

OCT 2025

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CREATING OUR HEALTHIEST FUTURE: MOMENTUM 2026 AWAITS!

We're looking forward to seeing you at our Momentum 2026 Conference which will take place on 25–26 February at Mercury Baypark, Mount Maunganui.

Last held in 2020 when Zespri launched its refreshed brand, Momentum will see the launch of Zespri's 2035 Strategy, focused on how we create value for growers over the next decade. It's a chance for our growers, shareholders, post-harvest partners, customers, and industry leaders to get together, share ideas, and help shape our next chapter.

The conference is themed around "Creating Our Healthiest Future" – ensuring we're doing all we can to make sure our people, orchards, and communities, and ultimately grower returns, are healthier and more resilient than ever.

Zespri CEO Jason Te Brake says Zespri's focus over the next decade is creating enduring value for growers.

"To do this, we need to be first for consumers, first for growers, and first for people. That means delivering the healthiest products, building the healthiest brand, and developing the healthiest supply chain and partnerships."

Momentum 2026 will explore how our industry can do this in what is a more challenging environment, bringing to life the key pillars of the 2035 Strategy – unleashing brandled demand, transforming global supply, and creating the product portfolio of the future. These priorities are already shaping how we currently invest, innovate, and make decisions that deliver long-term value for growers.

Across the two-day event, you'll hear from international thought leaders on global trends, health, nutrition, and the future of food production. You'll also have a chance to take part in practical workshops exploring future supply and demand, packaging, new technologies, and climate change

Momentum is a fantastic opportunity to get together to discuss, and learn alongside others in the industry, where you'll be part of building a healthier, more resilient future.

Spots are limited – secure your seat at Momentum 2026 today and be part of the movement to create our healthiest future.

Register at momentum.zespri.com.

FRESH CARRIERS HAYWARD MEDAL: NOMINATIONS OPEN

Our kiwifruit industry is a global success story driven by world-class talent. The Fresh Carriers Hayward Medal aims to recognise and reward the leaders who have strengthened our industry. This award is a chance to celebrate the dedication, knowledge, skill, and passion of our industry leaders.

Established in 2012, the Fresh Carriers Hayward Medal honours individuals from across the industry – including growers, post-harvest professionals and researchers – who have made a significant contribution to our industry.

Nominations are now open. The judging panel, led by Craig Thompson, Chair of the Industry Advisory Council, will consider nominations that demonstrate excellence in one or more of the following areas:

- Contribution how has this person made an outstanding contribution to the kiwifruit industry?
- Innovation what steps has this person taken to drive the New Zealand kiwifruit industry's world-class performance?
- Leadership how has this person shown leadership in the industry?

The winner will be announced at the Fresh Carriers Hayward Medal Dinner as part of Momentum on Wednesday 25 February at Baypark, Mount Maunganui.

HAYWARD

MEDAL

HOW TO NOMINATE:

Nomination forms and full details on the criteria can be found on Canopy and here: https://www.momentum.zespri.com/hayward-medal

To submit your completed nomination form, email the judging panel at momentum@zespri.com.

IN THIS EDITION

RECORD SALES RATES AS SUMMER FRUIT SEASON ENDS

Our recent sales rates have strengthened as summer fruit exits the market, and we've launched a number of promotional campaigns designed to take advantage of this sales window. See page 5 for market-by-market updates and sales performance.

GLOBAL BRAND ACTIVATIONS DRIVE MARKET ENGAGEMENT

From sampling activations in the UK to the KiwiBrothers' debut in Japan's Suika Game, Zespri's brand campaigns are making waves across key markets. These initiatives are helping drive consumer obsession and reinforce Zespri's premium positioning. Discover the full scope of our global brand efforts on pages 5-6.

SHARE BUY-BACK WRAPS UP WITH STRONG PARTICIPATION

Zespri's voluntary share buy-back has officially closed. More than 60 percent of growers are now shareholders, while the buyback also helps balance the need to support more growers into shares while minimising dilution. See page 2 for the full breakdown and what it means for the future.

FRUIT SIZE STRATEGY FOR 2026

As we look ahead to the 2026 season, page 4 outlines the preferred size profiles and how they support premium positioning, shelf presence, and sales performance in key markets.





Hi everyone,

As we head into the final stretch of the season our teams in market are setting sales records, setting us up to finish strongly. I want to acknowledge the huge effort across the industry to keep fruit moving which has set us up for another successful season.

I've recently spent time in Asia and now Europe, meeting with customers and checking in on how our fruit is performing. And our markets are performing very well, setting a new delivery record of 8.6 million Class 1 trays delivered in a single week last month the biggest single week of deliveries Zespri has seen.

While it's been a more challenging year for our China market overall, we've seen a huge uptick in sales over recent weeks. That includes record sales during China's important Mid-Autumn Festival period. The team on the ground has done an outstanding job of working with our customers to drive run rates and we're poised to finish the season strongly. It's nice to see the team there feeling very buoyed by the performance in recent weeks, having faced some challenges but responding strongly.

Our Europe market continues to perform very well with weekly record sales for this market. We still have ambitious targets to close out the season earlier than last year, especially on Green, and we are seeing early signs of increased competition from locally grown, non-Zespri kiwifruit but I'm confident that we'll close the season positively.

With more than 159 million trays sold — close to 80 percent of our crop - it's a credit to the work across the supply chain, especially in a season shaped by global economic and trade pressures.

All in all, it's great to see happy customers in both regions and around the world due to this season and their confidence in future demand.

Given the record size of this year's crop, the season should give growers huge confidence in the demand outlook and the opportunity in market, and my focus is on setting Zespri up to respond to that to maximise your returns. The year has highlighted the value of our diversified markets, strong brand, and the partnerships that support our sales and marketing efforts.

These are the same strengths we're building on through our 2035 Strategy, which we'll formally launch at the Momentum Conference next February. It's about making sure we're equipped to respond to trends shaping our world – like changing consumer expectations, climate disruption, and the need for greater efficiency - so we can continue delivering strong, sustainable returns to growers.

These trends include responding to the rise of ageing populations driving demand for healthy, naturally nutritious foods, as well as transforming our global supply system to be more agile and resilient in the face of shifting trade dynamics and climate challenges. These trends are guiding where we invest, how we innovate, and how we position Zespri for the future.

We're also making good progress on share alignment. It's a critical step in enabling us to move at pace and make decisions that benefit the whole industry. We're hearing strong support for continued action provided we can stay commercially focused and clearly show how growers benefit. That's what we're aiming to deliver through the strategy.

As we look ahead, it's also important to acknowledge the work underway across our global supply regions. ZGS is now entering its harvest season, and I want to recognise the team's efforts as they focus on harvesting quality fruit.

Thanks again for your continued support and for engaging in conversations like share alignment. I'm looking forward to catching up at upcoming events and continuing the discussion as we shape the next chapter together.

All the best.

Fason Te Brake **Chief Executive Officer**





FINAL SHARE BUY-BACK RESULTS:

PERCENTAGE OF DRY SHARES AND SHARES ABOVE 6:1 DROP BELOW FOUR PERCENT

The Board confirmed in June that Zespri would proceed with a share buy-back following the successful implementation and strong take-up of the Loyalty as Shares (LaS) and Dividends as Shares (DaS) initiatives.

The settlement date for the Zespri share buy-back was 30 September, and we have now paid \$12,475,839.10 million to 57 participants to purchase 2,114,549 shares at the buyback price of \$5.90 each. The shares have been cancelled, reducing the total number of Zespri shares on issue to 189,451,431.

Two objectives of the buy-back were: to reduce the dilution resulting from the LaS and DaS share issues, and to provide



2,114,549 AND CANCELLED

TOTAL NUMBER OF SHARES ON ISSUE 189,451,431



a simple mechanism for eligible shareholders to rebalance or exit their investment.

The issue of 8.3 million shares through LaS and DaS was partially offset by the buy-back and cancellation of 2.1 million shares, thereby reducing the overall dilutionary effect of LaS

Of the 57 buy-back participants, 88 percent sold their full shareholding and 79 percent were dry shareholders. Of the total shares repurchased, 1,549,793 were held by dry shareholders. This has reduced the number of dry shares on issue to approximately 7.1 million. The expiry in March of this year of the seven-year grandfathering period introduced as part of the Kiwifruit Industry Strategy Project (KISP) in 2018, along with this buy-back initiative, has significantly contributed to reducing the level of dry and overshared

Zespri's target, set in mid-2024, was for the percentage of dry shares, and shares above the 6:1 cap, to be below five percent by 2028. This number is now 3.9 percent, and it is pleasing to note this target has been achieved significantly earlier than anticipated.

The buy-back was fully funded by the proceeds from the LaS and DaS share issues, and has enabled a tax-efficient return of some surplus capital to eligible shareholders. Zespri is currently retaining the remaining capital from these share issues and assessing our funding requirements to support the successful delivery of the 2035 Strategy. Should we determine that Zespri holds surplus cash, we will evaluate the most appropriate method for returning it to shareholders.

LOYALTY PAYMENT: UPDATE BANK ACCOUNT AND GST DETAILS

Zespri now pays loyalty directly to growers, and the next payment is due to be made in January. Growers who supplied us with a crop in 2025 will receive the first installment in January and the second in June 2026.

If you have changed any of the below, you will need to visit the Industry Portal before the end of the year to ensure we have details needed to process the payment in January

- Bank
- GST number or
- Account
- · You have a new entity for payment this year.

We've developed an easy online form on the Zespri Industry Portal where growers can enter their bank account details, GST number, and proof of account. Head to the Industry Portal via the quick links on the Canopy homepage or under <u>Canopy > Tools > Tools & Systems</u>

Refer to the 'Updating your bank account and GST details via Industry Portal' user guide here: https:// canopy.zespri.com/content/dam/new-canopy/nz/en/ documents/basic/business/contracts/update-yourbank-account-and-gst.pdf.

If you need assistance with accessing the portal or updating your bank account, contact our Grower Support Services team: email

contact.canopy@zespri.com or call 0800 155 355.

SHAPING THE FUTURE: ZESPRI'S 2035 STRATEGY

As we wrap up a season marked by strong performance with declining populations, offering Zespri a strong despite increasing global challenges, it's clear our ability to plan and execute well remains critical. With shifting trade conditions and increasing competition in key markets, setting ourselves up to respond effectively is more important than ever.

Zespri's 2035 Strategy sets a clear direction for long-term growth, shaped by global trends that are already influencing how we operate and where we focus. While a wide range of trends are being considered as part of our strategy, two examples that are helping guide our thinking are the rise of aging populations and the need for supply chain resilience and efficiency. As we prepare to formally launch the strategy at Momentum, we'll be sharing updates each month — including highlights of some of the key trends shaping our decision-making.



Across many markets, older consumers are driving fruit consumption. Those aged 50+ are more health-conscious and consume significantly more fruit than younger groups. This trend is expected to continue, even in countries

opportunity to grow demand by aligning with health and wellness priorities.

🚫 BUILDING A RESILIENT GLOBAL SUPPLY

Climate disruption, economic shifts, and changing trade dynamics are pushing Zespri to evolve its supply chain. The strategy focuses on building a more agile, efficient system that supports year-round supply and premium product delivery. This includes expanding into new markets, improving logistics, and strengthening partnerships, such as our green shipping initiatives, to ensure Zespri remains competitive and future-fit.



UOOKING AHEAD

The 2035 Strategy is about preparing for what's next responding to global challenges while unlocking new opportunities. As we continue shaping our direction, we're focused on the trends and priorities that will help us deliver long-term value for growers and the wider industry. We'll keep sharing more as the strategy evolves and we look forward to engaging with the industry along the way.



SHARE ALIGNMENT: UPDATE ON GROWER SENTIMENT

Strengthening grower ownership of Zespri requires a shared effort across the industry, and growers continue to be focused on the issue and involved in designing next

More growers owning a meaningful stake in Zespri will support ongoing industry unity, protect grower control, and allow the industry to create more value. It will also help ensure ongoing political support for the Single Desk.

There are three key focus areas:

- 1. Increasing the number of growers who own shares;
- 2. Ensuring more growers have a commercially meaningful stake in Zespri; and
- 3. Putting in place solutions that are enduring.

Grower feedback is a crucial part of the process. It helps us shape initiatives and gives us an indication of potential uptake and impact, ensuring whatever we do justifies the investment

Throughout the conversation so far, there has been widespread agreement that Zespri needs to address barriers to ownership and that shares initiatives need to be simple. Another common theme has been that affordability is one of the key issues for unshared growers.

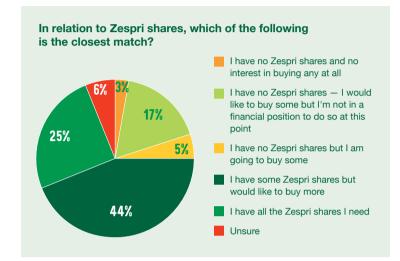
This is backed up by the August grower survey which shows that most growers want to own shares. Just ten percent of growers have no Zespri shares and no interest in

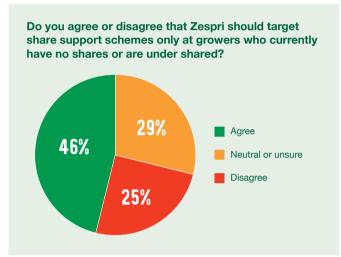
buying any. Almost half of non-shareholders want to buy shares but cannot afford to.

Existing shareholders recognise the importance of improving grower ownership. At the same time, we hear that any initiatives need to have a strong commercial value, and we need to ensure we're managing dilution. Ensuring our offers are targeted at unshared and lower shared growers would support this; the survey showed 46 percent of growers support targeting, with 29 percent unsure, and 25 percent opposed.

Striking this balance between designing initiatives that will address barriers to entry for new shareholders while considering the impact on existing shareholders is top of mind as we continue to work on next steps.

We're encouraged by the ongoing discussion and with the continued support of growers confident in our ability to fix the issue moving forward. We'll be putting forward proposals for discussion







FRUIT QUALITY UPDATE

ZESPRI SUNGOLD KIWIFRUIT

Both onshore storage and offshore quality for Zespri SunGold Kiwifruit are tracking better than the five-year average.

ONSHORE QUALITY

Storage quality onshore for Zespri SunGold Kiwifruit is tracking slightly down from last year, but still better than the five-year average. Fruit loss is currently higher than 2024, driven by a significant increase in repack activities across the industry in the last six weeks, however, the year-to-date fruit loss is still one of the lowest in five years. Flesh damage levels are higher than average, with physical damage rot defects tracking higher than the previous four years.

OFFSHORE QUALITY

Zespri SunGold Kiwifruit quality is better than the five-year benchmark, though compared to last year, overall defects are slightly higher. Soft fruit is the main defect in markets, especially in Europe due to longer transit times. However, the level of soft fruit is similar to that of previous years. Physical damage is at a five-year high, reflecting increased flesh damage onshore. Storage Breakdown Disorder (SBD) has risen recently, but is still within typical seasonal ranges and mostly affecting early Mainpack fruit. Zespri's Quality and Technical teams continue to work with the Operations team to monitor and manage SBD risks.

ZESPRI GREEN KIWIFRUIT

Onshore storage and offshore quality for Zespri Green Kiwifruit are currently at their best levels in five years.

ONSHORE QUALITY

The storage quality of Zespri Green Kiwifruit is currently better than the five-year average, with the ECPI onshore storage defect percentages one of the lowest in five years. Additionally, fruit loss and repack rates across the industry are comparable to the low levels reported last

Zespri's onshore monitoring of SBD risk at the ECPI is reporting lower SBD in Zespri Green Kiwifruit than last year. Additionally, most of the soft fruit identified onshore do not show SBD symptoms, contrary to last year when most of the late season softs were driven by SBD.

OFFSHORE QUALITY

The offshore quality of Zespri Green Kiwifruit is currently better than the previous four seasons, with overall in-market defects the lowest in five years. Soft fruit is the main quality defect in the markets. However, the levels are lower than at the same time in previous years. The arrival firmness in Europe is tracking lower than the previous two seasons and is declining at a faster rate. However, the current view from our onshore monitoring of SBD and soft risk suggests a lower risk of late increase in soft and overripe fruit when compared to last year. We will continue to monitor this risk and utilise this information to support the market operation teams with managing any late-season quality.



SPRING ROADSHOWS UNDERPINNED BY POSITIVE RETURNS

We recently completed the spring grower roadshows, with positive grower sentiment underpinned by a strong financial forecast for the 2025 season. More than 400 growers and industry attendees joined the nationwide sessions for updates on market performance and the season outlook.

One of the key discussions was around this year's larger Green size profile which has directly contributed to stronger forecast Green returns, helping to differentiate Zespri and drive sales run rates. These returns are also supported by good quality performance to date. Europe and North America have performed well, and as outlined in Jason's column, China has rebounded strongly at the back of the season including record sales during China's Mid-Autumn Festival.

Michael Jiang, President of Greater China, also shared insights into our global sales excellence strategy, which continues to drive Zespri's performance, alongside an economic update on

Growers raised a number of questions across key themes, including cost of quality, market expansion in China, the impact of tariffs, organisational changes, new varieties and plant breeding, G3 plantings in China, Zespri SunGold Kiwifruit PVR expiry and the E2 PVR, as well as the LaS and DaS share

We look forward to welcoming growers to our final roadshows for 2025, taking place in late November. These sessions will include a wrap-up of the season, deeper insights from our leading markets, and key Board updates on Red80, the Five-Year Outlook, and the future licence release.



JOIN OUR GREEN **GROWER TOWN HALLS**

Join us at one of our Green Grower townhalls, focused on the marketing, profitability and Zespri's future strategy for the Green cultivar.

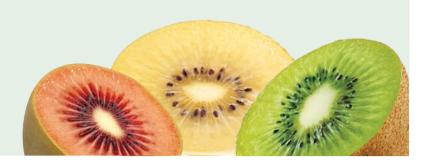
These sessions will be held across three mornings from Monday 3 to Wednesday 5 November 2025, running from 9am to 12pm. They're a chance to hear directly from our team, ask questions, and share your views on how we can strengthen the performance and positioning of Green in market.

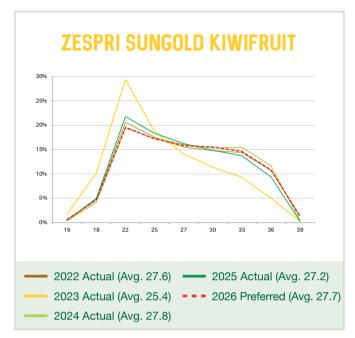
Register for a town hall near you here: https://events.zespri.com/ green-grower-town-hall-2025/registration/Site/Register.



2026 SEASON PREFERRED FRUIT SIZE:

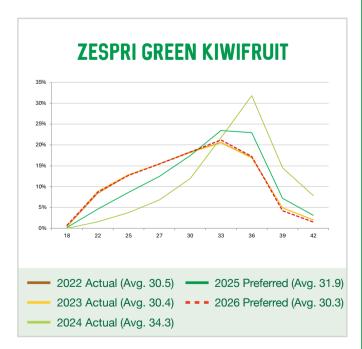
Zespri SunGold Kiwifruit and Zespri Green Kiwifruit crop size profiles this season were good, however the average size of Zespri RubyRed™ Kiwifruit, while larger than 2024, was still smaller than preferred. Larger Zespri RubyRed™ Kiwifruit fruit is needed to deliver on our premium brand position, drive demand through repeat sales, and drive sustainable grower returns.



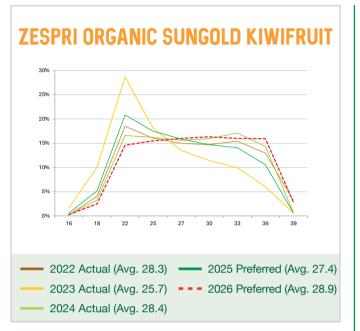


During 2025 we saw a good size profile distribution for **Zespri SunGold Kiwifruit**, similar to the preferred profile size of 27.7 that was signalled last season, which is unchanged as we look ahead to 2026. This profile works well for Zespri's market mix, with a good proportion of larger sizes that are in higher demand and that attract higher value in Asian markets such as Mainland China, Taiwan, and Korea, as well as a good balance of medium to smaller sizes which suit other markets like Europe and US. This profile helps to meet the needs of a wider range of consumers in the markets at different price points through different offerings, such as layered trays or loose sales using larger-sized fruit or in branded pre-pack formats which are more weighted towards smaller sizes. Having this wider variety of sizes helps maximise overall shelf space and sales run rates.

Zespri still has limited demand for specific retail programmes for count Size 39 Zespri SunGold Kiwifruit, which will be procured as non-standard supply at similar volumes to 2025.



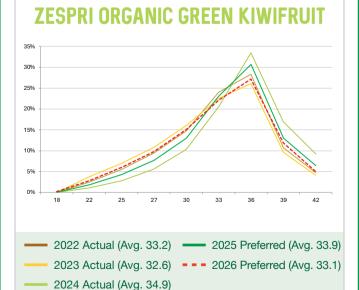
We saw an encouraging bounce back in **Zespri Green Kiwifruit** size profile this season, with an average count size of 31.9. However, with the preferred profile for 2026 remaining at an average count size of 30.3, our message to growers is to continue striving for larger fruit in order to maximise OGR. The preferred profile improves the premium differentiation from competitors, limits the supply of lower value smaller sizes, and provides a better size mix for our different sales channels with a variety of offerings on shelf to support brand visibility. Ultimately, this helps drive sales run rates and higher returns for Hayward growers.



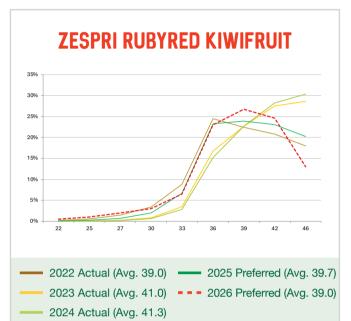
The 2026 preferred profile for **Zespri Organic SunGold Kiwifruit** is unchanged at 28.9. The 2025 season profile was 27.4, which gave us some challenges in fulfilling the preferred profile for the US, our fastest growing organic market. US demand is primarily in the mid to small sizes due to these sizes converting well into one or two pound branded prepack offerings in the market.

Zespri has limited demand for specific retailer programmes for count Size 39 Zespri Organic SunGold Kiwifruit, which will be procured as non-standard supply at similar volumes to 2025.

Market access is always a key enabler to each season, and pest management to support improved market access should continue to be the focus for growers to help maximise returns through supply into Asia and the US markets as well as providing greater flexibility and optimisation options.



For Zespri Organic Green Kiwifruit, the preferred profile of 33.1 for 2026 is unchanged from previous seasons and provides a good balance of sizes for Asia, Europe, and the US. Like conventional, we saw a welcome increase in average fruit size this season. Low pest product with good market access continues to be a key enabler for the success of organics and is required to meet well-established market demand in this fruit group, while providing options for fruit allocations to maximise returns in each season.



Zespri is confirming for the 2026 season that Size 46s will be procured as non-standard supply. In December, volumes to be procured will be confirmed, but are likely to be a similar volume as in the 2025 season of 600,000 trays. Size 46s will not be sold on the domestic market, to protect the value growers receive for larger sizes of Red19 Class 2.

While we know Red19 is naturally a smaller-sized fruit, it is essential that we continue to minimise the amount of very small fruit for the 2026 season. The high proportion of Size 42 and 46 was a challenge in markets this year, which required extra investment to sell through the fruit in the short timeframe available to this variety. Ultimately, this saw OGR per tray in these sizes significantly lower than Size 36 and 39, with negative consumer feedback on the smaller sizes.

The 'target' profile shown in the chart for Zespri RubyRed Kiwifruit in 2026 is 39.0, with Size 46s representing around 13 percent of the total volume, which is 600,000 trays. However, despite the commitment to take a limited volume of Size 46s, it is important growers act to limit the erosion of value caused by very small sizes.

Beyond the need for increased volume in larger sizes (36+), maintaining clean market access and ensuring high fruit quality are crucial for the success of this variety to access a range of markets. This approach not only supports market value but also provides flexible market allocation options, especially within the "pick, pack and ship" model for Zespri RubyRedTM Kiwifruit. Ultimately, this will bolster returns and enhance the confidence of our customers and consumers.



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2025 KIWIFRUIT INNOVATION AWARD WINNER: BRETT WOTTON

Eastern Bay of Plenty kiwifruit grower and harvest contractor Brett Wotton has won the 2025 Kiwifruit Innovation Award for his work to support lifting fruit quality across the industry.

Brett Wotton, who grows kiwifruit in Ōpōtiki and runs a harvest contracting business, has been recognised for his initiative - the introduction of covers for picking bags which can be used during harvest to improve handling practices and prevent fruit damage which helps to significantly reduce quality costs and to maximise returns to growers.

The cover acts as a protective bib at the top of the bag supporting good practice picking, while also shielding just picked kiwifruit fruit from any soft, damaged or overripe fruit which may accidentally fall. It ensures a high-quality product is delivered to packhouses, which can store well before being delivered to customers and consumers around the world by kiwifruit marketer Zespri.

The simple yet effective solution has been widely adopted by the industry, with post-harvest service provider EastPack's orchard management arm, Prospa, making the use of bag covers compulsory. Both picking bag manufacturers in New Zealand now also offer a covered bag option.

Kiwifruit industry regulator Kiwifruit New Zealand (KNZ) Chair and award judge Samantha Sharif says the continued success of the kiwifruit industry is totally reliant on Zespri providing the highest quality kiwifruit to customers and consumers worldwide.

"Brett's idea of using "picking bag covers" at harvest time helps to address what can be a serious quality at the very beginning of the supply chain. The use of these covers supports maximising fruit yields and reduces the incidence of further quality problems at post-harvest and in-market.

"This is a great example of an innovative idea solving a real-world problem with a simple and practical solution.'

Brett Wotton says: "It's incredible to see how a humble piece of PVC has become a game-changer for fruit quality. From the early trials to today's industry-wide adoption, this innovation has the potential to significantly reduce fruit quality costs across the industry. I'm proud to have been part of the journey.'



Brett Wotton and his daughter Emily. Photo Credit: Brydie Thompson Photography.



FROM THE MARKETS

RUN RATES REBOUND IN POST-SUMMER FRUIT PHASE WITH AN ALL TIME RECORD **WEEKLY VOLUME DELIVERED**

The beginning of the important post-summer fruit phase of our season sales plans has started well, with run rates over the past four weeks returning to levels consistent with the pre-summer fruit period.

In mid-September the weekly volume delivered reached a record high of 8.6 million Class 1 trays, surpassing the previous record set earlier in the season. In Europe, markets have launched their second wave of media and promotional campaigns, coinciding with consumers' return from their summer holidays. The Mid-Autumn Festivals, a significant sales period in the season, are also starting in key Asian markets with

Zespri embracing festival culture, offering gifting packs for consumers to share and celebrate with friends and family.

As at the end of September, Class 1 conventional Zespri SunGold Kiwifruit sales have passed the three-quarter milestone, with more than 113 million trays of Class 1 Zespri SunGold Kiwifruit sold. Class 1 Zespri Organic SunGold Kiwifruit sales are 85 percent through plan, with more than four million trays sold. For Class 1 Zespri Green Kiwifruit (conventional), sales are now at 71 percent through plan, with more than 41 million trays sold and Class 1 Zespri Organic Green Kiwifruit sales are now at 66 percent, with more than 2.3 million trays sold.

We are still seeing quality tracking well in our arrivals to market, considering how far we are through the season. The current defect rate for Zespri SunGold Kiwifruit is slightly higher than in 2024, primarily due to softs. Quality metrics for Zespri Green Kiwifruit are currently at their best levels in five years. The ongoing focus is on in-market inventory management to reduce quality impacts, as well as cost effective investment in a wide range of marketing and promotion plans, to ensure the remainder of the season sales plans are successfully



Q&A WITH OPPY PRESIDENT AND CHIEF OPERATING OFFICER DAVID SMITH

The Oppenheimer Group, or Oppy, is one of Zespri's largest distribution partners in North America and in this edition we ask President and Chief Operating Officer David Smith about how we work together to supply high-quality Zespri Kiwifruit in this exciting growth

ABOUT OPPY

Oppy is a premier full-service grower, marketer and distributor serving the North American market. Its corporate headquarters are located in Vancouver in Canada, and it has strategically positioned sales, distribution, and grower relations offices throughout the United States and Canada, as well as Argentina, Chile, Mexico, Peru, and South Africa.

Q. Can you tell us about your operations in the US/North

Over the years, Oppy has experienced significant growth, establishing itself as one of the leading and most respected produce suppliers in our industry. We have made a substantial impact on retail, foodservice, and wholesale markets, earning a stellar reputation for our unwavering dedication and excellence.

A particularly noteworthy aspect of our partnership with Zespri is our longstanding relationship with New Zealand

kiwifruit. We became acquainted with New Zealand kiwifruit growers through our marketing relationship with the New Zealand Apple and Pear Marketing Board over 60 years ago. Since the early 1960s, Oppy has proudly represented kiwifruit from New Zealand, showcasing the exceptional growers of Zespri Kiwifruit throughout North America. Their commitment to quality and growth is truly

Q. How does your scale and network help Zespri deliver quality fruit?

At Oppy we distribute fresh produce to every retailer and to foodservice operators in North America. Our size and scope have created a pathway for Zespri to efficiently offer its products to our valued consumers. Our warehouse operations in key markets enable us to have a vertically integrated supply chain, creating efficiency, consistency, and offering a service to our retail partners that is unparalleled.

Q. How do you and Zespri work together to grow sales?

Team Zespri North America and team Oppy work together to grow sales by having trust, transparency, and collaboration as the central tenets of our relationship. Oppy teammates work with Zespri's sales and marketing teams to deliver the annual goals at Zespri. The Zespri team leads several meetings that encourage planning and discussion with Oppy, starting with a season kick-off meeting that brings all stakeholders together in one room to ensure alignment between short-term and long-term

goals, and strategic five-year growth. Meetings like this, and those throughout the year, ensure our collective teams are in a problem-solving mindset that allows us to meet our performance objectives.

Q. What excites you about the future of the kiwifruit

I'm excited about the tremendous growth potential in the kiwifruit category, which is one of the fastest-growing fruit segments today with volumes up 33 percent year over year according to Circana. Zespri SunGold Kiwifruit and the debut of Zespri RubyRed Kiwifruit are fuelling consumer excitement and expanding the category. Gold kiwifruit is growing two times faster than green in both volume and sales dollars, while Zespri RubyRed Kiwifruit quickly claimed more than 22 percent of the US red kiwifruit volume in its very first year.

Another exciting trend is the shift toward packaged kiwifruit, where Zespri leads decisively with a 54 percent branded market share and an impressive 63 percent year-over-year volume growth. While many competitors are losing share, Zespri continues to gain ground, posting a eight percent year-on-year share increase by absorbing volume from other brands.

With Zespri's innovation, strong branding, and proven leadership in kiwifruit, the future looks incredibly bright and it's inspiring to work alongside a partner that continues to set the pace for the entire category.

Source: Circana Total US MULO+ (latest 52 Weeks ending 9/7/25)



HONG KONG: STRENGTHENING PARTNERSHIPS AT ASIA FRUIT LOGISTICA

Zespri welcomed partners, distributors, and growers from around the world to our stand at Asia Fruit Logistica 2025 in Hong Kong at the start of September.

Asia Fruit Logistica is the most prominent fruit industry gathering in Asia with the annual event attended by Board Chairman Nathan Flowerday, and Director Sally Gardiner, CEO Jason Te Brake, CFO Vicki McColl, President Greater China - Michael Jiang, and President Asia Pacific - Ichiro Anzai, along with other Zespri representatives.



The Zespri booth at Asia Fruit Logistica.



Zespri with our largest distributor in China, Joy

The event gives us the opportunity to discuss things like market trends, consumer demand, and growth opportunities, with more than 1,500 people visiting the Zespri stand over the three days.

CEO Jason Te Brake says several meetings took place with partners and distributors to review season progress and the outlook for the next few months.

"In contrast to last year's event, which focused on growth and opportunity in the region, this year had a more reflective tone, centred on working through challenges together to achieve the best possible outcomes – a clear sign of the shift in mood across many of our Asia markets.

"The conversations with our key partners were that despite some tough economic headwinds, there's strong confidence in the Zespri brand, and they're dedicated to working collaboratively to deliver the best value for our growers in what's proving to be a more challenging season," says Jason.



The KiwiBrothers and KiwiSister at Asia Fruit Logistica.

TAIWAN: KIWIBROTHERS TAKE TO THE FIELD IN TAIWAN

Zespri and the KiwiBrothers were the featured guests at a themed baseball game held at the iconic Taipei Dome.

Before the CTBC Brothers Baseball game, Zespri's General Manager Marketing, KokHwee Ng was invited to throw the ceremonial first pitch.

Speaking to the crowd, she spoke of the professionalism of the baseball players, sharing that to play well in every game of life, nutrition must never be absent. She also highlighted the importance of starting each day with a nutritious breakfast, encouraging fans to include a Zespri Kiwifruit to fuel their day.

The game-day experience was further elevated with the CTBC Brothers' cheerleading team, the Passion Sisters, who held KiwiBrothers puppets – a moment which also became a social media highlight.



Zespri's KokHwee Ng before her pitch



The KiwiBrothers with the Passion Sisters.

JAPAN: KIWIBROTHERS STAR IN JAPANESE VIDEO GAME

The KiwiBrothers have become the stars of a popular Japanese video game.

The Suika Game, which can be played on a Nintendo Switch, is a puzzle game like Tetris, that exploded in popularity in 2023 and involves stacking different fruits like strawberries, grapes and watermelons.

The collaboration between Zespri and Suika Game was sparked by an April Fools' Day social media post before evolving into a partnership, thanks to the natural synergy between Suika Game's fruit-focused gameplay and our mission to make fruit a more accessible part of daily life in Japan through our Nutrition Reform Project. This high-profile collaboration will also support interest in Zespri Kiwifruit and help drive sales.

The game is available to be downloaded all over the world, with the collaboration taking place between mid-September and the end of October.



The KiwiBrothers featuring in the Suika Game.

US: ZESPRI SUNGOLD KIWIFRUIT RECEIVES BEST SNACK AWARD

Zespri SunGold Kiwifruit has received Good Housekeeping's 2025 Best Snack Award for the fifth year in a row.

The judges for the awards run by the well-known American lifestyle magazine, include dietitians, chefs, and at-home testers who found Zespri SunGold Kiwifruit excelled in both nutrition and taste.

Zespri's Trade Marketing Director, North America - Bianca Fiedler says the Good Housekeeping award reinforces our reliability and quality as a healthy snack option.

"It's nice to be acknowledged by registered dietitians, chefs, and consumers for both nutrition and flavour."



Zespri SunGold Kiwifruit in-store in the US.

UK: ZESPRI SUNGOLD KIWIFRUIT SAMPLING ENCOURAGES CONSUMERS TO 'TASTE THE OBSESSION'

The Zespri team in the UK have been bringing the delicious taste of Zespri SunGold Kiwifruit directly to shoppers and consumers through sampling activations, which has helped to drive the obsession and build awareness.

The team set a goal to have 140,000 people sample Zespri SunGold Kiwifruit through the activations by the end of the British summer.

The sampling activations have taken place at major train stations at Birmingham, Stratford and Manchester during peak commuter hours bringing the Zespri SunGold Kiwifruit experience directly to thousands of consumers, driving awareness. Sampling has also taken place in London, as well as at events such as the Royal Horticultural Society Wentworth Woodhouse flower show and the Goodwood Food Festival.

There were also in-store sampling activations at retailers, Tesco and Sainsbury's, resulting in a strong year-on-year sales uplift.

The consumer sampling and activations in-store are part of Zespri's wider 'Taste the Obsession' campaign in the UK which has included a partnership with Lisa Snowdon, a well-known British broadcaster and influencer who has been championing Zespri SunGold Kiwifruit's taste and health credentials across social media and in interviews with leading UK women's titles including Closer and OK! Magazine.

As a result, penetration in the UK has now reached seven percent, up from 4.2 percent last year, reflecting growing consumer love for Zespri SunGold Kiwifu it



A Zespri SunGold Kiwifruit sampling activation tent.

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ZESPRI GLOBAL SUPPLY UPDATE

PREPARING FOR HARVEST: TECHNICAL & QUALITY AT WORK

As harvest begins across the Northern Hemisphere, the work that ZGS has carried out over recent months is coming to fruition. Behind the scenes, the focus has been on ensuring every tray of fruit meets Zespri's quality standards and customer expectations.

In the lead-up to harvest, ZGS has met with customers to confirm expectations around certifications and maximum residue limits (MRLs). From there, the team has worked closely with colleagues in New Zealand and Belgium to assess feasibility, coordinate responses, and communicate agreed standards back to the wider industry.

One key challenge this season has been adapting to reduced MRLs on certain crop protection products. A notable example is deltamethrin, widely used against brown marmorated stink bug, which the European Union lowered to 0.01 ppm during the 2024 season. To address this, ZGS has partnered with suppliers' technical experts to raise awareness among growers and develop new strategies to remain compliant under Europe's strict framework—where emergency derogations for individual growers are not an option and even product labels may differ region by region. The removal of deltamethrin in Europe has prompted growers to adopt alternatives such as etofenprox and lambda-cyhalothrin, with treatments completed by mid-July.

Pre-harvest preparations have also focused heavily on fruit quality and maturity. Based on the latest September official estimates, total Zespri SunGold Kiwifruit volumes in the Northern Hemisphere are forecast to grow by 22.3 percent in 2025 compared to last year, supported by an 11.2 percent expansion of production areas and generally favourable weather conditions. Procurement of Zespri Green Kiwifruit is also projected to reach seven million trays, reflecting a stable yet positive trend with a six percent increase over the 2024 season.

Clearance to harvest follows the same model as New Zealand, with independent laboratories conducting sampling and analysis. With the expansion of production, ZGS is also working to add further laboratories for residue testing and harvest clearance to maintain speed and consistency.

To support fruit performance after harvest, the pre-harvest Reference Group has played a key role this season. Supplier sessions have focused on identifying the right maturity for long-term storage, alongside tailored training for packhouses on post-harvest handling practices. The Group is also providing direct support to Italian packhouses with the goal of consistently achieving 12-month storage. Over the coming years, this initiative will extend to other ZGS regions.

Ultimately, all of these activities share one clear purpose: ensuring fruit quality, meeting customer expectations, and securing strong value for growers.

GROWER EVENTS:

CROP MANAGEMENT AND ZESPRI RED FIELD DAY

September saw two important events in Italy designed to involve ZGS growers directly. Both occasions provided opportunities to share knowledge, trial results, and hands-on experience, with a focus on supporting growers in making informed decisions for the future.

The Zespri Quality Platform event, held in collaboration with leading companies in biostimulation and crop management, brought together growers and technical experts for two days of field visits. Preliminary trial data was presented alongside innovative approaches to enhance fruit size, quality, and shelf life. By working together in this way, growers could see how new tools and practices might support them in meeting both market and quality expectations.

Around the same time, Zespri hosted the **Zespri Red Introduction Field Day**. The event focused on the key agronomic aspects of Red19, offering targeted growers insights to help evaluate whether the cultivar is right for their orchards. This initiative forms part of wider ZGS efforts to identify and attract the most suitable growers in Italy who will begin planting Zespri RubyRed Kiwifruit from next year.

Together, these events highlight our ongoing commitment to involve growers in technical discussions and practical evaluations — ensuring they are well supported in their choices and positioned to succeed as production expands.







EU-APPROVED GREEN KIWIFRUIT HEALTH CLAIM ALREADY HAVING TRACTION IN MARKET

Zespri shared the news in September's *Kiwiflier* that green kiwifruit has become the first fresh fruit ever to receive an authorised health claim from the European Commission, with the breakthrough already having an impact in market.

The official health claim is "consumption of green kiwifruit contributes to normal bowel function by increasing stool frequency" – based on a daily intake of two fresh green kiwifruit (*Actinidia deliciosa* var. Hayward) providing a minimum of 200g of flesh, and will support our efforts to market green kiwifruit in the EU and maximise value back to growers.

The claim is important progress and central to Zespri's 2035 Strategy which is built around three key priorities, including unleashing brand-led demand — which will see us continuing to invest in building a globally iconic brand that stands out in a crowded marketplace, and this means becoming the number one choice for natural nutrition, with health benefits backed by science.

Zespri's Innovation Manager - Health and Nutrition, Dr Paul Blatchford has been part of the team leading the health claim and we asked him about the value this new claim will bring.

Q. Why is this important?

This is a landmark moment for Zespri and the fresh produce industry. It's not just great news for increasingly health conscious consumers, but also for growers, as it will strengthen our ability to market green kiwifruit in Europe with proven health benefits, helping drive demand, build consumer trust, and maximise returns.

Q. Why did the approval process take the time it did?

The journey began nearly 15 years ago when Zespri decided to set our sights on the claim. We initiated market research and commissioned several of the key scientific

studies that ultimately underpinned the claim, one of which was a global clinical trial across New Zealand, Japan, and Italy which culminated in a publication in the prestigious American Journal of Gastroenterology. Several other studies were also considered, such as a 2002 clinical trial from the University of Auckland, a 2018 study from the University of Nottingham using MRI to track kiwifruit digestion and a comparative trial of kiwifruit vs psyllium and prunes from the University of Michigan in the USA. These studies collectively demonstrated a causal relationship between green kiwifruit consumption and improved bowel function.

In 2018 we submitted a comprehensive scientific dossier to the European Food Safety Authority (EFSA). Initially, Zespri aimed for a 'gut comfort' claim, but the EFSA advised pivoting to a more measurable outcome — laxation, based on stronger scientific evidence.

The EFSA issued a positive scientific opinion in 2021, but this did not automatically allow consumer-facing use. The claim then had to be ratified by the European Commission, which meant scrutiny across all EU member states. This took four years with the final approval coming in August 2025

The typical timeline for a health claim application is around four to five years, however it can extend to more than six if the EFSA requests more information. In our instance, we were also impacted by COVID-19 delays.

Q. What has the reaction been and has there been an impact on sales?

There's been a positive response to the news throughout the EU following the claim's approval, including widespread media coverage. This includes in a Belgium newspaper, VRT NWS, which surveyed a number of local supermarket chains such as Aldi, Colruyt, and Delhaize, with Delhaize reporting to the newspaper a 20 percent increase in sales following the approval news, Aldi reporting a 30 percent increase (also in part due to promotional activity taking place at the time) and Colruyt also noting a surge in sales.

We have also received interest from our distributors and retailers in Europe expressing interest in leveraging the claim for promotional campaigns.

Q. How are we going to share this claim with consumers?

The EU health claim is a strong endorsement of the digestive health benefits of green kiwifruit, but as most consumers don't connect with technical or scientific wording, it's essential to translate the science into simple, everyday language to show people how eating a kiwifruit can make a real difference to their wellbeing. Our marketing team is focused on creating clear, engaging stories and content across different touchpoints to highlight the benefit in ways consumers can relate to.

To build trust and maximise impact, we'll also work with healthcare professional influencers and nutrition experts who can help bring credibility and amplify our message.

Ultimately, the aim is to make the health claim more visible in retail touchpoints, on social media, and through consumer campaigns that encourage people to try kiwifruit and experience the benefit themselves. By doing this, we're turning the EU health claim from a scientific approval into a powerful proof point that helps strengthen demand for Zespri Kiwifruit and supports long-term value for our growers.





RED80: MAKING A COMMERCIALISATION DECISION

In late October, the Board will decide whether to commercialise Red80 or put the decision on hold for another year while further trials take place.

Making this decision isn't just about the performance of the variety, we need to be confident we can grow it, transport it, and finally sell it at a price that will deliver economic return to growers. There is a significant additional measure for Red80, which is confirming it can be sold under the Zespri RubyRed™ Kiwifruit trademark, upholding the product proposition and

Red80 was first planted at the Kiwifruit Breeding Centre in 2017. It showed encouraging signs, so row trials were added in 2020 in anticipation of its likely promotion to Zespri's Stage 3 pre-commercial programme. Data collection from these row trials was promising, so Red80 entered Stage 3 in 2023, when the cultivar was planted with trialist growers and further row trials went in at KBC.

Fruit was first sent offshore in 2024 for initial in-market sensory trials, examining whether Red80 was on par with Red19 in the eyes of our consumers. In 2025, grower trials produced their first crop, which was used for extensive supply chain testing and further in-market trials in Japan and China.

The Board will examine performance across the full value chain in advance of their decision this month, focusing on:

ON-ORCHARD PERFORMANCE

On-orchard trial activity monitors the full growing cycle of a cultivar, from establishing a canopy right through to harvest. Results of this activity indicate the potential performance of the cultivar in terms of fruit size, yield, taste, and colour, and provide valuable data on preferences for rootstocks and pollinisers, as well as the level of resistance to pests and diseases, and the potential orchard costs. This data can be used by growers to assess if they could produce the cultivar to a standard that will meet market

supply Chain

requirements and deliver returns.

Supply chain trials start from maturity monitoring, assessing how the fruit comes off the vine, what the packout rates are, and how it moves through the packhouse. For Red80, the supply chain trials have also looked at the timing of packing and how this crosses over with other varieties and included consultation with post-harvest regarding capability and capacity to manage an additional variety. Fruit is transported to market via air and sea and examined through the offshore supply chain right through to retail to assess quality, storage, firmness, and defects, and ease of handling.

We need to be satisfied we can deliver fruit to our markets in good condition that can be maintained through the right storage techniques, aiming for an optimum selling window without incurring undue quality costs, and in Red80's case, ensure a smooth transition from Red19 for customers and consumers.

IN-MARKET

The intention is that Red80 will be sold as a complement to Red19 under the Zespri RubyRed™ Kiwifruit trademark to extend the selling window and grow the red category. Inmarket trials with consumers, including retail and at home testing, focused on confirming that the two varieties are on par in taste, appearance, and overall eating experience.

The other key consideration from an in-market perspective is the projected outlook for the red category, based on our assessment of Zespri RubyRed Kiwifruit demand in the periods the two cultivars can supply, and having the right mix to extend sales while protecting quality and maximising returns.

To be a commercial success, Red80 needs to create value for Zespri, growers, post-harvest, customers, and consumers. For the Zespri brand, it's important the variety serves our portfolio strategy, and creates incremental sales opportunities. Growers need to know they'll be able to grow the variety successfully and have an understanding of the estimated value they might receive in return. Our customers want fruit that will arrive in good condition, holding top quality on shelves, so consumers make repeat, habitual purchases. And finally, consumers want their needs met. With Zespri RubyRed Kiwifruit, consumers are drawn to a unique, vibrant red kiwifruit, with its "berry sweet" taste and health benefits, so Red80 needs to meet this product proposition

The Zespri Board will be considering all these requirements to decide whether to commercialise Red80, and how many hectares of licence to release. If the decision is made to commercialise, details around licencing and pooling arrangements will be confirmed in advance of the first licence release.

Irrespective of this year's commercialisation decision, Zespri will continue giving growers the opportunity to see Red80 at a series of trial orchard visits through the new season cycle on pre-commercial orchards (see below for registration details). We will also provide ongoing data on the variety so that growers can assess Red80's performance and consider how it may perform under their specific conditions. As with any cultivar, performance can vary across orchards and Zespri is committed to providing as much information as possible so growers can make an informed decision ahead of any licence release.

More information about the performance of Red80 is available on the cultivars page on

REGISTER TO VISIT A RED80 TRIAL ORCHARD

All growers are invited to visit one of the Red80 trial orchards in late October for budbreak. As well as looking at the vines, we'll be discussing the data and insights from the trial activity and sharing updates on the commercialisation process.

Spaces are limited. Head to the Canopy events page to register or contact Sue Groenewald, Grower Relations Manager – Red, at sue.groenewald@zespri.com.

ACCELERATING THE FUTURE **OF KIWIFRUIT INNOVATION**





Dr Matt Glenn, CEO of KBC.

In an industry where innovation is essential and timelines are long, the Kiwifruit Breeding Centre (KBC) is setting a new benchmark for pace, precision, and purpose. With its focused strategy of "More, Better, Faster", KBC is reshaping how new kiwifruit cultivars are developed and delivered to market. This strategy is a comprehensive framework that guides aspects of KBC's activities, from genetic discovery to commercial readiness.

The 'More' pillar is the pipeline from germplasm to precommercial, portfolio balance and modelling, as well as growing systems. KBC is investing in a broader genetic base to increase the likelihood of discovering breakthrough cultivars. By maintaining a wide portfolio of breeding activities across multiple cultivar concepts, the KBC ensures it is not only innovating but also future proofing the industry against emerging challenges.

The 'Better' pillar is a comprehensive approach aimed at improving the performance of key traits to ensure that growers, consumers and supply chain are provided with the best cultivars possible, saving time and resources, while ensuring that Zespri remains a global leader in the kiwifruit category.

Key components

- · Trait prioritisation: Choosing where to invest time and resources is critically important. To do this, KBC has taken a holistic approach that involves defining and prioritising traits based on their desirability, doability, and economic weighting. The goal is to focus on traits that are economically valuable, feasible to breed for, and applicable to the desired cultivar
- Technology readiness and breeding stage maturity: This emphasises the use of advanced technologies and methodologies to improve breeding outcomes. This includes the development and application of genomics and other cutting-edge tools to accelerate breeding decisions and enhance the genetic quality of new cultivars.
- Optimised portfolio management: KBC aims to maintain an representation of individuals targeting different cultivar concepts across the entire breeding pipeline. This involves continuous evaluation and adjustment of the breeding programme to maximise the probability that KBC will deliver to Zespri's new cultivar goals.
- Collaboration and integration: The strategy highlights the importance of collaboration with partners, including Plant & Food Research/Bioeconomy Science Institute and Zespri, to leverage complementary expertise and resources. This collaborative approach helps achieve better outcomes that would not be possible through isolated efforts.

The 'Faster' pillar focuses on reducing the time required to develop and commercialise new kiwifruit cultivars. By streamlining the breeding process and whole systems approaches to accelerate biological processes, such as flowering and fruiting, KBC aims to accelerate the transition of cultivars through various stages of development.

Collectively, the "More, Better, Faster" strategy is not just about breeding kiwifruit, it's about breeding confidence in the future. KBC's approach is setting a new standard for what's possible in plant breeding, and its commitment to excellence, sustainability, and collaboration is positioning the kiwifruit industry for long-term success.



ZESPRI IN THE COMMUNITY

RECORD NUMBERS AND UNFORGETTABLE MOMENTS AT ZESPRI AIMS GAMES

It was a privilege to host more than 14,000 young athletes in Tauranga Moana, alongside their whānau and supporters, for the Zespri AIMS Games 2025 - the largest junior sporting event in Australasia.

This year's tournament welcomed 431 schools from across Aotearoa and the South Pacific, competing in 27 sports, including netball, rugby sevens, BMX, futsal, mountain biking, and hip hop.

The event was powered by the incredible support of more than 1,800 volunteers, whose mahi helped create a safe and fun environment for all involved.

The week kicked off with a high-energy opening ceremony, featuring the beloved KiwiBrothers and appearances from sporting legends Noah Hotham, Dame Lisa Carrington, and Dame Sophie Pascoe, who shared messages of encouragement and inspiration with the athletes.

The kiwifruit industry's presence was felt throughout the Games, with the Zespri tent and KiwiCruiser van bringing energy and fun to Blake Park and other venues. Athletes and supporters enjoyed fresh Zespri Kiwifruit, interactive games and spot prizes. A special congratulations to Paremata School, who won a \$1,000 Sports Distributors voucher for topping the leaderboard in the Spin The Wheel

In a proud moment for the region and industry, during the tournament, Zespri AIMS Games was awarded Best Non-Profit or Community Event (over 3,000 participants) at the New Zealand Event Awards 2025, recognising the scale, impact, and heart of the tournament.

A heartfelt thank you to our growers and the wider kiwifruit industry for your continued support in bringing this incredible event to life in the Bay of Plenty. It gets bigger and better every year - and we can't wait to see what 2026 will bring.







BEYOND THE SCOREBOARD: TE PURU SCHOOL WINS RIPPLE **EFFECT AWARD**



We're proud to celebrate Te Puru School's Rip Rugby team, winners of the Zespri AIMS Games Ripple Effect Award - a prestigious award donated by Dame Lisa Carrington.

This small but mighty group of 12 players didn't just show up for their first-ever Zespri AIMS Games, they poured integrity, sportsmanship, and spirit of fair play into everything they did. From opening with a powerful haka in their first match, to honouring an opposition player with

an award of their own, their actions spoke louder than any scoreline. Te Puru's Rip Rugby team received multiple nominations during the week.

Off the field, they were just as inspiring, fundraising by cleaning up 8km of coastline before even arriving in

As their teacher Hayley said: "We were beside ourselves just with our placing of 50th and we were delighted to be part of the games. What an honour and a privilege and an incredible way to be recognised."

Te Puru School, you've shown us all what the true meaning of sport is - grit, grace, and the ripple you leave



ZESPRI TO DONATE \$15,000 TO **SUPPORT SCHOOLS**

We're proud to continue supporting local education through the Zespri School Fund, now open for 2025. This initiative is part of our broader community investment programme and is dedicated to helping schools and early childhood centres thrive.

A total of \$15,000 in funding is available to support a wide range of schoolrelated initiatives - from sports teams and fundraising efforts to school community initiatives projects. We know how important these activities are to our communities, and we're excited to help bring them to life.

Applications open on Wednesday 1 October and close on Friday 31 October at 5pm. You can submit your application by completing this form: https:// forms.office.com/r/uF20D4U2Eh. To find more information visit: Zespri School Fund.

Whether you're planning a new initiative or looking to boost an existing one,

APPLY NOW: 2025 ZESPRI HORTICULTURAL SCHOLARSHIPS

Applications for the 2025 Zespri Horticultural Scholarships close at 5pm on Monday 6 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 For more information and the link to the application form, visit https://www.zespri.com/en-NZ/our-communities/scholarships.

REDUCING POST-HARVEST EMISSIONS:

INSIGHTS FROM THE CARBON NEUTRAL TRIAL



Since 2022, post-harvest suppliers — MPAC, Trevelyan's, and Punchbowl — have been working to better understand and reduce greenhouse gas emissions associated with packing and storing kiwifruit. These suppliers represent around 25 percent of the industry's fruit volume, and their participation in the Carbon Neutral Trial which was also supported by Zespri to inform our carbon commitments, has helped uncover valuable insights that could benefit the wider sector.

The trial was launched in response to growing market and regulatory pressure for businesses to reduce emissions across their supply chains. The post-harvest stage was included as this produces a material amount of emissions and the trial enabled identification of ways they might be reduced.

WHAT MAKES UP POST-HARVEST EMISSIONS?

Post-harvest emissions are those associated with the physical packaging and coolstore of the fruit. These include the production of packaging and bins, electricity use (which varies depending on how New Zealand generates its power), truck transport, refrigerant leaks from coolstores, waste sent to landfill, and fuel used on-site, such as diesel forklifts. Each of these activities contributes to the overall carbon footprint of kiwifruit after it leaves the orchard.

WHAT WAS INVOLVED FOR THE TRIALISTS?

In 2023, the trialists used a custom-built emissions calculator to measure their baseline emissions. This tool allowed them to input data about their operations and calculate emissions in a consistent way.

In 2024, they implemented changes to reduce emissions and remeasured their impact using the same calculator.

To help reduce emissions further, each supplier worked with energy consultants to identify opportunities for improvement. These included quick wins like adjusting fan

speeds, defrosting only when needed, using light sensors, and shifting energy use to off-peak times. More significant changes included installing solar power, switching to electric forklifts, using refrigerants with lower global warming potential, and upgrading coolstore systems.

RESULTS

The data from the trial was analysed by Agrilink, a carbon footprinting expert with significant experience in measuring Zespri's kiwifruit emissions.

Over two years, the average carbon emissions from all three suppliers in the trial were 425 grams of carbon dioxide (equivalents) per tray of Class 1 fruit leaving the packhouse.

The manufacture of transport packaging was identified as the largest source of emissions, accounting for two-thirds of the total. Electricity and transport fuel were the next biggest contributors, each responsible for around 15 percent of emissions

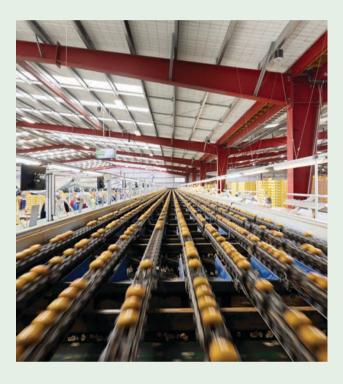
The key changes in emissions were:

- Refrigerant emissions decreased because there was less leakage. When leakage is high, it can be one of the biggest contributors to emissions in coolstores.
- Purchased electricity use per tray dropped by 8
 percent thanks to energy-saving efforts. However,
 because the national electricity emissions factor was
 higher in 2024, the emissions per tray unfortunately
 increased.
- Packaging emissions per tray decreased significantly because more bulk packs were used. Bulk packs usually result in lower emissions per unit of fruit.

Overall, the emissions per tray in this trial were about 20 percent lower than what was previously reported, which was for the 2017 crop. This is mainly because of less refrigerant leakage and lower electricity-related emissions.

RESOURCES

The following resources are available on Canopy: a checklist of opportunities identified for lowering post-harvest emissions, links to resources created by EECA for packhouses and coolstores, and links to more general information on measuring emissions from New Zealand's Ministry for the Environment (MFE).



GROWER TRIALIST Q&A: IAIN AND LEANNE BLACKWOOD

lain and Leanne grow Zespri SunGold Kiwifruit, Zespri RubyRed Kiwifruit, and males in Otakiri. Using the trimmer (pictured) has enabled them to reduce the need for herbicides and reduced fuel use by enabling them to

Q. What made you want to join the Carbon Neutral Trial initially?

We were interested in taking part in the trial to see what our baseline emissions were and see what changes we could make to improve. It's good to challenge our thinking and do that alongside like-minded, open, and innovative people.

Q. What were your trial results?

We reduced emissions by about 20 percent since the 2022/23 season, mainly through fuel savings, but also some fertiliser savings.

Q. Tell us about your biggest learning/takeaway throughout the trial?

We learned what our carbon footprint is and where the emissions were coming from. Having a tool to measure this has been really useful. It opened our eyes to the contribution of compost and the impact fertiliser reduction has on our carbon footprint. We've also started looking more closely at soil health.

Q. Is there a highlight that stands out?

A highlight was visiting other orchards, such as trial field days and the South Island tour, and seeing and hearing about the market demand drivers other industries are facing and how they are responding.

Q. Looking ahead, what actions or changes from the Carbon Neutral Trial do you intend to keep implementing and exploring now that the trial has concluded?

We will no longer use a herbicide strip. We plan to install a solar power system for irrigation and frost protection, and to upgrade the irrigation system so we can fertigate to improve nutrient efficiency and vine uptake. We'll keep emissions in mind when making decisions, although we won't necessarily continue using the calculator to track them. We're also considering planting cover crops after harvest to improve ground cover over winter.

Q. Any last words or top tips for growers who are interested in this space but might not know where to start?

Start by looking at what you're doing. Measure your footprint, identify where your waste is, and target that. It will be good for your orchard and your pocket. Even a 10 percent reduction can make a worthwhile difference. And, herbicide strips aren't needed!



lain Blackwood, Otakiri grower and carbon neutral trialist.





SHARES UPDATE: SEPTEMBER

WHAT'S HAPPENING IN THE MARKET

	BIDS (BUYERS)									
Orders	Quantity	Price								
1	15,500	\$6.50								
1	3,000	\$6.50								
1	15,000	\$6.30								
1	3,000	\$6.30								
1	4,843	\$6.10								
1	16,410	\$6.00								
1	24,836	\$5.00								

OFFERS (SELLERS)								
Orders	Quantity	Price						
1	20,000	\$6.80						
1	3,000	\$6.90						
1	3,000	\$7.10						

LAST 10 TRADES										
Date	Quantity	Price	Value							
16/09/25	5,000	\$6.65	\$33,250							
16/09/25	7,260	\$6.65	\$48,279							
16/09/25	1,740	\$6.65	\$11,571							
17/09/25	10,000	\$6.65	\$66,500							
17/09/25	5,000	\$6.65	\$33,250							
17/09/25	5,000	\$6.65	\$33,250							
18/09/25	5,000	\$6.65	\$33,250							
18/09/25	5,000	\$6.65	\$33,250							
19/09/25	5,000	\$6.65	\$33,250							
19/09/25	21,057	\$6.65	\$140,029							

ZESPRI GROUP LIMITED SHARE TRADES: APRIL 2025 TO SEPTEMBER 2025



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 Kiwiflie 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 30 SEPTEMBER 2025

OVERSHARED SHARES REQUIRED TO BE SOLD IN 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 THIS MONTH



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



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

DIRECTOR SHARE TRADING AS AT 30 SEPTEMBER 2025





Shares traded by entities associated with Zespri Directors.

OUR SHAREHOLDERS

Ter 1,665 1,090 IIII 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 FOR THE NEXT 12 MONTHS



OVERSHARED SHARES SANCTION END DATES 160,000 of shares 135K 120.000 80,000 56K 40,000 **NOV 27 APR 26 NOV 26 FEB 27** APR 27 **JUL 27**

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

袋 JARDEN

JBWere

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

There are currently no sellers with shares listed for sale, and there are 18 buyers seeking 2,798,500 shares on the Shares Availability Board: https://canopy.zespri.com/full/dashboard/ supply-and-operations/your-orchard-business/shares/sharesavailability-board.

You can register your shares for sale, or your interest to buy shares at the following link: https://canopy.zespri.com/full/ dashboard/supply-and-operations/your-orchard-business/ 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.

2025/26 PROGRESS PAYMENTS FOR OCTOBER AND NOVEMBER

CLASS 1 - APPROVED PROGRESS PAYMENT 15 OCTOBER 2025	AVERAGE ON NET SUBMIT	16/18/22	25/27	30/33	36	39	42	46
Zespri Green	\$0.03	\$0.05	\$0.05	\$0.05	No payment	No payment	\$0.05	No supply
Zespri Organic Green	\$0.05	\$0.05	\$0.05	\$0.05	\$0.05	\$0.05	\$0.05	No supply
Zespri Gold3	\$0.57	\$0.70	\$0.30	\$0.60	\$1.10	No supply	No supply	No supply
Zespri Organic Gold3	\$0.66	\$0.05	\$0.40	\$1.20	\$1.50	No supply	No supply	No supply
Zespri Red19	\$0.43	\$0.30	\$0.60	\$0.60	\$0.60	\$0.60	\$0.20	\$0.20
Zespri Green14	\$0.10	No payment	No payment	\$0.15	\$0.10	\$0.10	\$0.05	No supply

CLASS 1 - INDICATIVE PROGRESS PAYMENT 14 NOVEMBER 2025	AVERAGE ON NET SUBMIT	16/18/22	25/27	30/33	36	39	42	46
Zespri Green	\$0.03	\$0.05	\$0.05	\$0.05	No payment	No payment	\$0.05	No supply
Zespri Organic Green	\$0.05	\$0.05	\$0.05	\$0.05	\$0.05	\$0.05	\$0.05	No supply
Zespri Gold3	\$0.51	\$0.20	\$0.50	\$0.75	\$0.75	No supply	No supply	No supply
Zespri Organic Gold3	\$1.24	\$0.75	\$1.25	\$1.50	\$1.70	No supply	No supply	No supply
Zespri Red19	\$0.34	\$2.10	\$3.60	\$0.40	\$0.30	\$0.30	\$0.35	\$0.25
Zespri Green14	\$0.05	No payment	No payment	\$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 have been particularly impacted by final 2025 rates for Taste, KiwiStart, Time and China Time. The changes have resulted in an increase in service and incentive payments, reducing the amount available for progress payments. As a result, there are no further Progress payments scheduled in these sizes until February 2026 based on the current forecast. With the majority of the Progress payments paid in June and July 2025.

The cashflow tables on page 13 provide a monthly breakdown of all payments. This helps illustrate the relationship between progress payments and other types of payments.

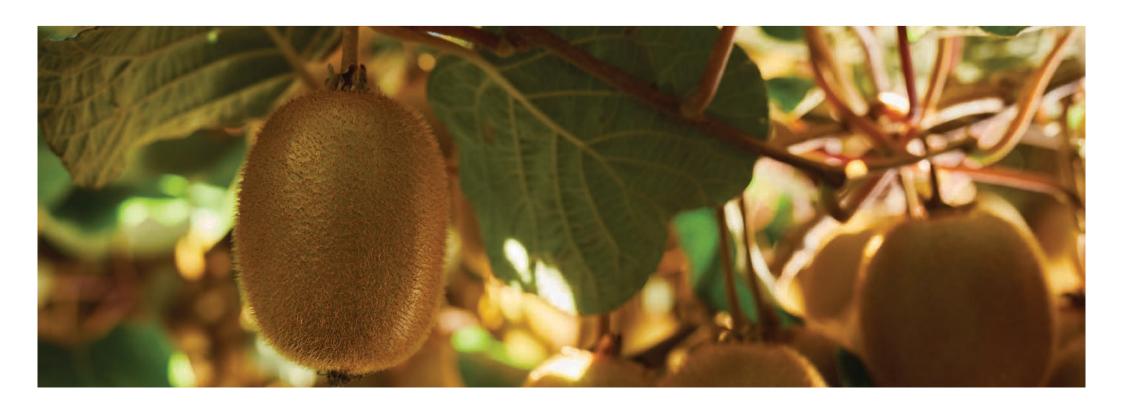
October 2025 approved progress payments on Net Submit trays

Approved per tray progress payments for 15 October 2025:

Class 1	
Zespri Green	\$0.03
Zespri Organic Green	\$0.05
Zespri Gold3	\$0.57
Zespri Organic Gold3	\$0.66
Zespri Red19	\$0.43
Zespri Green14	\$0.10

November 2025 indicative progress payments on Net Submit trays Approved per tray Progress payments for 14 November 2025:

Class 1	
Zespri Green	\$0.03
Zespri Organic Green	\$0.05
Zespri Gold3	\$0.51
Zespri Organic Gold3	\$1.24
Zespri Red19	\$0.34
Zespri Green14	\$0.05



CLASS 1 FRUIT AND SERVICE PAYMENTS AND TIMINGS

(INCLUDING LOYALTY PREMIUM)

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

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

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

- · Submit is paid in the early months when fruit is submitted into inventory.
- Pack and Time, KiwiStart and Taste Zespri is paid on FOBS, i.e. when fruit is shipped. Some of the Supplier Accountability payments are subject to SLA terms.
- Progress will be paid in the remaining months at levels subject to Zespri Management approval.

Pool Paid

% of YTD

20%

20%

22%

38%

53%

69%

78%

91%

97%

97%

98%

99%

99%

99%

100%

\$6.35

- Average payments per TE are based on the 2025/26 August Forecast trays and actual payments to
- YTD amounts for Pack and Time may move from previous Kiwifliers due to SLAs being paid late in a

	Zespri, SUNGOLD	ZESPRI OCTOBE	GOLD3				
	KIWIFRUIT		-11				
ISO month	Submit	Pack and Time	KiwiStart Accountability	Taste Zespri	Progress	Total payment. TE Supplied	% of Pool Paid YTD
Apr-25	\$3.60	\$0.10				\$3.70	22%
May-25		\$0.05				\$3.76	22%
Jun-25		\$0.11			\$0.25	\$4.12	24%
Jul-25		\$0.10		\$0.69	\$1.89	\$6.80	40%
Aug-25		\$0.24	\$0.67	\$0.93	\$0.54	\$9.18	54%
Sep-25		\$0.73	\$0.01	\$1.13	\$0.10	\$11.14	66%
Oct-25		\$0.56	\$0.66	\$0.24	\$0.57	\$13.17	78%
Nov-25		\$0.52	\$0.01	\$0.91	\$0.51	\$15.12	90%
Dec-25		\$0.05	\$0.01	\$0.01	\$0.81	\$16.01	95%
Jan-26			\$0.01			\$16.01	95%
Feb-26			\$0.01		\$0.55	\$16.57	98%
Mar-26			\$0.01		\$0.10	\$16.68	99%
Apr-26					\$0.10	\$16.78	99%
May-26						\$16.78	99%
Jun-26					\$0.10	\$16.88	100%
Paid YTD	\$3.60	\$1.34	\$0.68	\$2.75	\$2.78	\$11.14	
Balance to pay	\$0.00	\$1.13	\$0.69	\$1.16	\$2.75	\$5.74	
	Total fruit	and servic	e navment	e - 2025/26	Eorocaet	\$16.88	

	Submit	Pack and Time	KiwiStart Accountability	Taste Zespri	Progress	Total payment / TE Supplied
	\$3.95	\$0.06				\$4.01
		\$0.05				\$4.06
		\$0.06			\$0.25	\$4.37
		\$0.16		\$1.25	\$1.97	\$7.75
		\$0.36	\$0.71	\$1.90	\$0.10	\$10.83
,	•••••	\$0.72	\$0.01	\$2.30	\$0.07	\$13.92
		\$0.19	\$0.79	\$0.22	\$0.66	\$15.78
		\$0.02	\$0.01	\$1.48	\$1.24	\$18.52
		\$0.06	\$0.01		\$1.00	\$19.59
			\$0.01			\$19.59
			\$0.01		\$0.27	\$19.87
			\$0.01		\$0.15	\$20.02
					\$0.10	\$20.12
						\$20.12
					\$0.15	\$20.27
	\$3.95	\$1.42	\$0.72	\$5.45	\$2.38	\$13.92

ZESPRI ORGANIC GOLD3

OCTOBER

ZESPRI RED19 OCTOBER Pool Paid Total payment TE Supplied \$4.92 \$0.00 \$4.92 24% \$9.05 \$13.97 69% \$2.22 \$16.19 80% -\$0.01 \$17.09 -\$0.01 \$1.10 \$18.19 90% -\$0.01 \$0.43 \$18.61 93% -\$0.01 \$0.34 \$18.94 94% -\$0.01 \$0.55 \$19.49 97% 97% -\$0.01 \$19.48 -\$0.01 \$0.17 \$19.64 98% \$0.23 \$19.87 \$0.10 \$19.97 99% \$19.97 99% \$0.15 \$20.12 100% \$4.92 \$0.00 -\$0.01 \$0.00 \$13.29 \$18.19 \$0.00 \$0.01 -\$0.04 \$0.00 \$1.96 \$1.93

Total fruit and service payments - 2025/26 Forecast \$16.88

Total fruit and service payments - 2025/26 Forecast

\$1.70

\$3.56

\$0.82

\$0.00

\$0.27

Total fruit and service payments - 2025/26 Forecast \$20.12

	Zespri, GREEN KIWIFRUIT	ZESPRI OCTOBE	GREEN Er				
ISO month	Submit	Pack and Time	KiwiStart Accountability	Taste Zespri	Progress	Total payment / TE Supplied	% of Pool Paid YTD
Apr-25	\$2.74	\$0.02				\$2.76	22%
May-25		\$0.07				\$2.83	22%
Jun-25		\$0.05	\$0.00		\$0.25	\$3.14	25%
Jul-25		\$0.03		\$0.54	\$1.25	\$4.95	39%
Aug-25		\$0.12	\$0.34	\$0.82	\$0.08	\$6.31	50%
Sep-25	******	\$0.36	\$0.01	\$1.35	\$0.03	\$8.06	63%
Oct-25		\$0.73	\$0.42	\$0.61	\$0.03	\$9.85	77%
Nov-25		\$0.48	\$0.01	\$0.99	\$0.03	\$11.37	89%
Dec-25		\$0.43	\$0.01	\$0.07	\$0.20	\$12.08	95%
Jan-26			\$0.01			\$12.08	95%
Feb-26			\$0.01		\$0.32	\$12.41	98%
Mar-26			\$0.01		\$0.10	\$12.52	98%
Apr-26					\$0.10	\$12.62	99%
May-26						\$12.62	99%
Jun-26					\$0.10	\$12.72	100%
Paid YTD	\$2.74	\$0.65	\$0.34	\$2.70	\$1.62	\$8.06	
Balance to pay	\$0.00	\$1.64	\$0.46	\$1.67	\$0.89	\$4.67	
	Total fruit	and servic	e payment	s - 2025/26	6 Forecast	\$12.72	

GREEN KIWIFRUIT	ne	2			nt /	ē
Submit	Pack and Time	KiwiStart Accountability	Taste Zespri	Progress	Total payment TE Supplied	% of Pool Paid YTD
\$3.00					\$3.00	19%
	\$0.04				\$3.04	19%
	\$0.04			\$0.25	\$3.33	21%
	\$0.11		\$0.72	\$2.17	\$6.33	40%
	\$0.11	\$0.45	\$1.07	\$0.12	\$8.07	51%
	\$0.54	\$0.01	\$1.71	\$0.05	\$10.38	65%
	\$1.21	\$0.45	\$0.70	\$0.05	\$12.78	80%
	\$0.43	\$0.01	\$1.21	\$0.05	\$14.48	91%
	\$0.42	\$0.01	\$0.07	\$0.08	\$15.05	94%
		\$0.01			\$15.06	94%
		\$0.01		\$0.47	\$15.53	97%
		\$0.01		\$0.15	\$15.68	98%
				\$0.10	\$15.78	99%
					\$15.78	99%
				\$0.15	\$15.93	100%
\$3.00	\$0.83	\$0.45	\$3.50	\$2.60	\$10.38	
\$0.00	\$2.06	\$0.47	\$1.98	\$1.05	\$5.55	

SPTI.	ZESPRI GREEN14 OCTOBER										
Submit	Pack and Time	KiwiStart Accountability	Taste Zespri	Progress	Total payment / TE Supplied	% of Pool Paid YTD					
\$2.95					\$2.95	21%					
					\$2.95	21%					
				\$0.25	\$3.20	23%					
	\$0.03		\$1.22	\$2.16	\$6.61	48%					
		\$0.28	\$1.22	\$0.77	\$8.88	64%					
		-\$0.01	\$1.06	\$0.83	\$10.75	78%					
		\$0.28	\$0.00	\$0.10	\$11.13	80%					
		-\$0.01	\$0.88	\$0.05	\$12.04	87%					
		-\$0.01		\$0.42	\$12.45	90%					
		-\$0.01			\$12.44	90%					
		-\$0.01		\$0.81	\$13.23	95%					
		-\$0.01		\$0.34	\$13.56	98%					
				\$0.10	\$13.66	99%					
					\$13.66	99%					
				\$0.20	\$13.86	100%					
\$2.95	\$0.03	\$0.27	\$3.50	\$4.01	\$10.75						
\$0.00	\$0.00	\$0.21	\$0.88	\$2.01	\$3.10						
Total fruit	t and servi	ce paymen	ts - 2025/20	6 Forecast	\$13.86						

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.

2025/26 SEASON GROWER PAYMENT PORTIONS - TOTAL FRUIT AND SERVICE PAYMENTS

2025/26 AUGUST FORECAST

ZESPRI GREEN





ZESPRI ORGANIC GREEN







ZESPRI ORGANIC GOLD3



ZESPRI RED19

GLOBAL EXTENSION TEAM UPDATES

THE MONTH AHEAD: OCTOBER

LATEST INNOVATION RESEARCH -PASSIONVINE HOPPER

LEAF TESTS AND POST-FLOWER FOLIARS

PSA



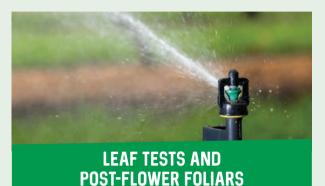
Managing passionvine hopper (PVH), the main cause of sooty mould in kiwifruit, requires an integrated approach. At this time of year, you'll find PVH eggs laid in the previous season near the surface of twigs and branches, preparing to hatch. Long-term monitoring by the Bioeconomy Science Institute – Plant and Food Research (BSI-PFR) – shows PVH egg hatch is trending earlier each year. An earlier hatch can increase the risk period for the development of sooty mould on the crop. It's important we get on top of PVH management.

Key steps to manage PVH include reducing numbers outside the orchard, minimising their migration into the orchard and where necessary, managing them within the block.

Kiwifruit is a poor host for PVH, with most originating from surrounding gullies. Some gully plant species support the PVH life cycle better than others. PVH populations can be reduced by removing host plants and planting with species that are less suitable hosts. Extensive experiments and field surveys validated a range of native plant species suitable for replanting such as kōwhai, putaputawētā, karo, celery pine, rewarewa, tōtara, mānuka, kanuka, and kauri. In contrast, species such as cabbage tree, flax, lacebark, horopito, and hebe should be avoided – so where practical, their identification and removal is encouraged.

Good border management should help reduce migration onto orchard. Replanting gaps in shelter or using artificial shelter, as well as clearing and maintaining areas between the shelter and gully (a minimum of four metres) adds another layer of protection to minimise the migration of PVH into the orchard.

Since kiwifruit does not support PVH development, any nymphs that hatch within the block will drop to the orchard floor and feed on the swards. Broadleaf dock is particularly attractive to PVH nymphs. Check the growing tips of young dock plants and the underside of older leaves for nymphs. If large numbers of PVH are present, mowing the sward once or twice in late October or November can help reduce the resident nymph populations within block.



Leaf testing before fruit-set is useful for detecting nutrient deficiencies and informing fertiliser side dressing and foliar applications

Consider using three applications of foliar tech urea applied at seven to 10-day intervals from 15 days after full bloom – this has been proven to improve fruit size in Hayward, without compromising dry matter. Similar but less consistent results have been observed for Gold3, and a single grower trial on Red19 last season saw a six gram increase in fresh weight.

Before using other foliar products, carefully consider the cost benefit of each including the carbon emissions and compaction risk that comes with each additional spray pass. Ask your supplier for kiwifruit specific research that shows proven benefits, to help inform your choices.

Set up for irrigation success

The early season fruit development phase is when water stress (caused by too much or too little water) can have the greatest impact on fruit size, so it's wise to have your irrigation system ready to perform well in case you need it. Get sorted as soon as your frost protection requirements allow, by completing your pre-season checks and maintenance, a block-wide bucket test, and a sense-check on your soil moisture data.

Remember to record what you've done for your GAP records too.



Psa thrives in cold and wet conditions and as spring kicks into gear, it's worthwhile to remember the suite of good practice and tools available in your Psa management toolbox:

- Use the Zespri Weather & Disease portals daily risk reports and the Psa pre-flowering accumulation model, to help you decide the optimum spring 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.
- Target protectant sprays on susceptible bud growth stages:
 Flower buds are more susceptible to Psa infections during
 early developmental stages. For Hayward, this is when the
 flower buds have just formed on the leaf axil (approximately
 three weeks after bud burst). For Gold3 (especially those
 grafted onto Bounty rootstocks), this is just before the
 sepals begin to separate (approximately four to five weeks
 after bud burst).

MORE INFORMATION

Check out Canopy for a deeper dive into all these topics.

- Fruit production > Protecting your fruit > Pests > Passionvine hopper
- Fruit production > Growing fruit > Increase fruit size & dry matter > Applying foliars
- Fruit production > Growing fruit > Soil, nutrients & water > Manage water and irrigation
- Fruit production > Protecting your fruit > Disease > Psa

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. Block updates should be in Spray Diary by 1 December.

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.

Pest Monitoring Centres (PMC) have begun their registration process to ensure the pest monitoring season is ready for the season ahead. Do not forget to respond to your PMC when requests are being rolled out. This will ensure a smooth start to the season.

UPDATE ON BACTERICIDE SPRAYING

As spring arrives, it's important to remember what is required if you're 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 the <u>Kasumin™ User Guide/KeyStrepto™User Guide</u>. You must also submit an online <u>OPIS</u> for the season and an <u>Intent to Spray</u> each time an application is planned. These can be found on the Canopy Crop Protection Standard page and in the User Guides.

One application of Kasumin is allowed in the CPS during the bud phase until three weeks prior to first flowers opening, though this window may be reduced to 14 days if required – please discuss with the Zespri Crop Protection team (spraydiary@zespri.com). A second application of Kasumin or an application of KeyStepto requires Zespri approval via a Bactericide Justified Approval form. It is a requirement to complete all required documentation before spraying.

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



NZKGI GROWER SYMPOSIUMS ON GENE EDITING WINZKGI



In 2024, the New Zealand Government introduced the Gene Technology Bill to overhaul the nearly three-decade-old legislation governing genetic technologies under the **Hazardous Substances and New Organisms** Act (1996).

The new legislation will establish a standalone, riskbased regulatory system and create a dedicated regulator within the Environmental Protection Authority. The bill is expected to be passed by the Government into legislation by early 2026 and become operational later next year.

These changes would mean our industry could use these technologies to speed up plant breeding, if we choose to. However, it's complex and there is a need for NZKGI to support growers with information on the current landscape of gene editing and precision breeding - what it is, where New Zealand stands legislatively, and what's

happening in the global marketplace. To help with this, NZKGI will be holding a series of grower symposiums across the country.

The symposiums will feature expert insights from Zespri, Kiwifruit Breeding Centre, and specialists tracking gene editing developments in Australia. The key topics will include the status of New Zealand's legislative process on gene technology, a scientist's explanation of what gene editing is, Zespri's perspective on market trends and consumer feedback as well as gene editing developments in the Australian horticultural environment.

The symposiums are by no means a place for any decisions to be made, nor opinions to be argued. This is purely an opportunity to learn from our experts. Whether you're curious, cautious, or keen to learn more, these sessions will give you the facts

LOCATION	DATE	TIME	VENUE
Kerikeri	Monday 6 October 2025	9:00am- 11:00am	The Turner Centre - Event Centre
Pukekohe	Tuesday 7 October 2025	9:00am- 11:00am	Navigation Homes Stadium - Phil Kingsley Jones Lounge
Te Puke	Thursday 9 October 2025	9:00am- 11:00am	The Orchard Church Auditorium
Katikati	Monday 13 October 2025	9:00am- 11:00am	Katikati Memorial Main Hall
Gisborne	Thursday 16 October 2025	9:00am- 11:00am	Midway Surf Lifesaving Club
Hawke's Bay	Friday 17 October 2025	9:00am- 11:00am	Napier War Memorial Centre - Small Exhibition Hall
Nelson	Monday 20 October 2025	9:00am- 11:00am	Mapua Hall - Main Hall

MOST UNWANTED TIME OF THE YEAR



Brown Marmorated Stink Bug (BMSB) and exotic fruit flies are considered two of the biggest biosecurity threats to the kiwifruit industry and we're now in the highest-risk period for entry into New Zealand.

We'll be talking more about the risk of these pests and the work being done to stop them throughout the season but to start with here's a quick reminder of the damage they can do and what to look out for.

BMSB:

- Pierces kiwifruit resulting in fruit drop and rot. With management practices fruit loss is typically 5-10 percent, but up to 30 percent on worst blocks.
- Extremely difficult to eradicate early detection is essential
- Major nuisance pest overwintering inside homes in substantial numbers.
- High likelihood of entry as a hitchhiker on shipping containers, cars, machinery, and luggage.
- National and industry surveillance systems are in place, but this pest is not strongly attracted to traps, so we also rely on public reporting. Keep an eye out.

Fruit flies:

- High likelihood of entry have crossed our borders many times and there were two Oriental Fruit Fly responses in Auckland earlier this year.
- There are production impacts for a range of horticultural crops but considered low for kiwifruit.
- Severe market access restrictions, particularly for Queensland Fruit Fly, which is not present in most major kiwifruit markets.
- Highly effective surveillance system with around 8,000 traps nationwide.

For more information on these and other biosecurity threats to the kiwifruit industry, see our Kiwifruit's Most Unwanted list on the KVH website and contact us on 0800 665 825 if you would like posters or leaflets about these pests sent out to you.







We recently welcomed Roanne to the KVH team, joining us as our new Senior Biosecurity Advisor.

Roanne brings with her a background in entomology and pathology. Her previous role at the Department of Conservation (DOC) was as a Senior Advisor in the Plant Pathogen Team, where she developed landscape scale surveillance for the detection of Phytophthora agathidicida (PA), the pathogen that causes kauri dieback, as well as surveillance for myrtle rust to understand its impact on threatened Myrtaceae species. Her role also included compliance and education related to the National Pest Management Plan (NPMP) for PA.

Prior to DOC, Roanne worked as a Post-Border Biosecurity Researcher at Scion (now the Bioeconomy Science Institute).

Roanne's key role at KVH is to scan offshore for emerging biosecurity risks to New Zealand's kiwifruit industry and to ensure that response and preparedness plans are in place should these pests or diseases reach our shores. She also identifies knowledge gaps and works with the Zespri Innovation team and research partners to address them, ensuring the industry has the right tools and information to respond effectively to biosecurity incursions.

Many readers will know our Kiwifruit's Most Unwanted threat list well - Roanne looks after reviewing this and keeping the industry up to date if anything changes.

We're thrilled to have Roanne on the team.

KVH 2026 GROWER CALENDAR COMING SOON

You asked and yes, it's coming! The much-loved KVH biosecurity calendar for growers is back for 2026. It will be included in the December edition of the Kiwiflier, so keep an eye out.

This handy calendar is also your year-round biosecurity toolkit. Each month highlights a key threat to our

industry and gives you practical steps to keep it out. From Ceratocystis Wilt to exotic fruit flies, we've got you covered.

It's designed to be seen, used, and talked about so if you want extras for your team or shed wall (or for anyone anywhere in your community) just let us know.



Q&A

FROM THE FIELD

KEY CONTACTS

Grower & Industry Relations Manager Malkit Singh: 027 665 0121

Grower Relations Managers Sue Groenewald – GRM Red, Athenree, Waihi, Coromandel: 027 493 1987 Sylvia Warren – Gisborne, Ōpōtiki, Whakatāne, Pukehina, Pongakawa: 022 101 8550

Jemma Pryor – Te Puke: 027 283 6192

Brad Ririnui – Tauranga, Paengaroa, Hawke's Bay: 021 757 843 Peter Blair – South Tauranga (Lower Kaimai) Waikato, Auckland, Whangarei, Kerikeri: 021 024 02322

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

Teresa Whitehead - Organics: 027 257 7135

I received a Loyalty Contract. What do I need to do?

You have received a new Loyalty contract because a new Grower Number was required for your KPIN. This can occur due to changes in crop or land ownership or packing facility.

Growers issued a new Grower Number will automatically receive a pre-populated Loyalty Contract in the mail for signing. Once you sign and return it, our team will process it to ensure you receive your Loyalty Payments for January 2026 and June 2026. To be included in the payment, please return your contracts to contact.canopy@zespri.com prior to 10 December 2025 so we can ensure timely processing. Note: At the end of each season your contract will extend automatically unless terminated. For more information, please visit Canopy > Supply and operations > Your orchard business > Grower contracts.

How do I add myself to Zespri communication and distribution lists?

You can subscribe to newsletters like *Raising Red*, *Bridging the GAP*, and *KiwiTips* by logging in to Canopy and navigating to News > Publications.

To subscribe to *Kiwiflier* and the *New Zealand Kiwifruit Journal*, email <u>contact.canopy@zespri.com</u> or call Zespri Grower Support Services Centre on 0800 155 355.

How can I update my bank details?

You can update your bank details via the Industry Portal.

We have 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. For more help, you can find the user guide and other related resources on Canopy: Canopy > Supply & operations > Your orchard business > Grower contracts.

Alternatively, you can contact the Zespri Grower Support Services Team for assistance on 0800 155 355 or by email at contact.canopy@zespri.com.

Why won't my Spray Diary accept my Growsafe Number?

The latest Growsafe Certificate numbers are issued in the format S-XXX-XXX. The Spray Diary system cannot recognise characters (such as dashes) or spaces. When entering your Growsafe number, enter it in the format SXXXXXX (for example, Growsafe Number S-123-456 should be entered in as S123456). If you are getting an error message saying that your Growsafe Certificate has expired, contact our Grower Support Services Team on 0800 155 355 to update your details. Please note, the Zespri Grower Support Services Team will also require a copy of your Growsafe Certificate.

What should I do when I need new spray contractors or applicators to access my Spray Diary and enter spray records?

Our Zespri Grower Support Services Team must add their names under your KPIN. To request access for your spray applicators to access your Spray Diary, please email contact.canopy@zespri.com.

Alternatively, spray applicators or contractors might reach out to our Zespri Grower Support Services Team directly to request access. When this happens, we will obtain your approval before granting access and we will email you for confirmation beforehand.

ZESPRI INNOVATION SYMPOSIUM



Where: The Atrium, 252 Ōtūmoetai Road, Ōtūmoetai, Tauranga When: Wednesday 29 October, 8.30am - 4pm

The Zespri Innovation Symposium is a biennial event that brings together people from across the kiwifruit industry to explore the latest from Zespri's innovation programme.

This year, the symposium will spotlight both current and future-focused innovations. You'll gain global insights from two keynote speakers and hear directly from Zespri's innovation team as they share recent highlights and forward-looking developments.

What to expect:

- Inspiring keynotes from KPMG Global Head of Agribusiness,
 Ian Proudfoot; and Managing Partner of Kantar Marketing Strategy,
 Mark Kennedy
- Thought-provoking and interactive discussions
- Insights from Zespri's Innovation team members, including Dario Vegetti, Dr Paul Blatchford, Dr Greg Clark, and Brendon Smith
- Breakout sessions and hands on demonstrations looking at three key areas:
 - Innovations across the supply chain
 - · Future orchard technologies
 - · Improving grower returns.
- Networking opportunities.

Keynote highlights:

Ian Proudfoot, Global Head of Agribusiness, Partner - Audit - KPMG New Zealand

Ian Proudfoot will explore the challenges facing global food systems — from climate change and environmental pressures to economic viability for growers. He'll share insights from KPMG's recent report on reimagining food systems, highlighting the need for radical collaboration across sectors like technology, energy, infrastructure, and healthcare.

Mark Kennedy, Managing Partner of Kantar Marketing Strategy

Mark Kennedy will discuss how businesses can thrive in the era of acceleration. Using data-driven insights, he'll show how leading brands embrace disruption, balance short-term wins with long-term growth, and take practical steps to drive performance in a dynamic market.



REGISTER NOW ON CANOPY

Tickets are \$25 with proceeds from ticket sales to be donated to the House of Science Charity, which provides comprehensive science resources to schools across New Zealand.

Click here to view the full agenda and to register: https://events.zespri.com/is2025/registration/Site/Register

2026 GROWER TOURS: REGISTER NOW!

For more than 20 years, Zespri has hosted growers on tours in our key markets to understand the Zespri systems offshore by seeing the value chain right through to market and consumer.

The annual Zespri Grower Tour programme is an opportunity for growers to get an overview of various markets and competitors,

and to visit Zespri offices, repacking facilities, and orchards around the world. Growers who have attended the tours in the past have reported having a much better understanding about the Zespri system from orchard to plate.

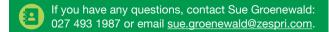
Zespri has a tour to suit everyone, from growers wanting the confidence of a laid back, fully escorted tour to the markets —

including some cultural and historical excursions — through to those wanting a fast-paced business trip to see Zespri's offshore operations — including supply chain, markets, and orchards. These visits are self-funded, with costings provided as detailed itineraries are developed.

TOUR	LOCATIONS	PURPOSE	MONTH	WHO IS SUITED TO GO ON TOUR	TOUR DURATION
Red Grower Market Tour	China	To see Zespri RubyRed Kiwifruit in market during its selling season.	May	For growers wanting to see our dynamic Zespri RubyRed Kiwifruit variety in market during the selling window and to look at repack, distribution, wholesale, and retail markets.	7-10 days
Market and Orchard Tour (depending on numbers who register, there may be two trips)	China – Shanghai, Guangzhou, and Chengdu	To visit the China markets in Shanghai and Guangzhou, and orchards in Chengdu, China.	July	Suited to those growers who are wanting a quick market visit via travel on trains and planes, moving each day to a different location to see markets logistics and orchards.	7-10 days
Organic Tour	USA	To see organic fruit within the US market and to attend the Organic Product Summit in Monterey, California, visiting San Francisco and Los Angeles along the way.	July	A relaxed tour for organic or organically-minded growers wanting to immerse themselves into the US market.	10-11 days
Grower Tour – Europe	Spain, Portugal, Italy, and Greece	To visit our key markets across Europe, including visiting our ZGS growers in Italy and the new growing region in Greece, while taking part in extensive sightseeing opportunities.	September	Open to all growers, this is a more relaxed tour which includes seeing Zespri Kiwifruit and growers and many tourist locations along the way.	16-20 days



To register for any of the tours, check out the link below and complete the expression of interest form indicating which tour you'd like to attend. The Zespri Grower Relations team will then come back to you with more information: https://forms.office.com/r/nybjmV9HAw





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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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