



P6-7: FROM THE MARKETS



P8-9: ZESPRI IN THE COMMUNITY



P14: THE MONTH AHEAD – NOVEMBER



P16: FROM THE FIELD

## GROWERS OPEN ZESPRI GLOBAL HUB IN *Singapore*



The official opening of our new global hub in Singapore.

Zespri has officially opened its new Centre of Sales and Marketing Excellence in Singapore, following a recent blessing ceremony.

The Centre was first established in 2015 and acts as a vital hub connecting Zespri's markets together, as well as connecting all markets with growers in New Zealand and offshore. A new office was completed in late 2020 but Covid-19 and the associated travel restrictions in recent years delayed an official opening until now.

New Zealand High Commissioner to Singapore, Her Excellency Gabrielle Rush and New Zealand Trade Commissioner Maggie Christie attended the opening, along with around 50 growers from New Zealand as part of the first industry tour since Covid-19. Growers who joined the self-funded tour also visited orchards, packhouses and key markets in Europe.

Tauranga Moana Kaumatua Turi Ngatai blessed the office and its traditional Māori carving which signifies the industry's connection to the Bay of Plenty where the majority of the industry's fruit is grown. The office features many collaboration spaces and a base camp area where the New Zealand kiwifruit industry's history is on display, and with a mural demonstrating the strong connection between New Zealand and Singapore where Zespri has been selling kiwifruit for more than 30 years.

Zespri CEO Dan Mathieson says the Singapore hub plays a critical role in Zespri's ability to return value back to growers.

"Our Centre of Sales and Marketing Excellence is the gateway to all of our major markets and the heartbeat of our sales and marketing strategy, supporting our 17 offices around the world and it was brilliant we could have our growers join us for this important event after the extended Covid-enforced delay.

"The hub has been pivotal in the ongoing strengthening of our brand, including the global roll-out of our successful Kiwi Brothers campaigns, which has helped us grow demand and

attract new consumers, and we're looking forward to this continuing in the years ahead.

Dan says Zespri had been able to recruit a number of sales and marketing experts from the FMCG sector as it continued to invest in strengthening the way it sells kiwifruit, and in the Zespri brand to support that.

"The hub and the people we've been able to attract has been pivotal in accelerating our growth over the past eight years, including changing the way we partner with our distributors and retailers, which has enabled us to return more value back to our industry.

"Our sales and marketing programmes have been a key driver of value creation in the category which has seen Zespri's total global kiwifruit sales increase from \$1.9 billion in 2015/16 to \$3.92 billion last year."

Māori Kiwifruit Growers Incorporated (MKGI) grower Geoff Rolleston attended the opening and says the event reinforced and celebrated the important cultural connections between Māori, New Zealand growers and the Zespri teams which are truly multicultural.

"The sharing of culture strengthens the partnerships and connection and it's these long term relationships that underpin the success of the industry and the connection to people and communities."

Bay of Plenty kiwifruit grower Ray Sharp says it's important for growers to see the work that takes place across the markets to bring kiwifruit and the Zespri brand to life for consumers and customers and the Centre of Sales and Marketing Excellence now plays a leading role with some very talented people.

Dan says with strong volumes expected in the next few years following a challenging couple of seasons, Zespri was looking forward to driving more innovative campaigns to market more super-healthy, great-tasting kiwifruit to people around the world and delivering sustainable value back to its growers.

## LICENCE RELEASE UPDATE

The Board of Directors have extended the consultation period for the 2024 licence release programme and will confirm final details in December.

In reviewing the arrangements for 2024, the Board is considering how best to balance the strong market demand we are seeing for our fruit whilst maximising value for the industry through strong returns. The Board also notes the need to continue improving fruit quality in future seasons with increased crop volumes and industry feedback around the challenges presented by current supply capacity constraints.

Zespri will continue its discussions with the industry over the coming weeks to understand industry capacity and expected yields over the next five years, before confirming next year's licence release programme.

If consultation results in licensed hectares being released in 2024, the usual timeline of May auctions is not expected to be impacted.

## UPCOMING Events

NOV  
8-9

GREEN GROWER PROFITABILITY SYMPOSIUM

Find out more on page 4.



NOV  
22-29

NOVEMBER GROWER ROADSHOWS

Find out more on page 2.

DEC  
07

2023 ZESPRI INNOVATION SYMPOSIUM

Find out more on page 9.







## DAN'S VIEW

### Update from the CEO

Hi everyone,

We're looking at one of our earliest ever season finishes, with our New Zealand season now drawing to a close, almost ten weeks earlier than the last couple of years.

It's been a really challenging growing season as seen in lower yields and a reduced crop of 135 million trays, so it's been pleasing to see the continued efforts of our in-market teams and distribution partners to sell fruit through quickly to reduce fruit loss and finish the season strongly.

Those in-market efforts have come on the back of the work that's been put in across the whole industry to focus on quality which I want to again acknowledge. It's been appreciated by our customers who have consistently noted the improvements while also sharing their hope that we'll be able to provide more fruit next season. Their confidence in our product and the demand for it is an important reminder of the positive opportunities ahead of us.

At the same time, I think we all know that it's important we don't become complacent because our job on quality is not done. Further improving quality is the central part of the 2024 season planning work the industry has underway as we plan for a much larger crop, and likely our biggest year on year growth in volume. As in 2023, it's going to take all of us doing our part across the supply chain to continue to strengthen our systems and processes, so we build again after the positive changes we have made this year.

As we close out our final New Zealand supply sales, our market teams are transitioning to our Northern Hemisphere-grown fruit, helping maintain our shelf space and keeping our brand in front of consumers as much as possible to support grower returns. Having supply available for our customers for as long as we can through the year continues to be critical to our strategy of creating long-term value for growers and remains an issue we will continue to discuss as an industry through the Industry Alignment framework.

It's been great to see growers reconnect with some of our market teams and distribution partners over the last month via our first Grower Tour since 2019. This included a visit to Singapore to officially open our new global hub which plays a critical role in returning value back to growers. They also travelled to Europe where the group has visited orchards, packhouses and stores and connected with our offshore growing partners. These tours are a great opportunity for growers to see first-hand the work that's being done in-market to present your fruit in the best possible fashion as well as to meet our offshore growing partners who play such an important role in our industry and brand.

As I mentioned in my recent update, the next month is going to provide a range of opportunities for us to hear directly from you and I encourage you to share your thoughts via any of the engagement initiatives coming up. This includes the Grower Survey you'll receive shortly from Primary Purpose – an independent research firm. It will feature a mix of questions, including some that we'll ask regularly throughout the year about how you think we're performing and some which are focused on topical issues to give you an opportunity to have your say. We're aiming to run three surveys a year and we'll provide a summary of the results once they're complete so please do share your thoughts.

I'm also looking forward to seeing you at our Zespri Grower Roadshows at the end of the month. We'll be discussing the November forecast, which will be released the week commencing 20 November, 2024 season planning, and our Green strategy, as well as other important topics.

Finally I'd encourage you to get along to the NZKGI Green symposia where we'll be participating in a Q&A looking at the profitability of the category.

See you in a few weeks.

Best Regards

Dan



Interested in hearing more from Dan? You can see more regular updates on LinkedIn, so feel free to follow him there.



## Industry Alignment



# INDUSTRY ALIGNMENT UPDATE

Work has continued to progress the Industry Alignment framework and to develop the first Industry Alignment Roadmap.

As you have heard from us, this roadmap will set out an industry-wide timeline for addressing the key priorities that we have heard from growers and the industry that you want addressed. These are the issues which require decisions across the supply chain in order for the industry to be able to maximise ongoing value for growers and range from strengthening Green returns to enhanced supply chain transparency, improved industry decision-making processes and addressing the issue of the unauthorised plantings in China which continue to expand.

The Industry Advisory Council and NZKGI have had a first discussion on the proposed roadmap based on grower rankings of the issues. This will go to an IAC committee for further discussion and to ensure market and post-harvest views are considered before being shared more widely with industry for discussion over the coming months.

As noted, one of the key priorities is enhancing Green returns. You will have seen a significant amount of work underway on this. We'll be continuing these conversations and addressing some of the questions growers have said they want answered at Zespri's Grower Roadshows later this month and at the NZKGI Green Symposia taking place in Te Puke and Katikati in early November.

The Green Symposia will focus on Green performance with a particular interest in deepening industry understanding of the profitability of the category. Zespri will be participating through

a Q&A session looking at Green performance where we'll be sharing insights and plenty of data, while there will also be presentations from post-harvest, KNZ and green growers.

Growers should also look out for the next round of online surveys in early November which are part of the regular sentiment tracking we are undertaking to ensure we are getting feedback from growers. We encourage you to participate in these surveys which should take 10 minutes to complete and which will help shape our approach to key industry issues as part of the Industry Alignment framework.

### FAQs

*What is Industry Alignment?*

Industry Alignment is a framework for our industry to prioritise and then work together to address the important challenges and opportunities in front of us. It will help ensure our industry is working collaboratively to maximise the value that's returned to the industry, from orchard through to market. The central element to Industry Alignment is making sure everyone within the industry has an opportunity to take part in an ongoing, transparent conversation and has a say on how we respond to key issues and create ongoing value.

*Is this process being led by Zespri or is it part of IAC?*

Industry Alignment is led by the industry triangle – growers, post-harvest and Zespri and is about ensuring the industry collectively decides on the issues we prioritise and how we approach them. Governance of the project is being led by the Industry Advisory Council.

## KEY THEMES



**IMPROVED FINANCIALS:** Strengthening returns across all varieties, but particularly for Green growers and reducing fruit waste so we maximise the amount of fruit we sell



**IMPROVED INCENTIVES:** Aligning commercial incentives to our growing environment and customer expectations



**GREATER OWNERSHIP:** Lifting grower shareholding of Zespri and increasing the number of growers owning a licensed variety



**ENHANCED SUPPLY CHAIN TRANSPARENCY:** Including better reporting, more clarity and flexibility in supply agreements, and a clear strategy for supply chain infrastructure development



**FUTURE ISSUES MANAGEMENT:** How we respond to the expansion of unauthorised Gold3 plantings in China, protect industry workers from exploitation, respond to climate change, and ensure offshore production supports our domestic industry too.

## COME ALONG TO OUR NOVEMBER GROWER ROADSHOWS

Please join our CEO Dan Mathieson, members of our Executive team and Zespri Grower Directors, for updates on the 2023 market performance and latest financial forecast, 2024 season planning, Green Strategy, the market outlook and trends, new Canopy launch, along with an update from NZKGI and KVH.

These meetings will be held in person, with an option to join online for the Te Puke Roadshow only.

Please register for your preferred location here: <https://events.zespri.com/grower-roadshow-november-2023/registration/Site/Register>

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

| DATE         | TIME             | LOCATION                                                                                    |
|--------------|------------------|---------------------------------------------------------------------------------------------|
| Wed 22 Nov   | 9am - 11am       | Waikato   Mighty River Domain, 601 Maungatautari Road, Lake Karapiro                        |
|              | 11am - 1pm       | Nelson   Top 10 Holiday Park, 10 Fearon Street, Motueka                                     |
|              | 2pm - 4pm        | Auckland   Navigation Homes Stadium, 21 Stadium Drive, Pukekohe                             |
| Thurs 23 Nov | 9am - 11am       | Hawke's Bay   The Crowne Hotel, 22A Waghorne Street, Ahuriri, Napier                        |
|              | 10am - 12pm      | Whangārei   Semenoff Stadium, 51 Okara Drive, Whangārei                                     |
|              | 2.30pm - 4.30pm  | Kerikeri   The Turner Centre, 43 Cobham Drive, Kerikeri                                     |
|              | 4pm - 6pm        | Gisborne   Bushmere Arms Hotel, 673 Matawai Road, Waerengahika                              |
| Fri 24 Nov   | 9:30am - 11:30am | Ōpōtiki   Ōpōtiki Golf Club, 14 Fromow Road, Ōpōtiki                                        |
| Mon 27 Nov   | 9am - 11am       | Te Puke   Online option also available<br>The Orchard Church, 20 MacLoughlin Drive, Te Puke |
| Tues 28 Nov  | 9am - 11am       | Awakeri   Awakeri Events Centre, State Highway 30, Awakeri, Whakatāne                       |
|              | 11am - 1pm       | Te Puna   Te Puna Memorial Hall, 3 Te Puna Road, Te Puna                                    |
|              | 2pm - 4pm        | Paengaroa   Pongakawa Hall, 952 Old Coach Road, Pongakawa                                   |
|              | 5pm - 7pm        | Tauranga   Tauranga Racecourse Event Centre, 1383 Cameron Road, Tauranga                    |
| Wed 29 Nov   | 9am - 11am       | Katikati   Fairview Golf Club, 34 Sharp Road, Aongatete                                     |



# FRUIT QUALITY UPDATE

The 2023 season's fruit quality is significantly improved on 2022, with results generally more comparable to 2021 for both onshore and in-market fruit inspections. A big thank you to growers and the industry for your efforts in what has been a challenging growing season to lift fruit quality.

### SUNGOLD QUALITY

**Onshore**  
The final ECPI onshore checking results show the overall defects for 2023 are lower than 2022 and 2021, averaging 1.6%, compared to 2.6% and 2.0% in 2022 and 2021, respectively.

- NPFG was the main defect in 2023, but the levels were lower than in 2022 and 2021.
- Physical/flesh damage and rots were comparable to 2022 and 2021.
- Soft fruit and soft patches were lower this year than 2022 and 2021.

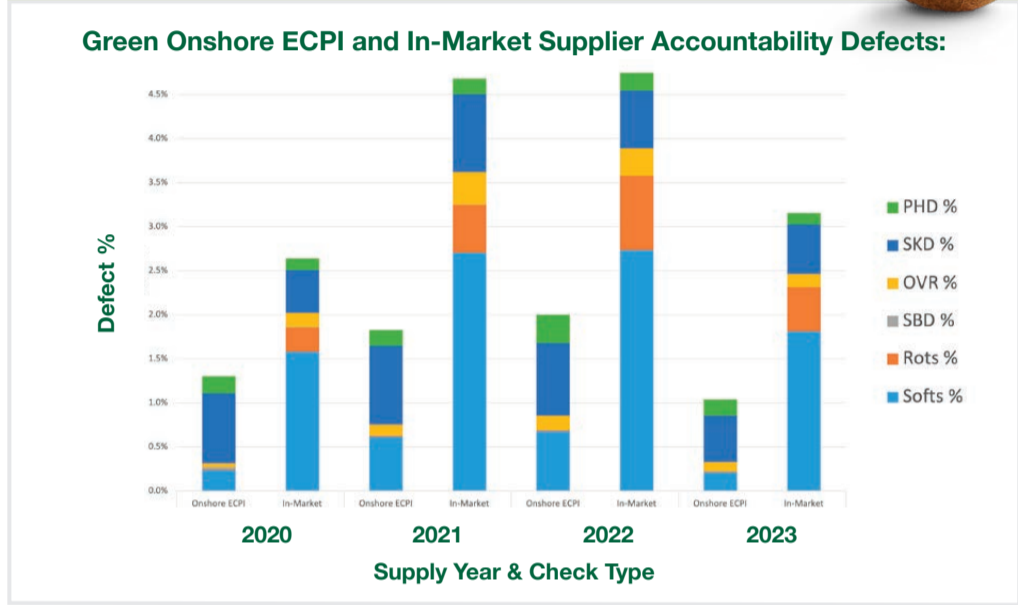
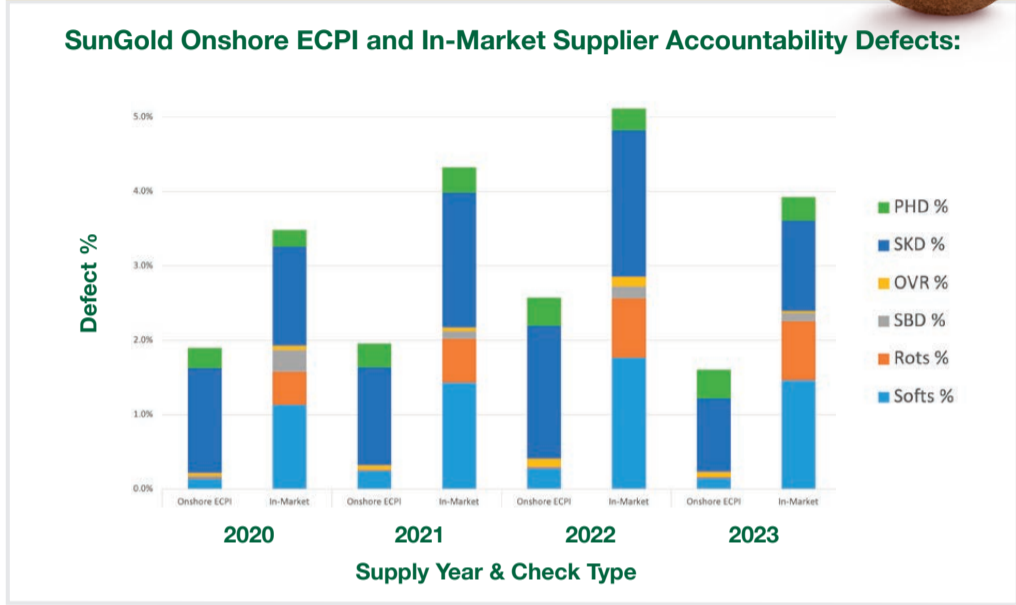
**In-Market**  
The current average defect is 3.9% which is lower than at the same time in 2022 and 2021, with average defects of 5.1% and 4.3%, respectively. Soft fruit, skin defects, and rots are currently the main defect in the markets.

### GREEN QUALITY

**Onshore**  
The final ECPI onshore checking results show the overall defects for 2023 are lower than 2022 and 2021, averaging 1.0%, compared to 2.0% and 1.8% in 2022 and 2021, respectively.

- NPFG was the main defect in 2023, but with lower levels than in 2022 and 2021.
- Physical/flesh damage and rots were lower than 2022 and 2021.
- Soft fruit and soft patches were lower this year than 2022 and 2021.

**In-Market**  
The current average defect is 3.2%, lower than at the same time in 2022 and 2021, with average defects of 4.8% and 4.7%, respectively. Soft fruit is currently the main defect in markets.



SBD is Storage Breakdown Disorder, OVR is overripe fruit, SKD is Skin Defect (mostly NPFG, but includes other defects), and PHD is Physical Damage.

## QUALITY RESET UPDATE

### New grower quality report

The new grower quality report was tested by reviewers from across the industry during October. Feedback from this testing is being considered and where relevant, changes are being made to the new report. The new report is expected to be available on the Industry Portal in early December.

### Soft fruit tester trial

Both the in-market trial in Taiwan and China and the New Zealand post-harvest trials of the soft fruit tester (SFT) are largely complete. Results and feedback from the trials are being collated and analysed to assess the feasibility of replacing the penetrometer with the SFT to measure soft fruit. It is expected that a roll-out plan will be proposed to the Industry Supply Group in December for review and endorsement.

# THE *New* CANOPY IS NEARLY HERE!



With go-live planned for the first week of December, it's not long to wait until the new Canopy portal is here!

This change isn't just a new look for the old site. It's a complete rebuild, with new content, navigation and features. Join one of our walk-throughs in the lead up to the launch to see an overview of the portal, including finding core information, key features and changes, a demonstration of how to use the improved search features, and what to expect when you login for the first time.

## FAQS

### Q. What do I need to do to get ready?

Nothing! On day one, your existing username and password will give you full access to the brand new portal once you accept the new terms and conditions. Your access to all other tools and systems will also be maintained.

If you're a new user, you will be able to request access from the homepage.

### Q. I'll be able to access Canopy on my phone now – do I need to download an app?

No, the design is a responsive one which means when you access it through your browser, the system detects the size of the device and re-configures the layout to make it fit. You don't need to download anything, and all the pages you save as 'Favourites' will be available across all your devices. Some resources and tools (reports, Spray Diary, etc.) won't be perfect on a mobile phone, but if you'd like to access them on the go, you can.

### Q. What about access to Spray Diary, MCS, and all those other systems?

That will stay just the same – but better! While the systems themselves remain unchanged for now, most of them will be accessible right from the home page! You'll be able to add the pages to your 'Favourites' list as well, and all the tools will be located together in the navigation, so they're easy to find and explore.

### Q. Will I be able to get all the same information I can today?

We're re-writing a lot of the information on Canopy, so that it's clearer and easier to understand. We heard from growers and the industry that key information is often buried in documents and repeated in lots of different places, so instead of lots of resources

### Session times

- Tuesday 28 November, 5.30pm
- Wednesday 29 November, 9.30am
- Thursday 30 November, 1.30pm

### Book your spot

Email [newcanopyproject@zespri.com](mailto:newcanopyproject@zespri.com) or click [here](#) to register, or catch up on demand at a time that suits you.

summarising the same information, you'll find key messages and things you need to do on the pages themselves. This means that resources like KiwiTech Bulletins won't be coming with us to the new site, but the key information in them will be front and centre, with clear actions for you to take.

We'll still have detailed information available for those who want it. Research reports, articles and the real nitty gritty stuff will be there, but it'll be there to support the key information, not obscure it.

### Q. Will old links I have saved still work?

Links to key pages and resources will still work, but most will be broken. Don't worry though – if you do use a broken link, you'll end up on a page where you'll be able to search for what you're looking for, and the new search is a lot more responsive so you will get to the right page pretty quickly.

Note, the release of Canopy will be phased with its initial release at the end of the year and further enhancement in March. Tools such as Spray Diary and the Industry Portal are not being redeveloped at this point, however there is a plan to redevelop these in the future.

- Phase 1:** Launch of the new Canopy platform, including revamped content, new and improved search and a couple of key calculators.
- Phase 2:** Further enhancements will go live in early March 2024, including some additional functionality and calculators.



# 2024 *Taste* PROGRAMME UPDATE

The Industry Advisory Council (IAC) has approved changes to the Taste Zespri programme ahead of the 2024 season. This review considered how we can best establish the right balance of commercial incentives to ensure that we produce consistently great-tasting and great-quality fruit throughout the upcoming season that meets our customers' taste expectations.

"Taste is a key driver in the value we can return to growers, including in our ability to secure repeat purchasers, attract new consumers to the kiwifruit category, and maintain strong pricing for our fruit," says Zespri Chief Operating Officer, Jason Te Brake.

The recommendations, which were also approved by the NZKGI Forum and the Industry Supply Group (ISG), were a result of comprehensive pan-industry discussions which considered the potential impact of current taste settings on this coming season's expected larger crop. The settings

will remain an important commercial driver with volumes forecast to continually grow over coming seasons.

Minimum taste standards will remain in place as an important guard rail to support the ongoing alignment of taste to consumer preferences and sales and it's important this is reflected in on-orchard and harvest decision-making.

"The confirmed changes highlight the importance of taste and quality continuing to work together," says Jason.

"In establishing taste settings, we are looking to balance market feedback and supply signals, with the move to 45 percent for the SunGold Conventional Maximum Taste Payment identified as the most appropriate and conservative change to make.

"We will continue to review the impact of these changes in future seasons to assess if we have the commercial drivers in the right place," says Jason.

## KEY TASTE CHANGES FOR 2024

- Change the SunGold Conventional Maximum Taste Payment (Fruit Value + Taste) from 60 percent to 45 percent
- Revert to the 2022 season SunGold (Conventional and Organic) TZG curve (removing the steep part of the curve up to 17% Dry Matter).

## OTHER KEY IAC TASTE DECISIONS FOR 2024

- The SunGold Organic Maximum Taste Payment (Fruit Value + Taste) of 60% will be retained
- The Green Conventional and Green Organic Maximum Taste Payment (Fruit Value + Taste) of 60% will be retained.

We'll share more about these changes and the wider preparations for the 2024 season, including KiwiStart and time rates, in upcoming editions of *Kiwiflier*. In the meantime, if you have any questions, please get in touch with your Grower Relations Manager.

## GREEN GROWER PROFITABILITY *Symposia*

2023  
8-9 NOV



In NZKGI grower consultations and the NZKGI Weekly Update newsletter there has been discussion about many Green growers feeling they are disadvantaged over Gold growers – especially smaller, low yielding Green growers struggling to make good returns in comparison to Gold growers who often have a higher Orchard Gate Return (OGR). The reasons for feeling disadvantaged seem to run across the whole supply chain with Gold orchards argued to get first preference for orchard work, post-harvest allegedly preferring to work with Gold over Green, and a perception of Green being incorrectly priced and promoted in market.

Over the last few months, NZKGI has gone out to Green growers to collect their concerns relating to the above and a project has been undertaken to analyse quantitative evidence to gain a more thorough understanding on this topic for these growers.

Now it is time for growers to hear the answers to these questions. The aim is to give Green growers a more in-depth understanding to make more informed decisions about their businesses. These answers will be presented in a symposium, one in Te Puke and another in Katikati. The Te Puke symposium will also be livestreamed to growers who can't attend in person. Growers attending the live stream will also have the opportunity to ask questions at the symposium.

The format for the symposium will include:

- A Q&A session by Zespri covering off questions placed by Green growers on the profitability of Zespri performance
- A presentation on post-harvest management of the Green category
- A presentation by KNZ on the performance of collaborative marketing
- A panel discussion by Green growers on issues affecting on-orchard profitability.

There are several opportunities to join a symposium:

**Attend in person (RSVP required):**

- **Te Puke:** Wednesday 8 November, 8:30am – 1pm.  
The Orchard Church, 20 MacLoughlin Drive.
- **Katikati:** Thursday 9 November, 8:30am – 1pm.  
The Lounge at the Katikati Memorial Hall.

**Attend online (RSVP required):** Wednesday 8 November, 8:30am – 1pm.



RSVP via email to [info@nzkgi.org.nz](mailto:info@nzkgi.org.nz) and state if you will attend the Te Puke, Katikati, or online events.

Note, the advantage of attending in-person or online is that you will have the ability to ask questions to our presenters and panelists. For those who cannot attend in-person or online on these dates, a recording of the Te Puke event will be made available on Canopy.

NZKGI strongly encourages all Green growers to attend a symposium to gain more certainty about the future of the Green category.







# ZESPRI GLOBAL SUPPLY UPDATE

## Spotlight ON HARVEST IN ASIA

### KOREA:

*First harvest from an orchard planted in summer*

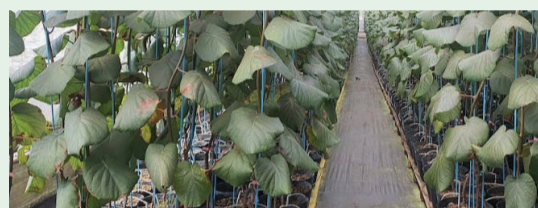
ZGS Korea started summer planting in 2019 to support growers to establish the canopy earlier instead of waiting until the following winter.

Growers who can have their orchard ready in summer then don't need to wait for the following year to plant Gold3. They start in summer and have the first cropping orchard within 2.5 years – achieving faster outcomes.

Summer planting is possible at the Korean Hyun nursery because they've grown their Gold3 plants in pots and achieved great quality. The grower is harvesting his first crop this year and is estimated to achieve 7,000 to 8,500 trays per hectare with an above average size profile (130 gram average).



Zespri staff demonstrating summer planting.



Plants grown at Hyun Nursery for summer planting.



The first crop from summer planting in 2020.

### JAPAN:

*A promising harvest*

Early October saw the Gold3 harvest underway in Bungoono, Oita, Japan. ZGS Japan staff were on site with corporate grower JNN (Japan, Nepal, New Zealand) at the start of harvest.

Having suffered from typhoon damage last year resulting in a reduction of 50 percent of the crop, JNN was pleased to see a recovery this year with an increase in yield. Preliminary yield results are 6,800 trays per hectare with an average fruit size of 36.

The fruit then travels south for a couple of hours to be packed before distribution to terminals in Japan for customer delivery. Like Korea, the SunGold harvest for Japan is expected to finish by the end of October, after experiencing weather that has enabled a relatively undisrupted harvest window for both countries.



Harvest underway at JNN orchard.



Harvested fruit at JNN being loaded for transport.

## NZ GROWERS VISIT Europe

Around 50 growers from New Zealand travelled to Singapore and Europe for the first time since an overseas industry tour hiatus due to Covid-19 travel restrictions.

The group included growers from the Bay of Plenty, South Auckland, Gisborne and Hawke's Bay producing Green, SunGold, RubyRed and Organics, as well as representatives from Zespri and MKGI.

The first stop of the self-funded tour was Singapore where the group attended the official opening of Zespri's new Centre of Sales and Marketing Excellence and visited Zespri's Singapore distribution and repack partner FreshMart. Growers then travelled to Europe to visit orchards, packhouses and key markets in Italy, France and Belgium, including the Rungis Market in Paris – one of the largest wholesale fruit markets in the world – and the Zeebrugge storage and repack facility.

CEO Dan Mathieson says it's been fantastic for New Zealand-based growers to reconnect with markets where the fruit they grow is sold.



Photo credit: Richard Voss.





# FROM THE MARKETS

## MARKET UPDATE

**We are very close to completing sales for the 2023 New Zealand with run rates in this back end of the season tracking really well with a large number of Zespri's markets having completed sales for the season.**

As of the end of week 43, for NZ Supply, the full year crop is now 98% delivered or 134.7m TE with just under 2.3m TE remaining. Of this, Class 1 SunGold conventional is 88.2m TE delivered (99%) with around 1.2m TE to deliver with Mainland China most of this volume. Class 1 Organic SunGold is 99% sold through with all the major markets having completed sales of this variety.

Class 1 Green conventional is now 38.6m TE delivered or 98%, with 0.8m TE remaining to deliver of which 93% of this volume to be sold is in Japan, who are well on track to finish as planned in week 46 if not earlier. Class 1 Organic Green is in a similar position now 94% sold with Japan the majority of the remaining 126k TE to deliver.

South Korea and Europe have now transitioned into Zespri Global Supply for SunGold as the Northern Hemisphere production season commences, with over two million trays delivered to date.



## Belgium

### 'FRUIT A HEALTHY TREASURE' FOR BELGIUM SCHOOLS

The start of the school year in Belgium in September means the start of Zespri's long-running programme to promote healthy eating among school kids.

*Fruit, Een Lekker Buit* is the name of the programme, meaning 'Fruit, a Healthy Treasure'. All primary schools in Belgium can register on Zespri's dedicated page to download posters and lesson plans, games and recipes to promote a healthy lifestyle from an early age.

More than 4,000 primary schools participate annually in the programme – an incredible 85 percent of all schools, meaning that Zespri is reaching almost all primary school-going kids in Belgium.

Zespri Marketing Executive - Benelux, Céline Van Nuffel comments: "We've lost count of how many years our 'Fruit, a healthy treasure' project has been alive, but we are not going to stop anytime soon!"



Check out the resources here:  
<https://www.fruiteenlekkerebuit.be/#home>

## Spain

### KIWIFRUIT A POPULAR ATTRACTION IN MADRID

Zespri Kiwifruit proved to be a hit at the recent Fruit Attraction conference in Madrid, held from 3 to 5 October.

Fruit Attraction is a significant annual international trade fair for the fruit and vegetable sector. It brings together professionals from the entire value chain of the fruit sector, including producers, marketers, distributors, retailers, and other industry experts, to explore trends, innovations, and technologies.

Zespri CEO Dan Matheison, who attended the conference had this to share: "I'm very happy to report that, like in Asia, 'We want more Zespri kiwifruit' is the ongoing and consistent message from our key customers in Europe attending Fruit Attraction.

"On a tight budget, our team in Spain put on an awesome rooftop Zespri customer function to thank them for sticking with us and excite them about the years ahead. It was a buzzing event and a great opportunity to say thank you to Linda Mills for her strong leadership in Europe this year and welcome Steven Martina - our new President of Europe and North America. Nick Kirton, our Executive Officer for Northern Hemisphere Supply also announced the important signing of the next 20-year agreement with our Italian grower partners.

Thank you to our Spanish team for all the arrangements and for a terrific, valuable time in Madrid!"



## Germany

### WINTER SEASON CAMPAIGNS KICK OFF WITH DELICIOUS KIWIFRUIT SNACKS IN HAMBURG

Journalists from various high reach consumer magazines and cooking platforms joined our team in Germany to try delicious fusion-style nibbles and talk about Zespri and our great-tasting Kiwifruit.

Recipes highlighted the sweet and refreshing juicy notes of Zespri Kiwifruit and took our guests on an amazing culinary journey.

The event promoted the benefits of kiwifruit, and how to get the most out of the fruit via some creative recipes. There was also a lot of interest in our company history and values, in our brand character, and in the different origins of our fruit over the summer and winter seasons.



## Italy

### ZESPRI AT BRENTA HALF MARATHON

Zespri recently supported the Brenta Half Marathon in Italy with 2,000 athletes taking part in the name of health and solidarity. The event also had a focus on women's health and cancer screening, with a screening facility onsite to make it easy to have a check-up.

Zespri has been an event partner at the Brenta Half Marathon for three years, driven by our connection to the local community near Venice and supported by collaboration with sales, marketing, digital and one of Zespri's ambassador greengrocers.







# FROM THE MARKETS

## Switzerland

### BOOSTING COLLABORATION WITH MEGA SWISS RETAILER, MIGROS

Our team in Switzerland have been doing some great work in improving our collaboration with one of the two biggest retailers in Switzerland.

A huge employer sampling took place at Migros' headquarters in Zürich where around 1,000 Zespri SunGold Kiwifruit were sampled, and positive feedback received.

This activity was an efficient and cost-effective way to boost collaboration with a key customer and showcase the premium quality of our Kiwifruit.

Our Swiss sales and marketing team also accompanied key Migros employees on a visit to kiwifruit orchards and packhouses in Bologna. The tour was a great opportunity to learn more about growing and harvesting kiwifruit in our biggest origin country outside of New Zealand, and help them better understand the size of the business and the challenges Zespri faces in handling complex logistics and packaging processes.



## Mainland China

### 'SCOOP A GOLD MOON'

Our creative 'Scoop a gold moon' campaign was a hit during the Mid-Autumn Festival.

Inspired by the Mid-Autumn Festival traditions to celebrate with some mooncakes, the campaign has been communicating and engaging with consumers across social media, and TVCs, and out-of-home advertising such as in-store activities and roadshows, encouraging consumers to scoop up some delicious Zespri SunGold Kiwifruit (like they're scooping up the moon!). Consuming kiwifruit is a much healthier option than a mooncake, too!



## Taiwan & Mainland China

### GHOST FESTIVAL CELEBRATIONS

Next to the Chinese New Year, Ghost Festival is an important Chinese celebration, and a critical time of year for our sales and marketing teams in Taiwan and Mainland China.

As part of this year's activations, our team in Taiwan invited a Feng shui expert to talk about kiwifruit as a lucky fruit for health and good luck.

The content was leveraged across various advertising platforms in Taiwan and piloted in the southern region of Mainland China to boost exposure, and sales, of our great-tasting Kiwifruit.



## Malaysia

### ZESPRI TAKES PART IN NZTE 'MADE WITH CARE' CAMPAIGN

Our team in Malaysia were delighted to take part in the 'Made With Care' campaign, led by New Zealand Trade and Enterprise (NZTE).

'Made with Care' is New Zealand's campaign to help global F&B trade and consumers discover new premium food and beverage options. It is a New Zealand Government initiative, led by NZTE to help connect consumers with the best of our producers.

Zespri's involvement in the campaign was officially launched on 12 October at Village Grocer, in the Tropicana Gardens Mall in Malaysia. Suzy Fewtell, NZTE's Trade Commissioner to Malaysia and Thailand, officiated the launch event.

During the event, media and guests got the opportunity to taste various recipes using our delicious Zespri SunGold and Green Kiwifruit. NZTE and Zespri ads also featured across media to raise awareness of the campaign, and Zespri Kiwifruit.

"We're looking forward to driving Malaysia's consumer preference towards Zespri under the collective power of the 'Made With Care' campaign," says Mah Tze Li, Zespri Assistant Marketing Manager - Malaysia.



Mah Tze Li, Zespri Assistant Marketing Manager - Malaysia; Suzy Fewtell, NZTE Trade Commissioner, Malaysia and Thailand; Ms. Woo, Fruit Category Manager at Village Grocer; and Irene Khor, Zespri Market Manager - Malaysia.

## Japan

### JAPAN IMPRESSES THROUGH AR TECHNOLOGY

Congratulations to Zespri Japan and our partners Dentsu and AOI Pro, who have won recognition for the 'Zespri Healthy Hunt' digital campaign in the CICLOPE Asia awards.

This was in a new category called 'Idea in Live Experience'. Zespri's work with augmented reality technology has enabled us to allow people to connect with the Kiwi Brothers' daily lives in real time and to interact with them.



## Australia

### SUSTAINABLE PACKAGING

Early in October, major Australian retailers Woolworths and Aldi introduced new sustainable cardboard punnets for Zespri Kiwifruit.

Sally Burtonwood, Zespri Brand Manager for Australia, passed on some positive feedback from consumers who are thrilled with the new sustainable packaging:

"Thank you for making your packaging plastic-free. I can now enjoy your kiwifruit without the guilt of endless plastic packaging."



"Our whole family loves Zespri and we get through several packs a week. So pleased to see (shopping at ALDI today) that they are now packed in cardboard cartons...Congrats on the shift. I wish more producers would do it."





# ZESPRI IN THE COMMUNITY

## Zespri Young and Healthy Virtual Adventure a success

The Zespri Young and Healthy Virtual Adventure recently concluded, with another 20,000 tamariki taking a virtual trip around the world to explore healthy habits.

The programme aims to inspire, teach and encourage Kiwi kids and their whānau to develop healthy habits for a lifetime of good physical and mental health. This year, the Adventure had a special focus on spending time immersed in nature and the many benefits that can come from this.

Some of the team headed down to visit Room 4 at Makauri School in Gisborne to hear all about their experience with the Virtual Adventure and see the awesome healthy habits they had learned. They were welcomed to the classroom with a pōwhiri – including a waiata written about the Zespri Young and Healthy Virtual Adventure!

The class were then surprised with Zespri Kiwifruit and brand-new ASICS sneakers as a reward for their efforts in the Adventure and participation in the weekly mini challenges. We look forward to visiting more deserving classrooms in November and wrapping the year up with a fun-filled community day.



**TAKE THE BEACH BACK TO THE Paddock**

Surfing for Farmers is coming to a beach near you this summer. For more information on your local area, reach out to your region's contact.

Follow us on Facebook @surfingforfarmers surfingforfarmers.com

|                                                                                      |                                                                                       |                                                                          |                                                                                          |
|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|--------------------------------------------------------------------------|------------------------------------------------------------------------------------------|
| <b>Central Hawke's Bay</b><br>December 7, 2023<br>Andy Lee<br>andy.lee@bayleys.co.nz | <b>Tolaga Bay</b><br>December 7, 2023<br>Henry Hindmarsh<br>027 358 9677              | <b>Summer Bay</b><br>December 4, 2023<br>Sandra Taylor<br>021 151 8685   | <b>Ahipara</b><br>November 9, 2023<br>Alison Whiteford<br>alison.whiteford@dairynz.co.nz |
| <b>Northern Hawke's Bay</b><br>December 7, 2023<br>Tim Wynne-Lewis<br>027 488 9719   | <b>Gisborne</b><br>November 21, 2023<br>Stephen Thomson<br>027 450 6531               | <b>Gore Bay</b><br>December 7, 2023<br>Lizzie Vincent<br>027 4055 402    | <b>Mount Maungarei</b><br>December 7, 2023<br>Sarah Hickey<br>027 554 9257               |
| <b>Colac Bay</b><br>November 23, 2023<br>Tom Sise<br>021 2257 067                    | <b>Marlborough/Kaikoura</b><br>Sara Wilson<br>027 873 5328                            | <b>Pauanui</b><br>Seth Roe<br>027 320 6937                               | <b>Rukhina</b><br>November 23, 2023<br>Boyd Harris<br>027 341 4439                       |
| <b>Dunedin</b><br>December 6, 2023<br>Emma Trolove<br>emma.trolove@rabobank.com      | <b>New Plymouth</b><br>November 28, 2023<br>Mark Dwyer<br>021 528 263                 | <b>Raglan</b><br>November 29, 2023<br>Matto Kirk<br>027 222 2403         | <b>Chope</b><br>November 7, 2023<br>Robin Bean<br>robin.bean@rabobank.com                |
| <b>Kaitiaki</b><br>November 22, 2023<br>Thomas Abernethy<br>021 869 805              | <b>Opunake</b><br>November 28, 2023<br>Simon<br>sibex1979@gmail.com                   | <b>Waihi Beach</b><br>November 14, 2023<br>Mike Meade<br>027 659 0661    | <b>Whangarei</b><br>November 7, 2023<br>Andy Pearce<br>andy.pearce@extra.co.nz           |
| <b>Kaka Point</b><br>December 6, 2023<br>Paul Richardson<br>027 477 4106             | <b>Graymouth</b><br>November 29, 2023<br>Rachael Anderson<br>027 646 4677             | <b>Sandy Bay</b><br>January 10, 2024<br>Rachael Anderson<br>027 216 4505 | <b>Foxton</b><br>November 10, 2023<br>Laura Morrison<br>027 804 4620                     |
|                                                                                      | <b>Hickory Bay</b><br>November 23, 2023<br>Kirstin Savage<br>kristin@hickorybay.co.nz | <b>Waipoua Cove</b><br>January 11, 2024<br>Sophia Wood<br>021 227 4379   | <b>Wairarapa</b><br>November 23, 2023<br>Richard Moore<br>021 313 877                    |



Zespri is a proud supporter of Surfing for Farmers and the work they do within the rural community.

## Stuff the Bus

Zespri is proud to support The Breeze Tauranga's Stuff the Bus for 2023. Get your friends, family and workplace together to collect donations of wrapped presents or nonperishable food to go to people in need this Christmas.

Stuff the Bus will be travelling the streets of Tauranga from 20 November to 8 December and gifts will be donated to local charities. Zespri will be hosting the bus on Wednesday 29 November, 8am-10am at Omanu Primary School.

If you have any questions or would like to organise presents or food to be dropped off, please contact Libby Twiss, External Relations Advisor at [libby.twiss@zespri.com](mailto:libby.twiss@zespri.com)

## Zespri Industry Governance Development Programme Domestic Tour

The Zespri Industry Governance Development Programme (IGDP) has been running since 2015 to identify and support potential future leaders in the New Zealand kiwifruit industry. The year-long programme develops participants' governance experience and knowledge, and the key part of this is the domestic governance tour.

In early October, this year's cohort travelled across the country visiting leading companies within New Zealand and meeting with members of their Boards and Senior Leadership teams to discuss strategy and the different approaches to governance in their companies.

The host companies spanned a wide range of industries, including red meat, dairy, shipping, and horticulture. This year's participants include Campbell Hill, Owner/Director of Pivot Horticulture; Darshan Singh, Head of Business Development at Seeka Limited; Moerangi Vercoe, General Manager at Orea Trust; Monica Roach,

CEO at Kiwi Pollen; and Zespri hosts, Libby Twiss and Rachel Lynch.

The group visited Silver Fern Farms, Fonterra, Synlait, the Lyttelton Port Company, NZ Frost Fans, Scales Corporation and Rockit over the five days, as well as meeting with notable leaders within New Zealand businesses, including Sir John Key, Stephen Jacobi, Geoff Allott and Michael Stiassny.

The group got immense value out of the tour and will be able to apply what they've learnt not only to their current roles in the industry, but also towards any future opportunities they take. The tour would not have been possible without the incredible generosity and hospitality of the host companies, and we hope to see cross-sector collaboration continue to cultivate talent in the future.

Applications for next year's intake will open in November 2023. For more information visit <https://www.zespri.com/en-NZ/our-communities/scholarships> or email [scholarships@Zespri.com](mailto:scholarships@Zespri.com).







# ZESPRI IN THE COMMUNITY

## Sustainability networking at Zespri HQ

On Thursday 12 October, Zespri hosted the monthly Sustainable Bay of Plenty Green Drinks Networking event at our head office in Mount Maunganui. More than 75 attendees from the Bay of Plenty's sustainability community, including significant representation from the kiwifruit industry, gathered to network over refreshments including a special kiwifruit cocktail.

The get together included a fireside chat with recent participants from the XLabs: Future of Food Programme, who took part representing the kiwifruit industry with support from Zespri. The XLabs: Future of Food programme offers a unique opportunity for businesses and organisations from the New Zealand food sector to work together with circular economy experts to redesign the future of food to be low-emission, resilient, and circular by design.

In a panel discussion moderated by Zespri Head of Sustainability – Global Grower & Supply Chain Samantha Walmsley-Bartlett, kiwifruit industry

participants Kev Marcroft (DMS), Pola Meneses (Punchbowl) and Ollie Hoare (Apata) shared the lessons and experiences they took from the programme.

To wrap up the event, attendees were posed the question of what challenge from their industry they would tackle using creative collaboration and problem solving.

"Zespri and the kiwifruit industry have ambitious decarbonisation goals," says Samantha Walmsley-Bartlett.

"While we have good knowledge of the practises we need to implement and the changes we need to make, barriers to implementation and necessary scale still exist.

"As an industry, we will need to harness the power of collaboration to design and implement ways to overcome these barriers and progress towards our goals."



## Zespri Bay of Plenty Rugby Awards

Congratulations to all the nominees, finalists and winners at the 2023 Zespri Bay of Plenty Rugby Awards.

We recently supported the 2023 Bay of Plenty Rugby Awards to celebrate another great year of rugby and its positive impact on communities - celebrating volunteers, players and coaches across all levels of rugby.

It was great to see so many members of the Bay of Plenty rugby community receive the 'Zespri Service to Sport Award', the first time this award was awarded to more than one person. A special mention to Kurt Eklund, who took out the Zespri Supreme Award, which was selected from all winners on the night.



Recipients of the Zespri Service to Sport Award.

## HortNZ 2023 Young Grower regional finalists visit

Zespri was delighted to host some of the HortNZ 2023 Young Grower regional finalists earlier this week.

The contestants received a comprehensive overview of Zespri, along with visits to industry partners KBC and MPAC, and a local orchard.

Congratulations to Taylor Leabourn, a 28-year-old produce lead, who won the national title in Pukekohe on Thursday 5 October. You can read more about Taylor's win here:

<https://www.younggrower.co.nz/latest-news/taylor-leabourn-wins-2023-young-grower-of-the-year-competition/>



## 2023 ZESPRI INNOVATION SYMPOSIUM: 7 DEC

### Bringing the Future Forward

Where: The Atrium, 252 Otumoetai Road, Otumoetai, Tauranga  
Join us at the Zespri Innovation Symposium!

Discover the latest advancements in kiwifruit cultivation, sustainable practices, and cutting-edge technology and engage in thought-provoking discussions, workshops and inspiring keynotes from experts who are shaping the future of the industry.

#### What to expect

- 🌱 Inspiring keynote from Agritech NZ CEO Brendan O'Connell
- 🌱 Thought-provoking panels and discussions
- 🌱 Hands on breakout sessions and demonstrations
- 🌱 Networking opportunities

Cost: \$25 per person with net proceeds from ticket sales donated to The Daily Charitable Trust – a charity with the dream to see all of Te Puke connected and thriving through initiatives such as providing children with nutritious lunches at school.

To secure your place in crafting the future of our industry, register now, for this year's event via the link below, or by using the QR code here: <https://events.zespri.com/innovation-day/registration/Site/Register>



#### Carpool and win with Stoney Creek!

By having more people using one vehicle, carpooling is great for the environment and better yet reduces each person's travel costs such as fuel costs, tolls, parking spaces, and the stress of driving. Thanks to Stoney Creek, we have two Zespri Grower Thermoflex Hooded Vests to give away. Carpool on the day and go in the draw to win.







## Updates from our Pre-harvest Team



# ZESPRI GAP INSPECTIONS UNDERWAY

More than 500 industry members attended the Zespri GAP workshops from July to September, and inspections are now underway.

Adjusting to any change, big or small, takes time. We've checked in with some growers and inspectors to see how inspections are going and what we've heard so far is that the new Zespri Grower Manual is taking some extra time to get used to. There is however confidence that as people get familiar with the updated manual, the process will become easier.

We'll be working to build that confidence year after year by providing ongoing support, clarifications, and refining the tools and resources we have available to you. If you have any ideas for improvements, please let us know by emailing [extension@zespri.com](mailto:extension@zespri.com).



### NOT HAD YOUR INSPECTION YET?

- Prepare by reading through the Grower Manual so you are familiar with the changes and where things can be found.
- At the end of each sub-section is a table of resources and records. Check out the records you need to have available at your inspection and gather them in one place.
- In many instances, you can still use your documents from last year, as long as you can demonstrate that they have been reviewed, updated, and amended (where applicable) to meet the Zespri GAP changes (GLOBALG.A.P. v6).
- Where there is a new or updated form, plan or risk assessment template, we strongly encourage you to either transfer the content of your current document to the new template or check that all the required fields are included in the one you are already using. The reason for this is that the new templates have been developed to meet the latest GLOBALG.A.P. v6 requirements. The updated risk assessment and action plan forms are a starting point only – not everything in there will be applicable to you, but a range of good practice options have been added for you to pick and choose from as appropriate.
- Check out the Cheat Sheet ([Canopy > Growing Kiwifruit > Zespri GAP > Training & Support for Zespri GAP 2023/2024](#)) to see at a glance a summary of what's changed and what you need to do for each section.

We know growers would prefer to spend hours on the orchard rather than in the office, so we'd encourage you to do your risk assessments well ahead of time and spread the load across a number of days – doing them all a day before your inspection will put you under unnecessary pressure.

Questions from growers and MSOs who attended Zespri GAP workshops have been collated and answered by the subject matter experts. They've been compiled into an FAQ document, organised by Grower Manual section. So, if you are unsure how to address a changed principle, the FAQ sheet may have an answer for you – it's available along with a range of other helpful information sheets and videos on the '[Training & Support for Zespri GAP 2023/2024](#)' page on Canopy.

### NEED HELP?

You don't have to figure it all out on your own. The Zespri GAP and Global Extension Teams are here to help. If you are unsure about how to complete a risk assessment, fill in your continuous improvement plan template, or you are struggling to get contractors on board with the changes, please get in touch. You can talk it through with one of us by calling 0800 155 355, or emailing [preharvest.mailbox@zespri.com](mailto:preharvest.mailbox@zespri.com) or [extension@zespri.com](mailto:extension@zespri.com).

## PREPARING FOR 2024: UPDATE SPRAY DIARY WITH BLOCK CHANGES AND PRODUCING HECTARES

It's a busy time on the orchard with flowering and fruit set well underway. During these months, growers should be thinking about which blocks are likely to be producing in 2024 and ensuring that all block changes expected for 2024 supply happen as early as possible.

Getting block data accurate early will ensure your pest monitoring, spray application recording, and clearance to pick happen in a timely manner – hopefully helping reduce that last minute harvest stress.

We recognise cropping decisions are made at different times depending upon the age and development of the canopy. Zespri is encouraging growers and post-harvest, where possible, to ensure that the producing hectare and block changes are correctly recorded in Spray Diary before the end of November so that Zespri can use this information to prepare for the 2024 season (such as for pre-harvest assurance and crop estimation).

## KIWIGREEN ON-ORCHARD MONITORING AND DOCUMENTATION REQUIREMENTS

All KiwiGreen on-orchard monitoring and documentation requirements come into full effect as of the 2023/24 pest monitoring season.

### WHAT DOES THIS MEAN FOR GROWERS?

As per previous seasons, this means every KPIN/variety is required to complete KiwiGreen on-orchard pest monitoring through a registered Pest Monitoring Centre, and timely Spray Diary entry to support post-harvest in ensuring all market access.

Every KPIN currently has certain market restrictions in place. In the instance of a China market restriction, this will only be removed if all three pests of concern (leafroller, mealybug, and wheat bug) are below the action threshold or have had an action (spray/manual removal) logged into Spray Diary.

Note, scale is not currently a pest of concern for China, however you are still required to monitor for it given its prevalence in industry.

Zespri emphasises the importance of having all information in Spray Diary updated as soon as possible to avoid hold ups with harvest. The importance of ensuring all block changes are done prior to pest monitoring cannot be emphasised enough. If blocks in Spray Diary do not match pest monitoring blocks, a China market restriction will apply. If spray lines are added as a response to monitoring, but then edited to 'fix audit status' a China market restriction will also apply. Removing this restriction

is not a quick process as all information in relation to pest monitoring and sprays needs to be verified as correct.

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

A few more examples of incidences that could result in a China hold for your KPIN/variety are outlined here:

- If incorrect monitoring results are entered into the Spray Diary, deleted and then correct results are uploaded
- If a spray line was entered incorrectly, and then edited
- If a spray line is deleted
- The main audit will fail if all three pest results are missing from your Spray Diary, which is why it is so important that you contact your Pest Monitoring Centre to have all pest results uploaded into your Spray Diary. If main audits need to be unlocked due to incorrect monitoring results, this will create a China hold.

If for any reason one or more of these examples eventuate, Zespri will need to investigate the cause, and if traceability is seamless and reasoning is supported, the hold will be removed.

We urge all growers to please ensure all results are in true and correct in the Spray Diary system to ensure China market access.

If you have any questions, please contact [kiwigreen@zespri.com](mailto:kiwigreen@zespri.com).

## SIX-MONTH STAND-DOWN FOR CAV APPLICATIONS

The Industry Compliance team are currently working through enhancements to the Contractor Programme. With the support of NZKGI, we'll be implementing a six-month stand-down period for any unsuccessful applications to register with Zespri in the GLOBALG.A.P. Contractor Programme.

This means that if a potential contractor has been unsuccessful in their application, we will not process any further applications until six months from the date they were notified that their application was unsuccessful.

The application vetting process comes at a cost to Zespri and kiwifruit growers, both in terms of financial spend and efficient use of personnel, and we have a responsibility to manage the application process and associated costs.

The stand-down period encourages applicants to ensure their application is complete prior to starting the registration process. It also gives unsuccessful applicants the time needed to address the concerns raised in relation to the application and demonstrate a substantive improvement in these areas prior to their next application.

We are also completing renewal vetting of all active contractors who have not been through this process. The team will be reaching out to these contractors to support them with their next steps to successfully complete their annual renewal CAV inspections.







# SHARES UPDATE: OCTOBER

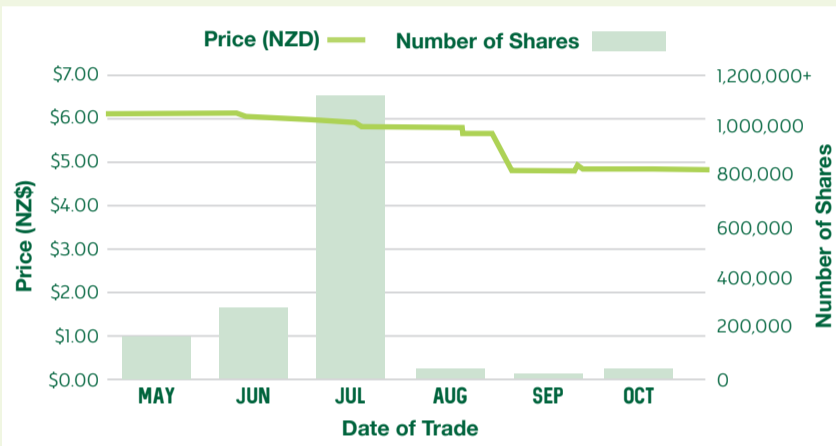
## WHAT'S HAPPENING IN THE MARKET

| BIDS (BUYERS) |          |            |
|---------------|----------|------------|
| Orders        | Quantity | Price (\$) |
| 1             | 5,000    | 4.80       |
| 1             | 5,000    | 4.75       |

| OFFERS (SELLERS) |          |            |
|------------------|----------|------------|
| Orders           | Quantity | Price (\$) |
| 1                | 3,350    | 4.90       |
| 1                | 5,000    | 4.95       |

| LAST 10 TRADES |          |            |              |
|----------------|----------|------------|--------------|
| Date           | Quantity | Price (\$) | Value (\$)   |
| 17/10/2023     | 20,000   | \$4.85     | \$97,000.00  |
| 16/10/2023     | 80,000   | \$4.85     | \$388,000.00 |
| 10/10/2023     | 56,375   | \$4.85     | \$273,418.75 |
| 29/09/2023     | 1,650    | \$4.90     | \$8,085.00   |
| 28/09/2023     | 61,728   | \$4.85     | \$299,380.80 |
| 26/09/2023     | 2,529    | \$4.85     | \$12,265.65  |
| 26/09/2023     | 8,000    | \$4.85     | \$38,800.00  |
| 19/09/2023     | 10,000   | \$4.85     | \$48,500.00  |
| 19/09/2023     | 5,000    | \$4.85     | \$24,250.00  |
| 19/09/2023     | 5,000    | \$4.85     | \$24,250.00  |

### ZESPRI GROUP LIMITED SHARE TRADES: 20 MAY 2023 - 20 OCTOBER 2023



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

Please note that at any time that content for the *Kiwiflier* is finalised for publication, there may be some trades associated with director entities which have been matched and transacted, but the paperwork has not yet been received by Zespri or Computershare. As such, there may be some lags in reporting trading by entities associated with directors. Zespri will however ensure that as at the end of each month, the Director Share Holdings and Transfers document on the Zespri Canopy website will always provide the most up to date information held by Zespri.

### SHARES AT A GLANCE AS AT 20 OCTOBER 2023

#### OVERSHARED SHARES REQUIRED TO BE SOLD THIS MONTH



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.

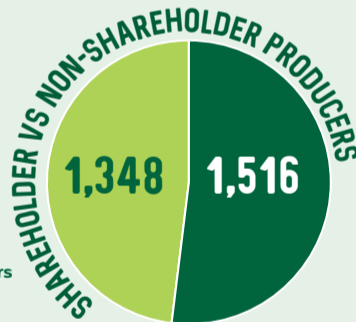
#### DIRECTOR SHARE TRADING AS AT 20 OCTOBER 2023



\*Shares traded by entities associated with Zespri Directors.

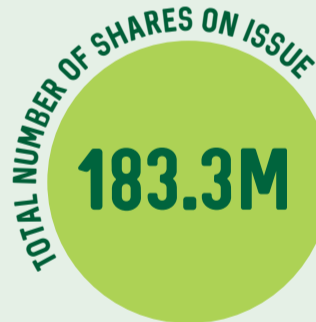


## OUR SHAREHOLDERS

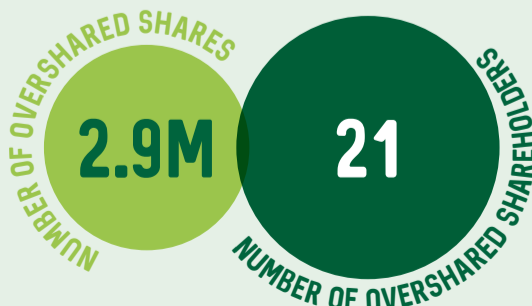
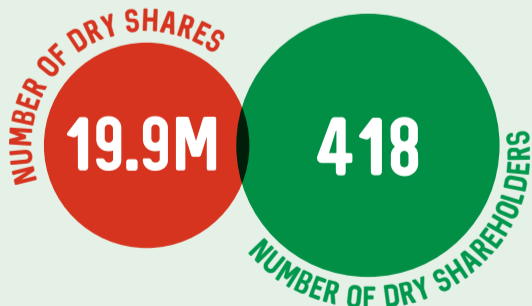


Shareholder Producers  
Non-shareholder Producers

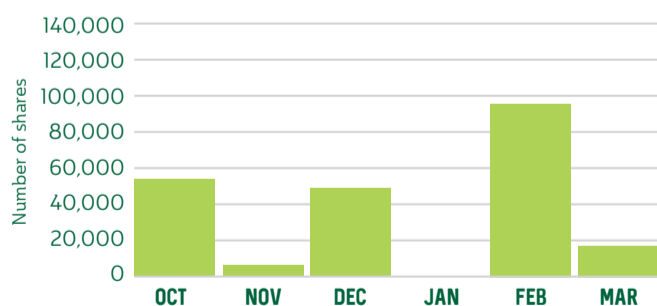
September's update included dry shareholders.



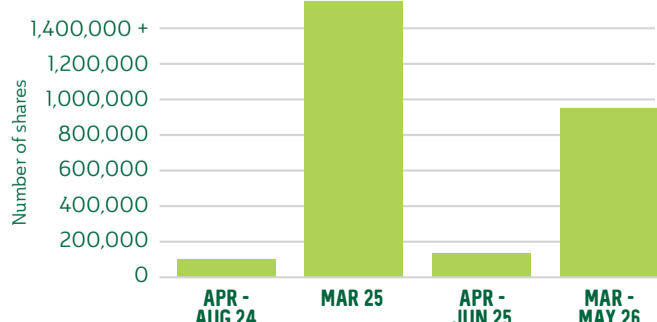
### DRY AND OVERSHARED SHARES



#### DRY SHARES CONVERTING TO B CLASS BY MONTH



#### OVERSHARED SHARES REQUIRED TO BE SOLD



## LOOKING TO BUY ZESPRI SHARES?

### WHO CAN PURCHASE SHARES?

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

### OFF-MARKET TRADING

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

### ON-MARKET SHARE TRADING

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

### CHOOSE A USX-APPROVED BROKER





# 2023/24 PROGRESS PAYMENTS FOR NOVEMBER AND DECEMBER

| CLASS 1 - APPROVED PROGRESS PAYMENT 15 NOVEMBER 2023 | AVERAGE ON NET SUBMIT | 16/18/22 | 25/27  | 30/33  | 36     | 39        | 42        |
|------------------------------------------------------|-----------------------|----------|--------|--------|--------|-----------|-----------|
| Zespri Green                                         | \$0.58                | \$0.35   | \$0.60 | \$0.65 | \$0.55 | \$0.55    | \$0.25    |
| Zespri Organic Green                                 | \$0.91                | \$0.90   | \$0.80 | \$1.00 | \$0.90 | \$0.90    | \$0.55    |
| Zespri Gold3                                         | \$0.79                | \$0.65   | \$0.85 | \$0.95 | \$0.90 | No supply | No supply |
| Zespri Organic Gold3                                 | \$0.53                | \$0.45   | \$0.55 | \$0.60 | \$0.65 | No supply | No supply |
| Zespri Red19                                         | \$0.44                | \$0.45   | \$0.50 | \$0.30 | \$0.45 | \$0.45    | \$0.45    |
| Zespri Green14                                       | \$0.22                | \$0.20   | \$0.20 | \$0.25 | \$0.20 | \$0.20    | \$0.20    |

| CLASS 1 - INDICATIVE PROGRESS PAYMENT 15 DECEMBER 2023 | AVERAGE ON NET SUBMIT | 16/18/22 | 25/27  | 30/33  | 36     | 39        | 42        |
|--------------------------------------------------------|-----------------------|----------|--------|--------|--------|-----------|-----------|
| Zespri Green                                           | \$0.33                | \$0.10   | \$0.35 | \$0.35 | \$0.40 | \$0.40    | \$0.15    |
| Zespri Organic Green                                   | \$0.36                | \$0.15   | \$0.45 | \$0.25 | \$0.50 | \$0.50    | \$0.05    |
| Zespri Gold3                                           | \$0.35                | \$0.35   | \$0.35 | \$0.35 | \$0.40 | No supply | No supply |
| Zespri Organic Gold3                                   | \$0.19                | \$0.20   | \$0.15 | \$0.25 | \$0.15 | No supply | No supply |
| Zespri Red19                                           | \$0.57                | \$0.15   | \$0.40 | \$0.50 | \$0.55 | \$0.55    | \$0.60    |
| Zespri Green14                                         | \$0.29                | \$0.20   | \$0.25 | \$0.30 | \$0.30 | \$0.30    | \$0.30    |

1. Progress payments for Class 1 are paid on submitted trays and reversed for onshore fruit loss.

2. Net Submit trays = gross submitted trays less onshore fruit loss trays.

| CLASS 2 - APPROVED PROGRESS PAYMENT 15 NOVEMBER 2023 | AVERAGE ON NET SUBMIT | 16/18/22 | 27     | 30     | 33     | 36     | 39     | 42        |
|------------------------------------------------------|-----------------------|----------|--------|--------|--------|--------|--------|-----------|
| Class 2 Green                                        | \$2.52                | \$2.70   | \$2.50 | \$2.50 | \$2.50 | \$2.50 | \$2.25 | \$2.25    |
| Class 2 Organic Green                                | \$3.31                | \$3.40   | \$3.40 | \$3.20 | \$3.40 | \$3.40 | \$2.90 | \$0.05    |
| Class 2 Gold3                                        | \$2.96                | \$2.75   | \$3.00 | \$3.60 | \$3.45 | \$2.80 | \$2.60 | No supply |

| NON-STANDARD SUPPLY - APPROVED PROGRESS PAYMENT 15 NOVEMBER 2023 | 14        | 39        | 46        |
|------------------------------------------------------------------|-----------|-----------|-----------|
| Zespri Green                                                     | No supply | No supply | \$2.25    |
| Zespri Organic Green                                             | No supply | No supply | \$3.05    |
| Zespri Gold3                                                     | \$5.85    | \$3.75    | No supply |
| Zespri Organic Gold3                                             | No supply | \$5.50    | No supply |
| Zespri Red19                                                     | No supply | No supply | \$1.90    |

1. Progress payments for Class 2 and Non Standard Supply fruit are paid on loaded out trays.

2. Loaded out trays = Net Submitted trays at year end = gross submitted trays less onshore fruit loss trays.



## 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.

Green Conventional, Green Organic, SunGold Conventional and SunGold Organic November progress payments have increased on indicative, predominantly due to quality improvements. RubyRed and Sweet Green November Progress payments have increased on indicative, driven by favourable FX positions.

### November 2023 approved progress payments on Net Submit trays

Approved per tray progress payments for 15 November 2023:

| Class 1              |        |
|----------------------|--------|
| Zespri Green         | \$0.58 |
| Zespri Organic Green | \$0.91 |
| Zespri Gold3         | \$0.79 |
| Zespri Organic Gold3 | \$0.53 |
| Zespri Red19         | \$0.44 |
| Zespri Green14       | \$0.22 |

### December 2023 indicative progress payments on Net Submit trays

Indicative per tray progress payments for 15 December 2023:

| Class 1              |        |
|----------------------|--------|
| Zespri Green         | \$0.33 |
| Zespri Organic Green | \$0.36 |
| Zespri Gold3         | \$0.35 |
| Zespri Organic Gold3 | \$0.19 |
| Zespri Red19         | \$0.57 |
| Zespri Green14       | \$0.29 |

# SHARES TRADING BOARD

*Coming soon*

We are excited to announce that we are launching a Share Trading Board with the new Canopy release this December. This will be a platform for our growers to list any shares that they want to buy or sell off-market and where you have the ability to contact other growers to directly trade with.

Note that Zespri can't get involved in facilitating these trades, so it will be up to each party to come to an agreement privately. There is no fee for transferring shares off-market.

#### How will it work?

There are some simple steps to follow:

- We will create an easy to complete form.

- There will be some mandatory fields which you will need to complete before submitting.
- The form then comes to Zespri for us to review to make sure that you either have share entitlement to buy or that you have enough shares to sell.
- Once approved, your listing will go up on Canopy and you will be notified of this
- Growers will be able to connect with each other and organise a trade.
- When an agreement is made, both parties will need to sign an off-market transfer form and send it to us for processing.
- Once the trade has taken place your listing will be removed from the Trading Board.



# CLASS 1 FRUIT AND SERVICE PAYMENTS AND TIMINGS

(INCLUDING LOYALTY PREMIUM)

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

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

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

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

- Progress will be paid in the remaining months at levels subject to Zespri Management approval.
- Average payments per TE are based on the 2023/24 August Forecast trays and actual payments to date.
- YTD amounts for Pack and Time may move from previous *Kiwifliers* due to SLAs being paid late in a month.

| ZESPRI GOLD3 OCTOBER  |               |                |                          |               |               |                 |                             |                    |
|-----------------------|---------------|----------------|--------------------------|---------------|---------------|-----------------|-----------------------------|--------------------|
| ISO month             | Submit        | Pack and Time  | KiwiStart Accountability | Taste Zespri  | Progress      | Loyalty Premium | Total payment / TE Supplied | % of Pool Paid YTD |
| Apr-23                | \$3.60        | \$0.11         |                          |               |               |                 | \$3.71                      | 22%                |
| May-23                |               | \$0.08         |                          |               |               |                 | \$3.79                      | 22%                |
| Jun-23                |               | \$0.13         |                          |               |               |                 | \$3.92                      | 23%                |
| Jul-23                |               | \$0.08         | \$0.00                   | \$0.92        | \$2.36        |                 | \$7.27                      | 43%                |
| Aug-23                |               | \$0.37         | \$0.54                   | \$1.29        | \$0.14        |                 | \$9.61                      | 57%                |
| Sep-23                |               | \$0.52         | \$0.00                   | \$1.53        | \$0.41        |                 | \$12.07                     | 71%                |
| Oct-23                |               | \$0.52         | \$0.56                   | \$0.25        | \$0.30        |                 | \$13.70                     | 81%                |
| Nov-23                |               |                |                          |               | \$0.79        |                 |                             |                    |
| Dec-23                |               |                |                          |               | \$0.35        |                 |                             | 93%                |
| Jan-24                |               |                |                          |               |               | \$0.10          |                             |                    |
| Feb-24                |               |                |                          |               |               |                 |                             |                    |
| Mar-24                |               |                |                          |               |               |                 |                             | 98%                |
| Apr-24                |               |                |                          |               |               |                 |                             |                    |
| May-24                |               |                |                          |               |               |                 |                             |                    |
| Jun-24                |               |                |                          |               |               | \$0.20          |                             | 100%               |
| <b>Paid YTD</b>       | <b>\$3.60</b> | <b>\$1.80</b>  | <b>\$1.10</b>            | <b>\$4.00</b> | <b>\$3.21</b> | <b>\$0.00</b>   | <b>\$13.70</b>              |                    |
| <b>Balance to pay</b> | <b>\$0.00</b> | <b>-\$0.03</b> | <b>\$0.00</b>            | <b>\$1.01</b> | <b>\$1.97</b> | <b>\$0.30</b>   | <b>\$3.26</b>               |                    |

| ZESPRI ORGANIC GOLD3 OCTOBER |               |               |                          |               |               |                 |                             |                    |
|------------------------------|---------------|---------------|--------------------------|---------------|---------------|-----------------|-----------------------------|--------------------|
| ISO month                    | Submit        | Pack and Time | KiwiStart Accountability | Taste Zespri  | Progress      | Loyalty Premium | Total payment / TE Supplied | % of Pool Paid YTD |
| Apr-23                       | \$3.60        | \$0.06        |                          |               |               |                 | \$3.66                      | 20%                |
| May-23                       |               | \$0.28        |                          |               |               |                 | \$3.94                      | 22%                |
| Jun-23                       |               | \$0.07        |                          |               |               |                 | \$4.01                      | 22%                |
| Jul-23                       |               | \$0.25        | \$0.00                   | \$1.26        | \$2.83        |                 | \$8.35                      | 46%                |
| Aug-23                       |               | \$0.30        | \$0.52                   | \$1.68        | \$0.14        |                 | \$10.99                     | 60%                |
| Sep-23                       |               | \$0.30        | \$0.00                   | \$1.82        | \$0.54        |                 | \$13.64                     | 75%                |
| Oct-23                       |               | \$0.04        | \$0.57                   | \$0.02        | \$0.96        |                 | \$15.23                     | 84%                |
| Nov-23                       |               |               |                          |               | \$0.53        |                 |                             |                    |
| Dec-23                       |               |               |                          |               | \$0.19        |                 |                             | 95%                |
| Jan-24                       |               |               |                          |               |               | \$0.10          |                             |                    |
| Feb-24                       |               |               |                          |               |               |                 |                             |                    |
| Mar-24                       |               |               |                          |               |               |                 |                             | 97%                |
| Apr-24                       |               |               |                          |               |               |                 |                             |                    |
| May-24                       |               |               |                          |               |               |                 |                             |                    |
| Jun-24                       |               |               |                          |               |               | \$0.20          |                             | 100%               |
| <b>Paid YTD</b>              | <b>\$3.60</b> | <b>\$1.30</b> | <b>\$1.08</b>            | <b>\$4.78</b> | <b>\$4.47</b> | <b>\$0.00</b>   | <b>\$15.23</b>              |                    |
| <b>Balance to pay</b>        | <b>\$0.00</b> | <b>\$0.08</b> | <b>-\$0.01</b>           | <b>\$1.22</b> | <b>\$1.41</b> | <b>\$0.30</b>   | <b>\$3.00</b>               |                    |

| ZESPRI RED19 OCTOBER  |               |                |                          |               |                |                 |                             |                    |
|-----------------------|---------------|----------------|--------------------------|---------------|----------------|-----------------|-----------------------------|--------------------|
| ISO month             | Submit        | Pack and Time  | KiwiStart Accountability | Taste Zespri  | Progress       | Loyalty Premium | Total payment / TE Supplied | % of Pool Paid YTD |
| Apr-23                | \$3.60        |                |                          |               |                |                 | \$3.60                      | 17%                |
| May-23                |               |                |                          |               |                |                 | \$3.60                      | 17%                |
| Jun-23                |               |                |                          |               |                |                 | \$3.60                      | 17%                |
| Jul-23                |               | -\$0.09        |                          |               | \$8.21         |                 | \$11.72                     | 55%                |
| Aug-23                |               |                | -\$0.13                  |               | \$2.39         |                 | \$13.99                     | 66%                |
| Sep-23                |               | \$0.00         |                          |               | \$3.00         |                 | \$16.99                     | 80%                |
| Oct-23                |               |                |                          |               | \$2.13         |                 | \$19.12                     | 90%                |
| Nov-23                |               |                |                          |               | \$0.44         |                 |                             |                    |
| Dec-23                |               |                |                          |               | \$0.57         |                 |                             | 95%                |
| Jan-24                |               |                |                          |               |                | \$0.10          |                             |                    |
| Feb-24                |               |                |                          |               |                |                 |                             |                    |
| Mar-24                |               |                |                          |               |                |                 |                             | 96%                |
| Apr-24                |               |                |                          |               |                |                 |                             |                    |
| May-24                |               |                |                          |               |                |                 |                             |                    |
| Jun-24                |               |                |                          |               |                | \$0.20          |                             | 100%               |
| <b>Paid YTD</b>       | <b>\$3.60</b> | <b>-\$0.09</b> | <b>-\$0.13</b>           | <b>\$0.00</b> | <b>\$15.74</b> | <b>\$0.00</b>   | <b>\$19.12</b>              |                    |
| <b>Balance to pay</b> | <b>\$0.00</b> | <b>\$0.00</b>  | <b>\$0.00</b>            | <b>\$0.00</b> | <b>\$1.74</b>  | <b>\$0.30</b>   | <b>\$2.04</b>               |                    |

| ZESPRI GREEN OCTOBER  |               |               |                          |               |               |                 |                             |                    |
|-----------------------|---------------|---------------|--------------------------|---------------|---------------|-----------------|-----------------------------|--------------------|
| ISO month             | Submit        | Pack and Time | KiwiStart Accountability | Taste Zespri  | Progress      | Loyalty Premium | Total payment / TE Supplied | % of Pool Paid YTD |
| Apr-23                | \$2.75        | \$0.01        |                          |               |               |                 | \$2.76                      | 23%                |
| May-23                |               | \$0.16        |                          |               |               |                 | \$2.92                      | 24%                |
| Jun-23                |               | \$0.08        |                          |               |               |                 | \$3.00                      | 25%                |
| Jul-23                |               | \$0.05        | \$0.00                   | \$0.56        | \$0.98        |                 | \$4.60                      | 38%                |
| Aug-23                |               | \$0.21        | \$0.43                   | \$0.95        | \$0.30        |                 | \$6.50                      | 53%                |
| Sep-23                |               | \$0.28        | \$0.00                   | \$1.67        | \$0.05        |                 | \$8.51                      | 70%                |
| Oct-23                |               | \$0.25        | \$0.57                   | \$0.21        | \$0.05        |                 | \$9.59                      | 79%                |
| Nov-23                |               |               |                          |               | \$0.58        |                 |                             |                    |
| Dec-23                |               |               |                          |               | \$0.33        |                 |                             | 94%                |
| Jan-24                |               |               |                          |               |               | \$0.10          |                             |                    |
| Feb-24                |               |               |                          |               |               |                 |                             |                    |
| Mar-24                |               |               |                          |               |               |                 |                             | 96%                |
| Apr-24                |               |               |                          |               |               |                 |                             |                    |
| May-24                |               |               |                          |               |               |                 |                             |                    |
| Jun-24                |               |               |                          |               |               | \$0.20          |                             | 100%               |
| <b>Paid YTD</b>       | <b>\$2.75</b> | <b>\$1.05</b> | <b>\$1.01</b>            | <b>\$3.39</b> | <b>\$1.38</b> | <b>\$0.00</b>   | <b>\$9.59</b>               |                    |
| <b>Balance to pay</b> | <b>\$0.00</b> | <b>\$0.04</b> | <b>\$0.01</b>            | <b>\$0.85</b> | <b>\$1.39</b> | <b>\$0.30</b>   | <b>\$2.59</b>               |                    |

| ZESPRI ORGANIC GREEN OCTOBER |               |               |                          |               |               |                 |                             |                    |
|------------------------------|---------------|---------------|--------------------------|---------------|---------------|-----------------|-----------------------------|--------------------|
| ISO month                    | Submit        | Pack and Time | KiwiStart Accountability | Taste Zespri  | Progress      | Loyalty Premium | Total payment / TE Supplied | % of Pool Paid YTD |
| Apr-23                       | \$2.75        |               |                          |               |               |                 | \$2.75                      | 19%                |
| May-23                       |               | \$0.04        |                          |               |               |                 | \$2.79                      | 19%                |
| Jun-23                       |               | \$0.04        |                          |               |               |                 | \$2.84                      | 19%                |
| Jul-23                       |               | \$0.14        | \$0.00                   | \$0.58        | \$2.23        |                 | \$5.78                      | 39%                |
| Aug-23                       |               | \$0.23        | \$0.24                   | \$1.19        | \$0.30        |                 | \$7.74                      | 52%                |
| Sep-23                       |               | \$0.40        | \$0.00                   | \$1.71        | \$0.21        |                 | \$10.06                     | 68%                |
| Oct-23                       |               | \$0.47        | \$0.29                   | \$0.38        | \$0.05        |                 | \$11.23                     | 76%                |
| Nov-23                       |               |               |                          |               | \$0.91        |                 |                             |                    |
| Dec-23                       |               |               |                          |               | \$0.36        |                 |                             | 93%                |
| Jan-24                       |               |               |                          |               |               | \$0.10          |                             |                    |
| Feb-24                       |               |               |                          |               |               |                 |                             |                    |
| Mar-24                       |               |               |                          |               |               |                 |                             | 97%                |
| Apr-24                       |               |               |                          |               |               |                 |                             |                    |
| May-24                       |               |               |                          |               |               |                 |                             |                    |
| Jun-24                       |               |               |                          |               |               | \$0.20          |                             | 100%               |
| <b>Paid YTD</b>              | <b>\$2.75</b> | <b>\$1.32</b> | <b>\$0.53</b>            | <b>\$3.85</b> | <b>\$2.79</b> | <b>\$0.00</b>   | <b>\$11.23</b>              |                    |
| <b>Balance to pay</b>        | <b>\$0.00</b> | <b>\$0.30</b> | <b>\$0.00</b>            | <b>\$0.96</b> | <b>\$2.00</b> | <b>\$0.30</b>   | <b>\$3.57</b>               |                    |

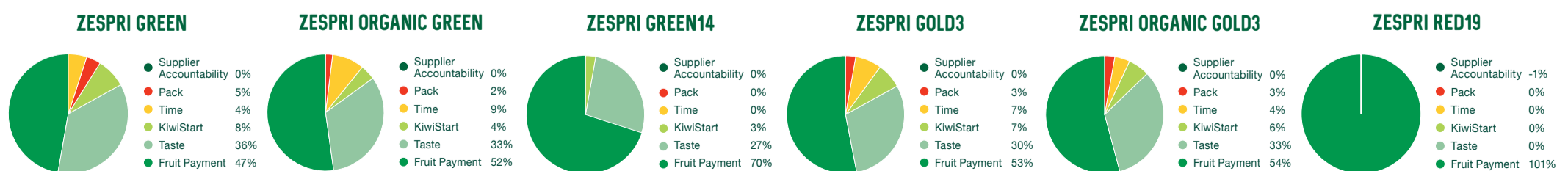
| ZESPRI GREEN14 OCTOBER |               |               |                          |               |               |                 |                             |                    |
|------------------------|---------------|---------------|--------------------------|---------------|---------------|-----------------|-----------------------------|--------------------|
| ISO month              | Submit        | Pack and Time | KiwiStart Accountability | Taste Zespri  | Progress      | Loyalty Premium | Total payment / TE Supplied | % of Pool Paid YTD |
| Apr-23                 | \$2.95        |               |                          |               |               |                 | \$2.95                      | 21%                |
| May-23                 |               |               |                          |               |               |                 | \$2.95                      | 21%                |
| Jun-23                 |               |               |                          |               |               |                 | \$2.95                      | 21%                |
| Jul-23                 |               | \$0.00        | \$0.00                   | \$0.80        | \$3.23        |                 | \$6.97                      | 49%                |
| Aug-23                 |               |               | \$0.19                   | \$0.80        | \$1.00        |                 | \$8.96                      | 63%                |
| Sep-23                 |               | \$0.00        | \$0.00                   | \$1.38        | \$0.86        |                 | \$11.20                     | 79%                |
| Oct-23                 |               |               | \$0.19                   |               | \$0.60        |                 | \$11.98                     | 84%                |
| Nov-23                 |               |               |                          |               | \$0.22        |                 |                             |                    |
| Dec-23                 |               |               |                          |               | \$0.29        |                 |                             | 93%                |
| Jan-24                 |               |               |                          |               |               | \$0.10          |                             |                    |
| Feb-24                 |               |               |                          |               |               |                 |                             |                    |
| Mar-24                 |               |               |                          |               |               |                 |                             | 96%                |
| Apr-24                 |               |               |                          |               |               |                 |                             |                    |
| May-24                 |               |               |                          |               |               |                 |                             |                    |
| Jun-24                 |               |               |                          |               |               | \$0.20          |                             | 100%               |
| <b>Paid YTD</b>        | <b>\$2.95</b> | <b>\$0.00</b> | <b>\$0.37</b>            | <b>\$2.97</b> | <b>\$5.69</b> | <b>\$0.00</b>   | <b>\$11.98</b>              |                    |
| <b>Balance to pay</b>  | <b>\$0.00</b> | <b>\$0.00</b> | <b>\$0.00</b>            | <b>\$0.74</b> | <b>\$1.18</b> | <b>\$0.30</b>   | <b>\$2.22</b>               |                    |

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.

## 2023/24 SEASON GROWER PAYMENT PORTIONS – TOTAL FRUIT AND SERVICE PAYMENTS

2023/24 AUGUST FORECAST





# GLOBAL EXTENSION TEAM *updates*

## THE MONTH AHEAD: NOVEMBER

POLLINATION

PSA

CANOPY  
MANAGEMENT

PEST WATCH



POLLINATION

Maximising seed numbers ensures you're not missing out on potential fruit size or dry matter. Good quality hives and high levels of bee activity are essential if you are relying on bees for pollination. Don't try to skimp on pollination – you only get one chance each season to get it right.

With a stormy start to the Gold3 pollination season, maximising the good days becomes critical to good crop yields. Bee health and numbers are critical to this too. To ensure pollination is going well, you may wish to audit your hives. Talk to your beekeeper about this and have a read of the [N52 KiwiTech Bulletin Assessment of Pollination Systems](#). If you're using supplemental pollination you can make it stretch further by making sure your pollination interval maximises flower viability and fills any miss match between males and female flower timings. For a great overview, see the [Insuring your pollen policy](#) journal article from Aug 2022.

Make sure water is available for the bees near where hives are introduced before the hives are brought into the orchard. Inserting a sack, towel, lump of dirt or board in a bucket of water gives the bees something to safely land on while they drink. Keep the water topped up throughout the pollination period. Water is best placed where bees can see the light glinting off it, so place it in a sunny spot rather than under the canopy.

Carry out a pollination assessment. This provides valuable information on whether your current pollination system is producing the best results possible. A video showing how to do it is available on Canopy.

The [KiwiBasics Pollination](#) booklet also summarises everything we know about pollination: [Zespri & the Kiwifruit Industry > Publications > KiwiBasics](#).



PSA

Psa infection of flower buds occurs up to 14 days before symptoms are observed. Treatments three weeks after budbreak for Hayward can help reduce flower bud loss.

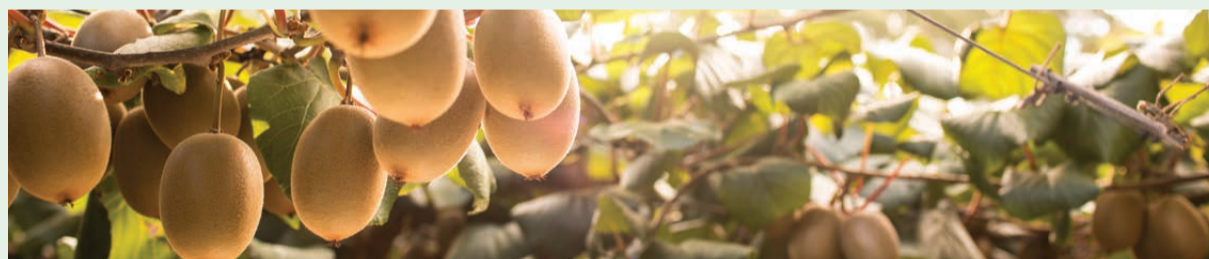
Psa is still very much active. Remember to keep up the tool hygiene between vines and be proactive in removing infected material. An application of copper and Actigard® immediately pre-flowering will assist with Psa protection during flowering. A timely reminder though, remember to avoid the use of Actigard® on stressed vines.

### Canopy management

Canopy management will continue to be a key focus before and after pollination to set up your vines for summer before the skin sensitivity period starts.

This is super important because it influences the amount of light intercepted by the vines and therefore dry matter accumulated in fruit.

Gold3 is sensitive from around 21 days post fruit set through to January. For Red19 it is four weeks after flowering till close to harvest. For Hayward, it is approximately between 14 and 35 days after fruit set. Ensure any work you are doing doesn't damage the fruit.

PEST WATCH: LEAFROLLER  
- ORANGE FRUIT BORER

The dominant leafroller for Kiwifruit is now Orange fruit borer (OFB). This was first detected in New Zealand back in 2007. It was first positively identified on kiwifruit in mid 2021.

Plant & Food Research have determined it is now the dominant leafroller feeding on both fruit and leaves. OFB is found on fruit from fruit set to harvest.

Fruit damage symptoms across the early season can be severe as it feeds deeply around the sepal area and fruit sides. Late season damage is more prevalent around the styler area. It can cause fruit softening and drop. Later in the season, OFB can also enter fruit and feed internally.

OFB is classified as a market access pest in many of our export markets and the internal feeding behaviour increase the risk of market interceptions.

For control, all products that target leafrollers are highly effective. Moths are now prevalent and if timing allows, a pre-blossom spray is recommended alongside one or two post blossom applications.



## FOLIAR FERTILISER USE AFTER *Flowering*

When used to treat nutrient deficiencies (based on leaf testing) or to supplement ground-applied fertiliser, foliar fertilisers applied post-flowering can help to improve productivity and nutrient efficiency.

Research to date has consistently found that three pre-harvest applications of 0.75 percent technical urea at seven to ten day intervals, from about 15 days after full-bloom, can improve Hayward fruit size without compromising other fruit attributes.

Findings have been less conclusive from this treatment when tested on Gold3.

Take care with application timing, weather conditions and product rates/mixes to avoid phytotoxicity or other vine damage from using foliar fertilisers and other sprays.

When considering the use of foliar products, ask your supplier for relevant, independently verified research that shows a benefit and assess the full cost benefit of each application, including carbon emissions and potential compaction risk from sprayer passes.

A number of trials to assess potential fruit size benefits from the use of foliar potassium nitrate have now been completed with no consistent effects observed to date. Some research has found other foliar (such as those

containing amino acids, micro-nutrients, or seaweed) to be beneficial in other crops, but in most instances limited research has been done on these in kiwifruit.

Before using any foliar product, it's important to first check the product, and it's timing and purpose are approved for use in the [Zespri Crop Protection Standard](#) or [Allowed Other Compounds](#). All foliar applications should also be recorded in the Zespri Spray Diary. You can find these resources on canopy here:

- [Growing kiwifruit > Zespri GAP > Crop Protection Standard](#).



# 2024 INTERNATIONAL KIWIFRUIT ORGANIZATION CONFERENCE – REFLECTIONS FROM COLIN BOND, NZKGI CEO



In September I attended the International Kiwifruit Organization (IKO) conference in Chile alongside other New Zealand representatives from KVH and Zespri. In addition to the major producing countries, other attendees were invited representatives from Argentina, Brazil, South Africa with a written report submitted by Turkey. It was the first conference attended by member countries in person since 2019. While the top three common challenges for growers across the world were still the same as last year, climate change has now moved to the top of the list, above regulations and labour. All member countries experienced periods of extreme heat or extreme rainfall or warmer winters (or some combination of all three) in the last 12 months - something that will be familiar to our growers too.

Another important topic included lower profit margins and slower sales. European nations were concerned about changing consumer behaviour driven by the power crisis and general cost of living increase. They experienced lower profit margins and

slower sales last season (2022/23). However, Zespri advised that they were not seeing slow sales in the market now and have been able to increase pricing across all markets (albeit enabled in part by a smaller crop and the strength of the brand).

Overall, there was an increased attention relative to previous years on thinking around climate mitigations and biosecurity challenges. Despite the challenges, established countries like Italy believe they have passed 'rock bottom', while Greece is rapidly planting and smaller countries like Brazil, Argentina and South Africa expect to also grow production given returns (albeit off low bases).

New Zealand continues to demonstrate the most proactive and in-depth focus on biosecurity. We are fortunate to have our industry structure and our experts in KVH were acknowledged who work closely with the industry in other countries.

There was considerable formal and informal discussion throughout the week about the importance of delivering a quality product to market, more so than in previous years as other

countries see the success of the New Zealand model and the link between quality and value. Setting minimum standards for brix and dry matter which improve over time was a key focus for many of the member countries. Some countries are making progress and do have standards agreed to by the bulk of the industry but are still challenged by some exporters dropping standards to get early fruit to market.

New Zealand is acknowledged to have an advantage in consistency of quality due to our industry structure. But the focus on quality from other countries reminds us that we cannot afford to drop quality standards and fall back to the chasing pack if relative pricing is to be maintained in market.

It was a very successful and worthwhile IKO, one that made me proud to represent New Zealand where we are leaders in the aforementioned areas. All countries demonstrated acknowledgment of Zespri's ability to grow the kiwifruit category globally which provides a tailwind for other countries. We are fortunate to have our industry structure and acknowledged experts in KVH.

## KEEPING TABS ON PSA SPREAD



While Psa has been detected in almost all kiwifruit growing regions across New Zealand, the South Island remains free of this high-risk organism. Psa-free pockets may also still be found in other growing areas, including young development blocks where use of clean plant material, and good biosecurity practices have successfully excluded this pathogen.

KVH would like to remind these growers of the importance of monitoring for Psa-like symptoms through the high-risk spring period and if potential symptoms of Psa are identified for the first time, contact your post-harvest technical manager, KVH Regional Coordinator, or KVH directly at [info@kvh.org.nz](mailto:info@kvh.org.nz).

KVH continues to hold responsibility for monitoring and managing the spread of Psa within New Zealand, and Psa remains a specified organism in the Pathway Management Plan. KVH also rapidly responds to reports of unusually high levels of Psa outbreak which may indicate control product failure or the possibility of the emergence of a new variant.

Thanks to those who have recently helped confirm the Psa status of newer orchards, or KPINs where Psa status has changed, as this supports industry in maintaining an accurate record of Psa spread.

Resources to support the seasonal management of Psa are available via Canopy here: [Canopy > Growing Kiwifruit > PSA](#)



Psa canker on a leader.

## TAKE THE KVH SURVEY



We're running a short survey about the ways in which we share information with you, and how often.

We're working to raise awareness about good biosecurity practice, the benefits these can bring, and the potentially devastating impacts of another incursion on our orchards. In doing this, we need to learn more about the ways you prefer us to keep in touch with you and how we can get important information under your nose.

Complete the survey here: <https://tinyurl.com/ycy4bjxb>

All responses are anonymous and will be kept confidential to KVH.

## STINK BUG SEASON UNDERWAY



The 2023/24 Brown Marmorated Stink Bug (BMSB) season has kicked off, with the return of seasonal biosecurity measures aimed at preventing the entry or establishment of one of our most unwanted threats.

Running from 1 September to 30 April, the season covers the colder months of the northern hemisphere when BMSB hibernate, often finding their way into enclosed spaces in imported vehicles and other cargo.

Biosecurity New Zealand has reviewed the 2022/23 season, determining current import rules remain fit for purpose and no changes are currently required.



The exotic BMSB is about the size of a 10c coin and twice the size of native New Zealand brown stink bugs.



BMSB on kiwifruit in an overseas orchard. Help keep New Zealand stink bug free by catching and reporting any unusual finds.

As with previous seasons, vehicles, machinery and parts from identified risk countries must undergo treatment or other approved measures before being shipped to New Zealand. The same requirements apply to sea containers arriving from Italy, which has a large established BMSB population.

There are also no changes to the 38 high-risk countries targeted for BMSB management. Australia recently added Uzbekistan to its list (after reports of a small breeding population), but New Zealand doesn't receive any cargo from Uzbekistan so hasn't taken the same step – for now at least.

As per previous seasons, quarantine staff will conduct a range of checks across entry pathways to make sure biosecurity requirements are being met.

Routine operations for this season include additional inspections of general cargo, including targeting around 5000 full containers for auditing; deck-by-deck surveillance of vessels with breakbulk (uncontainerised cargo); inspections of new vehicles and new machinery items; detector dog surveillance; and education for air passengers arriving on high-risk flights – particularly from the United States, Canada, and Japan.



# Q&A FROM THE FIELD

## KEY CONTACTS:

Grower & Industry Relations Manager  
Malkit Singh: 027 665 0121

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

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

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

Jemma Pryor – Te Puke:  
027 283 6192

Robin Barker Gilbert – Katikati,  
Nelson: 027 779 5910

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

Teresa Whitehead - Organics:  
027 257 7135

### What is the Zespri SunGold Kiwifruit Finishing off Blocks Licence available for?

Although Finishing Off Block licence is typically purchased for finishing off an existing SunGold block or orchard, it is also available to assist Gold3 growers who need to make structural changes to their orchard. A number of common practices that Finishing off Blocks licence can cover are replacing end assemblies, taking out natural shelterbelts, extension of an existing Gold3 block, infilling a turning bay, or the completion of a remaining Hayward block. For more information check out [Canopy > Growing Kiwifruit > Zespri™ Variety Licences > Licence Management > Finishing Off Blocks \(FOB\) / Shelter Belt Removal](#).

If you want to discuss a specific area on your orchard to understand if your block/orchard is eligible, contact the Licence Team via email: [new.cultivars@zespri.com](mailto:new.cultivars@zespri.com). Alternatively, call them on 07 572 6440 to discuss the changes you are planning. The team can request an estimation map to assist with your proposed area.

### I am thinking about converting to Organics but don't know where to start. Who can I speak to?

Zespri has a specific Grower Relationship Manager for Organics, Teresa Whitehead. She'll be able to help you navigate through the change process and advice on all things Organics. Contact Teresa on 027 257 7135 or by email: [teresa.whitehead@zespri.com](mailto:teresa.whitehead@zespri.com).

### Do I need a Justified Approval (JA) for applying Kasumin?

For Kasumin applications, one application is allowed within the crop protection programme, but if applying a second bactericide, then you do need a Justified Approval (JA). Every application needs an intent to spray, and every KPIN variety needs the Orchard PSA IPM Strategy (OPIS) form completed once per season. Complete the form here: <https://survey.alchemer.com/s3/6491621/2021-OPIS-Survey>

### I sprayed assail/venom in dormancy for cicadas but want to do another now for PVH. What else can I spray?

Plant & Food Research work shows that a single spray of bifenthrin in either dormancy or pre-flowering has an effect on PVH eggs. If you've done an earlier dormancy application, this will be enough. For further information call Morgan Shea, Technical Specialist – Crop Protection on 0800 155 355.



## CUSTOMER TOURS 2024: BECOME A ZESPRI GROWER TOUR HOST

### Are you interested in hosting Zespri tour groups on your orchard?

Our tour programme is a valuable part of showcasing our industry to customers, regulators, media and many other people looking to educate themselves from orchard to plate. One way we provide an interesting and engaging experience is enjoying an orchard tour and/or a meal at a grower's home. Locations will need to have suitable bus parking and appropriate facilities to host groups of varying sizes.

For more information about hosting a group as part of next year's tour programme, please contact your Grower Relations Manager (GRM) or email [tours.events@zespri.com](mailto:tours.events@zespri.com) to arrange an initial GRM visit.

It's a wonderful way to share a little of what makes our industry so amazing!



## Expressions OF INTEREST

FEB  
14-17

### SOUTH ISLAND SUSTAINABILITY GROWER TOUR

We have an exciting opportunity for growers. We are pleased to announce that this tour to the South Island, focusing on carbon emission reductions in primary industry sectors, is the first of its kind for Zespri! We are still accepting expressions of interest for this experience if you're interested.

Scheduled for early February, the tour will take you to various agricultural businesses actively working to reduce carbon emissions. Notable stops on this journey include Forest Lodge, Mike Casey's zero-fossil fuel 100% electric cherry orchard, Tinwald Farms, Lake Hawea Station, Peregrine Wines and Silver Fern Farms.

Join us on this pioneering adventure, where you'll gain valuable insights and share experiences with like-minded kiwifruit growers. The tour will depart on Wednesday 14 February 2024, and return on Saturday 17 February 2024.

To stay updated with more information, please send an email to [carbonneutraltrial@zespri.com](mailto:carbonneutraltrial@zespri.com).

2024  
JUL-AUG

### ORGANIC GROWER TOUR TO KOREA AND JAPAN 2024

Zespri is looking at hosting an Organic Grower Tour to Korea and Japan in late July/August 2024.

Korea and Japan are extremely valuable and sizable markets for our organic portfolio. The tour is an opportunity to learn more about our consumers and customers and to enjoy the culture and sights of these countries.

Tour highlights include:

- Zespri Global Supply orchards in Fukuoka
- Hiroshima, Osaka
- Tokyo markets
- Korea markets
- Customer visits
- Port tour

For more information regarding the tour, or if you wish to attend, please contact Erin Herbert: [erin.herbert@zespri.com](mailto:erin.herbert@zespri.com)

## GROWER FINANCIAL SEMINAR

Please join Zespri's Grower Financial Seminar on Tuesday 7 November 2023, 1:30pm to 4:30pm at Zespri or join online.

We'll cover calculation of total fruit payments, breakdown of different payments such as incentives and fruit value and cover how payments are made to the suppliers from Zespri.

Register here:  
<https://events.zespri.com/grower-financial-seminar/registration/Site/Register>

## GATHER ON THE GREEN WITH WOMEN IN KIWIFRUIT



Join Women in Kiwifruit for a relaxed afternoon tea on Wednesday 29 November, 3pm at Trevelyan's Packhouse & Coolstore, 310 No 1 Road, Te Puke.

Meet people from across the industry and hear some short updates from social enterprises to find out about the great work that's going on in our communities. Everyone is most welcome and there's no cost to attend.

Register [here](#).

THIS IS A ZESPRI INTERNATIONAL LIMITED PUBLICATION.

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

DISCLAIMER: ZESPRI GROUP LIMITED OR A SUBSIDIARY COMPANY OF ZESPRI GROUP LIMITED (ZGL) MAKES NO WARRANTY OR REPRESENTATION AS TO THE ACCURACY OR COMPLETENESS OF THE INFORMATION, PHOTOGRAPHS OR OTHER PUBLISHED MATERIAL ("PUBLISHED MATERIAL") IN THIS PUBLICATION. PUBLISHED MATERIAL AUTHORED BY A PERSON OTHER THAN ZGL REFLECTS THE VIEW OF THE AUTHOR AND NOT THE VIEW OF ZGL. THE PUBLISHED MATERIAL MAY BE SUBJECT TO COPYRIGHT AND SHALL NOT BE REPRODUCED IN ANY MANNER WITHOUT FIRST OBTAINING THE WRITTEN CONSENT OF ZGL. ZGL SHALL NOT BE LIABLE TO ANY PERSON FOR LOSS, INJURY OR DAMAGES ARISING FROM THAT PERSON'S RELIANCE ON THE PUBLISHED MATERIAL. ©2023 ZESPRI GROUP LIMITED.

