



KIWIFLIER

NOV
2024

#464



P3: 2025 LICENCE
RELEASE UPDATE



P8: FROM
THE MARKETS



P14: THE MONTH
AHEAD – NOVEMBER



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THE FIELD

NZ SALES SEASON ON TRACK FOR A STRONG FINISH

Sales rates have remained strong over the past few weeks, and we are now 88 percent through our sales plan, having delivered 174 million trays as at the end of October.

With strong sales, efficient advertising and promotion spend and fruit quality remaining well within range we remain on track for a positive updated forecast later this month.

Our NZ Green fruit continues to perform well, with sales rates above 2.2 million trays for six successive weeks, including a peak week of 2.6 million trays sold in Week 42. With almost 50 million trays now delivered we are now 81 percent through our sales plan, with a strong performance in recent weeks moving us from slightly behind plan to slightly ahead, with all markets expected to finish sales on time.

As we move towards the tail-end of our New Zealand season, markets are focused on managing our remaining inventory and moving fruit to customers quickly so that we can minimise late season fruit quality costs and maximise grower returns.

SunGold quality continues to perform within our expectations, with the usual late season increases of Storage Breakdown (SBD), though this appears manageable and not to be impacting sales rates. For Green, there has been a rise in the level of defects on arrival in market, particularly soft fruit in both Europe and Japan. The increase in softs started close to 6 weeks ago from a very low base and while this has increased at a greater rate than usually seen, fruit loss and claims remain in line with our current provisions for quality costs that we have in the financial forecast.

ASIA

Our major markets Japan and Korea are approaching the conclusion of their NZ SunGold sales programmes, with sales expected to be completed by mid-November for both countries, and by late December for China. Green sales are now complete in China and will likely finish in December for Japan.

In **Korea**, we've launched the Zespri School Programme to encourage healthy eating habits among young children in selected kindergartens and schools. We also implemented a range of digital media campaign communications focused on increasing awareness of the health benefits of Vitamin C in the Korean diet.

The Zespri Line Loyal Programme in **Taiwan** was launched in October to enhance consumer engagement. Participants can upload their receipts from purchasing Zespri fruit along with a breakfast photo to enter a lucky draw and accumulate points for a limited giveaway. This programme will continue to run to the end of the season to encourage consumers to develop long-term eating habits with our fruit.

EUROPE & UK

The ZGS SunGold season is now underway in Europe, with major deliveries now beginning to reach store shelves. Some volumes of NZ Green fruit, primarily the smaller sizes, remain to be sold but we are on track to sell through by late November before transitioning to ZGS Green.

We've experienced our best ever season in **Portugal**, with our fruit having a stronger presence in the Portuguese market than ever before. This has been enabled by the launch of our brand on social media, supported by an impressive PR event with influencers and nutritionists, and greater training for our distributors' commercial team. Our Perfect Store Project implemented in 212 stores across three different retailers has helped lift our in-store visibility, led by more than 700 days of in-store sampling, new programmes in some of our best traditional fruit stores, and increased store visits to maintain stock availability and staff training.

In **Italy**, we've teamed up with the country's largest experience festival – Kalemana - in Marina di Ravenna, which brings together yoga, sports, fitness, and fun. Over 3,000 people and

100 influencers and content creators enjoyed two days barefoot on the beach, where we shared the deliciousness and freshness of our Zespri SunGold through our brand stand, product sampling, and welcome bags.

In the **UK**, our "Taste the Obsession" campaign has been a tremendous success, introducing SunGold to more than 12 million consumers. One of the most notable moments of the campaign occurred at King's Cross Train Station, where we distributed 22,000 SunGold samples and reached 30,000 people in just two days. We also conducted sampling in 200 Tesco stores, distributing a total of 68,000 samples.

USA

NZ SunGold sales are expected to be finish by early December, with Green sales expected to be completed shortly after. Year 2 of our Taste the Obsession campaign (now featuring the Kiwi Brothers!) has wrapped up, garnering over 1 billion impressions across paid media, PR, and sampling activations. The campaign has driven incredible growth in brand health metrics, including our brand power and brand awareness.



We have showcased additional campaigns on page 8, including those from Australia, France, and Spain.

ZGS PRODUCER VOTE CONFIRMED – VOTING OPENS 11 NOVEMBER

Industry discussions regarding the potential expansion of our Northern Hemisphere supply business have been ongoing since June 2024 and we'd like to thank everyone who has participated in the process and provided feedback to inform the resolution and the reporting structure that will be put in place if the vote is successful. There has been consistently strong support from the industry, with growers recognising the importance of ZGS to New Zealand grower returns.

Voting will open on **11 November** and close on **5 December**. The result will be announced in mid-December.

THE RESOLUTION GROWERS ARE BEING ASKED TO SUPPORT IS:

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

This expansion is critical if we are going to capture growing demand and respond to the challenge of an increasingly competitive category. More ZGS SunGold supply will help us maintain our current position as leaders in the category, and most importantly it will support grower returns into the future.

If you require more information before casting your vote, you can head to Canopy to read more, or read the brochure contained in your voting pack.



HOW TO VOTE

A voting pack is being posted to all eligible producers and includes everything you will need to vote. If you have multiple production entities, you will receive multiple voting papers (one for each entity), and you and you need to cast your vote in relation to each entity, whether voting online or by post. This may mean clicking on multiple emails to vote for each one or posting multiple voting papers. Each entity's vote will count in the total.

The vote is being administered by Electionz.com, a third party, independent provider. You can vote online, by post, in person, or at the Zespri Grower Roadshows in November/December. If you have any voting enquiries, including any requests for replacement voter packs, you can contact the election helpline on 0800 666 028 or email iro@electionz.com.

Read more about how we're working towards 12-month supply on page 5.

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



JASON'S VIEW

Hi everyone,

The sailing of the final charter vessel is another sign we're close to the end of the season which continues to progress really well, and has us on track for positive grower returns across the board.

We remain focused on closing out the season as strongly as possible, including selling fruit quickly and managing recent fruit arrivals carefully to reduce late season quality costs we tend to see at this point of the year. Our next update on forecast OGRs will follow November's Board meeting and we continue to see good upside on the last forecast for Green and SunGold.

From a sales perspective, fruit is still selling well on the back of strong demand. In Europe, we have completed SunGold and primarily have just smaller-sized Green left to sell through before we transition to ZGS Green.

We expect this to be in late November, with green sales already completed in China, and expected to finish in Japan and North America in December. Our SunGold sales are on track to finish in Japan in mid-November, at the beginning of December for North America, and in late December for China.

Strong demand underpinned the Board's announcement that 400 hectares of SunGold licence will be made available for New Zealand growers in 2025 and 2026, as well as between 350-500 hectares in each of the following three years – subject to our usual annual review process. Our forecast five year OGRs have now been released along with the 2024/25 Five Year Outlook document which is available on [Canopy here](#).

While there's strong confidence in demand, it's important that we're continuing to be a more efficient business and only doing things to drive value for growers. This has been a conversation I've had with the executive team in recent weeks as we look to reset our strategy to 2035 and ensure we're a future-fit organisation.

Our fundamentals of creating brand-led demand and excellence in sales execution; delivering efficient and resilient world-class supply through an optimised and cost-effective supply chain; and creating a world-leading portfolio of innovative cultivars to provide value to our consumers will remain our core focus. Some activities which don't align with this focus will be stopped, as part of our drive for greater clarity, focus and simplicity. We are also resetting our overhead cost structure and aiming to reduce our cost to serve by 10 percent over the next four years.

Our ability to deliver strong value for the industry is also linked closely to our ability to deliver 12 month supply. Following a lot of discussion this year, the Board has now confirmed that a Producer Vote will take place seeking support for the expansion of our Zespri Global Supply programme. Your feedback through extensive industry discussions has been valuable and helped shape the resolution and the annual reporting. Through these discussions we know that there are areas that still need to be addressed, particularly around share alignment so we will be coming back to you in 2025 to talk about next steps with shares. We are now seeking your support as we look to protect value for the industry in the face of growing competition and I encourage all of you to vote once this opens on 11 November. There's a lot of material outlining all the details on the Producer Vote and the importance of expanding our offshore plantings both in this edition of *Kiwiflier*, and on [Canopy here](#).

I'll provide further updates as we close out the season, and I hope to see you at the upcoming November Grower Roadshows.

All the best,

Jason Te Brake
Chief Executive Officer



Industry Alignment



Last year, we launched Industry Alignment which is a framework designed to identify the major barriers to successful industry growth and to help align the efforts of growers, post-harvest and Zespri to resolve them.

Ultimately it's about working together to reduce supply chain complexity and uncertainty to unlock value in the market for growers and deliver strong, stable returns.

It also puts growers at the centre of decision making and helps provide confidence that the industry is working together to tackle key challenges.

From our most recent engagement and grower surveys, growers and the industry have highlighted the following issues as top of mind:

- **Returns:** Reducing fruit waste, improving commercial incentives, and maximizing Green returns.
- **Equity:** Increasing access to share ownership and high-value varieties.
- **Supply Chain:** Improving transparency in decision making and supporting investment in supply chain infrastructure.
- **Other Issues:** Addressing unauthorised Gold3 plantings in China, ensuring fair labour practices to ensure an industry free of exploitation, and responding to climate change.

Part of Industry Alignment is identifying which of the workstreams to prioritise to ensure we're focused on the areas that will add the most value for growers and deliver on these work programmes well. There will be significant grower engagement on some of these key issues in 2025 including share alignment and licence release. We'll provide more information on these shortly, including how growers can engage in the process of designing solutions.

Notably, many of these issues were raised last year and there's already a lot of work underway. Highlights of some of the progress we've made include:

HOW ZESPRI IS RESPONDING:

Share Alignment

- Loyalty as Shares (LaS) and Dividend as Shares (DaS) initiatives to be available for eligible growers in 2025, helping strengthen shareholding without the need for significant capital investment from growers
- Engagement with IRD ongoing around tax-treatment of a potential share buy-back as a means of reducing shareholder dilution
- Engagement on further alignment initiatives planned for 2025.

Refreshed Green strategy to strengthen returns

- Optimising value from markets – driving market performance through brand-led demand and optimising allocations so that we can maintain premium pricing

- Increasing productivity – Better yields per hectare and delivering strong value for fruit
- Managing costs – Identifying and reducing excess costs within our control, including quality costs.
- Changing the playing field – Innovating to stay ahead of the game with improved product experience and efficiency
- Annual Green Grower Town Halls to support greater engagement with green growers.

12 month supply

- Significant engagement regarding Zespri Global Supply (ZGS), its role in Zespri's 12-month supply strategy, and its importance in protecting grower returns
- Industry tours to visit European growers and learn more about ZGS operations and performance
- Increased visibility of ZGS operations and performance, including a dedicated section in the 2024 Five-Year Outlook
- Confirmation of the Producer Vote seeking grower support for the expansion of offshore SunGold hectares as part of a wider plan to reach 12-month supply with key customers in key markets, maintaining our volume share and therefore our value proposition, ultimately supporting our price premium.

Reducing fruit waste

- Focus on resetting fruit quality to ensure we sell as much as we can of what we grow, with fruit quality this year the best in 5 years
- New digital systems give us unprecedented ability to monitor fruit quality and manage inventory to prioritise selling softer fruit to reduce quality costs
- Markets exploring process options such as infused teas where these make commercial sense.

More growers growing higher value varieties

- Established Kiwifruit Breeding Centre to develop new varieties faster
- 13 new varieties including kiwi berries in pre-commercial trials (the final part of the trial process before commercialisation)
- New ascending auction licence release mechanism and Green cutover pool
- Discussion on new licence release mechanism to begin in 2025, considering alternatives to the current up front cost.

Improving industry decision-making processes and making them more transparent

- We've provided more information on key decisions
- We've sought to provide more information to help growers understand how those decisions are made.



MATURITY CLEARANCE SERVICE - RESIDUE SAMPLING Q&A

Zespri manages the residue sample request and collection process using the MCS system, and often receives questions relating to residue testing. Residue test results are sent to Spray Diary.

The following responses are designed to answer your most common queries. If you need additional information or want to discuss any of the questions below, please get in touch on 027 250 1251 or residues@zespri.com.

Why can I see a 3-day residue expiry extension date in MCS but not in Spray Diary?

At the moment, our spray diary system doesn't offer this functionality, but our teams are working hard to make it available, as we understand how important it is for the information in our systems to align.

Why can it take up to 14 days to receive the results of a residue test? How long does it usually take?

Turn-around time can naturally vary depending on the time of the year, the number of samples, courier capacity and physical capability of lab equipment. We expect all samples to be reported within 14 days.

Are existing residue test results cancelled when a new test is ordered?

Residue tests DO NOT get cancelled when another is requested. As a conventional orchard, the only requirement around residues is that the fruit is taken off the orchard for the test (i.e. you cannot have completed harvest and then request a residue test from picked product). Once sampled, orchards can be harvested at any point prior to the result being received

and while waiting on a second residue result. This is different for an organic orchard, in which the result from a residue sample must be returned before harvest can start unless a dispensation is applied for and approved.

For example:

- Sample 1 is collected on 01/04
- The 42 day period expires on 13/05
- Sample 2 is collected on 1/05
- When sample 2 is collected, sample 1 continues to be valid and the crop may be harvested at any point, however fruit must not be shipped until the 2nd residue sample returns.

What happens to my previous residue sample if it is not yet expired, and I have requested a new residue sample?

Your first residue sample will remain valid to allow for harvest, however if a residue is detected on the second sample, then market restrictions will be applied, even if the first residue sample was clear.

Will Zespri consider changing the residue expiry dates to more than 42 days?

There have been times where Zespri has adjusted the process during extenuating circumstances. For example, in the 2020 season, the residue expiry was removed due to concerns about movement restrictions and not having samples taken from the vines, due to the impacts of COVID-19. These decisions are not taken lightly and are only made when the risk of keeping an expiry in place are greater than other risks. The 42-day expiry is important for our industry to reduce the risk of residues on fruit.



2025 LICENCE RELEASE UPDATE

Zespri announced updates regarding its 2025 licence release following the October Board meeting.

Key changes include:

- SunGold Restricted pool:** 150 hectares - all rules remain unchanged
- SunGold Unrestricted pool:** 250 hectares - rule changes around the maximum bid area and identifying a KPIN at the time of registering for pre-approval is explained below.

Additionally, there will be no release of Red19 Kiwifruit licence in 2025 as we continue to consolidate what we're learning about Red19 and future Reds in our breeding programme. Red licensing from 2026 onwards will be considered through next year's Five-Year Outlook process.

SUNGOLD RESTRICTED POOL

The total licensed hectares in the SunGold Restricted Pool will remain unchanged at 150 hectares, ensuring consistency with the maximum bid area. The limit of 3 hectares per KPIN remains unchanged and is designed to distribute licences more evenly among the grower community.

SUNGOLD UNRESTRICTED POOL

The decision to increase the maximum bidding hectares and eliminate the KPIN requirement for the SunGold Unrestricted pool reflects feedback from growers who expressed that requiring a KPIN at the pre-approval stage can be overly restrictive. Many potential bidders in this pool are looking to secure bare land for greenfield developments or acquire existing Hayward orchards. In these situations, bidders need to confirm their licence before moving forward with land transactions, as KPINs are typically allocated only once an orchard is in development or a sale agreement for an existing kiwifruit

property is unconditional. To be clear, a KPIN is still required for the SunGold Restricted auction at the time of pre-approval.

Under the updated guidelines, applicants for the Unrestricted SunGold pool can bid without a KPIN, provided they submit one to Zespri by October 30 2025 - six months after the auction takes place. Furthermore, the bidding entity must be the landowner, as defined by the ownership structure, and not the lessee, unless the lessee has 100 percent shared beneficiaries. This stipulation is designed to minimise potential gaming of lease agreements between unrelated entities that Zespri considers non-genuine.

Zespri also believes that with the increase in the Unrestricted pool from 100 hectares in 2024 to 250 hectares in 2025, Green growers will have additional opportunities to secure licence in the Unrestricted pool just two days after the SunGold Restricted auction, should they require more than 3 hectares. Hayward is critical for Zespri's portfolio of kiwifruit with the optimal crop volume sitting between 55m and 60m trays. Therefore, the Board is signaling that 2025 may be the last year that the Restricted (Hayward/Green 14 Cutover) Pool will be available unless next year's Five-Year Outlook review supports the need for reducing Hayward volume further.

ZESPRI RED19 LICENCE RELEASE ON HOLD IN 2025

Zespri Chief Executive Officer Jason Te Brake says "RubyRed is a key part of Zespri's product portfolio as the Red kiwifruit category continues to grow and attract strong demand. We are committed to capturing the opportunity and using RubyRed to complement Green and SunGold."

Consumers love RubyRed but Red19 has shown some challenges with sizing and with storage limiting our selling window and geographical reach which impacts demand. While we continue to innovate to improve performance, learn more from mature Red19 orchards and work with existing Red19 growers, we are also investing in trials on new Reds with improved traits to build a stronger future for the category. We have one variety showing early potential to extend the selling window beyond the current 8 weeks, complementing Red19. Through an accelerated process we may be ready for commercialisation within the next two years.

PROPOSED HECTARES TO BE RELEASED IN 5-YEAR PLAN

Licence Release		2025	2026	2027	2028	2029
Conventional Zespri SunGold Licence	Open Pool	250	TBC	350 - 500	350 - 500	350 - 500
	Restricted Pool	150	TBC	0	0	0
	Total SunGold Licence	400	400	350 - 500	350 - 500	350 - 500
Red19 Licence	Open Pool	0	TBC	TBC	TBC	TBC

Note: 2026-2029 are subject to annual review.

PROPOSED TIMELINE*

Late Nov 2024	Starting prices will be announced	February - early April 2025	Bidder application window open and pre-approval of bidders undertaken by Cooney Lees Morgan.
Dec 2024 - Late January 2025	Further supporting information published on the Licence Release	April 2025	Cooney Lees Morgan notifies successful applicants of Approval to Bid.
Mid-February 2025	Gold3 Licence Application Overview and Rules and supplemental information is published	5 and 7 May 2025	Auctions run. <ul style="list-style-type: none">Restricted SunGold auction commences at 9.00am on 5 May 2025Unrestricted SunGold auction commences at 9.00am on 7 May 2025

*Subject to finalisation.

ASCENDING PRICE OPEN AUCTION WILL CONTINUE

Based on positive feedback, the 2025 release will once again be run by an ascending price-open auction.

Over the past two years, this method has successfully allocated all licensed hectares and had almost universal support from growers, effectively addressing their concerns about price equity (uniform pricing for all bidders) and transparency (clear market behaviour).

SUPPORT WILL BE AVAILABLE TO GROWERS

We aim to provide bidders with enough information to confidently participate in the auction, either online or through a pre-set bid. Our team is ready to assist growers with online application forms via the Industry Portal.

Supporting materials and FAQs will be accessible on Canopy as they are developed. For questions about the 2025 licence release, contact the Zespri Licence Team at 07 572 6440 or email new.cultivars@zespri.com.

SUNGOLD LICENCE RELEASE RULES

The SunGold Restricted (Hayward/Green14) cutover pool:

- ✓ This pool will be allocated 150 hectares in 2025.
- ✓ Will be in an ascending-price open auction.
- ✓ Applicants must provide a KPIN at the time of application.
- ✓ The area being cut over must have supplied Hayward or Green14 fruit to Zespri for the last two years (2023 and 2024).
- ✓ Maximum bid per bidding entity is 3 hectares per KPIN.
- ✓ A bidder must be the landowner or lessee of the orchard being bid on (with a lease of at least seven years to run at the time of application).
- ✓ A GPS map is required to be supplied with every application.
- ✓ The licence will have to be planted in full on the KPIN associated with the application and will not be able to be grafted on other orchards/KPINs.

- ✓ The 'use it or lose it' two-year rule applies with planting or grafting required before 31 January 2027.

THE SUNGOLD UNRESTRICTED (OPEN) POOL:

This pool will be allocated 250 hectares in 2025.

- ✓ Bidding will be in an ascending-price open auction.
- ✓ Applicants are not required to provide a KPIN at the time of application, provided that a KPIN is submitted to Zespri by no later than October 30 (six months after the auction).
- ✓ Maximum bid is 20 hectares per bidding entity (can be across multiple KPINs).
- ✓ Additionally with this rule, the bidding entity must be the landowner (exact land ownership structure and bidding entity) and not the lessee, unless the lessee has 100% shared beneficiaries (with a lease of at least seven years to run at the time the licence being allocated to a KPIN).
- ✓ The licence will have to be planted in full on the KPIN where the Licence is initially allocated and will not be able to be grafted on other orchards/KPINs.
- ✓ The 'use it or lose it' three -year rule applies with planting or grafting required before 31 January 2028.

SUNGOLD AND RUBYRED FINISHING OFF BLOCKS

We will be continuing Finishing off Blocks (FOB) and Shelterbelt removal for both SunGold and RubyRed. Over the past two years, we've observed a steady number of applications for both varieties, highlighting how the FOB process has given growers the assurance of a fixed price for acquiring small parcels.

The 2025 season rules will mostly stay unchanged. However, the new SunGold FOB licence price for 2025 will be determined after the Unrestricted SunGold auction and will become the updated SunGold FOB price. The Red FOB price will remain the same.

For more information on the FOB process and rules, please refer to the 'Managing Your Licence' page on Canopy and click through to the current 'Finishing off Blocks' section: [Canopy > Supply and Operations > Your orchard business > Licences > managing your licence.](#)



Industry Alignment



SHARE ALIGNMENT UPDATE:

Share Alignment is a key priority for growers and for Zespri.

Doing more to increase the number of growers who own shares has been a key piece of feedback during the ZGS expansion discussions, with growers overwhelmingly supportive of proposed expansion but wanting to make sure that share alignment is prioritised moving forward.

Zespri is committed to working with growers to address the issue which will be a key focus in 2025. The launch of our Loyalty as Shares and Dividends as Shares initiatives in May next year are the first step towards this, reflecting the extensive feedback we had from industry over the last year calling for initiatives that would allow growers to 'opt-in' and not require significant capital investment.

We're also seeing many dry shares rolling off, with dry shareholders now no longer eligible for dividends – a result of the Kiwifruit Industry Strategy Project discussions in 2017.

Working with growers to design further initiatives to lift grower shareholding will be a significant part of our engagement work throughout 2025. We will be taking the extensive engagement process we've used for the ZGS discussions and applying this to shares.

It'll mean listening to your ideas on how we can get more growers into shares in ways that work best for you, and putting options forward for the industry to consider. We've previously heard ideas from growers like lowering the share cap, paying some progress payments as shares and attaching shares to licence – and engagement next year will provide an opportunity to revisit these and understand current grower views.

Everything will be on the table and while it will take time but it's critical we address the issues.


DROP-IN SESSION FOR UPDATING BANK & GST DETAILS

Zespri is finalising its preparations for the implementation of Loyalty as Shares and Dividends as Shares initiatives and due to structural changes being made to support the Shares initiatives coming in 2025, we now will be paying Growers directly for the Loyalty payment. We need all growers' bank details, even if you don't intend on opting in for either of these initiatives. This can be done through the Industry Portal, which can be accessed via the quicklinks on the Canopy homepage or under Canopy > Tools > Tools & Systems > Industry Portal.


From November 11 to November 20, we will be offering drop-in sessions between 8am – 4pm at the Zespri Head Office, 400 Maunganui Road, Mount Maunganui, where our staff will be available to help with loading your bank account details and GST numbers. This service is designed to make the process easier for those who have not yet loaded their bank account and GST numbers via the Industry Portal.

What to bring:

- Proof of your bank account details in the name of the entity (e.g. a bank statement or letter from the bank). Confirmation of Bank account should include the Account name and Account Number (eg. JB Family trust NOT "everyday account") You can usually find these details in your online banking Application under "Documents" or "Details" – Proof of account which you can take a screenshot of as proof. Your bank can help you provide these details.
- Your GST number.



Follow this handy how-to-guide on updating your details in the Industry Portal



ZESPRI SIGNS MOU WITH TAIZHOU PORT IN CHINA

Zespri has signed a Memorandum of Understanding which will see the expansion of kiwifruit import facilities at Damaiyu Port in Taizhou, China, located about 450km south of Shanghai.

A group comprising of high-level Taizhou Government and business delegates and representatives from Sinotrans PFS Cold Chain Logistics Co Ltd (PFS) - Zespri's customs clearance agent, port operation and mainland China transportation provider - visited Tauranga recently to discuss the long-term strategic partnership between Zespri and Taizhou, with the MOU signed during the visit.

Chairman Nathan Flowerday took part in the visit, along with representatives from Zespri in New Zealand and China, with the delegation also visiting the Port of Tauranga and the Kiwifruit Breeding Centre.

Greater China – Head of Supply Chain, Rahul Bagde says a significant part of the MOU agreement will involve the construction of a new coolstore at Damaiyu Port.

"Taizhou played a crucial role for us during the COVID-19 lockdown in Shanghai in 2022 when we couldn't unload there, with all 15 charters that season unloaded in Taizhou instead. "Since then, we saw four charters unloaded in the 2023 season and five this year. There's also potential for further increases in the annual number of charters to this port," says Rahul. "A new coolstore facility, which is expected to cost around \$35 million, will enhance quality inspection, storage and include a pre-cooling chamber. It will also allow us to directly service customers in the Zhejiang province - which has a population of 65 million - and the Fujian province - which has a population of 42 million - without the need to truck the fruit to Shanghai, and then back south to customers in these provinces."

Zespri will play a key role in the design of the new coolstore.



FRUIT QUALITY UPDATE

FRUIT QUALITY CONTINUES TO REMAIN WELL WITHIN OUR PROVISIONS, AHEAD OF OUR UPDATED NOVEMBER FORECAST.

ONSHORE QUALITY

Onshore fruit quality in SunGold is the best in five years, while Green quality is better than the five-year average.

For Green, the overall onshore storage performance is also one of the best in five years, as reflected in the high storage audit pass rate for 2024. The year-to-date levels of NPFG, rots, and softs are lower than the previous four seasons. Currently, Green has some of the lowest fruit loss and repack rates we've seen in recent years, second only to 2020.

In SunGold, the levels of storage defects reported across the industry continues to track the lowest over five years, with record-low fruit loss and repack rates. Key quality defects, such as rots, NPFG (Non-Pathogenic Fungal Growth), soft and overripe fruit are mostly lower than the previous four seasons. As reported last month, SBD (Storage Breakdown Disorder) levels in 2024 continue to track at the upper end of the five-year comparison, generally attributed to relatively larger volumes of low maturity fruit harvested in weeks 16 and 17. The Zespri Quality team and post-harvest facilities have worked collaboratively in proactively managing the SBD risk.

OFFSHORE QUALITY

Overall, offshore fruit quality in SunGold is currently the best in five years, while Green is currently worse than 2023, but at the lower end of the five-year average.

Despite the initial good outturn in market for Green, the year-to-date quality is now worse than in 2023 (a very short season), better than in 2022 and comparable to 2021. Soft fruit is the main defect reported across the markets, with the rate of decline faster than in the previous four years. Our onshore ECPI firmness monitoring shows that while the pressure in the early shipping weeks was one of the highest in five years, pressure has rapidly declined to values now lower than other years. Despite the high softs, most of the fruit is still saleable, as the level of softs can be managed via repacking. Skin disorders (NPFG and stains) and rots in Green however, are at the lower end of the five-year average.

The average in-market total defects is currently still the lowest in five years for SunGold. Skin disorders (mostly NPFG) and rots are tracking lower than in any of the previous four seasons for SunGold.

Over the last eight weeks, there has been a steady increase in SBD for SunGold in most of the markets. The Zespri Quality and Fruit Performance teams have been working closely with the offshore operations team in managing the SBD risk.

Physical damage in SunGold continues to track higher than the average over five years, but within acceptable levels. The in-market rot percent in SunGold is currently lower than previous seasons, suggesting the slightly higher levels of flesh damage observed onshore is not translating into higher levels of physical damage rots. Most of the late season rots in the markets are often stem end and other storage rots.



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



'THE SCOOP'
NEW ZESPRI PODCAST



We recently created a new podcast, 'The Scoop,' which features short and sharp discussions on key areas of interest to growers. Our episodes contain information about the markets, supply chain, and ZGS, and they are now available on various streaming platforms.

Canopy



Apple



Spotify



ZGS UPDATE

WORKING TOWARDS 12-MONTH SUPPLY

Support for the expansion of ZGS has continued to increase. While the ongoing message from growers is for Zespri to ensure that our high-quality standards continue to be met, the conversations have moved into growers wanting to understand how we will execute the expansion plan; in particular how do we ensure we're maximising the production of any ZGS hectares and extending the ZGS season to connect it with the return of New Zealand fruit, holding our shelf space and maximising the benefits back to New Zealand growers.



Zespri Executive Officer for Northern Hemisphere Supply Nick Kirton outlines the plan for delivering that. This includes maximising yields, improving storage and inventory management, and getting the right commercial incentives to help bridge the gap.



INCREASED HECTARES AND IMPROVED YIELDS

The most important part of the plan is to increase supply – we don't yet have enough fruit to deliver 12-month supply to key customers. We need to plant more hectares and improve yields.

ZGS supplied 19.1m TE of Class 1 SunGold in 2023/24. Should the Producer Vote succeed and yields increase in line with our targets, that is estimated to increase to 65m TE by 2033, fulfilling around 60 percent of estimated demand. There is no danger of oversupply during this period.

Our ambition is to improve ZGS yields from the current average of 6,250 trays per hectare to 9,250 hectares by 2033. This will be ambitious but we have a strong work programme and further initiatives planned. This includes:

- Assisting orchards in recovering from Kiwifruit Vine Decline Syndrome (KVDS) which in 2023 badly impacted 270 of the 3,862 hectares in Italy (with further hectares affected to a lesser extent). New tools are being developed to provide ZGS orchard monitoring via satellite to track impact and progress and to improve soil health and irrigation practices. We have seen significant improvements as a result of this work.
- A number of replacement hectares as well as new orchards are using Bounty rootstock for its resilience in heavy soils with promising results. This will help increase the productivity of KVDS affected orchards.
- The growing conditions are more challenging but innovation and research programs are continuously improving our management of factors like hot

summers, and presence of pests like Brown Marmorated Stink Bug

- Zespri is actively looking at alternatives to hydrogen-cyanamide which is currently not authorised in established northern hemisphere locations. A number of products are being tested to provide better tools to protect growers from poor budbreak
- New Zealand experts are working alongside ZGS growers to improve production; including a New Zealand post-harvest reference group and New Zealand growers working with ZGS. This will be an increasing focus moving forward
- We are aiming to allocate any new hectares to the best growers (both existing and new) which provides an incentive to maximise production.



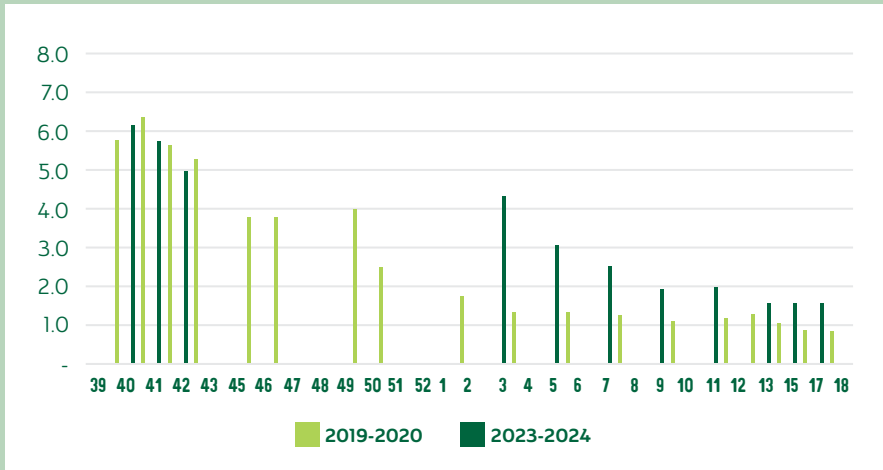
EXTEND STORAGE

ZGS has been aiming to extend its season with trials underway since 2019 (though the length of each season is influenced by volumes and weekly sales rates). In the five years between 2019 and 2023 we have lifted volumes by 68 percent, extended the ZGS season by five weeks and maintained pack out rates of 84 percent.

Our Long-Term Storage Trial is focused on understanding the storage capabilities of ZGS partners and comparing performance with New Zealand fruit. The project is ongoing, testing fruit under different packing, storage, and commercial conditions. Every year,

around 200 pallets of fruit are being held in cool stores and monitored from early December and the results are encouraging. For example, a combination of pre- and post-harvest enhancements such as maturity clearance and trials of SmartFresh have seen firmer ZGS fruit out later in the season (see below graph).

We are increasingly confident that with more supply, we'll be able to extend the ZGS season through to the start of the New Zealand season with fruit that has low levels of storage defects and storage breakdown.



Firmness Avg. by ISO week and Season (Long Storage Trial)



IMPROVE INVENTORY MANAGEMENT

Extending the season is contingent on understanding and managing inventory to inform decisions on where and when fruit is sold, minimising fruit loss, and meeting the requirements of different retailers.

The Zespri Quality system and standards are applied globally whether it is New Zealand fruit or ZGS Fruit. Similar to the project in New Zealand, Zespri has a dedicated Strategic Product Inventory project specific to Europe which matches quality data, clearance, and market access data to help us understand detailed fruit

performance, right down to individual lines, to make inventory management decisions.

The project is underway, and aims to:

- Provide a summary of market access
- Calculate risks such as Softs, Storage Breakdown Disorder, Skin Disorder
- Provide an assessment report to Zespri leadership to inform decision making
- Recover value along the supply chain, managing fruit loss and cost of quality.



RIGHT COMMERCIAL INCENTIVES

Zespri's priority is to maximise value for New Zealand growers - a strong season start is critical. This is why we incentivise early season fruit through KiwiStart. We will always require a strong supply of New Zealand KiwiStart to begin the season well, to maximise the volume of New Zealand fruit on shelves when the market is less crowded, and to manage the peak harvest and onshore cool storage; we need to pick, pack and ship as much as we can early in the harvest.

For ZGS fruit, the incentive is the other way around. There are no KiwiStart incentives, and the reward is for the fruit that extends the season and helps to close that gap from February/March through to April. In this way we can hold shelf

space and value for when New Zealand KiwiStart fruit arrives.

This supply gap also coincides with a time when other, lower-quality yellow-flesh kiwifruit is on the shelves at a lower price, and while we are establishing wholesale pricing for the New Zealand season ahead. Maintaining a consistent presence with retailers through this time and holding shelf space allows us to continue driving strong sales at premium prices which are maintained all the way through until New Zealand KiwiStart fruit arrives. It also strengthens our relationships with retailers, who value reliability and consistency.

Discussions are underway with suppliers to increase the time payments model as the season continues to extend.

12-MONTH SUPPLY AND NEW ZEALAND KIWISTART

We will always need KiwiStart fruit from New Zealand, and KiwiStart volumes will increase alongside New Zealand supply. We need to sell as much fruit as we can before other summer fruit hits shelves, and we don't want to be selling additional volume at the latter end of the season when quality and storage costs are higher.

ZGS fruit will not overflow into New Zealand KiwiStart; which will remain a crucial time of year to get the markets underway for the remainder of the New Zealand season. New Zealand kiwifruit will

always take priority in the supply chain that we control. Should we get approval to plant the additional hectares, by 2033 we will still be undersupplying the market with only an estimated 500k trays of ZGS SunGold in those weeks just prior to New Zealand KiwiStart fruit arriving. Green is a different story. Because we procure Green as we require we can turn ZGS supply on and off as required.

Reaching 12-month supply is ambitious, but with this plan and a successful Producer Vote we believe it is achievable.

FINAL SHIPMENTS OF ZESPRI'S LARGEST EVER CROP DEPART

Zespri's last charter vessel of the 2024 kiwifruit season has departed the Port of Tauranga bound for Japan.

Around 4,610 tonnes of Zespri Green Kiwifruit are onboard the Lady Rosehip, which is expected to reach Tokyo at the start of November, before sailing onto Kobe.

Zespri has used 62 charter vessels to ship this season's kiwifruit from New Zealand, including three to Northern Europe, 13 to the Mediterranean, three to North America's West Coast and 43 to Asia. That's up from 51 charter vessels last season.

The season's final container shipments carrying the remaining 4,400 tonnes of the crop are also expected to conclude in the coming weeks.

Zespri CEO Jason Te Brake says there has been significant effort from the industry this season to deliver a record crop of more than 190 million trays (684,000 tonnes) to more than 50 markets around the world.

"Fruit quality this season has been some of the best we have seen in the past five years and we've been hearing great feedback from our customers in market, which is positive when we have a lot more fruit to sell and to meet the strong demand we're seeing across our markets."



The last of the 2024 crop being loaded on the final charter the Lady Rosehip at the Port of Tauranga.

Mr Te Brake says as we move towards completing the New Zealand season with the last charter on its way, planning for 2025 is ramping up with preparation again involving representatives from Zespri, post-harvest and NZKGI.

"While it's still early at this stage, we're planning for a more moderate increase in crop volume from New Zealand next year."

"As we head towards the final stretch of the New Zealand season, we're looking forward to finishing strongly before we transition to our counter-seasonal Zespri Global Supply (ZGS) programme, which enables us to offer 12-month supply to our key customers and consumers, holding our shelf space and value until the New Zealand season starts again in 2025."

ZESPRI LEADERSHIP UPDATE

After 12 months as President of Zespri's Europe-North America territory, Steven Martina is leaving Zespri to explore new opportunities in 2025.

Since joining Zespri in September 2023, Steven has been dedicated to strengthening our position in Europe and North America, with the team delivering good growth and achieving record weekly sales.

To ensure a seamless transition, Nikki Johnson, Head of In Market Supply Chain, will step in as Acting General Manager for Europe, reporting directly to CEO Jason Te Brake, with responsibility for coordinating and leading the European leadership team. General Manager for North America, Darren LaMothe, will also report directly to the CEO, with continuing responsibility for coordinating and leading the US leadership team, with Steven working with Jason and the leaders through to the end of the year to support a smooth close to the season.

CEO Jason Te Brake says "I'd like to thank Steven for his contribution to Zespri and wish him the best for his next step." Steven Martina comments, "I want to

thank the team and our partners for their commitment and hard work in building a lasting impact. I am confident that the Zespri team will continue to deliver and thrive into the future."

There has also been a change of responsibilities within Zespri's Board of Directors, with Paul Jones deciding to step down as Deputy Chair, and Craig Thompson appointed to the role effective immediately.

Craig has over 30 years' experience within the kiwifruit industry and his appointment will help ensure we are well positioned with stable leadership for the future. A former Zespri European Supply Manager and former Managing Director of OPAC, Craig currently runs an orchard management business and grows Green, SunGold and RubyRed Kiwifruit.

Chairman Nathan Flowerday says "On behalf of the Board I want to thank Paul for the significant contribution he's made as Deputy Chair to former Chairman Bruce Cameron and myself, and I look forward to continuing to work closely with both he and Craig to support the industry's continued success."

FIVE-YEAR OUTLOOK AVAILABLE ON CANOPY AND ZESPRI.COM

The latest Five-Year Outlook document has been published on Canopy and on Zespri's website, sharing confidence in future demand for our kiwifruit despite an increasingly dynamic operating environment and intensifying competition.

The Outlook presents an overview of Zespri's Five-Year Plan, which is updated annually and has been approved by the Zespri Board. This edition covers the period from the 2024 harvest season to 2029, as well as an overview of the 10-Year Plan. It identifies some of the key challenges and opportunities ahead and provides a summary of how Zespri's medium term strategy will be implemented over the next five years, including licence release plans and indicative OGR ranges.

This year's document reveals that demand for kiwifruit remains strong, as does the Zespri brand, which is a top three fruit brand in 10 out of our 15 core markets. The positive outlook is contingent on Zespri continuing to deliver a high-quality product backed by sustained investment in sales and marketing, while meeting customer and consumer demands, which include demand for 12-month supply of Zespri Kiwifruit.

The demand for 12-month supply is reflected in SunGold licence release plans, which have increased to 400 hectares from the 350 hectares signaled in last year's Outlook; and in the confirmation of the ZGS Producer Vote, which if successful, will help us fill more of the demand gap in the counter season.



CONTROLLED ATMOSPHERE STORAGE OF SUNGOLD MOVES SEVEN MILLION TRAYS OUT OF PEAK PACKING WINDOW

With our largest-ever New Zealand crop this year, extending the packing window of SunGold has been crucial to managing increasing fruit volumes.

Controlled Atmosphere (CA) storage is one approach helping to alleviate pressure on post-harvest facilities during the peak packing window and this season has seen the highest ever volume of SunGold stored in CA - more than seven million trays.

HOW DOES CA WORK?

Controlled Atmosphere storage involves holding fruit in bins in a low oxygen and high carbon dioxide environment. This results in slower fruit firmness loss compared to conventional air storage. Fruit can still be harvested at optimal maturity but doesn't need to be graded and packed immediately; instead it is held in bins in CA rooms, and then is usually graded and packed after Hayward mainpack is completed.

EVOLUTION OF CA

Lab scale trials were first initiated in 2018 and funded through Zespri's Innovation programme, with the trials designed to find the optimal CA conditions for SunGold. Following this, Zespri's Innovation and Technical teams partnered with post-harvest facilities on several full-scale trials that took place in six packhouses between 2019 and 2021, with learnings shared across the industry.

Zespri Innovation Manager – Supply Chain Dr Kylie Phillips says the drive for innovation by post-harvest has been critical.

"The partnership approach between post-harvest, Zespri and researchers really accelerated learning about how to optimise the performance of SunGold in CA storage."

"It's been fantastic to see increasing uptake of CA storage of SunGold across multiple post-harvest facilities over the past few years."



"The use of CA has enabled industry to move a significant volume of SunGold out of the peak packing window, helping to alleviate capacity constraints at packhouses while ensuring high-quality fruit is delivered to our customers in market," says Kylie.

RESULTS

Zespri's Fruit Performance & Insights Team reported on the historic in market performance of SunGold CA fruit compared to conventionally stored fruit at the 2024 Post Mainpack Technical Session.

Video recordings are available on Canopy: [Supply & Operations > Fruit Performance & Quality > Event Resources](#)





ZGS HARVEST SEASON UPDATE

The ZGS SunGold harvest season is almost complete. Despite a season of varying weather and some challenges, we are seeing promising results with good quality and yields.

Once harvested, the fruit will be stored by our partners to await the end of the New Zealand season, allowing a smooth transition to ZGS supply for our customers and consumers.

FRANCE

Harvest kicked off in mid-September, marked by the inauguration of the new Kiwi du Sud packhouse, a collaboration between Zespri and our supplier Bluewhale. Since then, the harvest has been progressing smoothly, with yields from the initial orchards surpassing expectations.

Weather conditions have been favourable, with steady vine growth and no excessively hot days. However, rainfall has been slightly higher than usual for this time of year. Despite this, we are anticipating the highest yield per hectare since the introduction of Gold3 in France, with excellent appearance and taste quality.



GREECE

Pre-commercial trials of SunGold in Greece continue to be promising. Even though it was one of the hottest summers in recent years, the vines were resilient and maintained similar growth and yields to the previous year, with a significant reduction in fruit drop.



ITALY

Variable weather during the harvest period did not have a major impact. Environmental conditions ensured a high level of dry matter which resulted in orchards clearing for harvest very quickly. There is excellent SunGold pulp colour.



KOREA

The harvest in Korea is proceeding without any major issues, and early reports indicate a reduction in defects such as side rot, showing promising fruit quality. Packhouses have started packing, and the outlook for the season remains positive.



JAPAN

Although some growers faced challenges with weather conditions earlier in the season, especially rain disrupting harvest schedules, the weather has since improved. Growers are now making good progress, and no orchard-level quality issues have been reported.



ANNARITA ONNELLI: A STORY OF RESILIENCE AND COMMITMENT TO QUALITY FROM ITALY

Annarita Onnelli is a dedicated SunGold grower from the Oasis of Doganella di Ninfa in Lazio, Italy. Her journey into agriculture began in the 1990s when she transitioned into horticulture from her roots in livestock farming. Over the years, Annarita has transformed her operations from traditional crops to pioneering SunGold cultivation, overcoming significant environmental challenges unique to her region.



Annarita Onnelli on her SunGold orchard in Lazio, Italy.

TRANSITION TO SUNGOLD

Initially, Annarita's farm produced a variety of fruits, including plums, peaches, apples, vines, and green kiwifruit. In 2010, Annarita decided to focus on SunGold. The first rows were planted in 2014. By October 2015, she harvested her first SunGold crop, yielding 52,000 trays, which was a significant and satisfying achievement.

ENVIRONMENTAL CHALLENGES AND SOLUTIONS

Annarita's collaboration with Zespri began in 2014. She credits Zespri technicians for their consistent availability and valuable advice. This relationship has been crucial in maintaining high-quality standards and

achieving excellent production results. The unique climatic conditions of Lazio present distinct challenges for kiwifruit growers. Annarita's orchard, located near the lake of Ninfa and a flowing river, experiences cold temperatures and high humidity in winter. The severe frost in 2017 resulted in a complete loss of harvest, prompting her to adopt innovative solutions. Annarita utilises an antifreeze system, though it is only effective down to -3 degrees. To combat extreme cold, she also makes fires in the fields, a practice that requires significant effort, involving hourly maintenance throughout the night. These fires help to warm the environment under the nets, offering protection against late frosts that can drop temperatures as low as -7 degrees. Summer heat poses another challenge, with temperatures reaching up to 40 degrees. Annarita mitigates this by using the antifreeze systems to cool the area by two-to-three degrees, ensuring the plants remain comfortable.

COMMITMENT TO QUALITY AND DESIRE TO GROW

Annarita's shift from Green to SunGold was driven by the higher economic returns and satisfaction from producing a superior product. Zespri's quality parameters, which she follows meticulously, have enabled her to consistently produce high-quality kiwifruit. Meeting the dry matter parameter, in particular, brings her significant satisfaction and better economic returns.

Annarita's son was eager to follow in her footsteps, but due to the absence of new SunGold quotas available, he is currently growing Jingold, a competing gold variety. Despite this, both her son and son-in-law are keen to expand their SunGold cultivation, and she anticipates new allocations from Zespri in the future.

PASSION AND DEDICATION

Annarita's orchard is managed with the help of her niece, Alessia, and her children, who assist whenever needed. She is deeply passionate about her work, investing meticulous care into every aspect, from pruning and binding to land preparation. Her dedication to SunGold is evident, and her children often joke that her first child is SunGold, followed by her three sons, Pino, Umberto, and Giannino, and her supportive partner, Robby. Annarita Onnelli's story is one of resilience, innovation, and unwavering commitment to quality. Her experiences and methods offer valuable insights and inspiration to fellow kiwifruit growers, particularly those facing different environmental challenges.





FROM THE MARKETS

ACHIEVING STRONG AND CONSISTENT RUN RATES

Strong performance across most major markets has seen global run rates maintain a consistent high pace through October as we move towards the final 10 percent of fruit to sell. Europe has achieved exceptionally strong run rates through the past two months and has essentially completed New Zealand SunGold sales for the season, having transitioned into ZGS as planned with the first direct deliveries making their way to customers at the start of October.

As of the last week of October, we are now 92 percent through the Class 1 SunGold Conventional plan for the

season, with over 114 million trays delivered, with Japan and Korea nearing the end of their SunGold sales programmes. Following six weeks of run rates exceeding 2.2 million trays, we are tracking well in Class 1 Green Conventional, now 81 percent through the plan with 48 million trays delivered. For the Class 1 Organics category, 3 million trays of Organic SunGold have been delivered - 98 percent through plan, and 2 million trays of Organic Green have been delivered - 75 percent through our plan. Small sized Green continues to be the major focus for market teams to drive demand through promotions and other sales activation efforts.

To ensure final season sales plans are closed out well, a wide range of marketing and promotion plans are underway. In European markets, the second wave of media and promotional campaigns are in effect. The US are extending some of their most effective initiatives including Instacart display ads and sponsored searches. China will continue in-store promotions and launch e-commerce promotional activities to celebrate Double 11 (China's biggest shopping festival). Japan is running a feature in the top Diet Management App to promote kiwifruit consumption for a healthy diet.

AUSTRALIA: HEALTHIER WAYS CAMPAIGN

Zespri encourages taking 'Healthier Ways' in Australia.

Zespri has launched an online navigation tool in Western Sydney to help parents in the healthy eating battle for children, by helping reduce fast food exposure in transit.

The 'Healthier Ways' map tool which can be used on mobile phones, was launched following research by Zespri which found six in 10 parents avoid travelling routes with junk food outlets and/or avoid generally taking their kids to fast food or junk food restaurants. It helps parents plan trips to reduce exposure to fast food and redirects them via other ways with less exposure.

Zespri Global Marketing General Manager KokHwee Ng says with Western Sydney densely populated with fast food outlets,

we wanted to increase kids' exposure to healthy food choices.

"This is an important campaign that is closely related to our purpose to help everyone thrive through the goodness of kiwifruit, and part of that is helping children form healthier eating habits from a young age. Now, we're giving families the choice to go the Healthier Way with our online navigation map tool."

In addition to users being able to access the Healthier Ways tool, the campaign has included out-of-home advertising featuring QR codes prompting passersby to use the tool, plus a Zespri SunGold Kiwifruit pop-up giving people a chance to grab a healthy snack while out and about.



The Zespri SunGold Kiwifruit pop-up activation in Western Sydney.

Zespri Healthier Ways tool helping parents plan their trips.

SPAIN AND USA: FRUIT ATTRACTION AND IFPA

Zespri participated in two major industry events last month – one of Europe's largest trade fairs, Fruit Attraction and the International Fresh Produce (IFPA) expo in the United States with these events an important opportunity to connect with industry partners.

At Fruit Attraction in Madrid, Zespri's newly designed stand showcased our commitment to quality, sustainability and community with interactive elements, including a selfie mirror with our iconic KiwiBrothers and tasting sessions with recipes featuring Green and SunGold Kiwifruit. The space also highlighted our objective to reach 6 billion healthy eating occasions by 2025.

The event was attended by CEO Jason Te Brake, Chief Operating Officer Tim Mackle, President of Europe and North America Steven Martina, Executive Officer Northern Hemisphere Supply Nick Kirton, as well as grower directors Paul Jones and Craig Thompson.

Jason says both trade fairs are essential for us to connect with distributors, retailers, and other stakeholders particularly ahead of the New Zealand season closing and before the ZGS season gets underway.

In Atlanta in the US, IFPA was attended by Jason and Steven, along with Chief Marketing, Innovation and Sustainability Officer Jiunn Shih, Executive Officer Sustainability Rachel Depree and directors Jonathan Mason and Andrew Dunstan.

The KiwiBrothers were also the stars of the Zespri stand during the IFPA event after their North American debut earlier in the season. Zespri's Head of Marketing for North America, Jeanne Wilson says the trade show is an opportunity to meet with retailers and key industry leaders to showcase our kiwifruit and the Zespri brand success.

"Our booth was an extension of our 'Taste the Obsession' campaign, which was elevated this year with the addition of our KiwiBrothers helping to spread the kiwifruit obsession across America through their rendition of the 80s pop hit song, 'Kids in America' by Kim Wilde with the campaign generating over 1 billion impressions across various channels this season.

Jeanne adds, "We will see more of our KiwiBrothers across our marketing in North America next season, including in-store and point of sale materials so IFPA has been a great chance to share more about them with our retail partners."



Visitors at the Zespri stand at Fruit Attraction in Madrid.

FRANCE:

In September, the team went to the cities of Lyon, Lille, Nantes, and Marseille with our famous SunGold mascot to encourage people to make healthy choices in their daily lives.

Whether doing pushups, squats, or jumping up the stairs, they had to add some movements to their morning routine to discover their ZING!

When making that choice, they were rewarded with a special goodie bag containing one SunGold Kiwifruit and a flyer with a coupon offer to redeem more in store. More than 32,000 kiwifruit were distributed during the month.



SPAIN: MONSTER GROWER CAMPAIGN STATS

Zespri has launched an app in Spain designed to make nutrition education fun for children.

Through the Monster Grower app, students learn to not only feed their digital pets but also their own health. Students care for their pets with the fruit and vegetables they bring to class each day, with this habit reinforced through a gamified reward system.

In its first month, more than 260 schools signed up, with more schools signing up every week.

Zespri Marketing Executive Rodrigo Marrero says it's been fantastic to have around 15,000 students supporting both their own wellbeing, along with that of their pet through using digital technology.

"The innovative platform was developed in collaboration with a marketing agency in Spain and endorsed by the Spanish Nutrition Foundation and is another step in our commitment to contributing to a shift towards healthier habits."

KIWIGREEN AND RESIDUE UPDATE

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

The importance of ensuring all block changes are done prior to pest monitoring cannot be emphasised enough — it ensures your spray lines are correct as you enter them, your pest monitoring records match up, and you avoid any possible unnecessary China market restrictions come harvest. We strongly suggest no block changes throughout the harvest season.

PRE-SEASON RESIDUE TESTING

The Zespri Residue Programme helps manage the risk of residues and protects Zespri's premium brand in the marketplace. As part of this, Zespri runs a pre-season residue testing programme where random and targeted orchards are selected and sampled well before harvest to

understand and mitigate the risk certain compounds may cause by identifying areas of potential risk for the upcoming season.

Pre-season testing in past seasons has run from mid-January – to early February. However, this year, we are starting collections for some testing early (late November/early December). Most of our testing will still take place at the usual time. KPIN selection for Pre-Season testing will commence mid-November, and if your KPIN is selected, you will receive an email notification. It is important that all of your information (including blocks, contact information, maps, and hazards) is updated in the MCS system to ensure this process runs smoothly, so please make sure this is updated as soon as possible after receiving the email.

We test up to 1000 KPINs in our pre-season testing each year, so a pre-season residue test in consecutive years isn't unusual.



If you have any questions about this, please do not hesitate to contact the Orchard Quality Services Team by email residues@zespri.com or by phone 027 250 1251.

HOME COMPOSTABLE LABEL RECEIVES GLOBALLY RECOGNISED CERTIFICATION

Zespri's home compostable label has received globally recognised certification from three of the leading certification bodies - TÜV AUSTRIA, ABA, and DIN Certco.

The label which has been developed in partnership with label provider Sinclair was officially launched at Fruit Attraction in Madrid last month. The certification ensures the label can be disposed of in-home compost bins along with fruit peels and other organic waste, breaking down and biodegrading completely without leaving harmful residues in the environment.

Exploring more sustainable fruit label options has been an area of considerable focus for Zespri over a number of years with environmentally friendly packaging alternatives a key customer and regulatory requirement. They are challenging as we seek to ensure they are both cost effective and help to maintain fruit quality but this is a significant step forward in those efforts.

Zespri CEO Jason Te Brake says our collaboration with Sinclair reflects our commitment to embracing more sustainable practices across our global supply chain.

"Our labels provide an important assurance to consumers that the fruit they are purchasing is authentic, safe and high-quality Zespri Kiwifruit and we intend to change all of our fruit to this fully home compostable label with the transition to take place over the next year."

Approximately 40 percent of New Zealand fruit has carried our home compostable label this season and we have started working through the operational details of this transition.

CEO of Sinclair Colin Woodward says "We are thrilled to introduce the highest-performing compostable fruit sticker certified by TÜV AUSTRIA, ABA and DIN CERTCO and believe this compostable label sets a new standard in produce packaging, reducing plastic waste and helping create a more sustainable future."



CROP PROTECTION

With many orchards having faced recent cold, wet, windy weather and recent hail, we're reminding you that it's important to maintain Psa protective cover from budbreak through to flowering. In order to support the use of Kasumin in high Psa risk orchard situations, we have shortened the window for application from 21 days to 14 days before flowering. It is important not to apply Kasumin closer than 14 days before flowering due to the risk of residues.

If your Psa product options are restricted by timing or vine stress consider using a biological alternative. Stocks of Aureo Gold are limited however Botector may be an option which has the same active and is listed in the Crop Protection Programme already for sclerotinia. Botryzen is also a possible alternative.

If you have completed an OPIS or Intent to Spray online form, you should have received a confirmation email in your inbox. If you can't find it, please check your junk folder.

The [Zespri Weather and Disease](#) portal is a useful tool for monitoring Psa risk and supporting safe spraying.

Choosing the right spray product, timing and spray set-up comes from understanding the target pest and the agrichemical

mode of action. Advice and research are available on Canopy to help inform these decisions. For instance, using a broad-spectrum contact insecticide like Assail/Venom to spray a gully in October is unnecessary. However, research has demonstrated that spraying a gully with Pyrethrum and 0.5 percent oil in late December to early January was very effective against PVH nymphs. The [Plant and Food Research summary - Integrated pest management for passion vine hopper](#), can help inform the spray decision.

It's time to note down your full bloom or fruit set date so that you can enter the correct date into your Spray Diary. Once it's entered, you can start running test audits on your spray lines to identify any issues early and have less administrative work to do during the busy harvest period. Getting the right date early on is important because editing the fruit set date during harvest time will trigger the system to apply pest monitoring market restrictions.



Access the spray diary through Canopy here [Canopy > Tools > Tools & Systems > Spray Diary](#)

ZESPRI GROWERS TOUR - CHILE AND USA

In September, 20 growers set off on a journey to Chile and North America, hosted by the Zespri Grower Relations Team. After flying into Santiago and exploring the city, the group travelled south to Curico, welcomed by the Kiwifruit Committee of Chile. We toured orchards and packing facilities in the O'Higgins and Maule regions, including Frutícola Alessandrini and Agrícola La Rosa de Sofruco, addressing key issues to enhance the global kiwifruit category.

The group's next stop was New York, where they visited Trucco, Zespri's second-largest distributor, who emphasised to the group the need for 12-month supply from Zespri. In Washington, D.C., they toured landmarks and enjoyed drinks at the New Zealand Embassy, hosted by Ambassador Rosemary Banks, who discussed U.S.-New Zealand trade. The journey continued through the Midwest, concluding in Los Angeles, where the Zespri Team hosted meetings with wholesalers and retailers.

The growers on the tour appreciated the thorough insights they gained into markets, packhouses, distributors, and aspects of the industry overseas. They enjoyed being part

of a fantastic group of growers, where there was a wealth of knowledge to share and learn from and the chance to witness the Zespri system from the orchard to retail to the plate.



Growers hosted by Alberto Labbe at Quinta de Tilcoco orchard.



Growers Allan Fleming and Ypkje Brown inspecting fruit at BJ's Wholesale Club Supermarket.

The next tour is to Asia in 2025, primarily in China, with a short grower stopover in Taiwan.



China is Zespri's largest and most significant market and on the Zespri tour you will see how the market works first hand with repacking facilities, retailers and wholesaler visits as well as visiting orchards along the way. Highlights of the tour will be Shanghai, Terracotta Warriors in Xi'an, Beijing, Chengdu and Shenzhen.

To register your interest in the grower tour please contact Rachel Knowlson by email: Rachel.knowlson@zespri.com.

THAT’S A WRAP ON THE ZESPRI YOUNG AND HEALTHY VIRTUAL ADVENTURE FOR 2024!

20,000 tamariki across New Zealand recently participated in the Zespri Young and Healthy Virtual Adventure - a programme that aims to inspire, teach and encourage Kiwi kids and their whānau to adopt healthy habits for a lifetime of good physical and mental health.

This was the fifth year the programme has been running and over the years it has proudly helped over 100,000 Kiwi kids improve their health and wellbeing.

Now that the programme has wrapped up for the year Kim Harvey, Founder of Young and Healthy, has been out visiting classes to hear all about the students’ experience. The classes shared that they have more energy from drinking more water, taking activity breaks and eating more fruit and vegetables.

Kim says the children shared with her how much they loved going on their global adventure.

“They’ve all learnt a lot about the different places they have virtually visited, and have picked up new healthy daily habits that they said give them more energy and help them sleep better.”

During the programme 97 percent increased their daily activity, 70 percent tried something new, 81 percent drank more water, 83 percent ate more fruit and vegetables and 75 percent swapped their device time for other activities like reading or playing outside.

“It’s been awesome getting out to the schools and seeing how involved and excited the kids are. I truly believe active kids become active adults and that’s what this is all about – helping set Kiwi kids up to live a healthy life,” Kim says.

Zespri is proud to sponsor this incredible programme and to have supported another 20,000 tamariki through the adventure this year.



Kim Harvey, Founder of Young and Healthy, visiting Fairburn School.



Golden Sands School kids having a healthy kiwifruit snack.

PARTNERING TO EXPLORE ON ORCHARD CARBON REMOVAL SOLUTIONS AT XLABS

Zespri is facing increasing regulatory and market access requirements to demonstrate emissions measurement and reduction.

Through our Carbon Neutral Trial, a number of emissions reductions initiatives have been identified and we are exploring the role carbon removal may place in reducing carbon footprints. As part of this, Zespri recently attended XLabs with two industry teams, looking into the challenge of improving scale and access to biochar and planting as carbon removal solutions for on orchard.

XLabs is an in-person design sprint where teams come together to define a challenge and ideate solutions based on the circular economy and design principles. This is carried out across a three-day workshop, and the ideas are then presented back to the group. The Zespri teams were in good company, with teams from Pamu, Silver Fern Farms, NZ King Salmon, Plant & Food Research and Future Farmers also attending.

Gemma Hignett, Sustainability Projects Partner at Zespri, says the reason biochar and planting were selected to explore as carbon removal solutions is due to the maturity of these solutions and the relative opportunity for impact.

“Biochar is a relatively new area for us. We have a field trial underway where we are looking at the productivity impact of biochar on kiwifruit production, so we can understand that as a potential benefit to the industry, and we have made connections with others in the biochar space to learn from their work.”

“When it comes to planting – that already exists on orchard - and we know there are many other co-benefits such as resilience along with the carbon removal aspect that makes it appeal to growers,” says Gemma.

These two carbon removal solutions are to be deployed on orchard, working alongside industry to identify the barriers and what new knowledge and information is needed for industry uptake is key. The XLabs programme identified that there are many co-benefits that go alongside the carbon removal opportunities such as bio-diversity enhancement, resilience, and the benefits to nature from working in this way.

As part of the solution development each team framed up their challenge with stakeholders in mind. “We worked on how we might use native planting to be nature positive on our orchards, and I’m really happy with where we landed with our final pitch. The whole event was an ‘a-ha’ moment,” says Brandon Cross, Ngāi Tukarangi Orchard Manager, Team Planting.



Team Biochar and Team Planting at XLabs.


ZESPRI TO DONATE \$15,000 TO SUPPORT SCHOOLS

The Zespri School Fund is closing soon!


This is a fund within our existing community investment programme dedicated to supporting school-related sponsorship. Zespri will be offering a total of \$15,000 of grants to schools and early childhood education centres. We receive a large number of school-related sponsorship requests every year and it is a key element of our community support. Whether it be a fundraising goal, sports team or school community initiative - all applications are welcome! Applications opened on 7 October and will close on 8 November.



Robin's Nest Kindergarten in Katikati with their new raincoats they've received through a Zespri School Fund.



To find out more, head to Zespri School Fund on our website.
[Zespri > our communities > scholarships > Zespri school fund](#)





SHARES UPDATE: OCTOBER

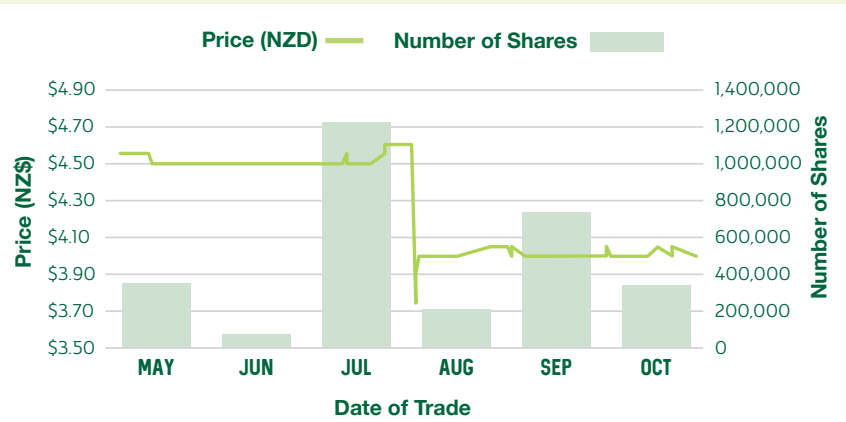
WHAT'S HAPPENING IN THE MARKET

BIDS (BUYERS)		
Orders	Quantity	Price (\$)
1	31,610	\$4.00
1	20,000	\$3.95
1	3,000	\$3.95
1	3,000	\$3.85
1	15,000	\$3.80
1	27,497	\$3.75

OFFERS (SELLERS)		
Orders	Quantity	Price (\$)
1	10,000	\$4.10
1	3,000	\$4.15
1	3,000	\$4.25
1	10,000	\$4.50

LAST 10 TRADES			
Date	Quantity	Price (\$)	Value (\$)
22/10/24	5,000	\$4.00	\$20,000.00
15/10/24	127,111	\$4.00	\$508,444.00
15/10/24	17,000	\$4.05	\$68,850.00
11/10/24	5,000	\$4.05	\$20,250.00
8/10/24	52,390	\$4.00	\$209,560.00
3/10/24	65,640	\$4.00	\$262,560.00
1/10/24	14,000	\$4.00	\$56,000.00
1/10/24	55,290	\$4.00	\$221,160.00
27/09/24	126,180	\$4.00	\$504,720.00
27/09/24	16,000	\$4.00	\$64,000.00

ZESPRI GROUP LIMITED SHARE TRADES: MAY 2024 TO OCTOBER 2024



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

The Zespri share price dropped from \$4.50 on 31 July to \$3.75 on 1 August as expected, following the shares going ex-dividend that same day. The dividend of \$0.75 per share was paid on 9 August.

WANT TO DISCOVER MORE?

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

Follow us on **reap** for our mobile IR experience
Go to www.reapapp.io to download the app.

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

SHARES AT A GLANCE AS AT 23 OCTOBER 2024

OVERSHARED SHARES REQUIRED TO BE SOLD - NOVEMBER



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 - NOVEMBER



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

TOTAL NUMBER OF CLASS B SHARES AS AT 23 OCTOBER 2024



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

DIRECTOR SHARE TRADING AS AT 23 OCTOBER 2024

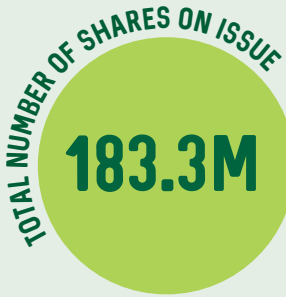
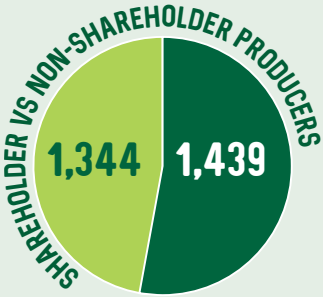


Shares traded by entities associated with Zespri Directors.

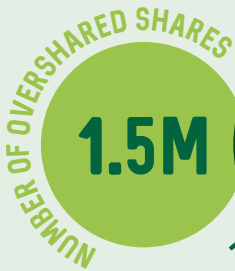


OUR SHAREHOLDERS

Shareholder Producers
Non-shareholder Producers

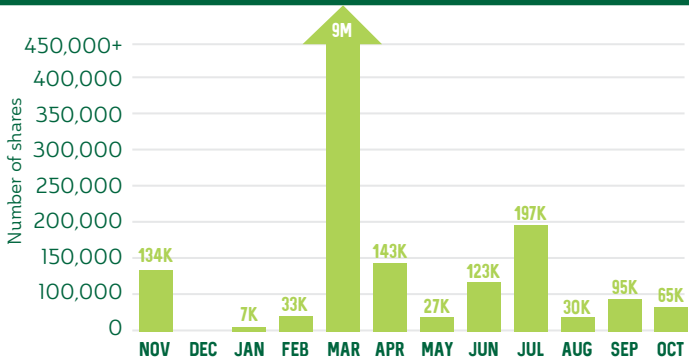


DRY AND OVERSHARED SHARES

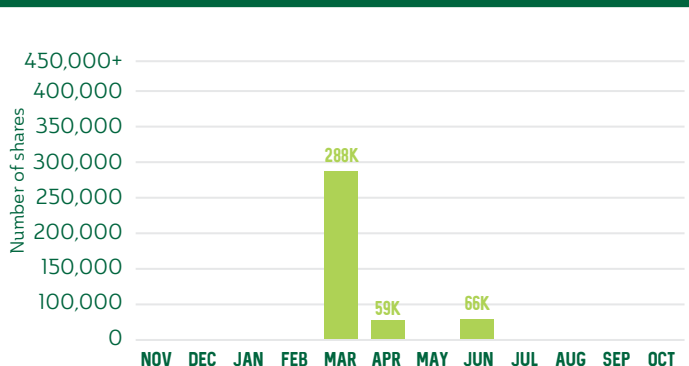


DISCLAIMER: The above figures are a snapshot in time and are subject to change at any time due to shares being traded.

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



OVERSHARED SHARES REQUIRED TO BE SOLD



LOOKING TO BUY ZESPRI SHARES?

WHO CAN PURCHASE SHARES?

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

OFF-MARKET TRADING

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

ON-MARKET SHARE TRADING

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

CHOOSE A USX-APPROVED BROKER



SHARES AVAILABILITY BOARD

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

There are currently five sellers with 328,101 shares listed for sale, and there are 16 buyers seeking 1,656,272 shares on the Shares Availability Board.

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

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

2024/25 PROGRESS PAYMENTS FOR NOVEMBER AND DECEMBER

CLASS 1 - APPROVED PROGRESS PAYMENT 15 NOVEMBER 2024	AVERAGE ON NET SUBMIT	16/18/22	25/27	30/33	36	39	42	46
Zespri Green	\$0.13	\$0.70	\$0.60	\$0.15	No payment	No payment	No payment	No supply
Zespri Organic Green	\$0.13	\$1.00	\$0.90	\$0.05	\$0.05	\$0.05	No payment	No supply
Zespri Gold3	\$0.78	\$0.80	\$0.70	\$0.90	\$0.65	No supply	No supply	No supply
Zespri Organic Gold3	\$0.62	\$0.30	\$0.60	\$0.55	\$1.25	No supply	No supply	No supply
Zespri Red19	\$0.34	\$0.75	\$0.90	\$0.50	\$0.40	\$0.40	\$0.40	\$0.20
Zespri Green14	\$0.23	No payment	\$0.25	\$0.25	\$0.25	\$0.25	\$0.15	No supply

CLASS 1 - INDICATIVE PROGRESS PAYMENT 13 DECEMBER 2024	AVERAGE ON NET SUBMIT	16/18/22	25/27	30/33	36	39	42	46
Zespri Green	\$0.23	\$0.50	\$0.50	\$0.50	No payment	No payment	No payment	No supply
Zespri Organic Green	\$0.15	\$0.60	\$1.20	\$0.05	\$0.05	\$0.05	\$0.05	No supply
Zespri Gold3	\$0.71	\$0.90	\$0.70	\$0.60	\$0.60	No supply	No supply	No supply
Zespri Organic Gold3	\$0.65	\$0.60	\$0.65	\$0.60	\$0.80	No supply	No supply	No supply
Zespri Red19	\$0.77	\$2.45	\$2.00	\$0.90	\$0.75	\$0.75	\$0.70	\$0.85
Zespri Green14	\$0.36	No payment	\$0.85	\$0.60	\$0.30	\$0.30	\$0.20	No supply

1. Progress payments for Class 1 are paid on submitted trays and reversed for onshore fruit loss.
2. Net Submit trays = gross submitted trays less onshore fruit loss trays.

CLASS 2 - APPROVED PROGRESS PAYMENT 15 NOVEMBER 2024	AVERAGE ON NET SUBMIT	16/18/22	27	30	33	36	39	42
Class 2 Green	\$2.50	\$2.75	\$2.65	\$2.70	\$2.70	\$2.35	\$2.20	\$1.95
Class 2 Organic Green	\$4.00	\$4.00	\$4.75	\$4.55	\$4.30	\$3.60	\$3.50	\$2.45
Class 2 Gold3	\$3.78	\$4.00	\$4.00	\$3.65	\$3.20	\$3.40	\$2.50	No supply

NON-STANDARD SUPPLY - APPROVED PROGRESS PAYMENT 15 NOVEMBER 2024	39	46
Zespri Green	No supply	\$1.10
Zespri Gold3	\$3.40	No supply
Zespri Organic Gold3	\$4.30	No supply

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



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.

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

Progress payments for Green Conventional sizes 36/39 and 42 have been particularly impacted by increased volume and the updated shipping schedule. The fruit is now going later in the year resulting in more being paid out in Time payments and less as progress payments. As a result, there is no further progress payments scheduled in these sizes until February 2025 based on the current forecast, with the majority of the progress payments paid in July 2024.

November 2024 approved progress payments on Net Submit trays

Approved per tray progress payments for 15 November 2024:

Class 1	
Zespri Green	\$0.13
Zespri Organic Green	\$0.13
Zespri Gold3	\$0.78
Zespri Organic Gold3	\$0.62
Zespri Red19	\$0.34
Zespri Green14	\$0.23

December 2024 indicative progress payments on Net Submit trays

Indicative per tray progress payments for 13 December 2024:

Class 1	
Zespri Green	\$0.23
Zespri Organic Green	\$0.15
Zespri Gold3	\$0.71
Zespri Organic Gold3	\$0.65
Zespri Red19	\$0.77
Zespri Green14	\$0.36

CLASS 1 FRUIT AND SERVICE PAYMENTS AND TIMINGS

(INCLUDING LOYALTY PREMIUM)

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

Actual payments made YTD are above the dotted line.

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

- Submit is paid in the early months when fruit is submitted into inventory.

- Pack and Time, KiwiStart and Taste Zespri is paid on FOBS, i.e. when fruit is shipped. Some of the Supplier Accountability payments are subject to SLA terms.
- Progress will be paid in the remaining months at levels subject to Zespri Management approval.
- YTD amounts for Pack and Time may move from previous *Kiwifliers* due to SLAs being paid late in a month.

ZESPRI GOLD3 NOVEMBER							
ISO month	Submit	Pack and Time	KiwiStart / Supplier Accountability	Taste Zespri	Progress	Total payment / TE Supplied	% of Pool Paid YTD
Apr-24	\$3.60	\$0.13				\$3.73	23%
May-24		\$0.07				\$3.80	23%
Jun-24		\$0.14				\$3.94	24%
Jul-24		\$0.08		\$0.74	\$1.78	\$6.54	40%
Aug-24		\$0.36	\$0.59	\$1.02	\$0.63	\$9.13	56%
Sep-24		\$0.53	\$0.01	\$0.55	\$0.33	\$10.55	65%
Oct-24		\$0.82	\$0.58	\$0.27	\$0.41	\$12.64	78%
Nov-24	\$0.29	\$0.01	\$0.72	\$0.78		\$14.44	89%
Dec-24	\$0.05	\$0.01	\$0.00	\$0.71		\$15.21	94%
Jan-25		\$0.01				\$15.21	94%
Feb-25		\$0.01		\$0.66		\$15.88	98%
Mar-25		\$0.01		\$0.10		\$15.98	99%
Apr-25				\$0.10		\$16.08	99%
May-25						\$16.08	99%
Jun-25				\$0.10		\$16.18	100%
Paid YTD	\$3.60	\$2.14	\$1.18	\$2.57	\$3.15	\$12.64	
Balance to pay	\$0.00	\$0.35	\$0.03	\$0.73	\$2.44	\$3.54	
Total fruit and service payments - 2024/25 Forecast \$16.18							

ZESPRI ORGANIC GOLD3 NOVEMBER							
ISO month	Submit	Pack and Time	KiwiStart / Supplier Accountability	Taste Zespri	Progress	Total payment / TE Supplied	% of Pool Paid YTD
Apr-24	\$3.60	\$0.07				\$3.67	20%
May-24		\$0.10				\$3.77	20%
Jun-24		\$0.09				\$3.86	21%
Jul-24		\$0.21		\$1.39	\$2.50	\$7.96	43%
Aug-24		\$0.36	\$0.59	\$1.89	\$0.05	\$10.84	58%
Sep-24		\$0.46	\$0.00	\$1.32	\$0.07	\$12.69	68%
Oct-24		\$0.42	\$0.62	\$0.26	\$1.40	\$15.40	83%
Nov-24	-\$0.10	\$0.00	\$1.22	\$0.62		\$17.14	92%
Dec-24	\$0.04	\$0.00		\$0.65		\$17.82	96%
Jan-25						\$17.82	96%
Feb-25			\$0.01		\$0.34	\$18.17	98%
Mar-25			\$0.00		\$0.15	\$18.32	99%
Apr-25					\$0.10	\$18.42	99%
May-25						\$18.42	99%
Jun-25					\$0.15	\$18.57	100%
Paid YTD	\$3.60	\$1.71	\$1.21	\$4.86	\$4.02	\$15.40	
Balance to pay	\$0.00	-\$0.06	\$0.01	\$1.22	\$2.01	\$3.18	
Total fruit and service payments - 2024/25 Forecast \$18.57							

ZESPRI RED19 NOVEMBER							
ISO month	Submit	Pack and Time	KiwiStart / Supplier Accountability	Taste Zespri	Progress	Total payment / TE Supplied	% of Pool Paid YTD
Apr-24	\$5.10					\$5.10	25%
May-24						\$5.10	25%
Jun-24						\$5.10	25%
Jul-24					\$11.75	\$16.85	82%
Aug-24			-\$0.08		\$0.72	\$17.49	85%
Sep-24					\$1.14	\$18.63	90%
Oct-24					\$0.44	\$19.07	92%
Nov-24					\$0.34	\$19.41	94%
Dec-24					\$0.77	\$20.18	98%
Jan-25						\$20.18	98%
Feb-25					\$0.06	\$20.25	98%
Mar-25					\$0.05	\$20.30	98%
Apr-25					\$0.05	\$20.35	99%
May-25						\$20.35	99%
Jun-25					\$0.31	\$20.66	100%
Paid YTD	\$5.10	\$0.00	-\$0.08	\$0.00	\$14.05	\$19.07	
Balance to pay	\$0.00	\$0.00	\$0.00	\$0.00	\$1.59	\$1.59	
Total fruit and service payments - 2024/25 Forecast \$20.66							

ZESPRI GREEN NOVEMBER							
ISO month	Submit	Pack and Time	KiwiStart / Supplier Accountability	Taste Zespri	Progress	Total payment / TE Supplied	% of Pool Paid YTD
Apr-24	\$2.73	\$0.02				\$2.75	24%
May-24		\$0.08				\$2.83	25%
Jun-24		\$0.05	\$0.00			\$2.88	25%
Jul-24		\$0.03		\$0.61	\$1.08	\$4.60	40%
Aug-24		\$0.12	\$0.38	\$0.91	\$0.05	\$6.05	53%
Sep-24		\$0.28	\$0.01	\$0.64	\$0.05	\$7.03	62%
Oct-24		\$0.68	\$0.47	\$0.55	\$0.05	\$8.78	77%
Nov-24	\$0.32	\$0.01	\$0.79	\$0.13		\$10.02	88%
Dec-24	\$0.48	\$0.01	\$0.06	\$0.23		\$10.80	95%
Jan-25						\$10.80	95%
Feb-25			\$0.01		\$0.29	\$11.10	98%
Mar-25			\$0.01		\$0.05	\$11.15	98%
Apr-25					\$0.12	\$11.27	99%
May-25						\$11.27	99%
Jun-25					\$0.11	\$11.38	100%
Paid YTD	\$2.73	\$1.25	\$0.85	\$2.71	\$1.23	\$8.78	
Balance to pay	\$0.00	\$0.81	\$0.03	\$0.85	\$0.92	\$2.60	
Total fruit and service payments - 2024/25 Forecast \$11.38							

ZESPRI ORGANIC GREEN NOVEMBER							
ISO month	Submit	Pack and Time	KiwiStart / Supplier Accountability	Taste Zespri	Progress	Total payment / TE Supplied	% of Pool Paid YTD
Apr-24	\$2.75					\$2.75	19%
May-24		\$0.03				\$2.78	19%
Jun-24		\$0.03				\$2.81	20%
Jul-24		\$0.08		\$0.65	\$1.95	\$5.49	38%
Aug-24		\$0.13	\$0.38	\$1.08	\$0.29	\$7.36	51%
Sep-24		\$0.27	\$0.00	\$0.56	\$0.50	\$8.69	61%
Oct-24		\$1.07	\$0.40	\$0.59	\$0.13	\$10.88	76%
Nov-24	\$0.45	\$0.00	\$0.90	\$0.13		\$12.37	86%
Dec-24	\$0.76	\$0.00	\$0.08	\$0.15		\$13.36	93%
Jan-25						\$13.36	93%
Feb-25			\$0.00		\$0.58	\$13.94	97%
Mar-25			\$0.00		\$0.15	\$14.09	98%
Apr-25					\$0.10	\$14.19	99%
May-25						\$14.19	99%
Jun-25					\$0.15	\$14.34	100%
Paid YTD	\$2.75	\$1.61	\$0.77	\$2.87	\$2.87	\$10.88	
Balance to pay	\$0.00	\$1.21	\$0.01	\$0.98	\$1.26	\$3.46	
Total fruit and service payments - 2024/25 Forecast \$14.34							

ZESPRI GREEN14 NOVEMBER							
ISO month	Submit	Pack and Time	KiwiStart / Supplier Accountability	Taste Zespri	Progress	Total payment / TE Supplied	% of Pool Paid YTD
Apr-24	\$2.95					\$2.95	23%
May-24						\$2.95	23%
Jun-24						\$2.95	23%
Jul-24		\$0.02		\$1.28	\$1.78	\$6.03	48%
Aug-24			\$0.29	\$1.28	\$0.23	\$7.82	62%
Sep-24		\$0.00		\$0.38	\$1.94	\$10.14	80%
Oct-24			\$0.30		\$0.27	\$10.72	85%
Nov-24				\$0.73	\$0.23	\$11.68	93%
Dec-24					\$0.36	\$12.04	96%
Jan-25						\$12.04	96%
Feb-25					\$0.16	\$12.20	97%
Mar-25					\$0.10	\$12.30	98%
Apr-25					\$0.10	\$12.40	98%
May-25						\$12.40	98%
Jun-25					\$0.20	\$12.60	100%
Paid YTD	\$2.95	\$0.02	\$0.29	\$2.94	\$3.94	\$10.14	
Balance to pay	\$0.00	\$0.00	\$0.30	\$0.73	\$1.42	\$2.46	
Total fruit and service payments - 2024/25 Forecast \$12.60							

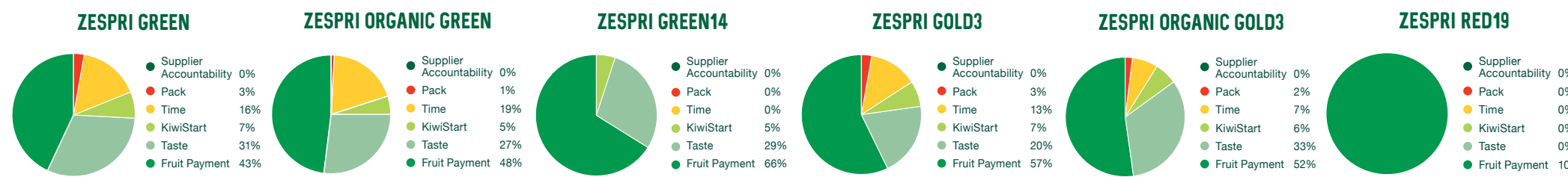
Note 1: The submit and Progress payments detailed in the tables are based on net submit trays.

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

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

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

2024/25 AUGUST FORECAST



GLOBAL EXTENSION TEAM UPDATES

THE MONTH AHEAD: NOVEMBER

IRRIGATION
SYSTEM CHECKS

CANOPY
MANAGEMENT

CROP
PROTECTION

POLLINATION



IRRIGATION SYSTEM CHECKS

Water supply at the early stage of fruit development is crucial for good fruit size. Get onto pre-season irrigation system checks and fixes before fruit-set in case of dry weather afterward. After completing checks and maintenance, you can use a block-wide bucket test to assess whether the right amount of water reaches the right places in your orchard.

Remember to record system checks and other water efficiency actions in your GAP Environmental Water Risk Assessment and Orchard Water Management Plan forms, as evidence of good waterway stewardship.

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.

A well-managed canopy influences the amount of light absorbed by leaves. Those leaves grown in the shade don't generate as much photosynthesis, so they have less energy for your fruit and next season's canes. You should aim for speckled light on the ground – not fully shaded.

In terms of skin sensitivity, Gold3 is sensitive from around 21 days after fruit set through January. For Red19, it is four weeks after flowering until close to harvest. For Hayward, it is between approximately 14 and 35 days after fruit-set.

Ensure any work you are doing in your canopy doesn't damage the fruit.



CROP PROTECTION

Spring means plenty of crop protection work to keep up with, so make sure you've got a plan in place and can adapt if and when needed.

Psa: This period of budbreak to flowering is crucial for managing Psa. Maintain your protective spray programme throughout and monitor your orchard for Psa. Cut out infected material and remove from orchard where practicable - remember to keep those tools clean too. A spring spray programme with mixed modes of action has been proven to provide effective control of Psa.

Passionvine Hopper: PVH nymphs have hatched, and now's the time to actively monitor for signs of PVH nymph emergence in areas on or adjacent to your orchard. If PVH nymphs are present in high numbers, application of a pyrethrum product with 0.5 percent oil can effectively reduce the nymph population. Application in the evening is recommended to ensure a slower drying time and reduced UV breakdown.

Scale: Green growers still have time for pre-flower spraying that targets the first generation of young crawlers. Applications made now should save you time and effort by reducing the size of your second generation of scale come summer.

Leafroller: Leafroller good practice management, including the now predominant Orange Fruit Borer (OFB), has been updated and now is a crucial time on orchard. Apply a pre-flower spray then follow up with two post flowering sprays; the 1st within 7-14 days after fruitset, the 2nd 21-28 days after the 1st spray.



POLLINATION

While Gold3 pollination has almost ended, green is about to start.

A key takeaway from our Spring Field Days was the importance of communication with your beekeeper: communicate early and set expectations.

Green growers have the opportunity to harvest early male flowers for pollen if the females aren't open; if not, they simply go to waste.

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 rely on bees for pollination.

Make sure water is available for the bees near where hives are introduced before they are brought into the orchard. Inserting a sack, towel, lump of dirt, or board in a bucket or tray of water gives the bees something to safely land on while they drink.

You may wish to audit your hives to ensure pollination goes well. Talk to your beekeeper about how to accommodate this.

There are times you may consider the use of supplementary pollination, these include; mismatch between male and female flower timings, insufficient male flowers, lack of bee activity and poor weather. Monitor your pollination progress so you can respond accordingly.

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- #### CROP PROTECTION

 - [Fruit production > Growing fruit > Protecting your Fruit > Diseases > Psa](#)
 - [Fruit production > Growing fruit > Protecting your Fruit > Pest > Scale](#)
 - [Fruit production > Growing fruit > Protecting your Fruit > Pest > Passionvine hopper](#)
 - [Fruit production > Growing fruit > Protecting your Fruit > Pest > Leafroller](#)

-
- #### SEE MORE

 - [Fruit production > Growing fruit > Soil, nutrients & water > Manage water and irrigation](#)
 - [Fruit production > Growing fruit > Managing Pollination > Manage Bees](#)
 - [Fruit production > Growing fruit > Managing Canopy & pruning > Managing canopies in spring](#)

CANOPY TIP OF THE MONTH



To enhance your experience on the Canopy site, we've got some useful tips to share with you.

This month, we want to remind you that no matter where you are on the site, clicking the Zespri logo in the top left corner will take you back to the Canopy homepage.



GAP UPDATE

A risk assessment helps you manage your orchard hazards. It takes you through the process where you identify, assess and outline the controls you've put in place to manage those risks.

AsureQuality who oversee Zespri GAP highlighted that part of the criteria for principle 1.1.1 *There is a Site Risk Assessment for the orchard(s)*, was not being met. Auditors will be checking that all hazards listed in the site risk assessment are linked back to each specific orchard.

We understand that the current site risk assessment template may not be ideal for MSOs responsible for a large number of orchards. To assist you, we've created an excel template that can be easily tailored to suit your needs. This template includes a column to help you connect hazards with specific orchards. Additionally, the first tab contains instructions and guidance to help you complete it. [Canopy > Tools > Manuals > Grower Manual > Systems](#)

Check out this month's Bridging the GAP newsletter under [Canopy > News > Publications > Bridging the GAP](#) for more

tips and tricks to help connect GAP with what you are doing on-orchard and make GAP more bite-sized through the year.

Sign up for the monthly updates [here](#).

If you need more guidance or support check out the [Support for Zespri GAP](#) page on Canopy or reach out to the Extension team by emailing extension@zespri.com.



Find the 2024 summary of changes to the Grower Manual and the full updated 2024 Grower Manual on Canopy under [Tools > Manuals > Grower Manual](#).



The Grower Enablement stream of the Horizon Programme, along with initiatives like replacing Spray Diary, is looking at ways to use digital tools to streamline compliance for growers and remove a lot of the duplication and manual processes involved with GAP inspections. As with any new tools, these will take time to design, build, test and implement.

KIWIFRUIT GROWERS CELEBRATE SIGNIFICANT INDUSTRY ACHIEVEMENTS



35TH anniversary of the Single Desk structure which underpins industry success

30TH anniversary of grower advocacy organisation, NZKGI

25TH anniversary of Kiwifruit Industry Restructuring Act allowing Zespri's commercial operations

Over 400 of New Zealand's stalwart kiwifruit growers gathered in Mount Maunganui last night for a celebration to recognise three major milestones in the industry's history. 2024 marks the 25th anniversary of the Kiwifruit Industry Restructuring Act, which paved the way for Zespri's global success, the 30th anniversary of New Zealand Kiwifruit Growers Inc. (NZKGI), and an impressive 35 years since the establishment of the Single Desk structure, a critical component of the industry's success.

The celebration attracted not only growers but also several notable dignitaries, including Labour MP Jo Luxton, Western



NZKGI Chairman Mark Mayston and Labour MP Jo Luxton.



Left to right: Panelists John Palmer, Hendrick Pieters and Paul Heywood alongside MC Colin Bond in background.

Bay Mayor James Denyer, Deputy Mayor John Scrimgeour, and Tauranga Mayor Mahe Drysdale, adding to the evening's prestige.

In his keynote speech, NZKGI Chairman Mark Mayston delivered a powerful message about unity and collective effort. He emphasised that New Zealand's kiwifruit industry is proudly

grower-owned, and it was their decision to prioritise the greater good over self-interest that birthed the revolutionary Single Desk. "Growers must stay united," Mayston said. "If we let selfish interests take over, we risk diluting the value of our industry and the future of generations to come."

The Single Desk regulations, now celebrating 35 years, created the Kiwifruit Marketing Board with the authority to buy all kiwifruit for export. This pivotal change set the stage for the creation of Zespri ten years later, marking 25 years of global operations.

A panel discussion at the event featuring three pioneering growers — Paul Heywood, John Palmer and Hendrick Pieters — delved into critical moments in the industry's development such as the financial challenges following the overpricing of kiwifruit in 1992 and 1993, which ultimately led to the formation of NZKGI 30 years ago. The panels moderator, NZKGI CEO Colin Bond highlights the significance of the lessons learned from the struggles of the past that were shared by the panel, "It was a great opportunity to have the members of the panel talk with us and the insights they shared were invaluable. Kiwifruit is a cyclical industry, and there's much we can learn from the past to prepare for the future."

Looking ahead, the 2025 kiwifruit season is expected to deliver another record-breaking crop, with hopes of surpassing the 200 million tray mark in exports for the first time. In 2024, over 190 million trays will be exported, continuing the industry's upward trajectory.

KIWI KID SPOTS BUGS



On school holidays overseas, kiwi kid Leo from the Bay of Plenty – and son of an industry member – couldn't help being a biosecurity champion and reporting his bug find.

While out-and-about in Germany, young Leo saw what he knew was a Brown Marmorated Stink Bug (BMSB) and snapped a photo to send through to dad back home in New Zealand. Needless to say, he'll be double checking his belongings and bags before returning home!



See Leo's BMSB photos [here](#).



This level of vigilance (especially while on holiday) is great to see – a big shout out from KVH to Leo for being so aware of what the BMSB looks like, and for knowing what to do to ensure it doesn't travel back to New Zealand with him. This is an example of how easily one of these bugs could make its way here and what a difference each of one of us can make just by being aware and taking a few simple steps.

Everyone in the kiwifruit industry has a responsibility to manage biosecurity risks when travelling. We've developed best practice for kiwifruit growers to help reduce biosecurity risk after being overseas (especially if also visiting an orchard or farm); and to explain what growers can expect at border control when arriving back in New Zealand.



BETTER BEE BIOSECURITY



The kiwifruit industry has a strong focus on ensuring orchard services agreements between orchardists and beekeepers are agreed ahead of the pollination season.

These conversations also provide the perfect opportunity to discuss mutual biosecurity requirements, as beekeepers need to supply growers with a copy of their [Non-CAV Contractors Biosecurity Plan](#) and orchardists also need to highlight their own site requirements.

There are a range of bee pests and diseases present in New Zealand, which are challenging for our hive providers, and there is value in both beekeepers and the public being on the lookout for the unusual, as there is always some level of risk that exotic bee pests and diseases could slip in across the border.

New incursions would have significant effects on both the beekeeping industry and the sectors they support. See a summary of bee pest and diseases [here](#).

[Bee biosecurity resources](#) can be found on the Biosecurity New Zealand website, including their Bee Biosecurity Guide for beekeepers and [Bee Biosecurity Essentials](#). A new research platform also

gives beekeepers a chance to share their expertise to improve the health of the nation's bees.

Through pollination, growers can support bee biosecurity by providing bees with a clean water source, and by contacting their beekeeper if hives appear down on foraging activity, there are problems with swarming bees, or large numbers of dead hives are seen outside hive entrances. Hygiene is a key component of bee biosecurity so it is important that planned hive audits, and sugar feeding activities are also discussed as diseases can be transferred between hives by poor hygiene practices.

The importance of continuing to work with and learn from the apiculture industry was highlighted at one of our most popular 2024 Biosecurity Symposium sessions, featuring Danny Le Feuvre's reflections from the [Australian Varroa Mite response](#).



BUILDING BASELINE KNOWLEDGE OF KIWIFRUIT PATHOGENS



KVH operates an Unusual Symptom process where we encourage growers and members of the industry to report anything unexpected happening on-orchard. Early reporting gives us the best possible chance of successfully managing any biosecurity risk and thereby reducing impacts to growers and wider industry.

Earlier this year, an orchard was sampled that had pockets of vines showing symptoms of poor cane and canopy development, splitting, and cankering on the trunks and relatively poor root systems.

Multiple kiwifruit pathogens were identified from these samples, which is common in this process, as well as a new-to-New Zealand oomycete (fungus-like organism), *Phytophthora helicoides*.

As *P. helicoides* is a known pathogen to horticultural and ornamental plants from 20 families, as well as kiwifruit, the Ministry for Primary Industries (MPI) investigated to determine any biosecurity risk. While *P. helicoides* has not been previously detected in New Zealand, it is not necessarily a new arrival. In fact, our increased surveillance efforts and the recent advances in molecular diagnostics mean that we are often discovering organisms that we weren't previously aware of in kiwifruit orchards.

KVH and Zespri Innovation recently commissioned a Phytophthora survey of kiwifruit orchards for this very reason, to build our baseline knowledge of pathogens that already exist within our industry orchards and ensure we take appropriate action for any future new detections. To support this investigation, samples collected from this research were able to be revisited and evidence was found to confirm that *P. helicoides* is not a new arrival, has been present in New Zealand since at least 2022 but probably much longer, and is present in multiple kiwifruit growing regions.

KVH has worked with growers where this organism has been detected to ensure appropriate on-orchard practices are in place to manage risk, and MPI have now closed the investigation confident that management of comparable diseases already present in New Zealand will likely be effective to also manage *P. helicoides*.

This case study serves as a reminder of the value of proactive research to build our baseline knowledge, growers reporting unusual symptoms, and all of us as an industry not being complacent in on-orchard biosecurity practices – as we never know where and when the next biosecurity threat will appear.

Q&A

FROM THE FIELD

KEY CONTACTS

Grower & Industry Relations Manager
Malkit Singh: 027 665 0121

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

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

Jemma Pryor – Te Puke:
027 283 6192

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

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

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

Teresa Whitehead - Organics:
027 257 7135

Where can I go to see how the industry is tracking for shipped trays?

The Industry Portal reports were created to support growers and industry by providing transparency, giving you one place where you can access all your orchard data and industry information.

The Grower Production Report offers a comprehensive analysis of your orchard's performance across the last four seasons, enabling comparisons with your supply region and area or industry data. It is broken down into three main sections: My Production, Benchmarking and Industry Production.

My production allows you to see what's still in store and what's been shipped, where it was shipped and when. Benchmarking is an overview of your production compared with the top performers. This is the place to see if you achieved your targets and use the data to set new ones. The Industry Production shows Industry production data spanning the last four years. View the seasonal variations for packing and shipping and key production metrics.

You can access the Industry Portal by visiting the Canopy website or by clicking [here](#).

For more information on the reports in the portal, check out our Industry Portal [guided journey](#).

[Canopy > Tools > Tools & systems > Industry portal](#)

[Canopy > Tools > Guided journeys > Industry Portal reports](#)

What are my requirements if I sell my Zespri Licence?

If you decide to sell all or part of your Zespri Variety Licence without the accompanying land, you must meet the following requirements:

- Any outstanding payments owed to Zespri related to the Licence must be fully settled.
- The licensed area being sold must be fully grafted and have produced at least one commercial crop.
- A Licence transfer application form is required to be completed and signed by both seller and purchaser and then sent to the Zespri Licence team at new.cultivars@zespri.com for reviewing.
- The area being sold must be fully removed, including all Licensed plant material below the graft level.

I received a Loyalty Contract, what do I need to do?

A new Loyalty Contract is necessary whenever you receive a new Grower number. This can occur due to changes in crop or land ownership, or if you change your packing facility. Growers issued a new Grower number will automatically receive a pre-populated Loyalty Contract in the mail for signing. Once you sign and return it, our team will process it to ensure you receive your Loyalty Payments for January 2025 and June 2025.

If you have received a Loyalty Contract but haven't returned a signed copy, please send it to contact.canopy@zespri.com prior to **20 November 2024** so we can ensure timely processing for your payment.

Note: At the end of each season your contract will extend automatically unless terminated.

For more information, please visit the Canopy website. [Home > Supply & operations > your orchard business > Grower contracts](#).

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

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

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

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

Is there still budwood available and how can I collect it?

Limited amounts of G3, R19 and male budwood is available from the Zespri Budwood Coolstore, 5th November – 5th December 2024, Tuesdays, and Thursdays. To collect budwood, make a booking on Canopy under [Canopy > Fruit Production > Growing fruit > Develop, graft & establish > budwood](#).

If you have any budwood queries, please contact Rob by email at budwood@zespri.com or phone 027 511 1056.

SIZE 39 SUNGOLD UPDATE

The future position on size 39 SunGold is still going through Industry discussions. An update on this will be provided in next month's *Kiwiflier*.



UPCOMING EVENTS



GROWER EDUCATION SEMINAR

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

Where: Zespri Head Office, Mount Maunganui

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

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



For more information, and to register visit:
[Canopy > Events > Grower Education Forum Bay of Plenty](#)



ZESPRI GROWER ROADSHOW SCHEDULE NOV & DEC 2024

DATE	TIME	LOCATION
Thursday 21 November	9am - 11am	Oropi Oropi Memorial Hall, 1295 Oropi Rd, Tauranga
	3.30pm - 5.30pm	Waikato Mystery Creek Events Centre, Gate 2, 125 Mystery Creek Road
Friday 22 November	9am - 11am	Te Puke - <i>Online Available</i> The Orchard Church, 20 MacLoughlin Drive, Te Puke
Monday 25 November	9am - 11am	Katikati Fairview Golf Club, 34 Sharp Road, Aongatete
Tuesday 26 November	9am - 11am	Kerikeri The Turner Centre, 43 Cobham Road, Kerikeri
	9.30am – 11.30am	Hawke's Bay No5 Café & Larder, 248 State Highway 2, Mangateretere Hastings
	1.30pm - 3.30pm	Whangarei Semenoff Stadium, 51 Okara Drive, Whangarei
	6.30pm - 8.30pm	Whanganui Whanganui War Memorial Centre, 2 Watt Street, Whanganui
Wednesday 27 November	10am - 12pm	Auckland Navigation Homes Stadium, 21 Stadium Drive, Pukekohe
Thursday 28 November	9am - 11am	Te Puna Te Puna Rugby Club, Te Puna Road, Te Puna
Friday 29 November	9am - 11am	Pongakawa Pongakawa Hall, 952 Old Coach Road, Pongakawa
	2.30pm - 4.30pm	Awakeri Awakeri Events Centre, State Highway 30, Awakeri, Whakatane
Monday 2 December	10am - 12pm	Opotiki RSA, 103/105 Saint John Street, Opotiki
	4pm - 6pm	Gisborne Bushmere Arms Hotel, 673 Matawai Road, Waerengaahika
Tuesday 3 December	11am - 1pm	Nelson Top 10 Holiday Park, 10 Fearon Street, Motueka
	11am - 1pm	Coromandel Seeka Peninsula, 1416 State Highway 25, Whenuakite

Please join our CEO Jason Te Brake, and the team from Zespri for updates on the season, financial forecast, NZ licence release, and the Producer vote voting process along with an update from NZKGI & KVH.

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

If you have any questions, please contact Grower Services Coordinator Rachel Knowlson rachel.knowlson@zespri.com.



For more information, and to register, [click here](#) or scan the QR code.



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FOR FURTHER INFORMATION OR FEEDBACK PLEASE CONTACT: THE ZESPRI GROWER SUPPORT CENTRE (0800 155 355)
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