.3	0.2	0.1	137.1
Kilograms supplied (m)	205.1	12.5	430.1	12.6	4.9	0.4	680.0	137.8	7.1	310.2	8.0	0.8	0.4	477.5
Average size per tray	34.3	34.9	27.7	28.3	41.3	36.8		30.4	32.6	25.4	25.6	39.0	34.8	
Fruit payments (\$m)	289.5	25.0	1,130.8	34.7	31.3	1.0	1,556.6	264.7	18.0	901.2	25.6	5.5	1.1	1,259.9
Fruit incentives (\$m)	263.1	16.8	553.1	26.3	(0.1)	0.5	859.7	206.8	10.8	546.2	16.2	(0.1)	0.4	780.3
Service costs (\$m)	121.8	10.3	305.7	5.9	0.0	0.0	444.4	43.1	3.1	164.7	3.2	(0.0)	(0.0)	214.6
<b>Fruit and service payments excl. loyalty premium (\$m)</b>	<b>674.5</b>	<b>52.1</b>	<b>1,989.6</b>	<b>66.9</b>	<b>31.2</b>	<b>1.5</b>	<b>2,860.7</b>	<b>514.6</b>	<b>31.9</b>	<b>1,612.0</b>	<b>45.1</b>	<b>5.4</b>	<b>1.6</b>	<b>2,254.8</b>
<b>Total Forecast per tray (\$):</b>														
Submit payment <sup>1</sup>	2.73	2.75	3.60	3.60	5.10	2.95		2.75	2.75	3.60	3.60	3.60	2.95	
Progress payments	2.15	4.13	5.60	6.02	15.64	5.37		3.98	6.13	6.50	7.59	18.79	7.60	
<b>Total fruit payments per net submit trays</b>	<b>4.88</b>	<b>6.88</b>	<b>9.20</b>	<b>9.62</b>	<b>20.74</b>	<b>8.32</b>		<b>6.72</b>	<b>8.88</b>	<b>10.10</b>	<b>11.19</b>	<b>22.39</b>	<b>10.55</b>	
KiwiStart <sup>2</sup>	0.84	0.77	1.16	1.20	0.00	0.60		1.00	0.53	1.10	1.08	0.00	0.38	
Taste Zespri	3.56	3.85	3.30	6.08	0.00	3.67		4.24	4.81	5.01	6.00	0.00	3.71	
Supplier Accountability	0.04	0.01	0.04	0.02	-0.08	-0.01		0.01	-0.03	0.01	-0.01	-0.20	0.00	
<b>Fruit incentives</b>	<b>4.44</b>	<b>4.63</b>	<b>4.50</b>	<b>7.30</b>	<b>-0.08</b>	<b>4.26</b>		<b>5.25</b>	<b>5.31</b>	<b>6.12</b>	<b>7.07</b>	<b>-0.20</b>	<b>4.09</b>	
Pack type	0.29	0.12	0.44	0.34	0.00	0.02		0.57	0.35	0.54	0.60	-0.09	0.00	
Time payment	1.77	2.71	2.05	1.31	0.00	0.00		0.53	1.17	1.30	0.81	0.00	0.00	
<b>Service costs</b>	<b>2.06</b>	<b>2.82</b>	<b>2.49</b>	<b>1.65</b>	<b>0.00</b>	<b>0.02</b>		<b>1.09</b>	<b>1.52</b>	<b>1.85</b>	<b>1.41</b>	<b>-0.09</b>	<b>0.00</b>	
<b>Class 1 fruit and service payments per net submit trays</b>	<b>11.38</b>	<b>14.34</b>	<b>16.18</b>	<b>18.57</b>	<b>20.66</b>	<b>12.60</b>		<b>13.07</b>	<b>15.71</b>	<b>18.07</b>	<b>19.68</b>	<b>22.10</b>	<b>14.63</b>	
Loyalty premium	0.25	0.25	0.25	0.25	0.25	0.25		0.30	0.30	0.30	0.30	0.30	0.30	
Less: onshore fruit loss	-0.17	-0.14	-0.22	-0.19	-0.01	0.00		-0.08	-0.18	-0.29	-0.14	-0.08	(0.07)	
Fruit loss percentage <sup>3</sup>	1.50%	1.01%	1.39%	1.04%	0.04%	0.01%		0.60%	1.15%	1.55%	0.70%	0.34%	0.48%	
<b>Class 1 fruit and service payments (incl. loyalty) per gross submit trays</b>	<b>11.45</b>	<b>14.44</b>	<b>16.20</b>	<b>18.63</b>	<b>20.90</b>	<b>12.85</b>		<b>13.29</b>	<b>15.83</b>	<b>18.08</b>	<b>19.84</b>	<b>22.32</b>	<b>14.86</b>	
Plus Class 2 Return <sup>4</sup>	0.21	0.41	0.14	0.15	0.44	0.07		0.38	0.61	0.20	0.16	1.71	0.00	
Plus Non-Standard Supply (NSS) <sup>4</sup>	0.02	0.08	0.03	0.12	0.12	0.00		0.01	0.05	0.06	0.09	6.91	0.00	
Plus Other Income (Non dividend) <sup>5</sup>	0.01	0.00	0.01	0.01	0.01	0.00		0.01	0.01	0.01	0.02	0.03	0.00	
<b>Average revenue per gross submit trays</b>	<b>11.69</b>	<b>14.94</b>	<b>16.38</b>	<b>18.91</b>	<b>21.47</b>	<b>12.92</b>		<b>13.69</b>	<b>16.50</b>	<b>18.35</b>	<b>20.10</b>	<b>30.97</b>	<b>14.86</b>	
<b>LESS: Post-harvest costs deducted<sup>6</sup></b>														
Base packing and packaging	-1.68	-1.86	-3.26	-3.45	-3.37	-3.24		-1.95	-1.95	-3.10	-3.30	-3.42	-3.00	
Pack differential	-0.28	-0.11	-0.43	-0.33	0.00	-0.02		-0.56	-0.35	-0.54	-0.60	0.09	0.00	
Base cool storage	-1.12	-1.10	-1.12	-1.11	-1.14	-1.13		-1.08	-1.07	-1.07	-1.07	-1.08	-1.06	
Logistics	-0.20	-0.20	-0.21	-0.19	-0.22	-0.17		-0.19	-0.20	-0.20	-0.18	-0.22	-0.17	
Time and CC/RK charges	-0.61	-0.57	-0.68	-0.37	0.00	0.00		-0.36	-0.40	-0.53	-0.24	0.00	0.00	
<b>Total post-harvest costs per gross submit trays</b>	<b>-3.89</b>	<b>-3.84</b>	<b>-5.70</b>	<b>-5.46</b>	<b>-4.73</b>	<b>-4.55</b>		<b>-4.14</b>	<b>-3.97</b>	<b>-5.43</b>	<b>-5.40</b>	<b>-4.63</b>	<b>-4.23</b>	
<b>OGR per gross submit trays</b>	<b>7.80</b>	<b>11.10</b>	<b>10.68</b>	<b>13.45</b>	<b>16.74</b>	<b>8.36</b>		<b>9.55</b>	<b>12.53</b>	<b>12.92</b>	<b>14.71</b>	<b>26.34</b>	<b>10.63</b>	
<b>Average industry yield per productive hectare<sup>7</sup></b>	<b>10,678</b>	<b>7,652</b>	<b>14,426</b>	<b>10,286</b>	<b>4,280</b>	<b>6,369</b>		<b>6,879</b>	<b>4,476</b>	<b>11,374</b>	<b>7,715</b>	<b>1,547</b>	<b>4,688</b>	
<b>Number of productive hectares<sup>8</sup></b>	<b>5,635</b>	<b>480</b>	<b>8,626</b>	<b>354</b>	<b>353</b>	<b>19</b>		<b>5,757</b>	<b>458</b>	<b>7,968</b>	<b>299</b>	<b>159</b>	<b>23</b>	
<b>OGR per hectare</b>	<b>\$83,280</b>	<b>\$84,903</b>	<b>\$154,113</b>	<b>\$138,390</b>	<b>\$71,653</b>	<b>\$53,272</b>		<b>\$65,717</b>	<b>\$56,086</b>	<b>\$146,987</b>	<b>\$113,449</b>	<b>\$40,741</b>	<b>\$49,841</b>	
<b>Average kilogram per tray<sup>9</sup></b>	<b>3.46</b>	<b>3.45</b>	<b>3.50</b>	<b>3.50</b>	<b>3.22</b>	<b>3.47</b>		<b>3.50</b>	<b>3.49</b>	<b>3.48</b>	<b>3.48</b>	<b>3.28</b>	<b>3.50</b>	
<b>OGR per kilogram</b>	<b>2.25</b>	<b>3.22</b>	<b>3.05</b>	<b>3.84</b>	<b>5.19</b>	<b>2.41</b>		<b>2.73</b>	<b>3.59</b>	<b>3.72</b>	<b>4.23</b>	<b>8.03</b>	<b>3.04</b>	

Notes:

- Submit rate presented for Zespri Green reflects Submit rate of \$2.75 for sizes 18-39, and \$2.55 for size 42.
- KiwiStart includes Priority Premium payments. These are period one related payments that apply to fruit shipped in the applicable weeks and vessels.
- Fruit loss percentage includes ungraded fruit inventory losses.
- Zespri does not procure Class 2 and NSS in all categories, returns are as reported in the Ingham Mora post-harvest survey.
- Other Income may include any Service Level Agreement payments, Class 3 income and interest.
- Post-harvest cost data was compiled by Ingham Mora Limited in Jul 2024.

- The average industry yield per hectare equals Class 1 volumes submitted divided by productive hectares. Average yield levels are calculated based on current volume data incorporating the actual FOBS data with actual onshore fruit loss percentages. The OGR may be distorted by the inclusion of orchards in the first years of production in the calculation.
- Productive hectare information is sourced from the Grower Services database and includes all hectares described by growers as producing vines.
- Average kilograms per tray are derived using the latest Pack Conversion rates.  
Note: Amounts above are not rounded to 2 decimal places, therefore rounding differences may apply.

# GLOBAL EXTENSION TEAM UPDATES

## THE MONTH AHEAD: SEPTEMBER

FERTILISER  
FOUR RS

POLLINATION  
& PSA

SPRING  
FIELD DAYS



RIGHT TYPE    RIGHT RATE    RIGHT TIME    RIGHT PLACE

### FERTILISER FOUR RS

Remember the Four Rs of fertiliser use (right time, right rate, right type, right place), as you make plans for compost and fertiliser applications this season.

- Right time: to optimise vine uptake, hold off on compost and bulk nitrogen fertiliser applications until after budbreak, when your vines are hitting peak demand.
- Right rate: a nitrogen balance estimate can help inform this; see the Canopy Nutrition for vines and fruit page for updated guidance. If you calculate a significant nitrogen surplus, talk to your fertiliser advisor about reduction options or type and timing approaches to maximise vine use. Efficient nitrogen use helps to avoid excess vigour and pruning costs, reduce environmental risk, and meet GAP requirements for a rationalised approach. Plan for early season leaf tests to inform further fertiliser applications as the season progresses.
- Right place: apply nutrients where your vine roots can reach them. If you're planning to band compost, consider how this concentrates nutrients in a smaller area of soil; rate adjustments may be appropriate.
- Right type: there are a range of fertiliser types and application methods including ground, foliar and fertigation. Ask your fertiliser advisor what's best for your orchard situation, considering soil properties, production and sustainability goals such as greenhouse gas emissions or leaching risk reduction.

#### See more:

- [Fruit production > Growing fruit > Soil, nutrients & water > Nutrition for vines and fruit](#)
- [Tools > Manuals > Grower Manual > Soil and nutrient management](#)



### POLLINATION | PSA

**Pollination:** With a good pollination plan, you'll know exactly what you need to get done and how it fits together.

- It may still be a while off, but ensure your beekeeper knows your hive requirements. Are they different to last year's, have your hectares increased, or have you installed overhead shelter?
- Know what your backup plan is if there is poor weather or flower synchronicity issues between females and males. Have supplementary pollen in the freezer ready to go. You can contact a pollen supplier to check availability.
- We've created a bee pollination services template. This can be used in conjunction with your Orchard Services agreement and act as a schedule of services so all parties know what's expected and there are no surprises.

**Psa:** When planning your spring Psa management strategy consider:

- The Psa accumulation model on the [Zespri weather & disease portal](#) to predict optimum spring spray timing intervals. You can then target sprays when there are emerging risks versus dates, reducing cost and unnecessary chemical usage
- Good non-bactericide programmes can provide the same or better levels of control to those using bactericides
- For organic growers, it is recommended to include the use of BioGro registered biologicals
- When using copper, applying at the recommended label rate in the Crop Protection Programme, is key for effective Psa control. Following the label to help us all avoid Psa resistance development.
- Effective and consistent tool hygiene is an essential and proven cultural control.

#### See more:

- [Fruit Production > Growing fruit > Managing pollination](#)
- [Fruit production > Protecting your fruit > Diseases > Psa](#)
- [Fruit Production > Tools > Weather & disease portal](#)



### SPRING FIELD DAYS 2024 | BENEFIT KIWI

#### Spring Field Days

Join us this September and October for our regional Spring Field Days. Register here: <https://events.zespri.com/spring-field-days-2024/registration>. Join us from 9:30am for a cuppa, Spring Field Days start at 10am. We'll be taking a look at:

- Pollination – There's no fruit without pollination! Let's get out on orchard to review pollination essentials.
- Zespri GAP – don't fall into the GAP this year. Find out what's new, what's changed, what you can do about it, and how we're helping make it bite-sized through the year.
- Quality update - how quality is holding up and what we saw last season.
- The latest on Benefit Kiwi and other sizing tools.

A light lunch will be provided for those that want to get their GAP Biodiversity plan underway after lunch (12.45-1.30pm).

DATE	LOCATION
17 September	Gisborne
19 September	Ōpōtiki
19 September	Hawke's Bay
24 September	Edgecumbe
24 September	Kerikeri
26 September	South Auckland
26 September	Whangārei
1 October	Katikati
1 October	Waikato
3 October	Te Puke
8 October	Nelson

#### Benefit Kiwi – latest update

As we regularly do, we have undertaken trial work looking at the best ways for growers to optimize their fruit size in the upcoming season.

This trial work looked at the efficacy of Benefit Kiwi, one of the products that sits within our Crop Protection Programme.

In our recent trials, we found little evidence that this product delivered a measurable advantage for growers across cultivars. While the product remains listed within our Crop Protection Programme, we believe the best tools growers can utilise to deliver good sized fruit is pre-flower thinning and girdling about four weeks after full bloom.

## ZESPRI GROWER MANUAL UPDATED AND AVAILABLE ON CANOPY

The Zespri Grower Manual has been updated and is now available on Canopy here: [Canopy > Home > Tools > Manuals > Grower Manual](#).

While you'll see changes on quite a few pages, the impact is minimal this year and the Global Extension Team (GET) is here to support you with Zespri GAP.

#### Identifying changes and what they mean for you

The changes in the Grower Manual are mainly due to the improvements required by our Certification body following our last GLOBALG.A.P. certification and requested improvements from MSOs and Inspectors. These changes should make things clearer for you and ensure we continue to meet GLOBALG.A.P. requirements.

Changes can be identified in blue text within the manual and are summarised in the 'Summary of changes' document which

explains where the changes are and the purpose of the change – this document is available on [Canopy > Home > Tools > Manuals > Grower Manual](#) under the section titled 'Grower Manual 2024 Changes'. We have also created a high level summary of the [key 2024 Zespri GAP changes](#), outlining what the change means for you - These resources can be found on the 'Support for Zespri GAP' page on Canopy.

This information has also been sent to all Zespri GAP Option 2 MSOs by email and post.

Make sure that you get familiar with the changes early as it will make for a smoother audit. Time saver tips have also been added to the Zespri MSO GAP Inspector Guidelines. They are there to benefit both the inspector and the grower/MSO by saving time during audit and reducing frustration around having to present the same evidence multiple times.

#### Keeping your Manual up to date

Each year for your Zespri GAP inspection, you need to show your inspector you have a complete copy of the current Grower Manual. The fastest and easiest option is to download the full Grower Manual from the Canopy and use this as your controlled electronic version for audit purposes. If you like keeping an updated hard copy version, print off the relevant pages with changes and insert them in your physical manual.

Note: A quick way to see if your printed pages have changes, check the footer on the page - it will have 'August 2024' marked at the bottom.

If you want printed copies of changed pages but are unable to print at home, email [preharvest.mailbox@zespri.com](mailto:preharvest.mailbox@zespri.com) to request copies of these pages to be mailed to you.

If you are unclear about any of the changes, please reach out to us at [extension@zespri.com](mailto:extension@zespri.com).



# NZKGI AGM RESULTS

Thank you to those growers who voted on the resolutions for NZKGI's 2024 AGM.

The results of the resolutions are as follows:

RESOLUTION	% VOTES FOR [PRODUCTION]
1) Previous Minutes	99.38%
2) Annual Report	99.80%
3) Financial Statements	99.80%
4) 2025 Budget	97.15%
5) Set the remuneration of Representatives	93.45%
6) Set the levy rate	86.46%
7) Rule changes required by the new Incorporated Societies Act	99.65%
8) New Balance Date for annual accounts	99.87%
9) Co-opted Executive Committee members	94.94%
10) Other substantive changes to the NZKGI Rules	99.22%
11) Other tidy-up changes to the NZKGI Constitution	99.29%
12) Registration of New Constitution	99.39%

The full results are available on the NZKGI website.

## Te Puke Regional Representative election results

NZKGI thanks all five candidates who stood for four vacancies.

After the tallying of all results, the successful candidates are Rory Bragg, Brigid Crawford Tammy Hill, and Leisha Thompson.

The new term for these Regional Representatives begins on 17 September 2024.



## KIWIFRUIT NEW ZEALAND BOARD ELECTION RESULT

When nominations for the election of a Director for Kiwifruit New Zealand closed on Monday, August 5th 2024, one nomination had been received for Colin Olesen.

As there is only one nomination, an election will not be required.

Colin's third, three-year term on the KNZ Board will start on 1 October 2024.

I welcome Colin back to the KNZ Board and look forward to continuing to work with him.

**Kristy McDonald ONZM KC**  
KNZ Chair

# SYMPOSIUM SHOWCASED THE BEST IN BIOSECURITY



The KVH Biosecurity Symposium took place mid-August and was hugely successful, with more than 100 attendees enjoying presentations, demonstrations, networking, and a response exercise.

Supported by Biosecurity New Zealand, the exercise focused on one of our most unwanted pest threats, the Spotted Lanternfly (SLF). Teams responded to detections of SLF eggs on an orchard in Te Puke and focused on the roles and responsibilities of specific teams/functions in a response, and how these align with – and are contributed to – by the industry's KiwiNet network (<https://kvh.org.nz/biosecurity/kiwinet>).

At tables, groups took on the roles of logistics, operations, and public information teams, learning more about what each of these is responsible for day-to-day during a response, and how each interacts with the Response Controller and Response Governance.

There are too many presentation highlights to mention, but a crowd favourite was Danny Le Feuvre from the Australian

Honey Bee Industry Council, who talked through the Australian Varroa Mite response successes and challenges, particularly in terms of getting ground operations up-and-running quickly, with large numbers of response staff to assist.

Thank you to everyone who joined us throughout the two days – the KVH team were all delighted to see you in person, and we hope you found the event as worthwhile as we did. It is important to us that we share all the work underway in biosecurity readiness, response, science, and innovation to protect growers and ensure we remain a biosecurity resilient industry.

A special thank you to our event sponsors, without whom we would not have been able to offer the Symposium. Thank you to Plant & Food Research; Onside; Zespri; Fruited Supplies; HortiCentre; and the Port of Tauranga for the support and presence throughout the event.

Videos from the day are available on the [KVH YouTube channel](#) and look out for photos in the next Kiwifruit Journal. You can also see some images from the event here.



A great turnout at the KVH Biosecurity Symposium in August.

# NEW ANNUAL UPDATE RELEASED

The 2023/24 KVH Annual Update is out now and can be viewed online here: <https://kvh.org.nz/about/policies-and-reports/kvh-annual-updates>

The booklet details our key activities over the last 12 months, particularly around ensuring we are capable and ready as an organisation and industry to respond to biosecurity threats.

It also covers in detail our portfolio of research projects undertaken in partnership with Zespri Innovation.

If you would like a printed copy sent to you, please email us at [info@kvh.org.nz](mailto:info@kvh.org.nz).



# CONNECTING WITH E-COMMERCE PROVIDERS



Work continues with e-commerce platforms to build awareness about New Zealand's strict biosecurity requirements.

Biosecurity New Zealand (BNZ) has strong relationships with e-commerce platforms, helping support a stronger biosecurity system to manage increasing volumes of imported goods ordered through overseas websites.

The online purchasing platforms BNZ engages with range from boutique websites in Australia - who are often very responsive – to Trade Me, to large global e-commerce platforms, including eBay, Amazon, Wish, Alibaba, and Etsy.

Work with eBay resulted in the provider blocking the sale of plants, seeds, and bulbs to New Zealand-based customers in early 2023, closing an entry pathway for significant biosecurity threats. eBay has advised that its restrictions on these sales to New Zealand resulted in approximately 5,000 intended sales being blocked during the first year.

The clear messaging provided by eBay informs New Zealand-based purchasers about our import requirements.

A new entrant to the New Zealand market that officials have established a dialogue with is Temu, who in March 2023 opened their online marketplace to Australasian customers and has quickly become a widely used platform. The focus of discussions is to ensure there is an understanding of New Zealand's biosecurity rules, their processes, and that by working together concerns can be addressed.

KVH has a good relationship with Trade Me and closely monitors items for sale to ensure compliance with the kiwifruit industry's Pathway Management Plan.

Trade Me removes risk items on behalf of KVH, such as pollen or nursery plants, which have the potential to spread pests and diseases throughout growing regions in New Zealand if traded unregulated between unknowing sellers and purchasers.

## Q&A FROM THE FIELD

### KEY CONTACTS

**Grower & Industry Relations Manager**  
Malkit Singh: 027 665 0121

**Sylvia Warren – Gisborne, Ōpōtiki, Whakatāne, Pukehina, Pongakawa:**  
022 101 8550

**Brad Ririnui – Tauranga, Paengaroa, Hawke's Bay:** 021 757 843

**Robin Barker-Gilbert – Katikati, Lower North Island, Nelson:**  
027 779 5910

**Grower Relations Managers**  
Sue Groenewald – GRM Red, Athenree, Waihi, Coromandel:  
027 493 1987

**Jemma Pryor – Te Puke:**  
027 283 6192

**Richard Jones – Waikato, Auckland, Northland, Ōropi, Omanawa, Lower Kaimai:** 027 255 6497

**Teresa Whitehead - Organics:**  
027 257 7135

### What do I need to do in regard to my neighbours during spray season?

Observing safe spraying practice and meeting all of our obligations is critical. Please ensure all neighbours are notified of any spraying taking place. Non-notification is the number one reason we receive complaints from our community. It's important you have up-to-date contact details of all neighbours you are required to notify.

### I'm having trouble accessing Canopy. Who do I contact?

We are always working to address your feedback about Canopy. If you're having issues, contact the Zespri Grower Services team on 0800 155 355 or [contact.canopy@zespri.com](mailto:contact.canopy@zespri.com) so we can improve your experience. If you have bookmarked the Canopy login page and are encountering difficulties logging in from there, we suggest removing the bookmark for that page. Instead, save the Canopy homepage and try from there.

### Why does Zespri need my bank account for the 2024 January Loyalty payment?

As part of our Industry Alignment programme, Zespri has announced two initiatives designed to help strengthen grower shareholding of Zespri. This includes providing growers with an opportunity from 2025 to receive their June loyalty payment (relating to our 2024 harvest season) as shares and reinvesting their dividend payments as shares. All loyalty payments from 2025 will be made directly from Zespri to Growers' nominated bank account, rather than being paid by your post-harvest entity as most have done in the past.

We've developed an easy-to-complete online form where growers can enter their bank account details, GST number, and proof of account via the Zespri Industry Portal.

You can find the 'My bank account detail' user guide on Canopy: [Canopy > Supply & operations > Your orchard business > Grower contracts](#). Click on the 'See how to update your bank account details here' button.

## A REWARDING GROWER EDUCATION MARKET TRIP 2024

Each year, Zespri hosts its Grower Education Seminar, where growers and industry partners have the opportunity to learn about the Zespri process from orchard to plate. The first part is an in-office two-day course, followed by a part-funded trip to our Asian markets.

In July this year, two groups hosted by Zespri, including a delegation of Māori kiwifruit growers, post-harvest professionals and executives, embarked on a whirlwind tour over six days to visit markets, wholesalers, and coolstores in Shanghai and Tokyo, with the hope of looking behind the curtain of our supply chain and marketing systems.

It was a great opportunity to observe firsthand the power of Zespri's branding and how our product is received, handled, and marketed in Shanghai and Tokyo. It was obvious just how important quality and presentation of our product, particularly in these high returning Asian markets, and seeing summer fruit in-market hotly competing for our valuable shelf space. The group also met up with our marketing teams in China and Japan.

David and Nicci Red, kiwifruit growers from Te Puke who attended the July trip, said for them, this opportunity has been 24 years in the making.

"It was a real experience for us meeting the sales teams in Shanghai and Tokyo on their home patch.

"Their passion for New Zealand kiwifruit and their commitment to New Zealand growers through performance in an economically challenging time was nothing short of outstanding, and hearing the story behind the Kiwi Brothers and what that has done in Japan was amazing.

"We returned to New Zealand with a feeling that we're part of a bigger team - we're extremely proud to be part of this industry."

Another tour attendee was Luke McKay, Business and Supply Chain Manager for Mainland Kiwi Growers in the South Island.

"From a supplier perspective, the trip was well worth the investment in both time and money," he says.

"The insights I was able to gain into the nuances of how the customer/consumer drives the structure and management of the supply chain in these two markets can only be achieved firsthand.

"It's clear both the China and Japan teams do an incredible job for New Zealand growers and I was very impressed by the data-driven supply chain solutions shared in Shanghai, although fruit presentation to the consumer in Tokyo was superior in my opinion," says Luke.

"Excellent fruit quality, the best in the industry, is my expectation from Nelson, and it was great to hear firsthand how well received our shipments are."

Dave Nuku, General Manager of Ngamanawa Incorporation attended the Māori kiwifruit growers tour.

"I found the opportunity to interact directly with the executive teams who are operating the business in market and ask questions as to the risks and rewards that they face, extremely valuable," says Dave.

"Having visited [the China and Japan] markets, I am optimistic about the future of Māori kiwifruit over the next five years - it's an excellent time to be a Māori kiwifruit grower and to continue investing in this industry."

Zespri is looking forward to hosting more of our growers at the upcoming two-day Grower Education Seminar in November (see registrations details on the right), and then the next Market Tour.

## UPCOMING EVENTS

22 AUG -  
5 SEP

### GROWER ROADSHOWS

Join our CEO Jason Te Brake, members of our Executive Team, and Directors for the remainder of our Grower Roadshows for updates on 2024 market performance, the latest financial forecast, and the Northern Hemisphere expansion proposal.

DATE	TIME	LOCATION
3 September	9.30am - 11.30am	Awakeri   Awakeri Events Centre, State Highway 30
	4pm - 6pm	Gisborne   Bushmere Arms Hotel, 673 Matawai Road
4 September	1pm - 3pm	Hawke's Bay   No. 5 Café & Larder, 248 State Highway 51, Mangateretere
5 September	10am - 12pm	Nelson   Top 10 Holiday park, 10 Fearon Street, Motueka

Register here:

<https://events.zespri.com/roadshows-augustseptember-2024/registration>

If you have any questions, please contact Erin Herbert on [erin.herbert@zespri.com](mailto:erin.herbert@zespri.com).

7-13  
SEP

### ZESPRI AIMS GAMES

We're excited to welcome athletes, supporters, and volunteers back to Tauranga Moana for this year's AIMS Games!

Supporting the AIMS Games is about making a positive contribution to our communities, and the tournament aligns so well with our values. We love that it teaches healthy habits to the next generation and helps build great personal connections within team-mates, competitors, and volunteers. See you there!

12  
SEP

### RURAL BANKERS MEETING

**Where:** Zespri Head Office, Mount Maunganui

**When:** Thursday 12 September, 2pm – 4pm

Join our CFO Richard Hopkins and members from our Treasury and Grower Commercial teams for an update on the 2024 market performance, August financial forecast, share ownership, and potential producer vote for the expansion of ZGS.

RSVP here: <https://events.zespri.com/rural-bankers-meeting/registration/Site/Register>

13  
SEP

### ORGANIC GROWER TOWN HALL

**Where:** Zespri Head Office, Mount Maunganui

**When:** Friday 13 September, 1pm – 3pm

Join representatives from Zespri's organic grower, supply, and marketing teams for an update on the 2024 season and sales progress. This in-person and online session aims to provide growers with an overview of the current season progress in organic sales & marketing, consumer climate and global supply.

RSVP here: <https://events.zespri.com/organic-grower-town-hall-2024/registration/Site/Register>

5-6  
NOV

### GROWER EDUCATION SEMINAR

**Where:** Zespri Head Office, Mount Maunganui

**When:** Tuesday 5 - Wednesday 6 November, 9am – 4pm

These forums are designed to give a comprehensive understanding of the Zespri system, and targeted at a broad range of people from new growers, industry representatives, and growers who'd like to refresh their knowledge of the Zespri system.

For more information, and to register visit: <https://events.zespri.com/grower-education-forum/registration/Site/Register>

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

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