



**P3: PROGRESS
PAYMENTS UPDATE**



**P7: FROM
THE MARKETS**



**P13: THE MONTH
AHEAD – OCTOBER**



**P16: FROM
THE FIELD**

WEEKLY SALES RATES MAINTAIN STRONG MOMENTUM

Our weekly sales rates have been increasing since we exited the competitive summer fruit period. In the past few weeks, we have been averaging six million weekly tray deliveries for all fruit groups, with three-quarters of our full-year sales plan now delivered.

ASIA

Korea experienced a significant increase in sales following Korean Thanksgiving Day on 17 September. This increase was driven by the recent digital-focused marketing campaign, 'Get a Hit of Vitamin C with Zespri', where consumers had the opportunity to assess their dietary Vitamin C intake using a custom digital calculator and learn how Zespri Kiwifruit can help them meet their Vitamin C needs.

In **China**, sales during the period of the Mid-Autumn Festival (held mid-September) increased by more than 40 percent, including a record-breaking week with 1.96 million trays sold. Although sales have slowed down after the festival, the overall progress aligns with sales expectations, and we're still observing a 27 percent increase compared to last year's season, which was also a record season for China, noting we continue to buck the trend in fresh produce with both value and volume up year-on-year.

In **Japan**, the 'Nutrition Reform Project' launch on 4 August on Japan Nutrition Day has resulted in a strong brand presence and significant social media buzz. The campaign featured a 90-second brand commercial on TV, YouTube, and other multiple digital touch points including X (formerly known as Twitter) and out-of-home advertising reached an audience of 95 million combined,

with a takeover of the Shibuya crossing, one of the world's busiest intersections. The ad was trending quickly on X on launch day, and received more than a thousand positive comments on YouTube. It also had a coverage of 11 million newspaper issues from the three main newspapers. Consumers have responded very positively overall, appreciating Zespri's focus on the need to improve diets to encourage a more healthy population.



Takeover of the world-famous Shibuya Crossing in Japan as part of our Nutrition Reform Project campaign launch.

USA

After a few weeks of lower sales rates compared to our sales plan, mainly because a Costco promotion started a month later this season than it did last year, we're now experiencing an uptick in sales. In recent weeks, total fruit group sales have reached 131 percent of the sales plan. Digital activations, the labour day holiday, and back-to-school promotions have all contributed to the increase. Green has been especially exceeding the sales plans for the past four weeks, also driven by improved promotional

activities in food channels and reduced Chilean Green volumes on the shelves.

EUROPE

Our Europe market has been performing exceptionally well recently, with our highest-ever weekly sales in September. While August is typically a vacation month for most European families, September brings a return to normalcy with the start of school and work, leading to an increase in shopper demand. Despite the presence of Chilean green in the market, they have been facing quality issues, resulting in a drop in their volume. Retailers have continued to highlight the ongoing superior quality of Zespri Kiwifruit relative to competitors, which remains a key driver of value.

France is a standout performer this season and has seen the most substantial increase compared to last year, while **Germany**, **Spain**, and the **Netherlands** have also shown impressive growth. Feedback indicates that both Germany and France have plenty of room to grow, with only one in five people being regular consumers of kiwifruit.

Italy is more of a challenge, given the prevalence of competitor varieties and the potential of buy-local sentiment and price pressures which reiterates the need to compete strongly.

Our shipping programme is nearly complete. Our aim is to sustain these high run rates to finish the New Zealand season strongly and ensure a smooth transition for our ZGS fruit to stock the shelves.

POTENTIAL EXPANSION OF ZGS – YOUR QUESTIONS ANSWERED

As the discussion on Zespri Global Supply has progressed over the last four months, there has been growing support from the industry, with increasing recognition of the benefits of 12-month supply and its crucial role in our ability to support New Zealand grower returns, for both Zespri Green and SunGold Kiwifruit growers, and helping us to build for the future.

We've appreciated the constructive conversations and feedback along the way and also the questions and concerns from growers. There are some common themes and questions that have come up so we have provided below (and continued on pages 4 and 5 of this issue of *Kiwiflier*) responses from the people in the industry best placed to answer them.

FREQUENTLY ASKED QUESTIONS

HOW WILL NEW ZEALAND GROWERS BENEFIT FINANCIALLY FROM THE EXPANSION? WHAT WILL IT DO TO OUR OGRS?

ZGS delivers significant benefits to New Zealand growers. Based on the benefits we can quantify (our ability to maintain our pricing; efficiency of advertising/promotional spend; and rebalanced overheads), the estimated value at stake for growers is between \$0.63 and \$1.32 per tray for SunGold, and between \$0.47 and \$0.96 for Green (in 2033).



The key driver is maintaining our value proposition to support our pricing premium. A price premium is the additional amount a consumer is willing to pay for a product in comparison to competitors. If we don't expand supply, our value proposition will erode over time and this price premium may be at risk therefore having a negative impact on grower returns. We are seeing growing competition and more ZGS hectares will help to support our position and your returns.

Even though the conversation is about SunGold, the impact on the Green OGR is because we know that we achieve a premium for Green also due to leveraging the premium we achieve with SunGold. Without enough SunGold supply, we will not be able to maintain the current premium that we have on Green (consumer pricing is currently 22 percent above

the competition for Green in the New Zealand season - excluding Greater China, noting pricing is at the sole discretion of retailers).



Matthieu Scialom, Corporate Development Program Manager – Finance

WHAT IS THE CONNECTION BETWEEN 12-MONTH SUPPLY AND OUR SALES APPROACH?

Our wholesale pricing is established by the end of February, taking into account global and regional demand, historical sales data, and the official supply forecast by size and variety. This allows us to prepare effectively for the arrival of New Zealand fruit in mid-April, after the conclusion of the ZGS season. At that time, other, lower quality yellow-flesh kiwifruit from competitors is still on the shelves.

Regaining shelf space and reestablishing distribution channels during this period is both challenging and costly. Furthermore, the presence of lesser-quality yellow-flesh kiwifruit risks diluting the category's value. Particularly during the European winter period when consumers seek high Vitamin C fruit the most. Maintaining a consistent presence with retailers through uninterrupted supply not only preserves shelf space but also allows us to continue driving strong sales at premium prices. Retailers value reliability and consistency, which in turn strengthens our relationships and supports long-term growth for the Zespri brand.



Steven Martina, President – Europe and North America

WHY IS 12-MONTH SUPPLY ZESPRI'S STRATEGY? CAN ZESPRI BE SEASONAL AND PREMIUM, LIKE BLUFF OYSTERS, INSTEAD?

In a podcast recorded in 2022 in the context of the last ZGS Producer Vote, NZKGI spoke to Professor David Hughes. Here are some extracts from that podcast. The full episode is available on NZKGI's website (www.nzkgi.org.nz/nzkgi-podcasts).

"12-month supply is pervasive; I cannot imagine a supply chain without 52-week supply. Pink Lady apples are available 52 weeks and sell for double or treble the price of other apples in Tesco. What Pink Lady has done well, is licensed growers around the world so they can supply all year. 52-week supply is part and parcel of international, modern day food marketing. You want your brand on that shelf every day of the week.

"Major retailers insist that if they work with a major supplier, they want 52-week supply; it's part of the contract. What we want with major customers is to be sitting down with them at a table to plan with them exactly what is going to happen throughout the year. That in itself removes risk. You should be number one for 52 weeks of the year.

"If your products aren't on the shelf, you'll disappoint consumers, retail, and food service partners. Why would you do that if you had an option not to? And could safeguard the risks of it?"



Professor David Hughes, Emeritus Professor of Food Marketing at Imperial College London

(Continued on pages 4 and 5)



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



JASON'S VIEW

Hi everyone,

We're heading towards the final stretch of the New Zealand season and I'm hearing great feedback from our key customers in Europe, and I'm encouraged by the ongoing strong performance of our fruit and teams in market as we look to close out well.

It's also been great to see so many from the New Zealand industry up in Europe to see our fruit, markets, and offshore partnerships for themselves.

As well as catching up with key customers, at the time of writing, I'm in Europe for one of the region's largest fruit trade shows, Fruit Attraction in Spain, alongside our European sales and marketing teams, with the event an opportunity to touch base with customers and partners to discuss the season and look ahead to our ZGS season, as well as 2025.

As we enter the last part of our New Zealand season, it's been pleasing to see our sales run rates continue to rise since the competitive summer fruit period, averaging 6.4 million weekly tray deliveries in the past two weeks for all fruit groups. Most pleasing has been the strong recent performance in Europe. Last month saw our largest and fourth largest ever sales weeks in Europe. France has been a particular standout, up 40 percent on last year, with Germany, Spain, and the Netherlands all up around 20 to 25 percent with a lot of room for growth still. This is testament to the hard work of our teams and partners this season when we have much more fruit to sell.

While Green sales have been strong, this is a focus with our teams in market implementing a number of new initiatives to maintain and create value for Green with this year's increased crop, smaller size profile, and the softening Japanese Yen presenting challenges in market. There's been a focus on building both branded and product-led demand, with initiatives centred around the health benefits of Green. We'll talk through more of these initiatives at the Green Grower Town Halls this month and I encourage you to come along to these – you can find more information on page 16.

Fruit quality continues to track better as some of the best we've seen in years which is crucial at this tail end point of the season. Our teams continue to utilise the huge amount of data available to help us manage quality, including to identify older or at risk fruit to sell that fruit more quickly.

Our shipping plan is now entering its final stages, and as we move towards completing this season, we're also ramping up our planning for 2025. Preparation for next season again involves representatives from Zespri, post-harvest, and NZKGI, and includes reviewing the KiwiStart and Time commercial drivers. Each year, rates are set by the industry to maximise the value we can return to the industry and is based on factors such as the need to get the markets started and to reward for good storing fruit later in the season.

There's been a lot of discussion in recent weeks about the difference between Mainpack and KiwiStart grower returns this season, so we've provided some more information on page 3 about our progress payments and we're happy to answer any questions you might have.

As part of the planning for next year, the Zespri Executive is also in the final stages of discussion on New Zealand licence release for next season with the Zespri Board to decide on that next month. As always, our strategy is to continue building demand ahead of supply and to create more value for growers while also ensuring we have the ability to supply additional volumes out of New Zealand well.

Finally, as I said in my most recent update, I've also had some good discussions on expanding our offshore production. I take the role of Zespri seriously. We are the marketer of your fruit and we have a duty to provide the market feedback to our growers to maximise your returns. The market feedback is clear – our customers are overwhelmingly telling us they want Zespri Kiwifruit 12 months of the year for their consumers.

Zespri's strong view is having 12-month supply with key customers in key markets will deliver stronger returns to New Zealand growers than without it. The proposal has received strong support, and there's been really constructive questions and discussions about the risks and benefits, which is encouraging and I look forward to continuing these discussions.

Sincerely,

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 the Loyalty as Shares and Dividend as Shares 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](#)



MATURITY CLEARANCE SERVICE Q&A

This month, we've captured all your questions regarding MCS testing and reporting. If you need additional information or want to discuss any of the questions below, please get in touch on 0800 874 515 or maturity.support@zespri.com.

Why are results released in bulk instead of as the data comes in from the labs?

Results are released each day by 12pm to allow time for data to flow in and be calculated for all samples. Zespri has contractual lead times with each service provider to ensure that all results are received in time for results to be released to growers by 12pm. Results are released at the same time to ensure an even playing field for all growers and avoid any financial advantages for some and disadvantages for others. Zespri periodically reviews the result release timing, and this will be done again prior to agreeing contractual terms with lab service providers.

Is there an annual review of maturity clearance sampling and testing costs?

Yes. Maturity clearance sampling and testing costs are reviewed annually as part of price negotiations with all clearance providers. The updated costs are published on Canopy once confirmed.

Why is the cost of maturity testing higher than a packhouse maturity test?

Pricing for packhouse maturity testing may be subsidised or covered as part of other packhouse charging. MCS sampling and testing requirements are stringent, for example, a SunGold clearance test includes a 90-fruit random sample, plus a 60-fruit small sample. The costing of a clearance sample also takes into account the inefficiencies created by running a seasonal on-demand sample collection and testing service. Zespri is aware that maturity testing is a significant cost to growers and is exploring options to reduce pricing in coming seasons.

Is the black seeds standard reviewed for Green fruit?

This is one area being reviewed by the Maturity Review group, made up of representatives from NZKGI, post-harvest, and Zespri.

How can I see the criteria a sample is being assessed against?

Criteria can be viewed within section 2 (Maturity Area Results section) of the sample report. This can also be viewed from the summary screen by hovering over the green and red boxes on your screen.

Why is there a different criteria for SunGold NSS 39 fruit?

The smaller sizes in SunGold often have lower Dry Matter (DM) than larger sizes and we have historically received negative market feedback about low taste size 39s. By having an increased DM threshold for size 39s, we're ensuring we're delivering a consistent eating experience to our consumers. We have limited demand in SunGold size 39s, so having the higher DM threshold allows Zespri to procure the best tasting fruit. As part of our season enhancements, we'll be making it clearer for growers to understand whether their size 39s have met the DM requirement to be accepted into inventory.



FRUIT QUALITY UPDATE

ONSHORE QUALITY

Overall, onshore fruit quality defects are still tracking at their lowest levels in five years for both SunGold and Green.

Packing defect pass rates for SunGold are sitting at around the five-year average, while the storage defect pass rate is the best we have seen over that period. Non-Pathogenic Fungal Growth (NPF), rots, softs, and overripe in SunGold are all at their lowest rates across five seasons, which is reflected in the lowest fruit loss and repack rates.

The levels of flesh damage reported in SunGold remains comparable to that of 2023 and 2022, but are slightly higher than the average over five years. SBD is being reported in recent weeks across several facilities, and this is mostly linked to early Mainpack fruit which were harvested at a lower maturity. The Zespri Quality team and post-harvest partners are working on managing this risk for the remainder of the season.

For Green, both the packing and storage defect audit fail rates are the lowest in five years. NPF, rots, and softs continue to track at the lowest rates across that period. As with SunGold, fruit loss and repack rates in Green are currently the lowest we have recorded in recent years.

View the SunGold and Green onshore and offshore performance rates year-to-date on Canopy: [Canopy > News > Fruit Quality Update – October 2024](#)



OFFSHORE QUALITY

Overall, offshore fruit quality in SunGold is currently the best in five years, while Green is tracking at the lower end of the five-year average.

The average in-market total defects is currently the lowest in five years for both SunGold and Green. NPF and other skin disorders are tracking much lower than in any of the previous four seasons for both SunGold and Green.

Over the last four weeks, there has been an increase in SunGold fruit with incidences of Storage Breakdown Disorder (SBD) in most of the markets. Most of the recent SBD reported in the markets have been linked to early Mainpack fruit, packed in Weeks 15 and 16, and the Zespri operations team is currently managing this risk.

Physical damage in SunGold continues to track higher than the average over five years, but within acceptable levels. The in-market rot percent in SunGold is currently lower than previous seasons, suggesting the slightly higher levels of flesh damage observed onshore is not yet translating directly into physical damage rots.

Green quality in market is similar to 2023 and better than in 2022 and 2021. Soft fruit is the main defect reported across the markets, and while it is currently sitting around the five-year average in-market, softs have been increasing in recent weeks, which is often the case with Green at this time of the year. Skin disorders (NPF and stains) and rots in Green however, are lower than in the last four years.

PROGRESS PAYMENTS UPDATE

October Progress payments are based on the August 2024 forecast Total Fruit and Service Payments (TFSP). A large driver in determining the percentage of TFSP paid by month for the season, is fruit sold and cash received, along with levels of TFSP paid out in prior seasons at the same time and season/pool specific risks. Progress payments are used as the balancing payment each month, to achieve payments of TFSP at the percentage determined.

This season, the percentage of TFSP paid out year-to-date for most pools 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.

By way of explanation, this time last year, for Green, we had received 58 percent total cash from sales and sales were 77 percent through. To date, due to the larger crop, this season's current position is 41 percent total cash received from sales and our sales are 56 percent through.

This season, the total amount of money available (per tray) for Progress payments will be lower than last season. There are three main drivers for this:

1. TFSP per tray is lower than 2023 because it was a short year with record per tray returns, therefore the per tray amounts of Progress payments will also be lower than last season.
2. Time payments are higher than 2023 (particularly for Green and Green Organic). This is because we are shipping a proportionately higher volume of fruit later, and Time rates were increased in 2024. Progress payments are made from the funds left after other payments including Time and KiwiStart. If other payment types increase, there is less available for Progress payments.
3. The increase in Time payments compared to 2023 has been offset (either partially – Green and Green Organic - or completely – SunGold) by a reduction in Taste payments in 2024. This is particularly true for SunGold Conventional where the Maximum

Taste Payment (MTP) was reduced from 60 percent to 45 percent. Lower taste payments across the other pools has primarily been driven by lower per tray returns this season (which drives the calculation of the Maximum Taste Payment).

In the table below for example, you can see the Green comparison of the current 2024/25 season forecast payments and the 2023/24 Final payments. The Progress payments which is the balance of what is available to pay, has decreased \$1.83 to be more in line with the 21/22 and 22/23 seasons. This is in large part due to the \$1.69 reduction in the TFSP, and the increase in Time payments.

A grower's OGR will be impacted by the lower Progress payments (fruit value) compared with the 2023 season. A number of factors influence the amount a grower will receive including TZG, yield, as well as whether they are a KiwiStart grower (including where in KiwiStart their fruit is harvested) or Mainpack grower (including how long their fruit is stored). In addition, post-harvest entities each have individual pooling payment rules which Zespri does not have any influence over, and which will also influence the returns a grower receives.

The Cashflow tables on page 12 of this issue of *Kiwiflier*, show the breakdown of payments year-to-date and for the full year by pool and payment type. Year-to-date, for Green Conventional we've paid more total dollars than the same time last year (\$417 million versus \$333 million). However, because there are more trays to pay this year, the total payments made to date on a per tray basis is \$7.03 year-to-date this year versus \$8.37 last year.

Progress payments for Green Conventional sizes 36/39 and 42 have been particularly impacted by increased volume in these size groupings and the updated shipping schedule. There is a higher proportion of this fruit getting shipped later in the year, resulting in more being paid out in Time payments and less as Progress payments. As a result, after the July and August Progress payments, 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.

ZESPRI GREEN (EXCLUDING LOYALTY)

Forecast	Submit	Pack and Time	KiwiStart/Supplier Accountability	Taste Zespri	KiwiGreen	Progress	Total payment/ TE Supplied
2022/23 Final	\$2.45	\$1.42	\$1.00	\$2.94	\$0.26	\$1.71	\$10.07
2023/24 Final	\$2.75	\$1.09	\$1.01	\$4.24	\$0.00	\$3.98	\$13.07
2024/25 Forecast	\$2.73	\$2.06	\$0.88	\$3.56	\$0.00	\$2.15	\$11.38
Comparison between 2023/24 vs. 2024/25	-\$0.01	\$0.96	-\$0.13	-\$0.69	\$0.00	-\$1.83	-\$1.69

ZESPRI EXPANDS INTO EAST AFRICA THROUGH COLLABORATIVE MARKETING PARTNERSHIP

More Zespri Kiwifruit is to be sold in East Africa through a Collaborative Marketing partnership with Eastpack.

Under the Kiwifruit Export Regulations 1999, Zespri is the sole authorised exporter of New Zealand grown kiwifruit to all markets except Australia. However, the Regulations do provide for applications to KNZ for the export of kiwifruit, by others, under Collaborative Marketing arrangements.

Through the new partnership, fruit will be imported and distributed in Kenya by Fruitbox Ltd which was formed in 2014 and owned by two South African companies (Vitanova International and Tru-Cape Fruit Marketing) as well as Sandip Jethalal and Bhaumik Shah, who both have a long history in the Kenyan fresh produce industry.

While Zespri Kiwifruit has previously been available in limited volumes in East Africa, the logistical route and cold chain were cumbersome and inefficient. The region has the largest population in Africa and the partnership will enable Fruitbox to supply high quality Zespri Kiwifruit directly to the region's growing middle class.

"Previously, we sourced Zespri kiwifruit primarily from South Africa and then air freighted it to Kenya, which contributed to the cost chain and the final product price," says Sandip.

"Our direct supply chain will reduce the cost to the final consumer, but more importantly, we will now be able to

vouch for the quality and integrity of the product we sell to our customers."

Vitanova Group director Nico de Lange says Fruitbox is well placed in East Africa with an unparalleled supply chain and modern cold storage facility ensure consistent quality.

"As a first receiver with established distribution channels and storage facilities, we can import full container loads directly from the country of origin and develop the category to its full potential.

"With the growing middle class in East Africa comes a demand for higher value fruit such as cherries, peaches, and nectarines.

"We aim to work with brands, such as Zespri, to supply these products directly from source," says Nico.

Eastpack General Manager for order and supply, Richard Fraser-Mackenzie says Fruitbox has invested in quality product-handling infrastructure and has good local operators with strong relationships to establish the kiwifruit programme in Kenya.

"Fruitbox has a unique geographic location and can supply the East African community with kiwifruit from New Zealand," says Richard.

"We expect the market to grow incrementally and our green and gold kiwifruit consumption to expand annually."

CHINA CIVIL CASE UPDATE

Zespri's civil case in China to address unauthorised Gold3 plantings is continuing and will be transferred to the Wuhan Intermediate People's Court.

The Wuhan Intermediate People's Court is an experienced intellectual property court and has heard numerous cases relating to plant variety right infringement.

It is anticipated the court will issue an initial judgement within 12 months.

The civil case, filed in July 2023, is a significant step in our ongoing efforts to protect the investment made by New Zealand producers in licensed kiwifruit varieties, as well as the interests of our customers and consumers. We will continue to keep the industry updated as the civil case progresses.

NEW ZESPRI PODCAST



Growers have told us they want more information on key areas like the markets, supply chain, and ZGS, but also that they want to be able to access it in different ways.

So we've started a new podcast — 'The Scoop' — with short, sharp discussions on key areas of interest to growers.

Check out the first four episodes of The Scoop podcasts now on Canopy: [Canopy > News > Watch & Listen](#)



POTENTIAL EXPANSION OF ZGS – YOUR QUESTIONS ANSWERED

(Continued from page 1)

WHAT DOES THIS MEAN FOR GREEN GROWERS?

Zespri gets a premium because of our fruit quality, brand, and our retail and distribution partnerships in market. Maintaining our premium – currently 22 percent above the competition for Green in the New Zealand season (excluding Greater China, noting that pricing is at the discretion of retailers) – absolutely depends on maintaining our category leadership position. Expanding ZGS SunGold positively impacts Green in many ways. Key benefits include:

- ✓ **Increased awareness:** A year-round supply boosts brand awareness, making it easier to convert consumers into regular buyers. Green cannot do this in isolation given the level of supply and the marketing budget.
- ✓ **Value protection:** More SunGold hectares help maintain the value of both SunGold and Green because of the halo effect of the full portfolio. For instance, launching SunGold in the US increased Green's OGR by 138 percent. The opposite can be expected if we lose value – it will impact the whole portfolio.

- ✓ **Physical availability:** Filling the gap before New Zealand Green enters the market protects our shelf space, reduces the risk of competitors taking it, and optimises advertising spend at this crucial part of the New Zealand season.

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



Pop Saavedra, Head of Product Portfolio – Green and Organics

HOW WILL WE PREVENT OVERSUPPLY?

We know that oversupply is a concern. This is why the resolution has been drafted to allow for an annual release of hectares to be guided by the annual review of demand and supply. Based on current modelling, if we release 420 hectares each year for the next six years, we'll be meeting 60 percent of demand in the 2033/34 season, leaving a very safe gap between supply and demand. That also factors in an increase in average ZGS yields from around 6,250 trays per hectare to our target ambition of 9,250.

Our strategy is to build demand ahead of supply; this means we build value ahead of volume every year so we can maximise returns to growers.

In terms of the process to model demand and supply, we have a dedicated strategy team that, together with our in-market teams, reviews the demand in our markets each year, looks at forecast supply, and compiles the *Five-Year Outlook* document which is submitted to the Board for review and approval before it is published.

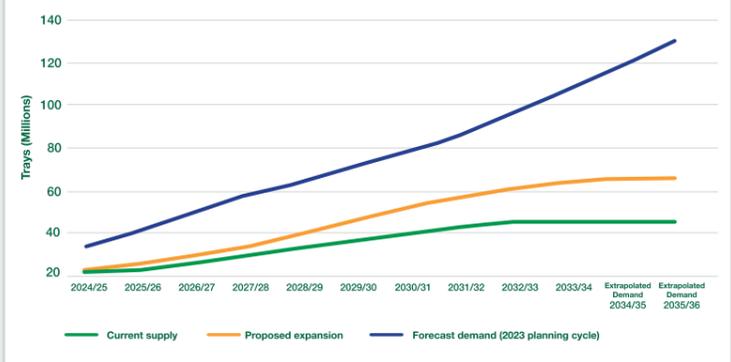
The *Outlook* is published annually and means we can use the latest insights to inform our strategy and be really transparent with growers on the outlook for each kiwifruit category.

Licence release in New Zealand is informed by this *Outlook* document. If the Producer Vote goes ahead and is successful, then the release of ZGS SunGold hectares each year will also be informed by this document. The Board will confirm every 12-months that supply remains below demand before any additional hectares are allocated.



Tim Clarkson, Executive Officer – Strategy

ZGS SUNGOLD SUPPLY



HOW DOES ZESPRI MANAGE THE TRANSITION WINDOW? WHAT IS THE PROCESS WHEN A CUSTOMER PLACES AN ORDER FOR ZESPRI KIWIFRUIT DURING THE SHOULDER SEASON?

ZGS was established nearly 25 years ago to supply Zespri kiwifruit for 12 months of the year and maximise New Zealand grower returns. With this purpose as the driver, the transition to and from New Zealand fruit is always transacted so that the market returns for New Zealand fruit in the transition window are maximised.

We always ensure we sell out New Zealand fruit as our first priority and then use our business planning tools to ensure we have a smooth transition with customers as we switch through to ZGS fruit. These tools are becoming more and more sophisticated as Project Horizon continues to transform our business.

KNZ monitor the season transition as part of the Kiwifruit Regulations. The Monitoring Plan says: 'Zespri will manage the supply and sale of kiwifruit over the transition between New Zealand and ZGS

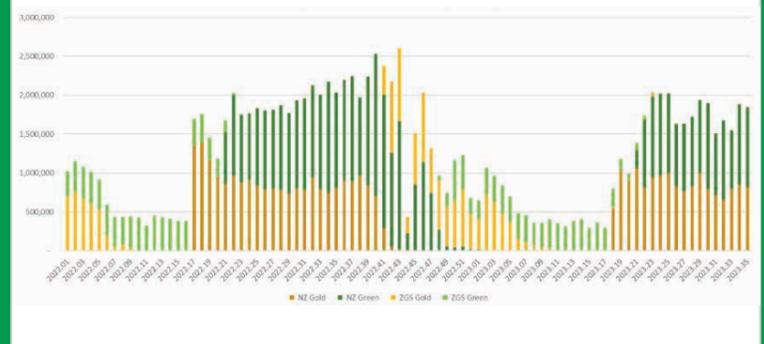
fruit supply at the start and end of the New Zealand season. When both New Zealand and 12-month supply fruit is available, Zespri will prioritise New Zealand fruit sales to avoid disruption of sales and promotional planning and maximise the benefits of 12-month supply and to ensure the returns to New Zealand kiwifruit growers are not adversely affected by non-New Zealand supply fruit.'

This chart shows the season transition in Europe in the 2022 and 2023 seasons. It shows ZGS fruit leaving the market, New Zealand fruit returning, and vice versa. This chart is also available to view in a larger format and higher resolution on Canopy.



Christoph Janke, Head of Sales – Europe

EUROPE GREEN AND GOLD - WEEKLY PHASING



WHAT IF ZGS ORCHARDS IMPROVE THEIR YIELDS EVENTUALLY, LEADING TO OVERSUPPLY?

Some growers are asking about our ability to improve yields on ZGS orchards and whether a substantial increase could lead to oversupply. The average yield on ZGS orchards at the moment is 6,250 trays per hectare. Our ambition (and the number that has informed the modelling Tim refers to) is 9,250 trays per hectare. This is an ambitious target; the growing conditions are more challenging in the Northern Hemisphere with very hot summers putting vines under significant stress, the impact of Kiwifruit Vine Decline Syndrome (KVDS) and Brown Marmorated Stink Bug (BMSB), and the use of the less productive T-Bar structure due to snowfall in winter.

Just like in New Zealand, there'll be huge variance across the orchards, but the average yields for ZGS are much lower. We've been growing in ZGS locations for almost 25 years

so we have a huge amount of data and grower experience to call on.

DO ZGS SUNGOLD GROWERS PAY THE SAME FOR LICENCE AS NEW ZEALAND GROWERS?

We need ZGS growers to support New Zealand returns and we wouldn't get them if we charged them a significant up front cost – the model and customs are different in Europe.

ZGS growers do not buy a licence to grow SunGold; they do not own it, and they cannot sell it. Only New Zealand growers can own shares in Zespri, and participate in Producer Votes.

The commercial arrangements for growing any kind of fruit in Europe are different and can't be directly compared to our structure in New Zealand. Auction-like systems do not exist. Given we had to actively work to secure the best ZGS grower-partners over the years, the upfront cost of

purchasing a licence was a barrier to our efforts to secure these partners.

All this being said, the important thing to remember is that ZGS growers deliver value to Zespri and New Zealand growers in numerous ways. We're on the same team. Their fruit and partnership with us have helped us build our brand, strengthen retailer relationships, secure shelf space, remove tariffs, and conduct valuable research on biosecurity and innovation. We complement each other, not compete against each other and we need them to support New Zealand returns.



Nick Kirton, Executive Officer – Northern Hemisphere Supply

(Continued on page 5)

POTENTIAL EXPANSION OF ZGS – YOUR QUESTIONS ANSWERED

(Continued from page 4)

HOW DO WE ENSURE THAT ZGS KIWIFRUIT IS THE SAME QUALITY AS NEW ZEALAND KIWIFRUIT AND DOESN'T UNDERMINE THE BRAND?

Zespri has been successfully operating the ZGS business for almost 25 years, originally with green kiwifruit procurement, and then growing Hort16A and SunGold. We have a huge amount of control over ZGS quality – we control what goes on the fruit and when, when it's harvested, when it's loaded out, and what, when and where it's sold. We also set and enforce the quality and grade standards, and audit facilities and suppliers. We only take what meets our standards; Class 1 pack-out rates were 85 percent in Italy last year.

Growers are subject to Global GAP in Europe and to local regulations in Japan and Korea (because ZGS fruit from those locations is sold only in those countries). Non-compliances are issued and managed the same way they are in New Zealand. Last year, there were four non-compliances across ZGS locations in Europe. The bulk of these were breaches of the EU directive on Integrated Pest Management, and the Zespri Quality Manual Section Grade standards. Kiwifruit that is non-compliant to the standards is destroyed.

Our packhouses in Italy are operated by four partners, each with more than 60 years' experience in the business of growing, handling, and selling fresh produce.



Giuseppe Garcea, Head of Northern Hemisphere Quality and Technical

WHAT DO CONSUMERS THINK OF ZGS KIWIFRUIT COMPARED TO NEW ZEALAND KIWIFRUIT?

We measure fruit quality perception. Consumer feedback is measured via our annual Brand Tracker (Kantar). We measure at least once a year in August for New Zealand supply, and then again in February during the ZGS season. We track consumer sentiment monthly in Spain, and since this season, also in Germany and France. During the ZGS season, quality perception is significantly better than competition and higher on taste.



Véronique Parmentier, Head of Global Market Research

See page 6 for an article from the Chair of the Italian SunGold Suppliers Committee, describing the quality systems of the four packhouses Zespri uses in Italy: Apofruit, Agrintesa, Salvi, and OP Kiwisole.

IF THIS RESOLUTION IS PASSED, IT WILL ONLY SEE US MEET 60 PERCENT OF FORECAST DEMAND IN 2033/34, WHY AREN'T WE ASKING FOR MORE?

There are a number of factors that have influenced the hectare number in the draft resolution, including the need to balance grower feedback, questions and common concerns – one of the key ones being the risk of oversupply. We also need to manage the expansion carefully to make sure we continue to work with the best growers in the best orchards to grow the best fruit.

In addition, the 75 percent threshold required for a successful producer vote is very high and we've lost the last two. Our ZGS partners need certainty to grow their businesses and support their partnership with Zespri. Another failed vote will impact our relationships with them and send a signal to competitors that Zespri will not be expanding its counter-seasonal supply, so there's an opportunity open to them.

While support has been increasing, there's still a significant cohort of undecided or unsupportive growers. We need the bulk of the industry behind us for the expansion to be approved. Based on the current industry sentiment and what we've been hearing from growers, we believe the number in the resolution strikes a balance between providing comfort to uncertain growers and being able to expand and respond to increasing competition, maintain our market position, and maximise New Zealand grower returns.



Tracy McCarthy, Executive Officer – Grower and Industry Engagement

PREPARING FOR THE POTENTIAL ZGS PRODUCER VOTE: A GUIDE FOR GROWERS

ESSENTIAL INFORMATION AND NEXT STEPS

After discussing the potential expansion of Zespri Global Supply (ZGS) since the beginning of June, we are getting closer to a decision on whether a producer vote will go ahead.

The draft resolution that was co-designed with growers was released in late August:

That growers support the allocation of up to 420 additional hectares per year of 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.

The decision on whether to finalise or amend this draft and proceed with a vote will be made by the Board towards the end of October, with the voting window opening in November.

Between now and then, there are some important steps we need you to take:

1. Read the information

Whichever way you choose to vote, we want to make sure growers are making an informed decision. There is a dedicated ZGS section on Canopy which is being updated as we move through the process. Every edition of *Kiwiflier* since June has plenty of articles about what ZGS is, why it's important, how it operates, how the risks of growing fruit offshore are managed, and much more. You can read these issues in the 'Publications' section on [Zespri.com](https://www.zespri.com).

2. Have your say

We've been really encouraged by the levels of engagement with the ZGS conversation so far. Growers have had excellent questions and we've been able to share detailed information about ZGS, its benefits, and the risks and mitigations of growing SunGold in the Northern Hemisphere. There have been common themes among your questions, and we've captured answers to these from people in the industry best-placed to respond (see pages 1, 4, and 5 of this edition of *Kiwiflier*).

If you have any further questions or feedback, reach out to your Grower Relations Manager (contact details are on page 16 of this issue of *Kiwiflier*) or email producer.vote@zespri.com.

3. Grant Fruit Weight Count (if applicable)

A letter and/or email was sent to landowners of leased orchards and lessees in September asking them to prepare for the potential vote by confirming whether you plan to grant your Fruit Weight Count to your lessee (applicable to landowners with lessees only). Lessees may request their landowner to grant the Fruit Weight Count but it is up to the landowner whether they would like to do so. The deadline for assignment of Fruit Weight Count is Friday 11 October, so if you are a landowner then please get in touch via producer.vote@zespri.com or 0800 155 355 if you plan to

grant your Fruit Weight Count to your lessee (see below for more information on this).

4. Confirm details for the primary contact of your entity

We need to make sure our communications are reaching the primary decision-maker for your entity. The primary decision-maker is an individual with authority and responsibility to make key decisions. If you need to check or update these details, please contact us at producer.vote@zespri.com or call 0800 155 355.

What is a producer vote?

Zespri is governed by the Kiwifruit Export Regulations 1999 (Kiwifruit Regulations), which establish Zespri as the primary exporter of New Zealand-grown kiwifruit to all countries other than Australia and provide mitigation measures for the costs and risks arising from Zespri's position as a single desk exporter.

One of these mitigation measures is that Zespri must not carry out activities that are not core business and do not support core business unless the activities are approved by a producer vote.

When the Kiwifruit Regulations were updated in 2017, ZGS was not included in the definition of core business and any changes to ZGS since then have required a producer vote.

Where producers approve an activity by the required majority, Zespri must also minimise, as far as reasonably practicable, the risks that arise from carrying out the proposed activity, for the producers who voted against this activity or did not vote.

Once an activity is approved by producers, any changes to that activity which take it outside the scope of the approval must be approved by a further producer vote.

How does voting work?

A producer vote is not a shareholder vote.

Both landowners and lessees who supply Zespri are defined as "producers" and can vote on a resolution.

Each producer has one vote regardless of the number of KPINs the producer owns or leases. If you own multiple KPINs under different entities, each separate entity will have one vote. The vote is counted in two ways:

- 1. Producer Count:** A count of the votes by number, so both landowners and lessees get one vote each and both votes are counted. **This count must achieve at least 75 percent in favour by all those who vote.**
- 2. Fruit Weight Count:** A count of the votes by weight of production in kilograms, based on the average production of all kilograms supplied to Zespri over the previous two completed seasons. For leased orchards, the landowner's vote is counted by default unless the landowner informs Zespri that it wishes to grant the Fruit Weight Count of the vote to the lessee by the deadline. **This count must achieve at least 75 percent of the production by all those who vote.**

FIND OUT MORE

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

- Read our previous issues of *Kiwiflier* which cover this topic on the 'Publications' section of our website [here](#).





ZESPRI GLOBAL SUPPLY UPDATE

A GROWER'S REFLECTIONS FROM THE NORTHERN HEMISPHERE TOUR SEASON

September is tour season for Zespri Global Supply (ZGS) and this year was a particularly busy one, with New Zealand growers interested in learning more about ZGS during the industry discussion about its expansion.

Groups from Seeka, Apatā, Trevalyan's, NZKGI, and those who took part in a Zespri tour, visited orchards, packhouses, and quality testing labs. They met Italian and Greek growers, some of whom have been partnering with us for 20 years.



The tour group at a ZGS orchard in Greece.

Rob Humphries has been in the industry for more than 20 years, as a grower and in post-harvest and orchard roles. He is on the NZKGI Executive and is Chair of Eastpack Entity Trust. Here are his top three takeaways from the recent Zespri tour in Greece and Italy:



"IF WE WANT TO REMAIN RELEVANT AND OF VALUE, WE NEED TO CONTINUE TO SUPPLY OUR BRAND AND HAVE CONSISTENT QUALITY AND CONSISTENT SUPPLY."

– Rob Humphries

1. The Zespri brand is very strong, but consumers will buy what they can find on a shelf.

We have a very strong brand and value proposition, but when consumers want a gold kiwifruit they'll buy what they can get. This is similar with growers in the Northern Hemisphere; they want to grow gold kiwifruit and would prefer SunGold, but if they can't, then they'll plant competitor fruit. If we want to remain relevant and of value, we need to continue to supply our brand and have consistent quality and consistent supply. Greek growers are looking for varieties to plant. They have good climate and soils, and some serious new and sophisticated post-harvest infrastructure. Zespri needs to be in there before someone else takes the opportunity.

2. ZGS is a profitable business in its own right.

Although ZGS is part of Zespri, it is a successful business on its own and has its own strategy with a very passionate and capable team. The operations are different in some ways to what we do in New Zealand, but that's because the culture and business norms are different in the EU. For me, all I want to know is:

- Is the fruit quality and standard that the Zespri brand aspires to being met?
- Is the ZGS grower profitable to a sustainable level?
- Are consumers buying the Zespri brand over others?

And this visit answered those questions for me on all counts, but as with any business, there are risks and areas for all parties to continue working on.

Many of the ZGS post-harvest partners are intergenerational. Salvi in Italy is fifth generation, Protos in Greece has been operating over 90 years. These companies are built on growing and supplying produce to Europe and the world. They have invested and continue to invest in kiwifruit capability and capacity. A positive vote for the ZGS expansion is also a continuation of keeping Zespri at the forefront of current and prospective staff's preferred place to work.

3. The season transition is complex, but the key is maximising value for New Zealand fruit.

I've been very interested in the season transition and wanting reassurance that New Zealand supply is the priority. The devil is in the detail on this one, it's all about the size, pack type, retailer, etc. So, we need to continue holding Zespri to account for maximising the value of New Zealand fruit. However, each market has its nuances so the answer can't be clear cut. At the same time, it will take a while for ZGS supply to create volume that will plug the gap in March/April before the start of the New Zealand season. It's more the crossover in October/November that's important. It's not about going longer or shorter in the market, it's about maximising the value of the New Zealand crop.

ENSURING THE QUALITY OF ZESPRI KIWIFRUIT IN ITALY

In this article, **Andrea Grassi, Chair of the Italian SunGold Suppliers Committee, outlines how our supplier packhouses in Italy ensure the quality of Zespri Kiwifruit. The four packhouses, Apofruit, Agrintesa, Salvi and OP Kiwisole, each have more than 60 years' experience growing, handling, and selling fresh produce, and have been working with Zespri for more than 20 years.**



Chair of the Italian SunGold Suppliers Committee, Andrea Grassi.

We know what consumers expect from Zespri Kiwifruit. At our packhouses, quality isn't just about delivering quality fruit, it's about ensuring that every step of the supply chain from grower to consumer benefits. It means growers get a fair return, post-harvest handling is sustainable, and Zespri consumers receive kiwifruit that meets the highest standards.

We started working with Zespri more than 20 years ago, starting with Hort16A and continuing through challenging times like the Psa outbreak. Through close collaboration between Zespri and the packhouses' technical, operational, and quality teams, we've developed a robust system to ensure we meet the specifications for Zespri Kiwifruit.

On orchards, we have technicians monitoring fruit quality closely. In the packhouse, it undergoes a range of careful processes, from pre-cooling and calibration, to precise storage conditions, with parameters like temperature and humidity meticulously controlled. Every batch of kiwifruit is carefully inspected, and a decision is made about the best time and market for its release. This allows us to manage our resources efficiently while ensuring fruit freshness and quality for consumers.

The first step in the packhouse is curing and pre-cooling the kiwifruit for up to 36 hours, depending on the harvest volume. Following this, the fruit is calibrated and sorted before being stored in highly controlled conditions. Our cold storage facilities maintain strict temperature and humidity levels, with some packhouses even trialling Atmosphere-Controlled Storage systems. These help to extend the fruit's shelf life, especially for exports to key markets.

We know the key is to "respect the timing" at each stage - harvesting the fruit within three days of identifying readiness, beginning cooling within 24 to 36 hours, and bringing it to storage temperature quickly but gently to avoid damaging the flesh. Managing time and temperature is critical. It's the foundation of preserving quality in the packhouse.

Additionally, our traceability systems ensure that every kiwifruit can be traced, offering complete transparency and compliance with global certifications such as GlobalG.A.P. and GRASP.

PREPARING FOR FUTURE GROWTH

Looking ahead, our packhouses are ready for an increase in production. While the yields across orchards are not yet at their maximum potential - partly due to replanting efforts and the ongoing battle against KVDS - our facilities are prepared for higher volumes. Our packhouses have been designed with scalability in mind; with capacity still underutilised, we are well-equipped to handle an increase in harvest when new plantings come into full production.

ADVANCES IN TECHNOLOGY

As technology evolves, our quality processes are evolving too. We're seeing significant improvements in data management, with smart sensors detecting problems more efficiently on the processing lines. High-tech robots are also being introduced to improve packing uniformity and precision. Alongside these advances, human expertise remains critical. Decisions about quality, storage conditions,

and process adjustments will always require a skilled team to ensure the best outcome.

We're seeing an exponential increase in the efficiency of data collection and machine capabilities. Training our staff to work alongside these new tools is crucial.

ONGOING COMMITMENT TO PARTNERSHIP AND QUALITY

At our Italian packhouses, we're deeply committed to maintaining the quality standards that Zespri and New Zealand growers expect. Every step of our process is carefully managed to ensure we deliver the very best product.

By staying at the forefront of technological advancements, learning from our past, and keeping our processes sustainable, we are confident that we can continue to meet the growing demand for top-quality kiwifruit in the years to come.



Kiwifruit at an Apofruit packhouse in Italy.



A packhouse in Forlì, Italy.

FROM THE MARKETS

STRONG LIFT IN RUN RATES AS AUTUMN ACTIVATIONS KICK OFF

We are now nearing the three-quarter mark for sales through our season. With consumers in Europe and the US returning from the summer holidays and following very successful Mid-Autumn Festival campaigns in Asia, we have seen a strong lift in run rates as summer fruit competition tapers off. Chilean kiwifruit is also exiting the market after a big push to sell through inventories faster over the summer period, with lower demand and quality issues.

At the end of Week 38, we had delivered 141 million Class 1 trays (73 percent of our full season plan) to our customers, compared to 116 million trays at the same time last year.

98 million trays of Class 1 SunGold Conventional and three million trays of SunGold Organic have been delivered — that's 79 percent and 83 percent of the full season plan respectively.

The smaller-sized Green is requiring ongoing focus as market teams drive more demand through activations and targeted promotions. In terms of run rates, 37 million trays of Green

Conventional have been delivered (62 percent of our full season plan) and two million trays of Green Organic (55 percent of our full season plan).

We are still seeing quality tracking well in our arrivals to market, in line with the continued positive quality trends onshore. The ongoing focus, outside of driving strong sales run rates now that we have moved out of summer, is on in-market inventory management to minimise quality impacts, with some markets holding higher than target inventory levels due to the challenging summer fruit period.

HONG KONG: FRUITFUL CONNECTIONS AND COLLABORATION AT ASIA FRUIT LOGISTICA

It was fantastic to connect with our customers, distributors, and growers from around the world at the Asia Fruit Logistica 2024 event held in Hong Kong in September. This event was a good opportunity to meet, learn, and collaborate with industry partners and peers worldwide with a focus on Asia.

Asia Fruit Logistica 2024 was an impressive showcase of the fruit industry's most recent innovations and technologies. At our Zespri stand, visitors were able to experience our great-tasting kiwifruit, learn more about the industry, and interact with our Kiwi Brothers who were the undoubtedly the star attraction.

CEO Jason Te Brake, who was at the event, had this to say:

"After spending time in New Zealand with many of our growers, I've been back in Asia catching up with many of our customers and distribution partners.

"Despite the challenging environment in the market at the moment, particularly in China where consumer confidence and spending are down, Zespri Kiwifruit is one of the few products with a significant increase in both volume sold and value this season.

"I've had lots of positive conversations with our partners, reaffirming the strength of our Zespri brand and the underlying fruit quality which helps maximise the value we can return to our growers."



Zespri's stand was a popular attraction throughout the event.



Zespri and Good Farmer representatives.



Zespri and Joy Wing Mau representatives.

Asia Fruit Logistica covers the entire fresh produce industry value chain and its service support companies, as well as the latest, innovative products and ideas. It offers a totally unique opportunity to develop new business, make new top-level contacts, and gather essential market information on every aspect of the fresh produce trade throughout the entire Asian region.

Find out more about Asia Fruit Logistica here: <https://www.asiafruitlogistica.com>

JAPAN: 'SMALL IS BIG' CAMPAIGN WINS NIPPON HOUSOU AWARD!

We're proud of our team in Japan who have secured the local broadcasting station's Nippon Housou award for their 2023 marketing campaign, 'Small is Big'.

This came just before the launch of their 2024 campaign, 'Zespri Nutrition Reform' on 4 August (which is also Nutrition Day in Japan).

Well done, team Japan!



JAPAN: ROADSHOW BOOSTS ZESPRI KIWIFRUIT SALES

Zespri Kiwifruit proved to be a fan favourite at a roadshow organised by our Japan team at shopping mall AEON Koshigaya Laketown.

Eight million JPY (NZD 88,000) worth of Zespri Kiwifruit were sold in just two days, a record for the team at this sort of event.

Special thanks to our popular Kiwi Brothers who had scores of people line up for a photo opportunity with them!



SOUTH KOREA: NEW ZEALAND FOOD & BEVERAGE SHOWCASE SHINES LIGHT ON ZESPRI KIWIFRUIT

The NZ F&B Showcase at the Ambassador Seoul Pullman Hotel was a fantastic opportunity to highlight our great-tasting kiwifruit to influencers, media, and channel partners.

The team at the Zespri booth also had the opportunity to take a photo with New Zealand Prime Minister, Hon. Christopher Luxon.



SHANGHAI: OUR CEO GOES VIRAL ONLINE!

Our CEO Jason Te Brake recently visited the Zespri Mid-Autumn Festival Lantern Gala at Yu Garden, one of Shanghai's most iconic tourist destinations.

In addition to exploring the festival, Jason participated in a special on-site Douyin (Chinese TikTok) livestream. For the 13-minute session, Jason had the opportunity to discuss the nutritional benefits of Zespri Green Kiwifruit, sharing his personal experiences with the product, and explaining why Zespri consistently delivers high-quality kiwifruit. 7,000 viewers joined the livestream online, which was ranked 13th by the number of viewers, among hundreds of other livestreams. His efforts significantly boosted sales, particularly of our Mid-Autumn Festival gift packs and layered trays, with 5,000 Zespri Kiwifruit sold, of which 1,000 pieces were Green.



LOW-EMISSIONS SHIPPING REPORT LAUNCH AT PARLIAMENT

An event was held at Parliament in mid-September hosted by Associate Transport Minister Matt Doocey supporting the launch of our feasibility study into setting up a low-emissions shipping corridor between Tauranga and Zeebrugge in Belgium via the Panama Canal, commissioned along with one of Zespri's key shipping partners, ANL/CMA CGM.

The event was attended by Government Ministers, MPs, our shipping partner ANL/CMA CGM, report authors EY, and representatives from Zespri who travelled to Wellington to take part in meetings with Ministers and officials to discuss this important topic during their time in the capital.

Zespri Executive Officer Sustainability Rachel Depree says reducing shipping emissions is one of the key challenges to decarbonising our kiwifruit industry and growing New Zealand's export value and the report found that - with concerted action across the supply chain - a low-emissions shipping corridor is possible.

"Like other New Zealand exporters, Zespri can't directly reduce shipping emissions ourselves so we're working with our shipping and distribution partners to work more efficiently and pilot low-emissions fuels as we work towards being carbon positive by 2035," says Ms Depree.

ANL & CMA CGM Oceania Managing Director Shane Walden attended the event and says CMA CGM is focused on reducing energy consumption as well as using sustainable low-carbon

energies where possible to accelerate the energy transition of the sector, including that of key customers such as Zespri.

"New Zealand is an important country for the CMA CGM Group. The country has a geographic advantage that, with support, could allow New Zealand to play a role as a maritime energy hub for the South Pacific.

"We embarked upon this project with Zespri and EY as it is imperative that we jointly address climate challenges in the sector to support New Zealand's maritime trade."

Minister Doocey outlined the importance of shipping to New Zealand's export economy and how as a country at the far end of the global supply chain, New Zealand must keep pace.

He congratulated Zespri and ANL/CMA CGM on taking a lead with low-emissions shipping initiatives, saying collaboration across the sector is needed to ensure New Zealand remains connected to the world.

More on the report can be found on Canopy here: [Canopy > News > Zespri and shipping partner ANL/CMA CGM drive towards low-emissions international shipping, launch feasibility study into corridor between New Zealand and Belgium](#)



Attendees at the low-emissions shipping report launch at Parliament.



Associate Transport Minister, Matt Doocey.



EY Partner Sustainability and Climate Change, Pip Best.

MINI TRAY DELIVERING MIGHTY RESULTS IN GREATER CHINA

A sustainable pack, known as the 'mini tray', has been developed to replace the traditional plastic clamshell in Greater China with a positive response from consumers.

Development of the new packaging first got underway in June 2023 with the aim of highlighting Zespri's premium offering, the health benefits of Zespri Kiwifruit, ensuring consistent shelf packaging and to help improve supply chain efficiency, in addition to being more environmentally friendly.

The mini tray, which is made out of paper, can hold four to 10 SunGold or Green Kiwifruit and can be recycled through normal household recycling methods.

The packaging went through supply chain simulation testing in 2022/23 with that proving the mini tray can protect fruit well in the supply chain and ensure consumers are receiving high-quality, great-tasting Zespri Kiwifruit, with customers also willing to pay more for fruit in the new pack.

This season it has been rolled out in market and is available at a number of retailers including Hema, Sam's Club, Walmart and Pagoda.

Zespri Sustainability Lead - Greater China, Samira Tang says by the end of the 2023/24 New Zealand season, 1.8 million mini trays will have been released in market.

"We've had a very successful response to our more recyclable pack in China.

"There are environmental gains as well as brand value with the new pack having a more than 60 percent higher premium perception score vs the current plastic clamshell pack," says Samira.

Brand tracking by Kantar after the packaging launch also indicates that consumers are associating our product with health benefits, with increases in attributes such as 'best health snack' and 'nourishes me with natural goodness' which is critical for our brand in China.

"As well as being a tool for transportation, packaging has a vital role to play in getting shopper attention and communicating the brand and benefits of your product with increasingly discerning consumers," says Samira.

"It is a powerful communication tool and the most widely distributed material we can develop to promote the goodness of Zespri Kiwifruit to

our consumers to drive demand, so we're really pleased with the results so far.

"The new pack hasn't been without its challenges though, such as managing the incremental cost of the paper pack compared with the plastic clamshell, ensuring the material used in the 3D design works well in the supply chain, presents well on shelves and is also able to be recycled.

Samira notes that the team has also been working closely with customers throughout the development process to support uptake.

Improvements to the design are continuing and the Zespri team continues to gather customer and consumer feedback on the mini tray. The next step is further refining the design with the mini tray to be made available for RubyRed next season as well as increasing the number of trays for SunGold and Green.



HAVE YOUR SAY IN OUR KIWIFRUIT ORCHARD ELECTRIFICATION STUDY

Orchard electrification presents an innovation opportunity for the kiwifruit industry that can improve resilience and productivity as well as demonstrate emissions reduction from reduced fossil fuel usage.

We have engaged Rewiring Aotearoa to undertake a study, generating new knowledge for Zespri and the industry on the costs, risks and benefits of orchard electrification for kiwifruit. In August, Rewiring Aotearoa CEO Mike Casey and his team visited our orchards in the Bay of Plenty.

The purpose was to learn from growers, contractors and orchard management companies about how kiwifruit orchards operate, with a particular focus on equipment usage. This has helped ensure the Kiwifruit Industry Orchard Electrification Study is really valuable for growers and also proved a great opportunity for growers, contractors and orchard management companies to ask questions about the benefits of electrification and of the study.

ELECTRIFICATION IN ACTION

Growers from Zespri's Carbon Neutral Trial saw some of the opportunities with orchard electrification first hand at a recent field day. The field day offered the chance to discuss two key barriers when it comes to new technology such as electric equipment - the cost and proof that it works.

EECA Sector Decarbonisation Programme Lead Insa Errey was there to discuss funding options that are available to help break down cost barriers.

The trialists at the field day also experienced a live demo of the hosts E-Tuatara electric side by side, and Agovor Founder and Director Richard Beaumont took them through a demo of the autonomous electric towing vehicle, called GOVOR, being trailed through Zespri's ZAG innovation fund. It was great to see this electric equipment in action, and for Zespri to take on board their feedback and questions.

IF YOU WANT TO BE INVOLVED, IT'S NOT TOO LATE!

To support the electrification study, a survey has been created. The results collected will contribute to shaping the study and help our industry on the electrification pathway.

We invite you to fill out the short survey to go in the draw to win a \$100 Farmlands voucher!

Link to survey: <https://www.rewiring.nz/zespri>



Agovor Founder and Director, Richard Beaumont, giving a demo of GOVOR.



Zespri's Carbon Neutral Trialists at the recent Field Day.

A SUCCESSFUL ZESPRI AIMS GAMES 2024



Tauranga Moana hosted the Zespri AIMS Games in early September, attracting more than 25,000 attendees. The event featured 12,900 athletes from 395 schools competing in 27 sports, supported by the invaluable efforts of 1,800 volunteers.

This year was filled with many exciting and memorable moments. It all kicked off with an electrifying opening ceremony featuring the Kiwi Brothers and a visit from Prime Minister Hon. Christopher Luxon, highlighting the event's significance.

This year also saw the launch of the KiwiCruiser, a Zespri van that toured various locations, offering delicious Zespri Kiwifruit, games, and spot prizes.

Congratulations to Mount Maunganui Intermediate which won a \$1,000 Sports Distributors Voucher for scoring the most points through Spin The Wheel, and Tāneatua School, which won the Zespri team photo award, earning \$500 worth of sports gear for their school.

We're extremely proud to support the Zespri AIMS Games, an event which makes a real difference to the health and happiness of a diverse range of tamariki from all over the country who get the opportunity to celebrate sport and community spirit through the Games.

Thank you to the industry and our growers for their continued support of the Games and for bringing it to the Bay of Plenty. It gets bigger and better every year, and we can't wait to see what next year will bring.

ZESPRI TO DONATE \$15,000 TO SUPPORT SCHOOLS

The Zespri School Fund is now open for this financial year!

This is a fund within our existing community investment programme dedicated to supporting school-related sponsorship. Zespri will be offering a total of \$15,000 of grants to schools and early childhood education centres. We receive a large number of school-related sponsorship requests every year and it is a key element of our community support. Whether it be a fundraising goal, sports team or school community initiative - all applications are welcome!

Applications open on 7 October and close on 8 November.

For more information, visit: <https://www.zespri.com/en-NZ/our-communities/school-fund>

ZESPRI BACKS TE PUKE'S LUNCHBOX LEGENDS



Close to the turnoff to the kiwifruit orchard-lined No.3 Road in Te Puke, is a small commercial kitchen helping to feed the area's young people by providing lunches in schools, along with the support of Zespri.

The ovens are turned on at 6am each weekday during the school term at The Daily Charitable Trust kitchen, with 2,200 lunches cooked every day for students in need.

While government funding enables the Trust to provide 2,000 of these meals, Zespri has provided financial support to help ensure 200 students at four schools which don't qualify for funding but still require support, don't go hungry.

The Daily Trust General Manager Chrissi Robinson says support from Zespri ensures they can deliver fresh and healthy lunches to kids at Fairhaven, Pongakawa, Paengaroa, and Te Ranga schools.

"It means so much to us that we can support our school children, their families and our wider community through providing daily cooked lunches which provide one third of the daily nutrition required for students.

"The feedback from the teachers and principals from these schools is that they can really see a difference when a child has a

nutritious lunch – it really sets them up for the afternoon, enables them to learn and also supports their behaviour," says Chrissi.

Another flow on effect is that these kids are more likely to attend school because there's no stigma attached to not turning up with anything to eat in your lunchbox."

Zespri External Relations Advisor Huia Ackerman recently visited Pongakawa School helping The Daily Charitable Trust with their lunch drop off.

"We're really proud to partner with The Daily Charitable Trust to support their awesome mahi and give back to our growing community in our kiwifruit growing heartland."



The Daily Charitable Trust in action.

ZESPRI'S COMMUNITY PARTNERS – TAURANGA YSAR AND ŌTANEWAINUKU KIWI TRUST – JOIN FORCES

Two of Zespri's community partners have come together with more than 40 teenagers from Tauranga Youth Search & Rescue (YSAR) taking to the bush on the outskirts of Te Puke to carry out a mapping exercise to help the Ōtanewainuku Kiwi Trust operate more effectively.

As part of their National Community Outreach Day, the YSAR students spent a day in a pest-controlled section of the Ōtanewainuku Forest armed with GPS devices, digital radios, and ArcGIS mapping via their mobile phones to track and record trap locations.

The aim was to map a key area of some 1,200 hectares of protected kiwi habitat.

YSAR Tauranga Branch Manager Chris Callahan says the students were delighted to put their new skills to the test to help the Ōtanewainuku Kiwi Trust.

"The exercise was incredibly valuable for the YSAR students who did a great job navigating in the forest, as well as for the Kiwi Trust and its volunteers – with the exercise taking place in conjunction with Zespri which partners with us to help develop our local future leaders and volunteers."

YSAR CEO and Co-Founder Steve Campbell says through community collaboration, innovation, and technology, students are not only learning vital skills but also becoming lifelong volunteers.

"Real-world projects like the Ōtanewainuku Kiwi Trust initiative provide the perfect platform for students to apply their knowledge and make a tangible difference," says Steve.

"Working with Zespri to support these initiatives, is something we're incredibly proud of."

Zespri External Relations Advisor Huia Ackerman says it's fantastic YSAR and OKT have come together putting new skills to the test to support the kiwi population just behind the kiwifruit capital of the world, Te Puke.

"The YSAR team plays a huge role in ensuring the Bay's future search and rescue leaders have the right skills to support our community, and it's great to see our young people try out their knowledge while at the same time assist Zespri's fellow community partner OKT and the amazing work they do to ensure our most precious bird is thriving."



APPLY NOW: 2024 ZESPRI HORTICULTURE SCHOLARSHIPS

Applications for the 2024 Zespri Horticultural Scholarships close at 5pm on Monday 7 October.

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

Applications must be submitted by email to scholarships@zespri.com.

FIND OUT MORE

For more information and to download the application form, visit <https://www.zespri.com/en-NZ/our-communities/scholarships>



SHARES UPDATE: SEPTEMBER

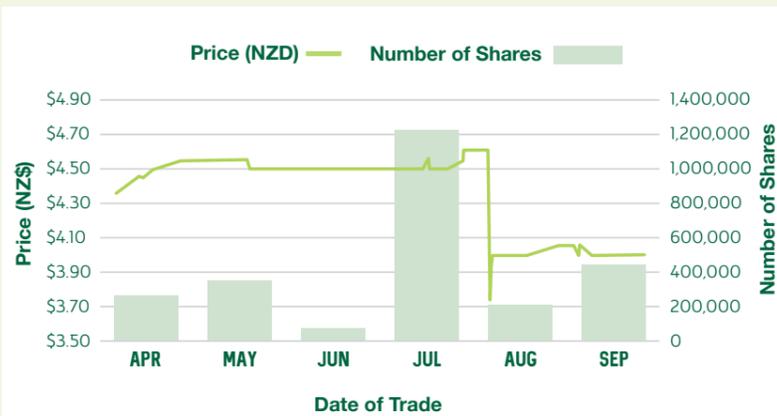
WHAT'S HAPPENING IN THE MARKET

BIDS (BUYERS)		
Orders	Quantity	Price (\$)
1	3,000	\$3.90
1	3,000	\$3.80
1	15,000	\$3.80
1	27,497	\$3.75

OFFERS (SELLERS)		
Orders	Quantity	Price (\$)
1	429	\$4.00
1	10,000	\$4.05
1	3,000	\$4.10
1	3,000	\$4.20
1	10,000	\$4.50

LAST 10 TRADES			
Date	Quantity	Price (\$)	Value (\$)
19/09/24	4,571	\$4.00	\$18,284.00
19/09/24	429	\$4.00	\$1,716.00
18/09/24	4,571	\$4.00	\$18,284.00
17/09/24	16,500	\$4.00	\$66,000.00
13/09/24	8,130	\$4.00	\$32,520.00
13/09/24	16,299	\$4.00	\$65,196.00
13/09/24	3,701	\$4.00	\$14,804.00
13/09/24	50,827	\$4.00	\$203,308.00
11/09/24	245,000	\$4.00	\$980,000.00
09/09/24	5,000	\$4.00	\$20,000.00

ZESPRI GROUP LIMITED SHARE TRADES: APRIL 2024 TO SEPTEMBER 2024



The graph above shows the price per share that has been traded with USX and the total number of shares traded.

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 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 20 SEPTEMBER 2024

OVERSHARED SHARES REQUIRED TO BE SOLD - OCTOBER



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 - OCTOBER



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 20 SEPTEMBER 2024



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

DIRECTOR SHARE TRADING AS AT 20 SEPTEMBER 2024



Shares traded by entities associated with Zespri Directors.



OUR SHAREHOLDERS

Shareholder Producers
Non-shareholder Producers

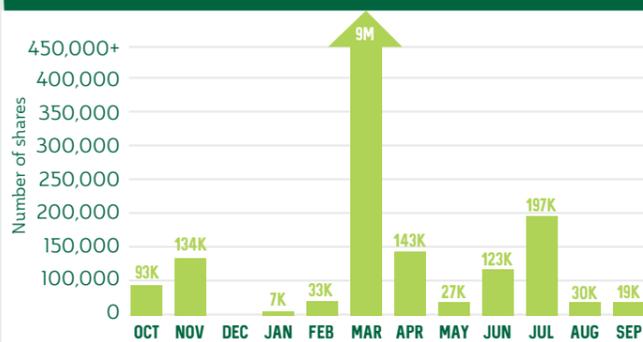


DRY AND OVERSHARED SHARES

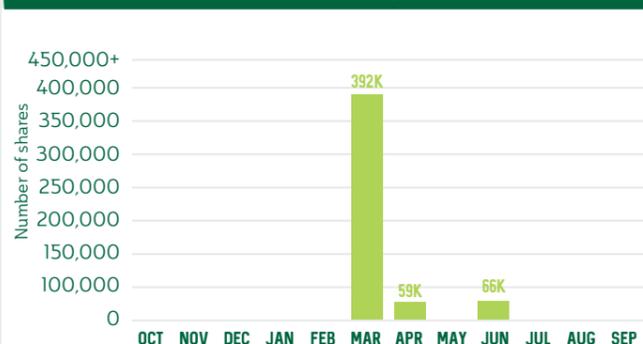


DISCLAIMER: The above figures are a snapshot in time and are subject to change at any time due to shares being traded.

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 Zespri's Canopy website 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. The availability board is used to help facilitate a match between eligible buyers/sellers and an off-market transfer form is needed to complete the trade. There is no broker involvement with this process. There are currently three sellers with 115,491 shares listed for sale, and there are 12 buyers seeking 1,207,272 shares on the Shares Availability Board.

You can register your shares for sale, or your interest to buy shares at the following link: [Canopy > Supply & operations > Shares > Shares availability board](#)

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 OCTOBER AND NOVEMBER

CLASS 1 - APPROVED 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	\$0.13	\$0.05	\$0.05	\$0.15	\$0.15	\$0.15	\$0.05	No supply
Zespri Gold3	\$0.41	\$0.70	\$0.30	\$0.30	\$0.40	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

CLASS 1 - INDICATIVE PROGRESS PAYMENT 15 NOVEMBER 2024	AVERAGE ON NET SUBMIT	16/18/22	25/27	30/33	36	39	42	46
Zespri Green	\$0.09	\$0.70	\$0.60	\$0.05	No payment	No payment	No payment	No supply
Zespri Organic Green	\$0.11	\$1.00	\$0.70	\$0.05	\$0.05	\$0.05	No payment	No supply
Zespri Gold3	\$0.59	\$0.75	\$0.45	\$0.60	\$0.65	No supply	No supply	No supply
Zespri Organic Gold3	\$0.44	\$0.20	\$0.35	\$0.55	\$0.75	No supply	No supply	No supply
Zespri Red19	\$0.18	\$0.50	\$0.50	\$0.40	\$0.20	\$0.20	\$0.20	\$0.10
Zespri Green14	\$0.05	No payment	\$0.05	\$0.05	\$0.05	\$0.05	\$0.05	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.

FINANCIAL COMMENTARY

Progress payments

Progress payments have been calculated to ensure cash is returned to the grower as quickly as possible and fairly across all sizes. Payments have been set so that the percentage of Total Fruit and Service Payments across the sizes are equal where possible. Consideration is given to current season sales, cashflow, prior season percentage of Total Fruit and Service Payments paid at the same time of the season, other current season risk factors, and also taking into account the latest information available.

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, after the July and August Progress payments, 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.

October 2024 approved Progress payments on Net Submit trays

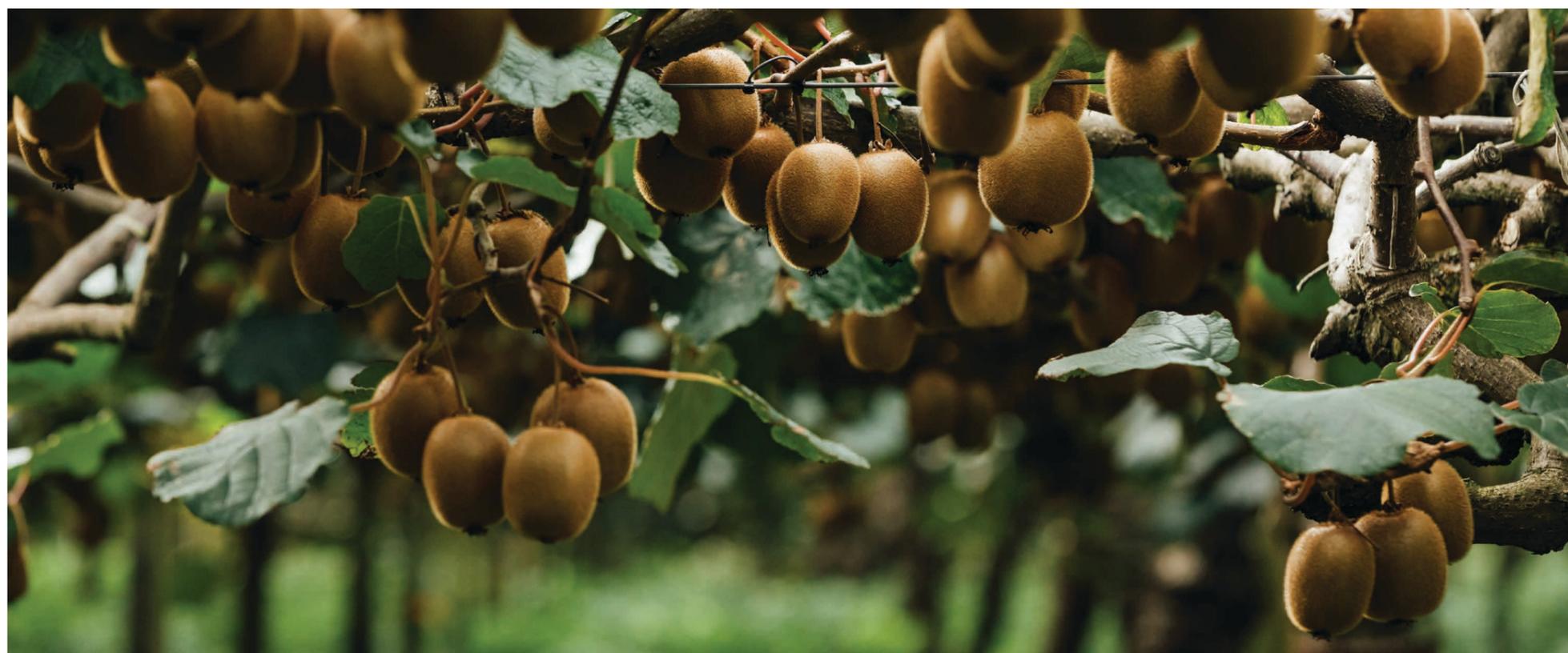
Approved per Tray Progress payments for 15 October 2024:

Class 1	
Zespri Green	\$0.05
Zespri Organic Green	\$0.13
Zespri Gold3	\$0.41
Zespri Organic Gold3	\$1.40
Zespri Red19	\$0.44
Zespri Green14	\$0.27

November 2024 indicative Progress payments on Net Submit trays

Approved per Tray Progress payments for 15 November 2024:

Class 1	
Zespri Green	\$0.09
Zespri Organic Green	\$0.11
Zespri Gold3	\$0.59
Zespri Organic Gold3	\$0.44
Zespri Red19	\$0.18
Zespri Green14	\$0.05



CLASS 1 FRUIT AND SERVICE PAYMENTS AND TIMINGS

(INCLUDING LOYALTY PREMIUM)

The tables below show the actual payments to date and, in the shaded area, an indication of forecast payments based on the August 2024/25 Forecast. The shaded area will change as we update our forecasts during the season.

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.
- YTD amounts for Pack and Time may move from previous *Kiwifliers* due to SLAs being paid late in a month.

ZESPRI GOLD3 OCTOBER							
ISO month	Submit	Pack and Time	KiwiStart/Supplier Accountability	Taste Zespri	Progress	Total payment / TE Supplied	% of Pool Paid YTD
Apr-24	\$3.60	\$0.13				\$3.73	23%
May-24		\$0.07				\$3.79	23%
Jun-24		\$0.14				\$3.93	24%
Jul-24		\$0.08		\$0.73	\$1.78	\$6.52	40%
Aug-24		\$0.34	\$0.59	\$1.01	\$0.63	\$9.08	56%
Sep-24		\$0.50	\$0.01	\$0.54	\$0.33	\$10.46	65%
Oct-24	\$0.80	\$0.58	\$0.27	\$0.41		\$12.52	77%
Nov-24	\$0.38	\$0.01	\$0.74	\$0.59		\$14.24	88%
Dec-24	\$0.06	\$0.01	\$0.01	\$0.90		\$15.20	94%
Jan-25						\$15.21	94%
Feb-25			\$0.01	\$0.65		\$15.86	98%
Mar-25			\$0.02	\$0.11		\$15.98	99%
Apr-25				\$0.10		\$16.08	99%
May-25						\$16.08	99%
Jun-25				\$0.10		\$16.18	100%
Paid YTD	\$3.60	\$1.25	\$0.59	\$2.28	\$2.74	\$10.46	
Balance to pay	\$0.00	\$1.24	\$0.61	\$1.02	\$2.86	\$5.72	
Total fruit and service payments - 2024/25 Forecast \$16.18							

ZESPRI ORGANIC GOLD3 OCTOBER							
ISO month	Submit	Pack and Time	KiwiStart/Supplier Accountability	Taste Zespri	Progress	Total payment / TE Supplied	% of Pool Paid YTD
Apr-24	\$3.60	\$0.07				\$3.67	20%
May-24		\$0.10				\$3.77	20%
Jun-24		\$0.09				\$3.86	21%
Jul-24		\$0.21		\$1.39	\$2.50	\$7.96	43%
Aug-24		\$0.36	\$0.59	\$1.89	\$0.05	\$10.84	58%
Sep-24		\$0.46	\$0.00	\$1.32	\$0.07	\$12.69	68%
Oct-24	\$0.28	\$0.62	\$0.23	\$1.40		\$15.22	82%
Nov-24	\$0.02	\$0.00	\$1.25	\$0.44		\$16.93	91%
Dec-24	\$0.07	\$0.00		\$0.59		\$17.60	95%
Jan-25						\$17.60	95%
Feb-25			\$0.00	\$0.58		\$18.18	98%
Mar-25			\$0.00	\$0.15		\$18.33	99%
Apr-25				\$0.10		\$18.43	99%
May-25						\$18.43	99%
Jun-25				\$0.15		\$18.57	100%
Paid YTD	\$3.60	\$1.29	\$0.60	\$4.59	\$2.62	\$12.69	
Balance to pay	\$0.00	\$0.36	\$0.63	\$1.48	\$3.41	\$5.88	
Total fruit and service payments - 2024/25 Forecast \$18.57							

ZESPRI RED19 OCTOBER							
ISO month	Submit	Pack and Time	KiwiStart/Supplier Accountability	Taste Zespri	Progress	Total payment / TE Supplied	% of Pool Paid YTD
Apr-24	\$5.10					\$5.10	25%
May-24						\$5.10	25%
Jun-24						\$5.10	25%
Jul-24				\$11.75		\$16.85	82%
Aug-24			-\$0.08	\$0.72		\$17.49	85%
Sep-24				\$1.14		\$18.63	90%
Oct-24	\$0.00			\$0.44		\$19.07	92%
Nov-24	\$0.00			\$0.18		\$19.24	93%
Dec-24	\$0.00			\$0.35		\$19.59	95%
Jan-25						\$19.59	95%
Feb-25				\$0.55		\$20.15	98%
Mar-25				\$0.10		\$20.25	98%
Apr-25				\$0.10		\$20.35	99%
May-25						\$20.35	99%
Jun-25				\$0.31		\$20.66	100%
Paid YTD	\$5.10	\$0.00	-\$0.08	\$0.00	\$13.61	\$18.63	
Balance to pay	\$0.00	\$0.00	\$0.00	\$0.00	\$2.03	\$2.03	
Total fruit and service payments - 2024/25 Forecast \$20.66							

ZESPRI GREEN OCTOBER							
ISO month	Submit	Pack and Time	KiwiStart/Supplier Accountability	Taste Zespri	Progress	Total payment / TE Supplied	% of Pool Paid YTD
Apr-24	\$2.73	\$0.02				\$2.75	24%
May-24		\$0.08				\$2.83	25%
Jun-24		\$0.05	\$0.00			\$2.88	25%
Jul-24		\$0.03		\$0.61	\$1.08	\$4.60	40%
Aug-24		\$0.12	\$0.38	\$0.91	\$0.05	\$6.05	53%
Sep-24		\$0.28	\$0.01	\$0.64	\$0.05	\$7.03	62%
Oct-24	\$0.54	\$0.47	\$0.49	\$0.05		\$8.57	75%
Nov-24	\$0.44	\$0.01	\$0.84	\$0.09		\$9.95	87%
Dec-24	\$0.50	\$0.01	\$0.08	\$0.23		\$10.76	95%
Jan-25						\$10.76	95%
Feb-25			\$0.01	\$0.34		\$11.10	98%
Mar-25			\$0.02	\$0.05		\$11.16	98%
Apr-25				\$0.12		\$11.27	99%
May-25						\$11.27	99%
Jun-25				\$0.11		\$11.38	100%
Paid YTD	\$2.73	\$0.58	\$0.39	\$2.16	\$1.17	\$7.03	
Balance to pay	\$0.00	\$1.48	\$0.49	\$1.40	\$0.98	\$4.35	
Total fruit and service payments - 2024/25 Forecast \$11.38							

ZESPRI ORGANIC GREEN OCTOBER							
ISO month	Submit	Pack and Time	KiwiStart/Supplier Accountability	Taste Zespri	Progress	Total payment / TE Supplied	% of Pool Paid YTD
Apr-24	\$2.75					\$2.75	19%
May-24		\$0.03				\$2.78	19%
Jun-24		\$0.03				\$2.81	20%
Jul-24		\$0.08		\$0.65	\$1.95	\$5.49	38%
Aug-24		\$0.13	\$0.38	\$1.08	\$0.29	\$7.36	51%
Sep-24		\$0.27	\$0.00	\$0.55	\$0.50	\$8.69	61%
Oct-24	\$0.82	\$0.40	\$0.57	\$0.13		\$10.60	74%
Nov-24	\$0.70	\$0.00	\$0.91	\$0.11		\$12.33	86%
Dec-24	\$0.76	\$0.00	\$0.09	\$0.29		\$13.48	94%
Jan-25						\$13.48	94%
Feb-25			\$0.00	\$0.46		\$13.94	97%
Mar-25			\$0.00	\$0.15		\$14.09	98%
Apr-25				\$0.10		\$14.19	99%
May-25						\$14.19	99%
Jun-25				\$0.15		\$14.34	100%
Paid YTD	\$2.75	\$0.54	\$0.38	\$2.28	\$2.74	\$8.69	
Balance to pay	\$0.00	\$2.28	\$0.40	\$1.57	\$1.40	\$5.65	
Total fruit and service payments - 2024/25 Forecast \$14.34							

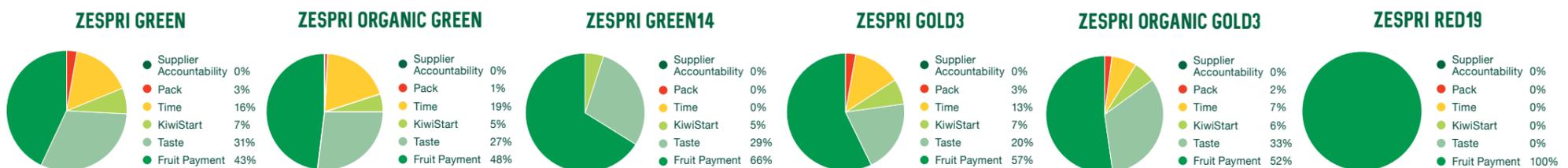
ZESPRI GREEN14 OCTOBER							
ISO month	Submit	Pack and Time	KiwiStart/Supplier Accountability	Taste Zespri	Progress	Total payment / TE Supplied	% of Pool Paid YTD
Apr-24	\$2.95					\$2.95	23%
May-24						\$2.95	23%
Jun-24						\$2.95	23%
Jul-24		\$0.02		\$1.28	\$1.78	\$6.03	48%
Aug-24			\$0.29	\$1.28	\$0.23	\$7.82	62%
Sep-24		\$0.00		\$0.38	\$1.94	\$10.14	80%
Oct-24			\$0.30	\$0.00	\$0.27	\$10.72	85%
Nov-24	\$0.00			\$0.73	\$0.05	\$11.50	91%
Dec-24				\$0.20		\$11.70	93%
Jan-25						\$11.70	93%
Feb-25				\$0.50		\$12.20	97%
Mar-25				\$0.10		\$12.30	98%
Apr-25				\$0.10		\$12.40	98%
May-25						\$12.40	98%
Jun-25				\$0.20		\$12.60	100%
Paid YTD	\$2.95	\$0.02	\$0.29	\$2.94	\$3.94	\$10.14	
Balance to pay	\$0.00	\$0.00	\$0.30	\$0.73	\$1.42	\$2.46	
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.
 Note 2: Rates per TE of \$0.00 have values of less than \$0.005.

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

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

2024/25 AUGUST FORECAST



GLOBAL EXTENSION TEAM UPDATES

THE MONTH AHEAD: OCTOBER

POLLINATION |
OPTIMISING
NUTRIENTS

PSA

LEAFROLLER/
OFB



**POLLINATION | OPTIMISING
NUTRIENTS**

Pollination determines the potential size and quality of fruit that you will grow this season, and we have one chance to get it right. Good communication and setting agreed expectations is essential to success. To help out we've updated the [Bee pollination services guide for orchardists and beekeepers](#) now available on Canopy. While this is not mandatory, it's recommended because it clearly sets out the expectations for both yourself and your beekeeper.

Beekeepers also need an orchard services agreement to meet GAP requirements. The template on the [NZKGI website](#) has been updated this year and simplified in regards to H&S and biosecurity plans. So using this particular template, means that you no longer need to collect separate H&S and biosecurity plans from your contractors. Given the orchard services agreement has appendices, it provides an opportunity for you to include this pollination services guide within this same document rather than having two separate documents.

Optimising nutrient efficiency

When planning this season's fertiliser applications, keep in mind the four Rs: right time, right rate, right type, and right place. The Zespri Fertiliser Diary is a handy tool for recording fertilise. Monitor vine health and cropload through the season and discuss nutrient plan adjustments, if needed, with your fertiliser advisor. Early season leaf tests are helpful for informing side dressing and foliar applications.



PSA

With Psa pressure coming on as Spring kicks into gear, it's worthwhile to remember the suite of good practice and tools available in your tool box: knowledge is power – use the Zespri Weather & Disease portals daily risk reports and the Psa pre-flowering accumulation model, designed to predict the optimum spray timing.

- ✓ Effective and consistent tool hygiene is an essential and proven cultural control.
- ✓ Good non-bactericide programmes can provide the same or better levels of control to those using bactericides.
- ✓ For organic growers, it's recommended to include the use of BioGro registered biologicals.
- ✓ When using copper – preferably as part of a mixed spray programme - maintaining application at the recommended copper rate as per label and Crop Protection Programme, is key for effective Psa control. Follow the label to help us all avoid Psa-resistance development.

Spring Field Days

We've had a great time travelling the country as part of our series of regional Spring Field Days and we've still a few to go. This year, our topics include:

- **Pollination:** There's no fruit without pollination! Let's get out on orchard to review pollination essentials with your host and a local beekeeper.
- **GAP:** Find out what's changed, what the biodiversity plan is all about.

We'd love you to join us:

- **Katikati** – Tuesday 1 October
- **Waikato** – Tuesday 1 October
- **Te Puke** – Thursday 3 October
- **Nelson** – Tuesday 8 October



LEAFROLLER/OFB

After the release of a Zespri innovation funded report in August – [Management of Orange Fruit Borer](#) – by Plant & Food Research, advice on good practice leafroller management has been updated.

Last year, orange fruit borer (OFB) raised its head as a significant leafroller pest, feeding on both fruit and leaves. In regards to its management, and that of all leafrollers, the period between fruitset and monitoring is key.

- There should be a minimum of three sprays in total throughout the season:
 - One pre-blossom spray to kill leafrollers feeding on leaves so they don't move onto the fruit at fruit set
 - Two post-blossom spray
 - First spray within 7-14 days after fruitset occurs
 - Second post-blossom spray around 21-28 days after first spray to protect fruit to as close to monitoring as possible
 - One additional spray in response to monitoring if required or with Justified Approval (JA) if under threshold.

It's important to get the first post-blossom spray on within the first two weeks post-fruitset, and make sure there is an overlap in between protection window of subsequent sprays.



MORE INFORMATION

- [Tools > Manuals > Grower Manual > Environment](#)
- [Fruit production > Growing fruit > Soil, nutrients & water > Nutrition for vines and fruit](#)
- [Tools > Manuals > Grower Manual > Soil and nutrient management](#)
- [Fruit production > Growing fruit > Managing Pollination > Manage Bees](#)
- [Fruit production > Growing fruit > Protecting your Fruit > Pest > Leafroller](#)



SPRING INTO SPRAYING

Spring is the season for applying several pest control sprays to protect your crops.

All ground sprayers who are paid or rewarded for spraying (spray contractors) must hold a registered chemical applicator (RCA) certificate. This ensures they are safe when working with hazardous substances.

Obtaining the certificate can take up to 12 months, depending on existing knowledge and skills. Inspectors will check progress towards achieving this certificate during your upcoming audit. Use the [Growsafe decision tree](#) to find out what level of training is legally required for your situation.

WHAT ARE INSPECTORS LOOKING OUT FOR AT YOUR NEXT ZESPRI GAP AUDIT?

Annual training for Zespri GAP inspectors has just taken place. The Industry Assurance Team has given us some insights on what inspectors will be keeping a close eye out for this season.

- Check you have a valid water consent or other local authority water use record available (Principle 4.2.1).
- Ensure water is tested annually if it is sourced from town supply and stored in holding tanks before being applied to the fruit. The water test results will need to be on file for your inspection (Principle 7.3.2).
- Complete your biodiversity baseline using the [new Biodiversity form](#). The new form will guide you through the necessary steps (Principle 4.5.1). Take a look at our resources on our support page for further guidance. [Canopy > Fruit production > GAP for orchards > Support for Zespri GAP](#)

- Be sure to have a human rights policy displayed at each KPIN – whether you employ workers yourself or hire contractors (Principle 1.4.3).
- If you have multiple KPINs, the Risk Assessment(s) needs to include all site-specific risks and demonstrate which hazards connect to specific KPINs. The Zespri GAP template can be tailored to suit your situation, or you can use your own (Principle 1.1.1).
- Ensure you have the most recent version of the Grower Manual (paper or digital) on hand.



STAY TUNED AND GET READY TO ELEVATE YOUR ORCHARD PRACTICES WITH OUR ZESPRI GAP SEASONAL TIPS AND TRICKS!

Staying up to date with Zespri GAP has just got easier. We are launching our new Zespri GAP seasonal messaging this October! Each month, we'll be sending out bite-sized reminders that highlight how GAP principles connect with your activities on the orchard. Keep an eye on your inbox – be sure to opt in to continue receiving these valuable updates.

UPDATE ON BACTERICIDE SPRAYING

As spring arrives, it is 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 spraydiary@zespri.com team for a link.

You are 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 and foremost

to allow us to support industry use when we are required to report on it, both externally to MPI and internally to our Board.

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

KIWIGREEN UPDATES

As per previous seasonal updates, every grower is reminded to have all block information updated in Spray Diary before the next harvest season commences. Zespri emphasises the importance of having all information in Spray Diary updated as soon as possible to avoid holdups with harvest.

The importance of ensuring all block changes are done prior to pest monitoring cannot be emphasised enough – it ensures your spray lines are correct as you enter them, your pest monitoring records match up, and you avoid any possible unnecessary China market restrictions come harvest.

We strongly suggest no block changes throughout the harvest season and that spray lines are kept up to date to avoid any hold ups.

ORGANIC GROWERS TOUR JAPAN AND SOUTH KOREA

Around 14 growers from New Zealand recently embarked on a tour to Japan and South Korea to learn more about our customers and consumers in these two valuable markets for our organic portfolio.

In Japan, our number one market for Zespri Organics, growers had the opportunity to meet the Zespri team, customers Co-Op, Palsystem and JCCU (Japan Co-operative Union) and see how their fruit is sold.

Organic grower, Vicki Long says it was fantastic to visit Japan and Korea recently and for growers to see their fruit in market.

"It was also a great opportunity to learn more about consumers in these markets and meet customers to find out more about their efforts and different ways of selling our fruit.

"A particular highlight was seeing how much customers and consumers value our organic fruit and how they see it as a premium product, which is healthy and safe to eat," says Vicki.

Zespri Organic Product Manager – Tracey Armstrong says we have long standing relationships with customers in Japan, enabling us to deliver strong value back to organic growers.

"In Japan, our team has focused on selling Zespri's organic fruit through co-operative channels which are retailers which operate a

catalogue ordering system with food boxes delivered to the homes of consumers," says Tracey.

"Consumers in this market are really interested to know about the origin of their food and how it's grown, which strongly aligns with organic, and this has helped Zespri Organics achieve strong market share in this channel."

In South Korea, which is Zespri's fourth-largest market in terms of volume overall, the group spent time with the Seoul based marketing and sales team.

"We saw Zespri organics in supermarkets, at wholesalers, organic specialist stores and also in the premium department store Hyundai in Seoul," says Tracey.

"It was also interesting to see that in South Korea, Brix is displayed for all fruit in store.

"We've had great feedback from growers about the organics tour to Japan and South Korea, and it was also especially valuable for customers to meet our growers in person – some who they've sold fruit for, for 15 years!"

A highlight was also visiting a ZGS orchard in Mie, Japan to meet the local ZGS team and for New Zealand growers to share ideas with local Zespri growers on orchard.

RED19 MONITORING START DATES

Red19 formal monitoring dates are changing from seven weeks after fruit set to 10 weeks after fruit set.

Due to the earlier fruit set of Red19, this will help align Red19 monitoring start dates with Hayward and Gold3. This will mean that as a grower you can apply your leafroller sprays to gain extra coverage on the fruit until formal monitoring, or a Justified Approval is required to justify any sprays.

The initial monitoring period dates were simply set to align with Gold3. However, now that we understand more about the timing of Red19 and the changing pest presence of Orange Fruit Borer, this change should make pest management a bit easier.

If you have any questions, please contact kiwigreen@zespri.com.



The tour group in Seoul outside premium department store, Hyundai.



A Zespri Kiwifruit in-store display in South Korea.

INNOVATION

INNOVATION PRIORITISATION: HAVE YOUR SAY

We've been listening to growers' feedback during our recent round of Grower Roadshows and Shed Talks, where growers have expressed a desire to gain better visibility of Zespri's Innovation investments and to have input into deciding where our Innovation efforts should be focused.

Each year, we undertake a process to determine how to allocate our Innovation funds. Last year, we surveyed the NZKGI forum

members to gather their input on our top priorities. We're repeating this process again this year.

If you'd like to contribute your ideas and help shape the direction of our Innovation programmes, please reach out to your NZKGI Representative before the end of October. Your input is important, and we want to hear from you.

04
NOV

KBC GROWER TOUR

Where: The Kiwifruit Breeding Centre, 412 No. 1 Road, Te Puke

When: Monday 4 November, 10am to 12pm

We're excited to invite you to an event at the Kiwifruit Breeding Centre, Te Puke on 4 November where you can meet the team and learn more about our Breeding Programme.

Note, we plan to run another KBC tour in early 2025.



For more information and to find out how to register, click here:





KIWIFRUIT GROWERS TO CELEBRATE TRIFECTA OF INDUSTRY MILESTONES



- 35TH** anniversary of the Single Desk structure which underpins industry success
- 30TH** anniversary of grower advocacy organisation, NZKGI
- 25TH** anniversary of Kiwifruit Industry Restructuring Act allowing Zespri's commercial operations

The path to today's success for New Zealand's kiwifruit industry has been anything but plain sailing. The story of our iconic piece of kiwiana began in the early 1900s when a small number of orchards were formed. However, it wasn't until the 1960s when the commercial kiwifruit industry really started to take off.

Many of the growers from this time were instrumental in creating the backbone of the industry as we know it today and all growers, past and present, as well as friends of the industry, will be coming together at a gala dinner to reconnect with each other and appreciate how far the industry has come. The special event will be held on **Tuesday 22 October 2024** at **Mercury Bay Park**, in **Mount Maunganui**.

The dinner will be an opportunity for attendees to network and hear from some of the industry's pioneering growers who

applied their leadership and negotiating skills at some significant personal cost to lay the foundations for the highly successful industry we have today.

Kiwifruit grower Hendrik Pieters is one of these growers and recalls the early days when he was in his twenties, developing kiwifruit blocks and later joining the Te Puke Fruitgrowers Association.

By the 1980s, production was booming.

"There was a lot of discussion about marketing and exporters, and I formed views on the need for change. Growers were at the beck and call of exporters and retailers and I believed growers should have more control over marketing, as well as growing," says Hendrik.

With an abundance of kiwifruit and declining demand overseas, the Kiwifruit Marketing Board was set up with the power to buy all kiwifruit for export. 2024 marks the 35th anniversary of the Single Desk structure under which kiwifruit is exported.

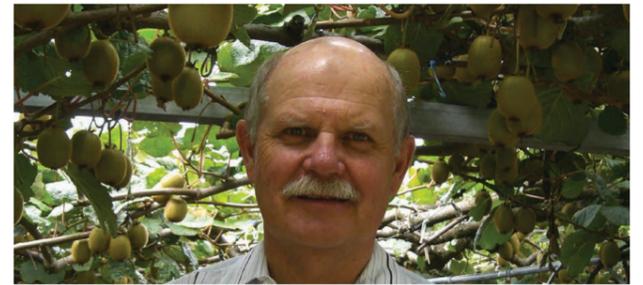
In 1992 and 1993, kiwifruit had to be dumped when the Kiwifruit Marketing Board set prices too high. Growers had enormous debt and concern and something needed to change. Hendrik was to play a lead role in getting growers together and agreeing to the formation of the Working Party to represent their interests which would later become known as New Zealand Kiwifruit Growers Inc. (NZKGI). The organisation which now represents the collective voice of some 2,800 kiwifruit growers came to fruition in 1994, 30 years ago.

Later, in September 1999, the Kiwifruit Industry Restructuring Act was passed which, from 1 April 2000, established the Kiwifruit

Marketing Board's commercial operations, Zespri, as a company with shares tradable amongst producers. 2024 marks the 25th anniversary of Kiwifruit Industry Restructuring Act.

Hendrik says that the kiwifruit industry has not achieved their successes, including recovering from the vine disease Psa-V by mistake.

"The Zespri model we have is something magic and must be protected," he says.



Kiwifruit grower, Hendrik Pieters.

GET YOUR TICKETS NOW!

Tickets for this event are expected to sell quickly and are available here:

<https://www.nzkgi.org.nz/30-years-of-nzkgi-gala-dinner/>



SAVE THE DATE:



INDUSTRY RESPONSE SUPPORT DURING EMERGENCIES

Planning, capability building, and training, are all well underway as the industry builds its new Emergency Response Management (ERM) framework.

With KVH at the helm, operational capability across the industry is being identified and trained, aimed at ensuring there is expertise ready to jump in, in the event of a significant adverse event that affected vine health on-orchard.

We have an industry event coming up showcasing this and you're invited. Taking place Wednesday 30 October at Club Mount, Mount Maunganui, all are welcome to join our interactive scenario, learning more about how we would all work together to respond to a fictional summer extreme weather event that will take place in Northland.

You'll learn about the response framework and see how the response team works together in their different functions, with the opportunity to provide input into activities. All your questions about who does what, how, when, and why, will all be answered.

At the end of the day, you'll go away understanding how the industry ERM framework operates and how you or your organisation can be involved to support the industry.



EVENT DETAILS

When: 9.00am – 3.00pm, Wednesday 30 October

Where: Club Mount, 45 Kawaka Street, Mount Maunganui

RSVP: [Click here](#), or scan the QR code:



If you have any questions, get in touch at info@kvh.org.nz.

PROTECTING OUR PORT FROM PESTS

KVH will be at the Port of Tauranga over the coming weeks, highlighting frontline efforts to ensure a pest-free environment.

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

The Port deals with millions of tonnes of cargo each year, and around 100 cruise ships over every summer, so we all need to be ready, vigilant, and watchful.

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

As the organisation responsible for leading biosecurity preparedness on behalf of the kiwifruit industry, KVH partners in this initiative alongside the Port of Tauranga and the local Biosecurity New Zealand team.

Other activities with the Port community include staff from Biosecurity New Zealand visiting transitional facilities across the Bay of Plenty to share up-to-date information about managing risk and distribute

useful collateral such as the ever popular 12 most unwanted pests calendar produced by the partnership, and both Biosecurity New Zealand and KVH taking part in pre-cruise season briefing sessions for the Port's security staff.



RESOURCES WE'LL DISTRIBUTE THIS YEAR

"Most unwanted pests" playing cards



Annual pest calendar September 2024 - August 2025



Spot it, snap it, report it frontline lunch bags



SYMPOSIUM VIDEOS OUT NOW!

Recordings of the great presentations at our Biosecurity Symposium are now available to view on our YouTube channel!

The most viewed since we put them up late last week are Danny Le Feuvre's reflections from the Australian Varroa Mite response, and the governance panel discussion about the kiwifruit industry's journey in biosecurity; what biosecurity means to them and the organisations they represent; and how they support the theme of the Symposium – ensuring we continuously build resilience.

The panel said it is critical that we all (as individuals, organisations, and within our growing communities) protect OGRs and businesses by taking responsibility

for understanding biosecurity risks and have plans and processes ready, before a new threat arrives.

Ensuring we keep up with basic biosecurity practices and don't become complacent in this space is something we'll be discussing further in future Bulletins with examples of real life personal and community impacts of biosecurity incursions.

Check out the videos on our KVH Biosecurity Symposium 2024 playlist on our YouTube page ([@kiwifruitvinehealth-kvh597](#)) [here](#), or scan the QR code.



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

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

Jemma Pryor – Te Puke:
027 283 6192

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

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

Teresa Whitehead - Organics:
027 257 7135

How do I access Spray Diary?

Spray Diary is actually a standalone website, so it's not part of the 'Canopy' you log into. Therefore, the search function in Canopy won't direct you to your orchard diary when entering your KPIN number. Instead, you can access Spray Diary through the quick links on your Canopy home page. To return to your home page, simply click the Zespri logo in the top-left corner.

Do I need Justified Approval (JA) to spray Kasumin?

One application of Kasumin is allowed within the Crop Protection Programme, so you just need to complete the OPIS Survey and Intent to Spray – links on Canopy Crop Protection Standard page. If considering a second bactericide spray at a high-pressure Psa site, please complete a Bactericide Justified Approval (JA) form and email to spraydiary@zespri.com. The Psa Risk Model – which can be found via the Zespri Weather & Disease Portal on Canopy is a useful tool for identifying periods of infection risk to inform the need, timing and frequency of sprays.

If I can't get hold of Flock Off, what can I spray for birds?

Supplier stock of Flock Off is now limited due to early season pressure, but there are three other products allowed in the Crop Protection Programme – Eco Bird 14.5 (same active ingredient as Flock Off), Kiwiguard, and Grazer Guard. If you are concerned about bird pressure causing damage to kiwifruit buds, contact Jemma on 027 464 8770 or spraydiary@zespri.com.

Why are my Progress payments less than last year?

There are a few things happening differently this year compared with 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 due to reductions in overall per tray returns (Total Fruit and Service payments - TFSP), as well as increases in the total service and incentive payments for some varieties, both of which reduce the amount available for Progress payments.

Please refer to our update on page 3 for more detail on Progress payments.

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

We are constantly working on your feedback about Canopy. If you are having problems logging on or finding material, please contact the Zespri Grower Services team on 0800 155 355 or contact.canopy@zespri.com to ensure we can improve your experience.

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 have 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 details" user guide on the Canopy website under the [Canopy > Supply & operations > Your orchard business > Grower contracts](#) and then by clicking on the "See how to update your bank account details here" button.

FRUITFUL DISCUSSIONS AT GROWER ROADSHOWS

Our recent round of Grower Roadshows proved again to be a worthwhile opportunity to connect with growers in our various growing regions across New Zealand.

Zespri Executive Officer, Grower and Industry Engagement Tracy McCarthy notes the focus was on recent season updates and discussions around the potential expansion of ZGS.

"We had some really great discussions and plenty of thoughtful and challenging questions," says Tracy.

"With 14 roadshows held in total, we saw in particular a positive response in adding Pongakawa and Te Puna as roadshow locations this time round.

"Growers were pleased to hear the messaging that the quality is looking the best it has been in five years, and that by November we hope that this good quality holds up and we can reduce some of the provisions that we have

made for offshore fruit loss and quality claims.

"The ZGS discussions were also really useful for us to understand what questions and concerns growers still have around ZGS," says Tracy.

"There was a range of opinions from growers thinking we may not be being aggressive enough in our approach, to growers wanting to see how Zespri plans to prioritise and maximise New Zealand growers returns when ZGS is due to enter the market in October/November."

Thank you to all growers who came along.



UPCOMING EVENTS

14 OCT -
17 OCT

GREEN GROWER TOWN HALLS

Please join our CEO Jason Te Brake along with members of our Executive Team at our upcoming Green Grower Town Halls. We'll be specifically focusing on the green category market trends, Hayward profitability workstream, future outlook, new green varieties as well as the value of ZGS for green growers.

DATE	TIME	LOCATION
Monday 14 October	9am - 12pm	Te Puke IN PERSON: The Orchard Church, 20 MacLoughlin Drive
	9am - 12pm	Te Puke ONLINE: Teams Link in registration link below
Tuesday 15 October	9am - 12pm	Ōhope Ōhope Chartered Club, 7 Bluett Road
Wednesday 16 October	9am - 12pm	Katikati Fairview Golf Club, 34 Sharp Road, Aongatete
Thursday 17 October	9am - 12pm	Waikato Mystery Creek Events Centre, Gate 2, 125 Mystery Creek Road, Ōhaupō



Register here:

<https://zesprievents.eventsair.com/green-grower-town-hall/registration/Site/Register>

24
OCT

ZESPRI GROWER GOLF TOURNAMENT

When: Thursday 24 October, 11.30am arrival for a 12.30pm tee off

Where: Omanu Golf Course, 98 Matapihi Road, Mount Maunganui

The Zespri Grower Relations Team are excited to host the annual Zespri Grower Golf Tournament at Omanu Golf Club. This is a great opportunity for you to mix and mingle with fellow growers and industry representatives.

While this is an Ambrose Tournament, entrants can select their team of four or elect to be mixed into a group for the day. This event is open to current, previous and new golfers with spot prizes and entertainment during the day.



Register here: <https://zesprievents.eventsair.com/2024-zespri-grower-golf-tournament/registration/Site/Register>

If you have any queries please contact Brad Ririnui, Zespri Grower Relations Manager on 021 757 843 or email brad.ririnui@zespri.com.

5-6
NOV

GROWER EDUCATION SEMINAR

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

Where: Zespri Head Office, Mount Maunganui

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.

At the completion of the two day seminar, participants are eligible for a subsidised trip to the Asian markets.



For more information, and to register visit:

[Canopy > Events > Grower Education Forum Bay of Plenty](#)

2025 POSITION ON SIZE 39 SUNGOLD DELAYED TO OCTOBER



In last month's *Kiwiflier*, we noted that Zespri is reviewing the position on size 39 SunGold as non-standard supply, and that this would be confirmed in this month's *Kiwiflier*.

Industry discussions on this are now set to occur in October and the position on these will be communicated following this.

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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 canopy@zespri.com EMAIL: contact.canopy@zespri.com

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