



**P3: FROM THE MARKETS**



**P4: 2025 LICENCE RELEASE UPDATE**



**P7: THE MONTH AHEAD - MARCH**



**P14: FROM THE FIELD**

## MARKET UPDATE: ZGS SALES STRONG AHEAD OF NZ SEASON

Our markets have continued to perform strongly over the holiday period with Zespri Global Supply (ZGS) fruit seeing strong sales in both Europe and Asia, helping to hold key shelf space and keep our brand present, creating a strong platform for the upcoming New Zealand season.

As at the end of January, Zespri SunGold Kiwifruit sales are now more than 85 percent complete, with 17.2 million trays delivered. Sales of Zespri Green Kiwifruit are also tracking steadily, with around 30 percent or 2.2 million trays sold to date, mainly in Europe. Around eight million trays of Zespri Green Kiwifruit from ZGS are expected to be sold this year, with approximately two thirds of this sourced from Greece and the remainder from Italy.

### EUROPEAN MARKET – STEADY PROGRESS AND POSITIVE DEMAND

The European sales season for ZGS is progressing steadily, supported by strong demand in major markets like Spain, Italy, and Germany.

ZGS operations in Europe are running efficiently, with 86 percent of Italy's total season volume packed and France achieving 100 percent as of Week 3.

Europe has also achieved its highest delivery week of the season for Class 1 Green, exceeding last seasons' weekly record of 434,000 trays.

Traditionally, ZGS Europe's supply chain has relied on routing products from production regions in Italy and France through European hubs in Zeebrugge, Tarragona, and Verona. However, the Direct Delivery initiative – where products are delivered directly from production regions to customers – which was launched by ZGS last season, continues to deliver impressive results.

France has surpassed its original Class 1 direct delivery target for the season by reaching 80 percent, while Italy has exceeded its initial benchmark with over 50 percent of deliveries now made

directly. These milestones underscore the success of ZGS's efforts to streamline logistics, ensure faster delivery to key markets, and enhance cost efficiency while preserving fruit quality.

### ASIAN MARKET – CHALLENGES AND OPPORTUNITIES

In Asia, sales in Japan are nearing full completion, driven by strong consumer demand and an efficient delivery process. ZGS has achieved nearly total sell-through in this market, reflecting the strength of its logistical and market strategies in meeting consumer expectations.

In Korea, local teams are focused on boosting turnover in what are challenging local market conditions, driven largely by the current political uncertainty. Sales are currently 74 percent through our forecast volume and in a difficult economic environment, teams are looking to accelerate sales and move stock in the lead up to the Lunar New Year. In Week 4, 187,000 trays of SunGold Kiwifruit were delivered, the highest delivery week of the season, exceeding the previous record of 171,000 trays recorded in 2022.

### OUTLOOK

With strategic delivery enhancements and a focus on consumer satisfaction, ZGS continues to show solid performance in Europe and Asia. Supported by steady stock levels and strong demand in key markets, ZGS is well-positioned for a positive conclusion to the season.

### ZGS SUNGOLD SEASON UPDATE

FRUIT STATUS	ITALY	FRANCE	KOREA	JAPAN
Harvested	100%	100%	100%	100%
Packed	90%	100%	99%	98%
Sold	85%	100%	65%	98%

All data up to and including week 2.

## POSITIVE SETTLEMENT REACHED FOR MICE INCIDENT

Zespri has reached a \$24.1 million settlement with marine cargo insurers regarding the Crown Garnet mice incident that occurred in early 2024.

CEO Jason Te Brake says the settlement is welcome news, with significant claims like this often taking a considerable period of time to resolve, so being able to secure such a strong result for the industry in this timeframe had exceeded expectations.

"While our efforts to recover amounts not covered by marine cargo insurance under the product contamination policy continue, the resolution of the marine cargo claim allows Zespri to capture the marine cargo insurance proceeds in the 2024 SunGold Kiwifruit pool."

"After allowing for costs, this will return a substantial proportion of the losses attributed to the incident to SunGold Kiwifruit growers at a value of 17-18 cents per tray, which will be reflected in the next forecast in February."

"I'd like to thank the Zespri team who have been working on our claims who have been instrumental in securing such a positive result. I'd also like to thank the Industry Advisory Council for the constructive role it's played in supporting us through this issue."

Further updates on the status of Zespri's product contamination claim will be provided as the process continues.

## JOIN US FOR FEBRUARY GROWER ROADSHOWS

Please join our CEO Jason Te Brake, along with members of our Executive Team and Zespri Grower Directors, for updates on the 2025 season, February forecast, and Zespri Global Supply performance at the upcoming roadshows.

These meetings will be held in person, with an online option available for the Te Puke Roadshow. Please register for your preferred location [here](#).



If you have any questions, please contact Grower Services Coordinator Rachel Knowlson [rachel.knowlson@zespri.com](mailto:rachel.knowlson@zespri.com).

DATE	TIME	LOCATION
Monday 17 February	9.30am-11.30am	Awakeri   Awakeri Events Centre, State Highway 30, Awakeri, Whakatane
	2pm-4pm	Pongakawa   Pongakawa Hall, 952 Old Coach Road, Pongakawa
Tuesday 18 February	9am-11am	Katikati   Fairview Golf Club, 34 Sharp Road, Aongatete
	9am-11am	Waikato   Mystery Creek Events Centre, Gate 2, 125 Mystery Creek Rd
	2pm-4pm	Auckland   Navigation Homes Stadium, 21 Stadium Drive, 2120, Pukekohe
Wednesday 19 February	9am-11am	Te Puke   <a href="#">Online Viewing Available</a>   The Orchard Church, 20 MacLoughlin Drive, Te Puke
	9am-11am	Kerikeri   The Turner Centre, 43 Cobham Road, Kerikeri
	1.30-3.30pm	Whangarei   Semenoff Stadium, 51 Okara Drive, Whangarei
Thursday 20 February	9am-11am	Gisborne   Bushmere Arms, 673 Matawai Road, Waerengaahika
	3pm-5pm	Ōpōtiki   RSA, 103/105 Saint John Street, Opotiki
Monday 24 February	11am-1pm	Motueka   Top 10 Holiday Park, 10 Fearon Street, Motueka
Wednesday 26 February	9am-11am	Te Puna   Te Puna Memorial Hall, 3 Te Puna Road, Te Puna
Thursday 27 February	9am-11am	Hawke's Bay   No5 Café & Larder, 248 State Highway 51, Mangateretere
	9am-11am	Tauranga   Tauranga Racecourse, 1383 Cameron Road, Greerton

## SEE INSIDE...

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**FURTHER SUCCESSFUL ACTION AGAINST FRAUDULENT USE OF ZESPRI IP IN CHINA**  
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**SOUTH AUCKLAND FRUIT FLY CONTROLS TO REMAIN IN PLACE**  
SEE PAGE 13 >>



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



JASON'S VIEW

Hi everyone,

I hope you had a great break.

After a successful 2024 season for the industry it's been pleasing to hear such confidence from growers about the year ahead. It was also great to start the year with such positive news about the successful Crown Garnet insurance claim.

As we said throughout 2024, insurance claims of this magnitude tend to take a considerable period of time to resolve so it's been a really pleasant surprise to have secured such a strong result in a timeframe that allows us to return a substantial amount of the costs from the incident to SunGold Kiwifruit growers this season. Our teams are also continuing to work on our product contamination insurance claim, and we'll keep you updated as we know more.

Things are also looking very positive in the markets. The demand which allowed us to sell a bumper New Zealand crop at strong value has carried over into the ZGS season with ZGS fruit sales allowing us to maintain a strong brand presence in a more competitive market environment. We've now delivered around 85% of our ZGS crop and there's a lot of preparation underway ahead of the transition back to New Zealand supply.

The industry's support of the expansion of our offshore plantings has been particularly well received by our customers and our ZGS partners, with our customers confident in the outlook for the industry and our ability to supply more high quality kiwifruit year-round to meet demand. Our local teams are already well underway in terms of planning for the additional 420 hectares of SunGold Kiwifruit plantings in Europe, and we'll be providing more details on that and the performance of this year's ZGS season over the coming months.

Our focus is now on the New Zealand season ahead. With a moderate increase expected in our 2025 season crop, we've been able to build on the strong planning processes we implemented last year. That includes bringing through insights on how we can further reduce fruit quality costs and preparing for a number of harvest scenarios so that we can adapt quickly to maximise the value we're returning to growers as required.

We're also continuing with our work to improve share alignment this year. Our first two initiatives - Loyalty as Shares and Dividends as Shares - will be available this year and I encourage you to consider these. Growers are clearly telling us that increasing shareholder alignment is a priority and it is an issue we need to work through as an industry. Like we did for the ZGS discussion, we'll be coming back to the industry later this year to consider the issue and work through next steps.

Our ability to continue to maximise value for the industry will be a priority for Zespri this year, and will be a defining piece of the work we'll be undertaking later this year in resetting our 2035 strategy. I'll have more on that to say shortly as I work with the leadership team at Zespri to set ourselves up to focus on our core business of creating ongoing value for you.

All the best for this year's harvest and I'll be back in touch with updates from the markets where I'm spending the next few weeks with customers at Berlin Fruit Logistica and our market teams to prepare for the new season.

Jason Te Brake

Chief Executive Officer

# MATURITY CLEARANCE SYSTEM

Each season the Maturity Review Group, made up of members from NZKGI, Zespri and post-harvest, review maturity standards to ensure we are providing our consumers with a great eating experience for the duration of the selling season. The changes for 2025 outlined below are technical in their nature so please don't hesitate to get in contact with our team if you want to discuss this further. We will also be holding an online grower drop-in session in February to answer any questions around these changes or anything else about MCS.

## CLEARANCE CRITERIA CHANGES

### BRIX MATURITY CRITERIA FOR SUNGOLD, HAYWARD AND SWEETGREEN

In the 2025 season, the maturity metric of Brix fractile for SunGold, Hayward and SweetGreen will change to an equivalent Brix threshold metric.

- Moving from a Brix fractile (lower and upper) to a Brix threshold metric has been recommended by the Maturity Review Group and offers more stability. The table below outlines the equivalent Brix thresholds for SunGold, Hayward and SweetGreen.

VARIETY	PREVIOUS BRIX CRITERIA	EQUIVALENT BRIX THRESHOLD
G3 (SunGold Kiwifruit)	Lower Brix fractile	5.3 Brix
	Upper Brix fractile	11.9 Brix
HW (Green Kiwifruit)	Lower Brix fractile	4.9 Brix
HE (Sweet Green Kiwifruit)	Lower Brix fractile	5.6 Brix

### SOFT FRUIT INDICATOR VALUE IN DOWNLOADS/API

- Soft fruit indicator (soft index) data will be available for download in the fruit level CSV file.

### INDICATIVE TZG OF CLEARED SIZES IN THE HOVERBOX

- The hoverbox in the TZG section will show indicative TZG of cleared sizes.

### SUNGOLD SELECT PICK – COLOUR AND BRIX BY SIZE

- The trial for SunGold colour and Brix by size clearance was available in 2024, but it was not used. Recognising its potential for slow colour/Brix seasons, the industry agreed to keep this option for 2025.
- Here are the colour and Brix by size criteria for the 2025 trial.

COUNT SIZE	COLOUR THRESHOLD	LOWER BRIX THRESHOLD
36	≤110.2°	≥5.3°
33	≤110.2°	≥5.3°
30	≤110.2°	≥5.3°
27	≤110.1°	≥5.3°
25	≤109.5°	≥5.3°
22	≤108.2°	≥5.3°
18	≤106.6°	≥5.3°
16	≤105.2°	≥5.3°

## SAMPLING PROCESS CHANGES

The 2025 kiwifruit season is approaching, and the sampling teams are already hard at work with the pre-season residue testing programs.

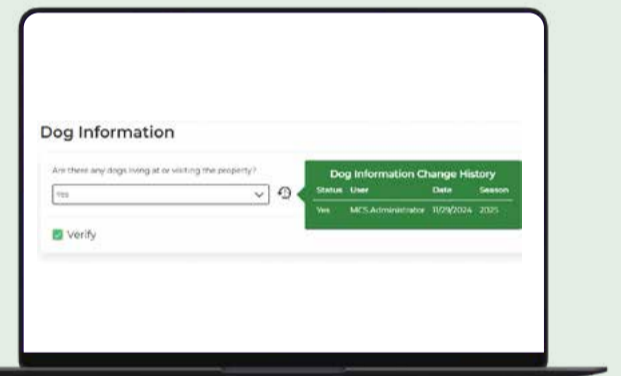
Over recent seasons we have experienced an increase in samplers struggling to access the property given the presence of dogs. This has resulted in a change to the sampling process and a new mandatory dog field in MCS: "Are there any dogs living at or visiting the property?".

This field must be verified each year along with hazards, site requirements and orchard contact details.

For a sample to be collected, all dogs must be confirmed as restrained (regardless of breed or temperament). The MCS orchard contact will receive a call from the sampler prior to their arrival on orchard.

If MCS shows a dog is listed and the orchard contact cannot confirm the dog is restrained, the sample will be cancelled. Unrestrained dogs on orchard will result in a stop sampling event.

As always, our focus is on making sure that samples can be collected safely on the requested collection date.



The 2025 maturity clearance fees will be published prior to season start on our [Maturity Clearance Sampling and Fees](#) page on Canopy.

### MCS support hours for the season are:

- From 3 February to 16 February: Monday to Sunday, 8am to 4pm - no collections on Waitangi day
- From 17 February: Monday to Sunday, 7am to 6pm

If you have any questions or concerns, please reach out to the MCS team on [maturity.support@zespri.com](mailto:maturity.support@zespri.com) or 0800 874 515.

# CFO RICHARD HOPKINS TO LEAVE ZESPRI

Zespri Chief Financial Officer (CFO) Richard Hopkins has decided to leave Zespri to take up a new role as CFO for Mercury.

In his six years at Zespri, Richard has been driven to create value for growers and shareholders and to support the business to deliver strong financial performance through a challenging period. That includes, not least, the disruptions of the Covid pandemic, the significant seasonal changes in supply volumes, and the delivery of Zespri's largest ever transformation programmes in finance systems and processes.

We thank Richard for his contribution to Zespri and to the kiwifruit industry, and we wish him all the best for his future career with Mercury.

Zespri will be starting a recruitment process for a new CFO appointment. In the interim, Richard will continue to lead the function right up to his departure in April and we're grateful to have his support through the transition period.



Zespri Chief Financial Officer Richard Hopkins will depart Zespri in April.



# MARKET SPOTLIGHT: ASIA-PACIFIC REGION

## ASIA PACIFIC REGION DELIVERS RECORD RESULTS



Ichiro Anzai,  
President - Asia Pacific.

The Asia Pacific (APAC) region has secured strong results this season with an expected \$1.3 billion in net sales off the back of a record 56.4 million trays of Zespri Kiwifruit sold.

Zespri President of Asia Pacific Ichiro Anzai says the season saw an increase of 12.5 million trays to sell across APAC, or an almost 30 percent lift in volume, with 32.4 million trays sold in Japan, 13.8 million in Korea and 10.2

million across the Asia Pacific South region which includes Singapore, Vietnam, Malaysia, Indonesia and India.

"While the year-on-year jump was a challenge, we're very confident in the outlook for the market as we invest to build demand to serve more consumers and create more value for growers."

"Across the season the team have recorded a number of strong results, including a record nine consecutive weeks of

deliveries of more than 1 million trays in Japan, strong growth in consumer penetration in Korea (up from 27.5 percent to 33.4 percent) and Australia growing 65 percent to reach 4.5 million trays of Class 1 SunGold Kiwifruit."

"Zespri RubyRed Kiwifruit was also launched in Korea and Malaysia for the first time and well received by customers there."



## MARKETING CAMPAIGNS

Strong marketing campaigns have been pivotal in supporting sales throughout the record season, with a focus on promoting the health benefits of Zespri Kiwifruit and supported by the Kiwi Brothers.

In Japan, the launch of the 'Nutrition Reform Project' has been a key campaign for the season with a focus on improving health outcomes by encouraging people to swap out one unhealthy food for a serving of fresh fruit or vegetables daily. It was launched across multiple digital channels, including out-of-home advertising with a takeover of Japan's world-famous Shibuya Crossing – one of the world's busiest intersections, and also with the support of the Japan Dietetic Association, Tokyo Seika – Japan's largest fruit and vegetable wholesaler.

Ichiro Anzai, President of Asia Pacific, says the campaign has significantly contributed to building a strong iconic brand

by promoting the importance of healthier eating habits and driving brand power growth of 0.7 percent.

It has also won two prestigious Japan advertising awards and helped drive sales beyond August, enhancing customer loyalty and market demand, despite challenging market conditions.

In Korea, the 'Get a Hit of Vitamin C with Zespri' campaign was launched to help consumers increase their Vitamin C intake through using a custom digital calculator, with Zespri recognised as the number one brand in the fruit category in Korea's First Brand Awards 2025. While in Singapore, the innovative packaging solution, the Fruit Pillbox – designed to ensure consumers never forget to eat a kiwifruit a day, was a huge hit. After its initial launch, 75 percent of consumers who purchased the packaging agreed it reminded them to eat a kiwifruit each day. Following its success, it was rolled

out a second time to support the 'Start Small Add A +1' campaign in Singapore designed to encourage Singaporeans to boost their fruit intake.

## LOOKING AHEAD

In 2025, the APAC region is expecting more moderate growth, with a 4 percent increase in fruit with around 58.7 million trays.

Ichiro says the focus will be on maximising returns for growers by starting the season strongly and finishing as early as possible, while continuing to keep building Zespri's iconic and premium brand through effective marketing campaigns.



The popular Fruit Pillbox.



'Start Small Add A +1' marketing campaign launched in Singapore.



Zespri RubyRed Kiwifruit launched in Malaysia and Korea.



Zespri's Bokeun Kang (Regional Market Manager, Korea Territory - Asia Pacific) receiving the award for being the number one brand in the fruit category at Korea's First Brand Awards 2025.



Consumers in Korea discovering their Vitamin C intake.



# 2025 LICENCE RELEASE

## PRE-APPROVAL FOR LICENCE RELEASE PARTICIPATION COMING SOON:



OPENS 24 FEBRUARY, CLOSES 6PM 7 MARCH 2025

All growers must be pre-approved to participate in the 2025 SunGold online licence auctions, whether bidding live or submitting a pre-set bid. Completing the pre-approval process is required to become a registered bidder and gain access to the auction software. This ensures compliance with the Licence Application Overview and Rules (LAOR) and provides eligibility to bid on the relevant auction day.

## EASIER PROCESS FOR ONLINE APPLICATION FORMS

As noted in last month's *Kiwiflier*, this year's licence release process has been streamlined to make it easier for applicants to complete and submit their application forms online. These forms will be live and accessible on the Industry Portal from 24 February 2025 up until 6pm on March 7.

Introduction of the online forms allows for key information to be correctly pre-populated for applicants - meaning the system will pull information directly from our grower database and pre-populate specific fields in the form. The majority of existing growers will now be able to complete the entire application online. Once a grower completes the form and clicks 'submit', the application form will be sent directly to Cooney Lees Morgan for validation. A copy of the application will also be emailed to you confirming your application has been received. This has eliminated the need for you to print, sign, scan and send the form like in previous years.

The **only exception** to this process is if you are the **lessee** of a property looking to apply for licence. In this instance you will still complete the online application form, however in order to complete the application in its entirety, the landowner of the property **must** hand sign and have witnessed the Landowner Declaration and Deed of Undertaking page as an **additional step in this process**. This declaration will then need to be sent through separately to Cooney Lees Morgan prior to **6pm on 7 March 2025** in order for your application to be validated.

We recommend you log in and familiarise yourself with the Industry Portal on the Canopy website well before the time you intend to apply. Please note, however, that the "Submit a Licence Application" button will not be live until applications open.

There will also be other resources you should familiarise yourself with prior to participating in the application and Auction process. These will be accessible via Canopy from **24 February 2025** onwards. Check out the 'Buying a Licence' page [here](#).

## ARE YOU A NEW GROWER OR NEW ENTITY LOOKING TO PARTICIPATE IN THE UNRESTRICTED SUNGOLD AUCTION?

If you're new to growing kiwifruit, don't yet have a KPIN, or need to register a new entity then you will need to complete a [Grower Registration form](#) prior to the application period opening. This will ensure your information is entered into our system and that you are granted temporary access to Canopy and the

Industry Portal, enabling you to complete your application form. Please provide a valid email address with this form to receive a copy of your application once completed, along with all subsequent auction communication.

Your Grower Registration form can be requested by emailing the team at [contact.canopy@zespri.com](mailto:contact.canopy@zespri.com) or 0800 155 355.

## SUNGOLD UNRESTRICTED - NO PROPERTY/KPIN RULE CHANGE

You can now apply for the SunGold Unrestricted pool without an identified property or KPIN if you don't have one at the time of application. This change allows bidders who haven't finalised a property transaction or are still securing land to apply for a licence. However, if you do have a KPIN, please include it in your application.

Any Unrestricted applications submitted without a Property/KPIN that are successful in the auction must have land/property secured and have registered for a KPIN prior to 30 October 2025 (this being a 6-month window following the auction). This information will be provided to the Zespri Licence Team in order to allocate the licence. Further information on this requirement can be found on Canopy (available from 24 February onwards) in the SunGold Unrestricted Licence Application Overview and Rules (LAOR).

Applicants who do not identify a property/KPIN at the time of application must be the landowners (not lessee) of the property that is eventually identified. The only exception to this rule (i.e. the only circumstances under which a lease will be acceptable) is if the lessee and landowner have essentially the same ownership as determined solely by Zespri.

If you are submitting an application for a property you already lease, and you already have a KPIN, then this rule does not apply and you can apply as usual against your leased KPIN.

An example of this rule change can be found on the Canopy under Supply and operations > Your orchard business > Licences > Buying a licence.

If you are considering applying without a property/ KPIN and intend to bid as a landowner or lessee and are unsure of what this rule change means for you, you can contact the Zespri Licence Team for assistance.

## HOW TO SUBMIT AN ONLINE APPLICATION FORM

**NOTE:** As you will now be submitting the application online, you will need to have all relevant information ready and on hand before you proceed. This includes having a copy of your GPS map saved on your computer, ready to upload to indicate the blocks/KPIN your application relates to.

**STEP 1:** Log into the Zespri portal via the [Canopy website](#)

**STEP 2:** Click the Industry Portal tab (under quick links) via the Canopy homepage

**STEP 3:** Select the "Submit A Licence Application" button in the Zespri Portal to access and complete the Licence Application Form.

**STEP 4:** Choose what auction you intend to bid in (Restricted or Unrestricted) – you need to submit separate application forms (available from 24 February 2025 onwards) if you want to participate in both auctions and/or apply for multiple KPINS.

**STEP 5:** Complete the online form by choosing from the pre-populated options and typing your responses into the free text fields. You will also upload a copy of your GPS map (this is not required for Unrestricted applications that have not identified a KPIN).

**STEP 6:** Before submitting your application, please take the time to review your application form, then select the tick box confirming you agree to the terms and conditions of the LAOR.

**STEP 7:** Click the 'Submit' button. A copy of your application form will be submitted directly to Cooney Lees Morgan (CLM) and a copy will be sent to the email address that you specified on your application form. Check that you have received a copy to your email. **Please note that the application is now being sent directly to CLM. As a result, you will no longer receive the automated message from CLM confirming that your application has been received. The confirmation will instead be the copy of the application being sent directly to you.**

**STEP 8:** Read through the copy of the application form that has been emailed to you to ensure that the details are correct. Contact Cooney Lees Morgan ([licence.applications2025@clmlaw.co.nz](mailto:licence.applications2025@clmlaw.co.nz)) if you identify anything that needs to be amended.

**There are additional steps required if you are bidding as the lessee of the property:**

**STEP 1:** Once you have received the emailed copy of the submitted application form, you still need to print the Landowner Declaration and Deed of Undertaking page and have it hand signed by the landowner and witnessed.

**STEP 2:** Scan and email this page through to Cooney Lees Morgan at [licence.applications2025@clmlaw.co.nz](mailto:licence.applications2025@clmlaw.co.nz). This needs to be received by Cooney Lees Morgan completed prior to **6pm, 7 March 2025** in order for your application to be validated.

## WHAT HAPPENS ONCE YOU'VE SUBMITTED YOUR APPLICATION TO COONEY LEES MORGAN?

Cooney Lees Morgan will commence validating all Applications and will contact you directly if there are any questions or validity issues in relation to your application. If you do not hear from them, you can assume your application has been validated without any issues.

Once Cooney Lees Morgan has completed this process, you will receive an email notification advising whether your application was successful. This email will include the hectares you are eligible to bid for. These notifications will be sent from 8 April onwards (or later if Zespri elects

to amend the current timetable). At a later date, closer to the auction, you will receive an email from Zespri containing the instructions and login details for accessing the auction site, including how to complete a pre-set bid if you don't want to bid live during the auction. Each auction (Restricted or Unrestricted) is independent from the other and carried out on separate days.

**If you intend on participating in more than one auction, you must submit an application for each auction.** Your pre-approval and login details for one auction do not give you access to both auctions, separate login details are required.

## ? NEED HELP?

If you need any assistance throughout the process or while completing your application in the Industry Portal, the Licence team is here to help. You can call them on 07 572 6440 during standard business hours. They will be available to guide you over the phone, or set up a Microsoft Teams call. When calling, please have the device you're using to complete the application ready if necessary. We're here to support you and make the process as hassle-free as possible!

## FINISHING OFF BLOCKS FOR SUNGOLD AND RUBYRED

We will be continuing to offer Finishing off Blocks (FOB) and shelterbelt removal licence for both SunGold or RubyRed Kiwifruit. 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.

**Please note**, if you wish to purchase SunGold or RubyRed FOB licence at the 2024 price, this price is only valid until 28 February 2025. From this date onwards, the SunGold and RubyRed FOB price will be put on hold until the closing price of the 2025 SunGold Unrestricted Auction is confirmed.

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.

## OPENING RESERVE PRICES 2025

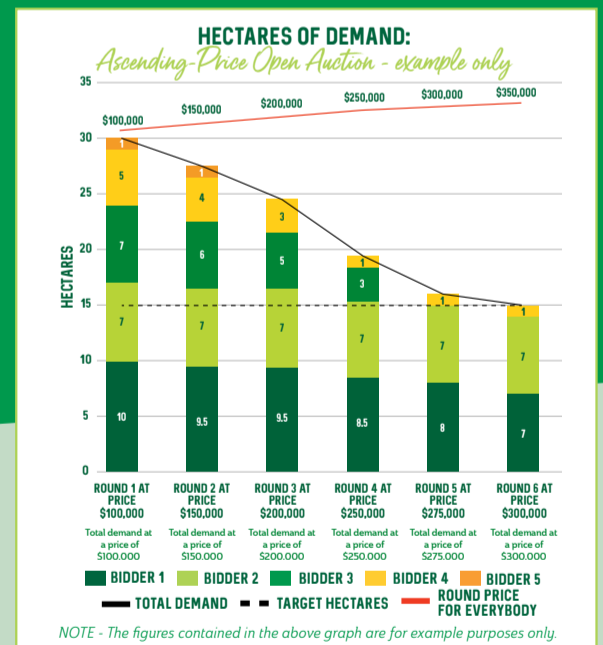
Restricted Zespri SunGold Kiwifruit (Hayward/Green14 cutover)	\$295,000 (excluding GST)
Unrestricted Zespri SunGold Kiwifruit	\$318,000 (excluding GST)

## KEY DATES - UPDATED TIMELINE

DATE	DETAILS
24 February 2025	Zespri SunGold Kiwifruit Licence Application Overview and Rules (LAOR) and Supplemental Information is published on Canopy and pre-approval process opens.
7 March 2025	Pre-approval process closes at 6:00pm. Applications must be received by Cooney Lees Morgan by this time.
8 April 2025 Onwards	Cooney Lees Morgan commences notification of Approval to Bid to eligible applicants.
5 and 7 May 2025	Auctions run. • Restricted SunGold auction commences at <b>9.00am on 5 May 2025</b> . • Unrestricted SunGold auction commences at <b>9.00am on 7 May 2025</b> .

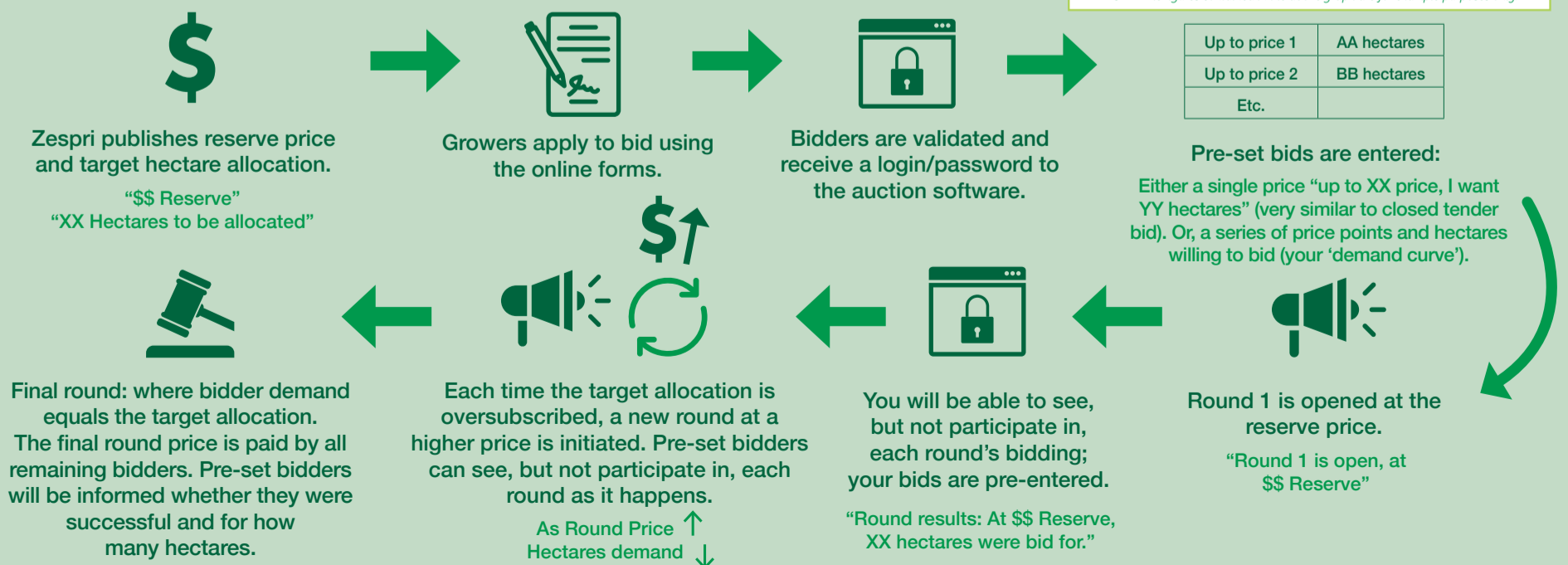
# 2025 LICENCE RELEASE PROCESS

## ASCENDING-PRICE OPEN AUCTIONS: *Summary*



## PRE-SET BID *option and process*

If you don't want to participate in the online 'live' auction process, you can opt to pre-set bid, prior to the auction commencing.





# SHAREHOLDER ALIGNMENT: LOYALTY PAYMENT UPDATE

Last February the Industry Advisory Council approved a change to the Loyalty Agreement to enable Zespri to facilitate its upcoming Loyalty as Shares initiative as part of our Shareholder Alignment work. This means that Zespri now pays all eligible growers directly, rather than growers being paid by their post-harvest entity (with the first direct payment having been made in January 2025).

For the second Loyalty payment in June 2025, we will provide eligible growers with the option to take this payment as either Zespri shares or as cash. More information on the Loyalty as Shares (LaS) and Dividends as Shares (DaS) initiatives can be found on the Share Alignment page on Canopy and in Zespri's Product Disclosure Statement for an offer of ordinary shares in Zespri Group Limited. Zespri will be issuing offer documents for both initiatives in May 2025 and updates on these initiatives will be available on the Canopy and in subsequent editions of *Kiwiflier*.

Since July 2024, we've been contacting growers to ensure we have the correct bank account and payment information, including GST numbers. We also have an easy-to-use self-service option where growers can load or confirm their bank details in the "my bank account" request section via the Industry Portal.

Growers should have received the first instalment of the 2024 Loyalty payment direct from Zespri, which was paid 20 January 2025. Any grower who has not returned a signed completed 2024 Loyalty Agreement or returned their bank account and GST number (along with the proof of account) will not have been included in the payment run made on 20 January 2025. As soon as the completed 2024 Loyalty Agreement, bank account, GST details and proof of account are received and loaded with Zespri, we will be able to process and add these into the next payment run made by Zespri.

Due to this change, growers receiving the payment directly from Zespri will now also be receiving an invoice (emailed to the address we currently have on file for your entity). If you are the titleholder of fruit for the 2024 Loyalty payment and have not received this email yet, please contact the Grower Service Centre team on 0800 155 355 or email [contact.canopy@zespri.com](mailto:contact.canopy@zespri.com).

## WHAT TO EXPECT:

If you are the crop owner of the 2024 harvest and provided Zespri with the above details, you should have received an invoice (or invoices) from Zespri from 10 January onwards relating to this payment.

- Each variety will receive a separate invoice (payments are made by purchase pools). For instance, you can expect two invoices if you produce both the gold and green varieties.
- If you have multiple KPINS (but only one variety) under a single entity, you can expect to receive one invoice with the data for those KPINS combined to a total value.
- If you have multiple KPINS (with multiple varieties) under a single entity, you can expect to receive one invoice per variety but with the values combined from the KPINS to a total value.
- Loyalty payments will now be made based on Class 1 trays submitted at the KPIN level. However, the total amount of loyalty funds to be distributed will still be determined by the Class 1 FOBS volume. You can view your Class 1 trays in the Grower Payment Report, or the Grower Production Report which can be accessed via the Industry Portal (use My Quicklinks from the Canopy homepage).

To the right is an **example** of the invoice you should have received. The email has been sent from [supplier.payments365@zespri.com](mailto:supplier.payments365@zespri.com).

Zespri Group Limited		TAX INVOICE	
400 Maungarua Road, PO Box 4043, Mt. Maungarua South, New Zealand Telephone (07) 572-7600, Facsimile (07) 572-7646		*This is an IRD Approved Buyer-Created Tax Invoice*	
Account No.	Document Date	Document No.	Cut-Off Date
Your GST No.	Your GST No.	Your GST No.	Your GST No.
Our GST No.	Our GST No.	Our GST No.	Our GST No.
2024 Kiwifruit Season	Internal Use	Push No.	ET699
INVOICE SUMMARY			
Description	Quantity	Rate \$	Amount \$
CURRENT CHARGES			
GST Standard Rate Transactions			
Enhanced Grower Rebate (Loyalty Payment)			
NZ Class 1 Sungold	41,405.885 TE	0.1000	4,140.43
	41,405.885 TE		4,140.43
Total GST Standard Rate Transactions			4,140.43
Total current charges excluding GST			4,140.43
GST on current charges			621.06
Total current charges including GST			4,761.49
Total - Owed to Supplier			4,761.49
PAYMENT ADVICE			
Description			Amount \$
The following amounts payable by Zespri Group Ltd will be deposited to their nominated bank account on 20.01.2025.			
Total - Owed to Supplier			4,761.49

Note: this is an example only.



If you have any questions regarding the change to the Loyalty contract or have not yet received your invoice, payment or completed your paperwork, please contact the Zespri Grower Support Services team on 0800 155 355 or [contact.canopy@zespri.com](mailto:contact.canopy@zespri.com), so we can respond to your query.



## ZESPRI SHARES

Are you curious about Zespri shares, but not sure where to begin? Do you have questions about the upcoming share initiatives and want to learn more? We're here to help!

Our friendly Shares Team is offering 30-minute personalised sessions to chat about any questions you may have on Zespri shares. Whether you're an existing shareholder, or just starting out, no matter what questions you may have, we're here to help you feel confident and informed.

Here are just a few of the topics we can cover:

- **How to buy shares:** Learn how to purchase Zespri shares both on and off-market with ease and understand the different processes involved.
- **Your share eligibility:** Find out how many shares you can purchase relative to your fruit production.
- **Upcoming share initiatives:** Get answers to your questions about the new share initiatives planned for 2025 including Loyalty as Shares and Dividends as Shares
- **Anything else you want to know:** Whatever your question, we're here to support you.

You can choose to have your session over the phone or by coming into the Zespri head office for a face-to-face chat.

If you're interested in booking a session, please complete the Microsoft form <https://forms.office.com/r/zivbm2Shy9>, and we will have someone from the team contact you to organise a time and place to talk in-person or over the phone.

## MEET THE ZESPRI SHARES TEAM:

The Zespri Shares Team (from left to right); Hayley McCulloch, Rosie Sim and Elisa Tereapii.

The Zespri Shares team provide specialised support to the industry around all Zespri Shares Transactions. The team will help growers with any share enquiries, Annual Meeting voting allocations, approval to trade queries,

Canopy and *Kiwiflier* reporting and updates, as well as any questions that come their way.

We're excited to help you take the next step in your shares journey!



Hayley McCulloch.



Rosie Sim.



Elisa Tereapii.

# GLOBAL EXTENSION TEAM UPDATES

## THE MONTH AHEAD: MARCH

HARVEST PREPARATION

GETTING THE MOST FROM YOUR VINES

SCALE, LEAF TESTING



### HARVEST PREPARATION

#### Smart monitoring

It's that time again and Zespri Smart Monitoring has kicked off. This is your chance to see the seasonal trends in fruit development from the monitored orchards and compare them to previous seasons to help inform your harvest decisions.

#### Handy tools and calculators

- **Fresh weight and dry matter multipliers:** Use these to estimate fruit weight at harvest based on current fruit weight and number of days after full bloom. This data is used to inform the thinning calculator.
- **Thinning calculator:** Use to calculate your thinning fruit weight. This reduces the amount of undersized fruit on the vine at harvest. The calculation is based on your expected harvest date and minimum fruit size. The estimates are modelled on industry growth curves so aren't specific to an orchard or region.
- **Orchard gate returns calculator:** The [orchard gate returns calculator](#) allows you to estimate your orchard gate returns for up to three harvest dates, across all varieties, taking into account KiwiStart and storage payments. To decide when to harvest you'll need to work with your post-harvest facility representative to optimise your returns.

#### Start your 'to do' list

Harvest will be upon us before we know it, so start ticking off your 'to do' list by contacting your harvest contractor, getting your orchard services agreement signed, updating your hazards register, checking your block setup in MCS and chatting to your post-harvest representative.



### GETTING THE MOST FROM YOUR VINES

#### Canopy management

Finish required pruning as soon as possible; you want your fruit to 'soak up' as much of those available carbohydrates as possible. Next season's fruiting canes will also benefit from the additional light in the long-term too, so it's a win-win. Maintain an open canopy that allows some light to filter through and encourages grass growth under the vines. Remove tangles and late season, non-fruiting shoots from heavily shaded areas of the canopy.

If you spot low hanging fruit in the process, be sure to tie it up to avoid physical damage as harvest approaches. It's probably as good a time as any to check out your males too – get any summer pruning out of the way prior to harvest.

#### Girdling

For Gold3, you're likely considering your second dry matter girdle around the middle of the month, for Hayward, you'll be contemplating your first of the season.

Remember to avoid girdling stressed vines and ensure these vines are clearly marked. Make it super obvious, so crews don't accidentally girdle and exacerbate vine stress. Some other quick reminders:

- Remember to girdle only in fine weather.
- Too shallow girdles are ineffective. If you girdle too deep it slows or prevents the girdle from healing, leading to stressed vines.
- Sterilise tools before and after each girdle and spray copper on the wound to prevent diseases like Psa.
- Consider re-opening your last girdle rather than a new second girdle, it enables the vine to heal faster.



### SCALE, LEAF TESTING

#### Scale

If scale numbers are over the [KiwiGreen](#) threshold of 4 percent then one application of oil at 1 percent (1 litre in 100 litres) in the second or third weeks of February for Gold3, and February and March for Hayward, are optimum for controlling and repelling scale and avoiding fruit marking. Summer oil applications are often part of annual, scale control programmes to ensure sufficient fruit is available for our customers.

Research has highlighted the importance of applying oils under good drying conditions in the correct application window to avoid negative impacts on fruit. Good spraying conditions are:

- Less than 60 percent humidity
- No rain the day before
- Lower than 32°C
- Light breeze to aid drying

#### Late season leaf testing

A summer leaf test is a great way to assess the effectiveness of your fertiliser programme as all the nutrient levels in the plant have now stabilised. These late season leaf test results can be used in conjunction with your soil test results to make a plan for your nutrient management programme for the upcoming season. If you are doing a summer leaf test, make sure to collect samples only from leaves of fruiting shoots and select the second leaf past the final fruit cluster.

#### Fertiliser and Spray Diary reminder

A reminder to keep your Fertiliser Diary up to date – record all fertiliser applications. Be sure to record your foliar in Spray Diary too. While you're there, enter your fruitset date in your Spray Diary as it drives each period within your spray diary going forward; you'll need them for harvest, and to set the timing of the KiwiGreen monitoring for your orchard. Another reason to record your fruitset dates is so you can run a test audit.

### MORE INFORMATION

- [Fruit production > Harvesting > Fruit maturity monitoring](#)
- [Tools > Calculators](#)
- [Fruit production > Growing fruit > Managing Canopy & pruning > Managing canopies in summer](#)
- [Fruit production > Growing Fruit > Increase fruit size and dry matter > Girdling](#)
- [Fruit production > Protecting your fruit > Pests > Scale](#)
- [Fruit production > Growing fruit > Soil, nutrients & water > Manage water and irrigation](#)



### WORKER INDUCTION READY

With harvest season just around the corner, it's time to refresh your worker induction documentation. As your orchard welcomes an influx of new faces, ensuring everyone is well-informed and prepared is key. If you have one or more employees, the GRASP add-on helps demonstrate and improve on orchard social practice, meeting our customer requirements. Here are some essential items to check off your list:

- Human Rights policy displayed (whether you have employees or not)
- Workers are made aware of the complaints process and disciplinary procedure
- Employment Agreements are reviewed and updated
- Have a plan in place to meet worker representation requirements. Make sure this is done when you have the highest number of workers on-site.

- Induction and Training procedures are reviewed and updated
- Orchard Services Agreements reviewed, updated and ready for any new contractors you are working with
- Providing your new workers with easy-to-understand and current info on NZ employment rights
- Have a suitable time recording system in place for accurate payslips

You can find helpful resources on the Support for Zespri GAP page and templates at the end of the GRASP section in the grower manual.



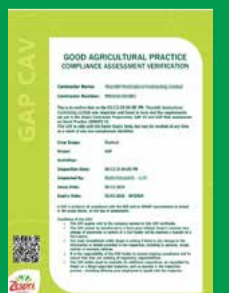
## IMPROVED CAV VERIFICATION

From 13 January 2025, Zespri has re-issued new Compliance Assessment Verifications (CAVs) to all registered contractors in the Zespri GLOBALG.A.P. Contractor Programme.

All new CAVs will include a QR code that can be scanned on smartphones to confirm the registered details and validity of the CAV in real-time.

This change has been introduced to make it easier to confirm and verify that a Contractor has a valid CAV before engaging them to provide on-orchard services. It also provides the ability to check the registered details against those on the CAV presented.

If you have any questions about this change, please contact the Zespri Compliance Team at [Compliance.Mail@zespri.com](mailto:Compliance.Mail@zespri.com) or 0800 549 440.



# 2024/25 PROGRESS PAYMENTS FOR FEBRUARY AND MARCH

CLASS 1 - APPROVED PROGRESS PAYMENT 14 FEBRUARY 2025	AVERAGE ON NET SUBMIT	16/18/22	25/27	30/33	36	39	42	46
Zespri Green	\$0.46	\$1.20	\$1.20	\$0.95	No payment	No payment	No payment	No supply
Zespri Organic Green	\$0.63	\$1.00	\$1.00	\$0.70	\$0.50	\$0.50	\$0.75	No supply
Zespri Gold3	\$0.78	\$0.85	\$0.75	\$0.80	\$0.70	No supply	No supply	No supply
Zespri Organic Gold3	\$0.86	\$0.75	\$0.90	\$0.85	\$0.95	No supply	No supply	No supply
Zespri Red19	\$0.23	\$0.80	\$0.50	\$0.45	\$0.30	\$0.30	\$0.20	\$0.15
Zespri Green14	\$0.31	No payment	\$0.15	\$0.35	\$0.30	\$0.30	\$0.30	No supply

CLASS 1 - INDICATIVE PROGRESS PAYMENT 14 MARCH 2025	AVERAGE ON NET SUBMIT	16/18/22	25/27	30/33	36	39	42	46
Zespri Green	\$0.11	\$0.10	\$0.20	\$0.25	No payment	No payment	No payment	No supply
Zespri Organic Green	\$0.30	\$0.30	\$0.30	\$0.30	\$0.30	\$0.30	\$0.30	No supply
Zespri Gold3	\$0.15	\$0.15	\$0.15	\$0.15	\$0.15	No supply	No supply	No supply
Zespri Organic Gold3	\$0.15	\$0.15	\$0.15	\$0.15	\$0.15	No supply	No supply	No supply
Zespri Red19	\$0.10	\$0.10	\$0.10	\$0.10	\$0.10	\$0.10	\$0.10	\$0.10
Zespri Green14	\$0.10	No payment	\$0.10	\$0.10	\$0.10	\$0.10	\$0.10	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 14 FEBRUARY 2025	AVERAGE ON NET SUBMIT	16/18/22	27	30	33	36	39	42
Class 2 Zespri Green	\$0.67	\$0.70	\$0.70	\$0.70	\$0.70	\$0.70	\$0.70	\$0.20
Class 2 Zespri Organic Green	\$1.26	\$1.50	\$1.50	\$1.50	\$1.50	\$1.00	\$1.00	\$0.80
Class 2 Zespri Gold3	\$0.82	\$0.90	\$0.60	\$1.10	\$0.90	\$0.80	\$1.80	No supply

NON-STANDARD SUPPLY - APPROVED PROGRESS 14 FEBRUARY 2025	39	46
Zespri Green	No supply	\$0.05
Zespri Gold3	\$1.20	No supply
Zespri Organic Gold3	\$2.50	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.

For Green Conventional sizes 25/27 and 30/33, final February progress payment rates have reduced slightly against indicative rates, as a result of fruit quality.

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

### February 2025 approved progress payments on Net Submit trays

Approved per tray progress payments for 14 February 2025:

Class 1	
Zespri Green	\$0.46
Zespri Organic Green	\$0.63
Zespri Gold3	\$0.78
Zespri Organic Gold3	\$0.86
Zespri Red19	\$0.23
Zespri Green14	\$0.31

### March 2025 indicative progress payments on Net Submit trays

Indicative per tray progress payments for 14 March 2025:

Class 1	
Zespri Green	\$0.11
Zespri Organic Green	\$0.30
Zespri Gold3	\$0.15
Zespri Organic Gold3	\$0.15
Zespri Red19	\$0.10
Zespri Green14	\$0.10





# 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 November 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 with the average amount paid. Payments yet to be made are indicated below the dotted line.

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

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

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	22%
May-24		\$0.06				\$3.79	23%
Jun-24		\$0.14				\$3.93	24%
Jul-24		\$0.08		\$0.72	\$1.78	\$6.51	39%
Aug-24		\$0.34	\$0.57	\$1.00	\$0.63	\$9.04	55%
Sep-24		\$0.47	\$0.00	\$0.54	\$0.33	\$10.38	63%
Oct-24		\$0.88	\$0.59	\$0.29	\$0.41	\$12.55	76%
Nov-24		\$0.37	\$0.01	\$0.73	\$0.78	\$14.44	87%
Dec-24		\$0.13	\$0.01	\$0.02	\$0.79	\$15.38	93%
Jan-25			\$0.01			\$15.40	93%
Feb-25			\$0.01	\$0.00	\$0.78	\$16.19	98%
Mar-25			\$0.01		\$0.15	\$16.35	99%
Apr-25					\$0.10	\$16.45	99%
May-25						\$16.45	99%
Jun-25					\$0.12	\$16.57	100%
<b>Paid YTD</b>	\$3.60	\$2.60	\$1.19	\$3.29	\$4.72	\$15.40	
<b>Balance to pay</b>	\$0.00	\$0.00	\$0.02	\$0.00	\$1.15	\$1.18	

**Total fruit and service payments - 2024/25 Forecast \$16.57**

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	19%
May-24		\$0.10				\$3.77	19%
Jun-24		\$0.09				\$3.86	20%
Jul-24		\$0.21		\$1.38	\$2.50	\$7.95	41%
Aug-24		\$0.35	\$0.58	\$1.88	\$0.05	\$10.81	56%
Sep-24		\$0.44	\$0.00	\$1.30	\$0.07	\$12.62	65%
Oct-24		\$0.42	\$0.63	\$0.26	\$1.40	\$15.33	79%
Nov-24		\$0.05	\$0.02	\$1.24	\$0.62	\$17.26	89%
Dec-24		\$0.09	\$0.02	\$0.00	\$0.75	\$18.11	93%
Jan-25			\$0.02			\$18.13	93%
Feb-25			\$0.02	\$0.00	\$0.86	\$19.00	98%
Mar-25			\$0.02		\$0.15	\$19.17	99%
Apr-25					\$0.10	\$19.27	99%
May-25						\$19.27	99%
Jun-25					\$0.12	\$19.39	100%
<b>Paid YTD</b>	\$3.60	\$1.82	\$1.25	\$6.07	\$5.39	\$18.13	
<b>Balance to pay</b>	\$0.00	\$0.00	\$0.03	\$0.00	\$1.23	\$1.26	

**Total fruit and service payments - 2024/25 Forecast \$19.39**

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		\$0.06				\$5.10	25%
Jun-24		\$0.14				\$5.10	25%
Jul-24		\$0.08		\$0.72	\$1.78	\$11.75	81%
Aug-24		\$0.34	\$0.57	\$1.00	\$0.63	\$17.49	84%
Sep-24		\$0.47	\$0.00	\$0.54	\$0.33	\$18.63	90%
Oct-24		\$0.88	\$0.59	\$0.29	\$0.41	\$19.07	92%
Nov-24		\$0.37	\$0.01	\$0.73	\$0.78	\$19.41	93%
Dec-24		\$0.13	\$0.01	\$0.02	\$0.79	\$20.19	97%
Jan-25			\$0.01			\$20.19	97%
Feb-25					\$0.23	\$20.42	98%
Mar-25					\$0.10	\$20.52	99%
Apr-25					\$0.02	\$20.54	99%
May-25						\$20.54	99%
Jun-25					\$0.23	\$20.77	100%
<b>Paid YTD</b>	\$5.10	\$0.00	-\$0.08	\$0.00	\$15.17	\$20.19	
<b>Balance to pay</b>	\$0.00	\$0.00	\$0.00	\$0.00	\$0.59	\$0.59	

**Total fruit and service payments - 2024/25 Forecast \$20.77**

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				\$2.82	25%
Jun-24		\$0.05	\$0.00			\$2.87	25%
Jul-24		\$0.03		\$0.60	\$1.07	\$4.57	40%
Aug-24		\$0.12	\$0.37	\$0.90	\$0.05	\$6.01	52%
Sep-24		\$0.22	\$0.00	\$0.64	\$0.05	\$6.92	60%
Oct-24		\$0.67	\$0.47	\$0.55	\$0.05	\$8.65	75%
Nov-24		\$0.61	\$0.01	\$0.86	\$0.12	\$10.25	89%
Dec-24		\$0.10	\$0.01	\$0.02	\$0.28	\$10.67	93%
Jan-25			\$0.01			\$10.68	93%
Feb-25			\$0.01	\$0.00	\$0.46	\$11.16	97%
Mar-25			\$0.01		\$0.11	\$11.28	98%
Apr-25					\$0.07	\$11.36	99%
May-25						\$11.36	99%
Jun-25					\$0.14	\$11.49	100%
<b>Paid YTD</b>	\$2.73	\$1.89	\$0.88	\$3.56	\$1.62	\$10.68	
<b>Balance to pay</b>	\$0.00	\$0.00	\$0.02	\$0.00	\$0.79	\$0.81	

**Total fruit and service payments - 2024/25 Forecast \$11.49**

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	\$5.48	38%
Aug-24		\$0.13	\$0.37	\$1.07	\$0.29	\$7.35	51%
Sep-24		\$0.25	\$0.00	\$0.54	\$0.50	\$8.64	60%
Oct-24		\$1.07	\$0.41	\$0.59	\$0.13	\$10.83	75%
Nov-24		\$0.88	\$0.01	\$0.98	\$0.13	\$12.84	89%
Dec-24		\$0.06	\$0.01	\$0.02	\$0.14	\$13.08	91%
Jan-25			\$0.01			\$13.09	91%
Feb-25			\$0.01	\$0.00	\$0.63	\$13.74	95%
Mar-25			\$0.01		\$0.30	\$14.05	98%
Apr-25					\$0.18	\$14.23	99%
May-25						\$14.23	99%
Jun-25					\$0.17	\$14.40	100%
<b>Paid YTD</b>	\$2.75	\$2.53	\$0.82	\$3.85	\$3.14	\$13.09	
<b>Balance to pay</b>	\$0.00	\$0.00	\$0.03	\$0.00	\$1.28	\$1.31	

**Total fruit and service payments - 2024/25 Forecast \$14.40**

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		\$0.08				\$2.95	23%
Jun-24		\$0.05	\$0.00			\$2.95	23%
Jul-24		\$0.03		\$0.60	\$1.07	\$6.03	47%
Aug-24		\$0.12	\$0.37	\$0.90	\$0.05	\$7.82	61%
Sep-24		\$0.22	\$0.00	\$0.64	\$0.05	\$10.14	80%
Oct-24		\$0.67	\$0.47	\$0.55	\$0.05	\$10.72	84%
Nov-24		\$0.61	\$0.01	\$0.86	\$0.12	\$11.68	92%
Dec-24		\$0.10	\$0.01	\$0.02	\$0.28	\$12.05	94%
Jan-25			\$0.01			\$12.05	94%
Feb-25				\$0.00	\$0.31	\$12.35	97%
Mar-25					\$0.10	\$12.45	98%
Apr-25					\$0.10	\$12.55	98%
May-25						\$12.55	98%
Jun-25					\$0.20	\$12.76	100%
<b>Paid YTD</b>	\$2.95	\$0.02	\$0.59	\$3.67	\$4.81	\$12.05	
<b>Balance to pay</b>	\$0.00	\$0.00	\$0.00	\$0.00	\$0.71	\$0.71	

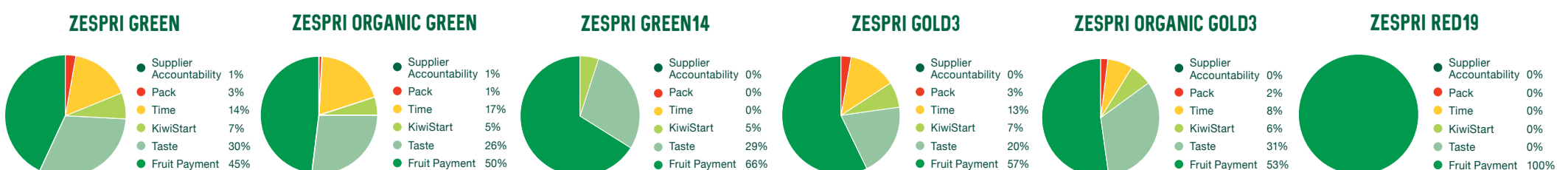
**Total fruit and service payments - 2024/25 Forecast \$12.76**

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.

Note 3: Loyalty has been removed from the table due to the change in loyalty payments now being based on Gross submit.  
 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 NOVEMBER FORECAST





# SHARES UPDATE: JANUARY

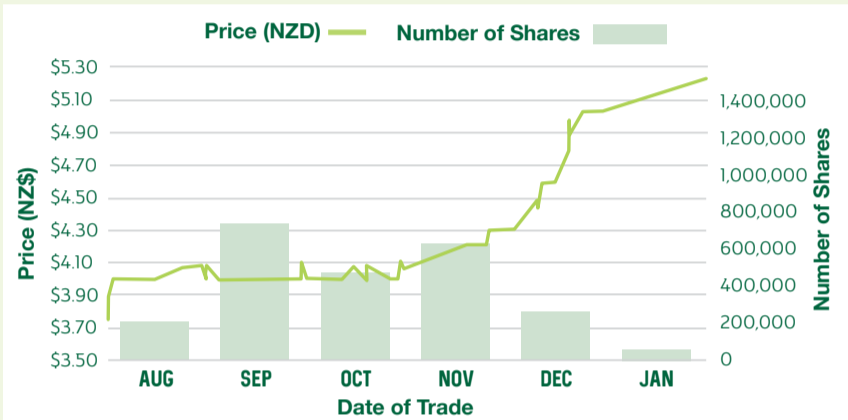
## WHAT'S HAPPENING IN THE MARKET

BIDS (BUYERS)		
Orders	Quantity	Price (\$)
1	12,237	\$5.20
1	3,000	\$5.15
2	9,657	\$5.10
1	6,230	\$5.05
1	24,836	\$5.00
1	3,000	\$4.95
1	15,625	\$4.40
1	7,000	\$4.30

OFFERS (SELLERS)		
Orders	Quantity	Price (\$)
1	3,000	\$5.35
1	3,000	\$5.55

LAST 10 TRADES			
Date	Quantity	Price (\$)	Value (\$)
22/01/2025	12,000	\$5.25	\$63,000.00
13/01/2025	17,763	\$5.20	\$92,367.60
23/12/2024	32,970	\$5.05	\$166,498.50
17/12/2024	33,150	\$5.05	\$167,407.50
13/12/2024	3,000	\$4.90	\$14,700.00
13/12/2024	3,000	\$5.00	\$15,000.00
13/12/2024	59,938	\$4.80	\$287,702.40
09/12/2024	13,000	\$4.60	\$59,800.00
06/12/2024	20,000	\$4.60	\$92,000.00
05/12/2024	25,000	\$4.60	\$115,000.00

### ZESPRI GROUP LIMITED SHARE TRADES: AUGUST 2024 TO JANUARY 2025



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

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

### SHARES AT A GLANCE AS AT 22 JANUARY 2025

#### OVERSHARED SHARES REQUIRED TO BE SOLD - FEBRUARY



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 - JANUARY



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 22 JANUARY 2025



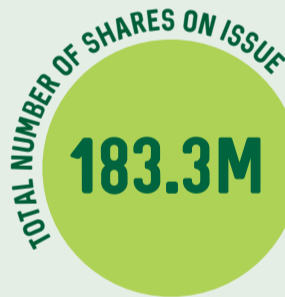
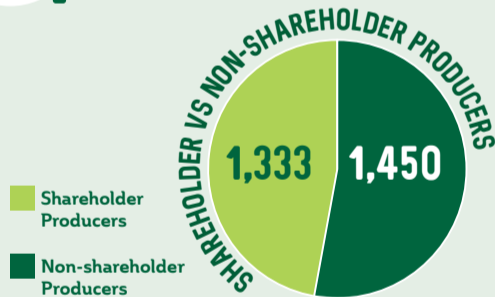
This is the number of shares that are no longer eligible for dividend payments.

#### DIRECTOR SHARE TRADING AS AT 22 JANUARY 2025

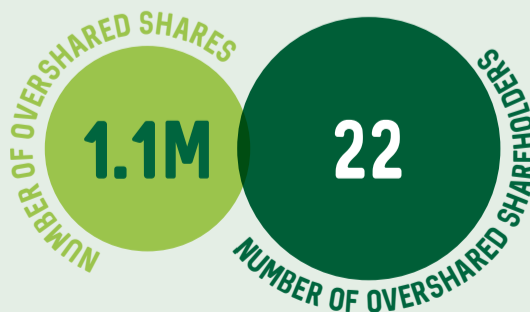
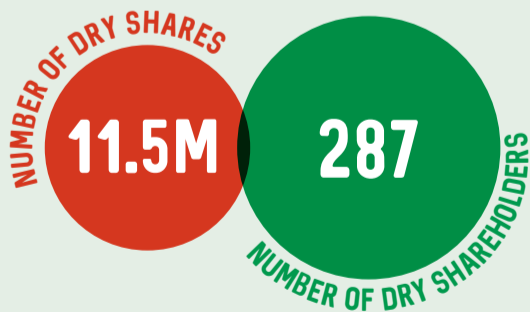


Shares traded by entities associated with Zespri Directors.

## OUR SHAREHOLDERS

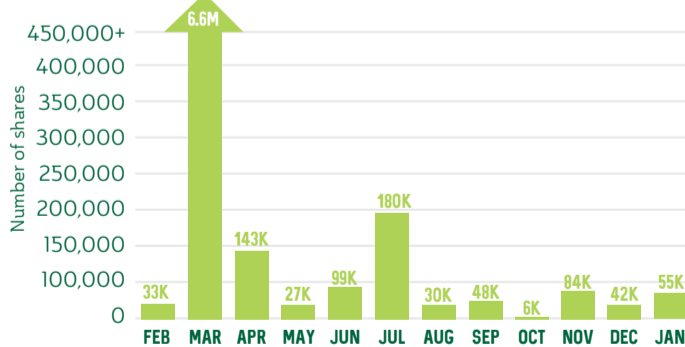


### DRY AND OVERSHARED SHARES

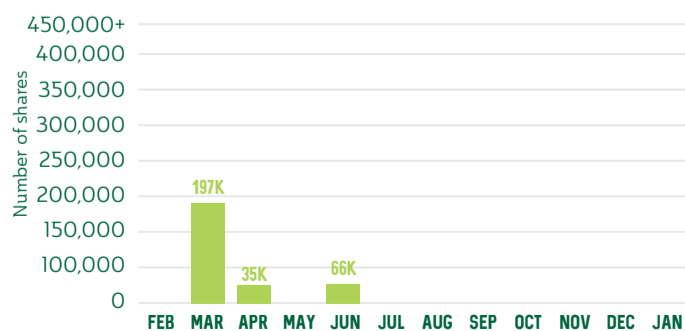


DISCLAIMER: The above figures are a snapshot in time and are subject to change at any time due to shares being traded.

#### DRY SHARES CONVERTING TO B CLASS FOR THE NEXT 12 MONTHS B CLASS SHARES ARE NOT ELIGIBLE FOR DIVIDENDS



#### OVERSHARED SHARES REQUIRED TO BE SOLD [FOR THE NEXT 12 MONTHS]



## 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 is currently one seller with 31,020 shares listed for sale, and there are 23 buyers seeking 1,264,000 shares on the Shares Availability Board page on Canopy.

You can register your shares for sale, or your interest to buy shares at the following link: <https://canopy.zespri.com/full/dashboard/supply-and-operations/your-orchard-business/shares/shares-availability-board>. If you don't have access to the Canopy as a dry shareholder, please get in touch with the Zespri Shares team.

# GENE TECHNOLOGIES BILL UPDATE

The Gene Technologies Bill is open for public submissions until February 17, with the aim of allowing gene technology and regulated organisms to be used safely in New Zealand.

The proposed new regime is future focused and designed to accommodate advances in gene technologies and methods. The focus is on managing the risks of these technologies, rather than focusing just on the genetic technologies involved.

The Bill proposes setting up a new regulator to oversee the new system and manage ethical and cultural concerns through a streamlined approval process. If the proposed changes within

the Bill are passed into law by Parliament, it will still take years for plants bred with these techniques to become available.

Zespri is working closely with the Kiwifruit Breeding Centre and our joint venture partner Plant & Food Research to understand how access to gene editing technologies in the future might impact our breeding programme. We're also working with our market teams to understand customer and consumer perceptions on the proposed changes. We'll be providing more information via Canopy and will discuss the issue further with the industry this year.

## FURTHER ACTION TAKEN IN CHINA OVER FRAUDULENT USE OF ZESPRI'S IP

As part of Zespri's ongoing legal activity to protect our brand, nine people have been sentenced for their involvement in the manufacture and distribution of more than nine million counterfeit Zespri labels in China.

One of the defendants has been sentenced to three years and three months in jail and ordered to pay a fine of 80,000 yuan (NZD \$18,700). The other offenders have each received non-custodial sentences of between one year and six months, up to three years. They have also all been fined.

The prosecutions reflect a crackdown by authorities in China on those involved in counterfeiting registered trademarks, effectively safeguarding corporate trademark rights and protecting consumer interests. They follow a series of police raids in early 2024 against sellers buying local kiwifruit to sell through stores set up on an e-commerce site.

Three people involved in the same case were also sentenced in the later part of 2024, with each receiving a sentence of three years and nine months in jail and ordered to pay a fine of 550,000 yuan (NZD \$125,000). While another defendant in

the related case was sentenced earlier in the year, receiving a three-year suspended sentence, a fine of 20,000 yuan, and an order to pay compensation to Zespri of 30,000 yuan.

The sentences reflect Zespri's strategy to take targeted action to keep unauthorised fruit or counterfeit branding out of our key channels. This is critical in protecting the significant investment that has been made in building a leading global brand and by New Zealand producers in licensed kiwifruit varieties, and demonstrates our commitment to food safety. The sentences also act as a powerful deterrent in China that the fraudulent use of intellectual property will not be tolerated, protecting the interests of New Zealand growers and Chinese consumers.



## ZESPRI IN THE COMMUNITY

### 2025 ZESPRI INDUSTRY GOVERNANCE DEVELOPMENT PROGRAMME APPLICATIONS OPEN

The Zespri Industry Governance Development Programme (IGDP) is designed to develop the next generation of leaders of the kiwifruit industry to make the step into governance roles. The programme will introduce successful candidates to governance and leadership possibilities and help build their capability as future leaders of the industry.

Zespri Grower and Industry Relations Manager and former IGDP participant Malik Singh says, "The IGDP programme has provided me with invaluable insights into corporate governance with the opportunities to learn from experienced leaders from around New Zealand. I thoroughly enjoyed the programme, which allowed me to develop my personal brand, expand my networks through meeting with industry leaders and extend my knowledge of director responsibilities. I'd highly recommend this programme for anyone that aspires to be a future leader in the kiwifruit industry."

This bespoke programme includes:

- The Institute of Directors Company Directors Course
- Domestic governance tour to meet with other primary sector business leaders around the country
- Interaction with Zespri Board and Executive members
- Quarterly forums with leaders of New Zealand business
- Public speaking and personal brand support.

Head to <https://www.zespri.com/en-NZ/ourcommunities/scholarships> for more information and to find the IGDP guide and application form. Applications close on 5 February 2025. Email [scholarships@zespri.com](mailto:scholarships@zespri.com) if you have any questions.

## DR. AGAM NANGUL: "FOOD SAFETY IS A RESPONSIBILITY THAT MUST BE SHARED"



Delivering high-quality, ready and safe to eat kiwifruit is a critical part of the Zespri brand and how we create value for growers. Dr. Agam Nangul is Zespri's Innovation Leader for Food Safety, responsible for overseeing Zespri's efforts to help mitigate food safety risks on-orchard and through the supply chain.

### Tell us about your role?

The primary focus of my role is to lead the food safety innovation strategy which aims to mitigate food safety risks across the supply chain, from pre-harvest to post-harvest. I am also a food safety technical expert within Zespri's quality systems team, assisting with operational issues.

This sees me help growers in unprecedented situations from a food safety perspective, as well as advising how to mitigate risks. My role also involves helping post-harvest with similar issues.

There are a number of risks we manage throughout the supply chain and my job is to make sure we're meeting food safety requirements and delivering our customers and consumers the best fruit through innovation. Over the past few years we've seen weather related challenges, the recall of Organic Green kiwifruit in North America due to listeria monocytogenes and the mice infestation on our first ship to Europe. These reflect the sort of challenges fresh fruit providers around the world face, which is why we put such a focus on our food safety systems and processes.

### What challenges does Zespri face in maintaining food safety across global markets and how do you overcome them?

We've built our brand based on ensuring our fruit is safe to eat and this is something we take incredibly seriously. Food safety is a responsibility that must be shared across industry and we are constantly adapting to the challenges we are seeing. This includes extreme weather events due to climate change, listeria and other bacteria, and new regulations in different markets.

### How is Zespri using innovation to enhance food safety?

We are investigating innovative technologies on-orchard and across the supply chain to help mitigate a variety of food safety risks and to support our growers and deliver strong returns to the industry.

One example is the management of listeria, where we're focused on investigating innovative technologies and a systems approach to ensure the safety of consumers. This includes using new methods to detect the bacteria and using bio-sanitisers.

### How does Zespri ensure its messaging around food safety resonates with customers and consumers?

The Zespri brand is built on a commitment to food safety and that's been a hallmark of how we've always operated, ensuring customers can trust our fruit. We've seen that in the precautionary approach we take when faced with

challenges like the mice incident on one of our ships in early 2024. I also visited some of our key customers in our European markets last year to bust food safety myths when it comes to kiwifruit. This involved scientific presentations around the fact that kiwifruit is acidic helping to prevent the growth of bacteria.



Dr Agam Nangul, Zespri Innovation Leader for Food Safety.

# ZESPRI INITIATES COURT ACTION REGARDING KIWIFRUIT VARIETY

Zespri takes the protection of its IP seriously and is committed to taking action to protect the value this investment creates for New Zealand growers.

This is an ongoing focus across our business, whether it relates to the Zespri brand, varieties or other areas of intellectual property.

We have become aware of a New Zealand PVR application and trials for a variety which we consider has attributes very similar to Gold3 and have initiated legal proceedings to obtain more information about the variety and its development.

The court hearing will take place in the coming months, with a decision to follow. With the matter before the courts, we are currently limited in what we can share at this time. We will continue to keep the industry updated as more information becomes available.



## CANOPY TIP OF THE MONTH



### Personalise your quicklinks.

Choose and organise your quicklinks on the Canopy homepage. Click the edit button at the bottom of the quicklinks section and then select from the long list of pages, tools and resources. Organise them in the order that makes sense to you. You can edit your quicklinks at any time and see them from whatever device you're logged in on.



# PROMISING RESULTS FROM GROWERS MAKING CARBON REDUCTIONS

After their latest season, Zespri Carbon Neutral Trial growers have maintained production and achieved an average reduction of 14 percent in on-orchard greenhouse gas emissions, compared to the previous season. Growers achieved this mainly by reviewing and optimising fertiliser and compost inputs.

## RESPONDING TO CHANGING REQUIREMENTS

In response to increasing market and regulatory drivers to measure and mitigate supply chain emissions, Zespri has been working with a group of 19 growers since 2022 in the Carbon Neutral Trial to help them measure and manage their emissions, with the aim of sharing the key learnings with the rest of the industry. The trial also includes three Suppliers who also have a focus on measuring and managing their emissions.

## PROGRESS TO DATE

In the 2022/23 season, grower trialists focused on measuring their baseline orchard emissions. The following 2023/24 season, they identified and implemented practice changes with the aim of reducing emissions. Comparison between the two seasons now shows that across all the orchards, emissions reduced by an average of 14 percent, from approximately 4.3 to 3.7 tonnes of carbon dioxide equivalents per hectare (TCO<sub>2</sub>e/ha). In the 2023/24 season, eight of the orchards also had dedicated trial blocks and across those, growers achieved a similar emissions reduction within that season compared to control blocks which were managed normally. This level of reduction per hectare is equivalent to driving a petrol car the length of New Zealand and back.

The main contributor was a reduction in fertiliser use, particularly nitrogen and lime, and compost use. Fertiliser on average is responsible for about a third of orchard emissions, and compost about 10 percent. There are emissions associated with both the manufacture and transport of these inputs, but also when they are applied to the soil, they break down to release greenhouse gases like nitrous oxide and CO<sub>2</sub>.

While reducing inputs has a potential impact on production, this depends on many factors including how much the inputs are reduced by, and how much nutrient is available in the soil and removed at harvest. Data and conversations with growers



Zespri Carbon Neutral Trialists at the Spring 2024 Field Day.

in the trial show that to date, there has been no obvious impact on production. The findings are encouraging, however, several seasons of monitoring are needed to make definitive conclusions regarding soil nutrient and productivity impacts. The trial is now in its second season of managing emissions which will provide further useful insights. In the meantime, before changing inputs like fertiliser and compost, growers should consult their fertiliser advisors to check production targets can still be achieved and set up monitoring throughout the season to quickly detect and address any issues.

## THE CASE FOR ALTERNATIVE FUEL SOURCES

Diesel use, which makes up about a third of orchard emissions, was not able to be consistently reduced on the orchards with about half reducing and the other half increasing. Overall, this

meant there was no change between seasons in average diesel emissions. It's harder for growers to reduce diesel consumption and machinery powered by electricity or other lower emission alternatives will be needed to sustain meaningful reductions. Zespri is currently supporting research and development activities to identify opportunities in this space.

## FIND OUT MORE

Visit the 'Manage Emissions Page' on Canopy for more results from the trial, grower tools to help with measuring and managing emissions and field day videos from the Carbon Neutral Trial.



# SOUTH AUCKLAND FRUIT FLY CONTROLS TO REMAIN IN PLACE



Legal controls on the movement of fruit and vegetables in Papatoetoe will remain in place until-mid February as part of the response to the discovery of a single male Oriental fruit fly in early January.

Sector groups, including KVH staff and industry personnel from Punchbowl and APAC, have been providing support for heightened operational activities, which are continuing a little longer than expected, as a precautionary approach.



Punchbowl, APAC, and New Zealand Biosecurity Services Limited staff in the field assisting with the Papatoetoe fruit fly response.

This is vital to success in keeping fruit fly out of New Zealand and protecting kiwifruit growers, and horticultural exports. It also ensures we can be confident there is no breeding population – this timeframe is based on scientific advice about the life cycle of the Oriental fruit fly.

To date, no other Oriental fruit flies have been found.

Fruit fly traps will continue to be regularly checked, and specialist staff in the mobile field laboratory will cut up and inspect fruit and vegetables collected in the area for any signs of larvae. So far more than 200kg of produce has been examined.

There is no change to the current movement rules that are in place. The A and B Zone areas in Papatoetoe will remain the same and the instructions on the disposal of produce waste remain unchanged.

Significant response updates will continue to be posted on the [KVH website](#) as they occur.



Oriental fruit fly with bring yellow markings, normally a little larger than a housefly (6-8mm long).

## USEFUL RESOURCES

- [Biosecurity New Zealand website](#) for detailed response maps, information, and resources, in many languages.
- [KVH Oriental fruit fly fact sheet.](#)
- [KVH Oriental fruit fly identification guide.](#)

## MEET THE TEAM

Next in our series of team member introductions is **Linda Peacock**, our Industry Liaison & Technical Specialist

We started this series to share more about the roles we have, and how each of us interact with you, our readers and growers, in our day-to-day activities.

I've been with KVH since its earliest days in 2011, working with growers and technical teams from all growing regions to build knowledge around best practice, particularly in terms of management of Psa.

I was a long-term member of the Psa Steering Group and now am part of the Technical Working Group in the crop protection and market access innovation space where Psa related projects are considered alongside the wider scope of crop protection risks. I enjoy connecting industry players with researchers, to support projects and surveys which underpin both the crop protection and biosecurity industry space.

My role has expanded over time to focus more on wider biosecurity, including managing and looking into reports of unusual symptoms seen on vines and fruit, and coordinating KiwiNet members as well as regional coordinators who all help growers and KVH build biosecurity awareness and preparedness.

Meeting and sharing knowledge with a wide range of great people across the industry is the best part of my job, especially on-orchard and at field days and workshops where I can help turn technical advice into practical, easy, day-to-day activities for all growers and contractors.

When I'm not working, I enjoy gardening and cycling, kayaking, and walking adventures in the great outdoors.



Linda Peacock KVH Industry Liaison & Technical Specialist.

KVH regional coordinator baton passed on in Wanganui

KVH would like to say a fond farewell and many thanks to David Wells for his invaluable help in maintaining our strong biosecurity connection with the Wanganui region, since 2011, through his role as KVH regional coordinator.

David will now spend a little more time on his passions of tennis and travelling and will continue to champion kiwifruit growers as chairman of the Wanganui Rural Community Board.

The baton now passes to David's son Richard Wells, providing continuity of connection to the region. Richard has been involved in the kiwifruit industry since his teenage years, working in his family's orchard and gaining valuable hands-on experience. Now managing a 20-hectare green kiwifruit orchard in Wanganui, he is passionate about sustainability and growing high-quality fruit.

Having studied biosecurity at university, Richard sees this knowledge as a key asset in his role at KVH.

Outside of work, Richard enjoys staying up to date with industry advancements and exploring innovative ways to keep New Zealand's kiwifruit thriving for future generations.

The regional coordinator role supports KVH and growers by providing support in the follow-up of unusual symptoms, helping identify any potential biosecurity issues of regional concern back to KVH and being involved in preparedness for the region in the emergency response management (ERM) space. KVH looks forward to supporting Richard in this new role and urges growers to touch base for a chat.

A full list of KVH regional coordinator contact details can be found [here](#).



Richard Wells, new regional coordinator based in Wanganui.



## Q&amp;A

## FROM THE FIELD

## KEY CONTACTS

Grower & Industry Relations Manager  
Malkit Singh: 027 665 0121

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

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

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

Jemma Pryor – Te Puke:  
027 283 6192

Teresa Whitehead - Organics:  
027 257 7135

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

#### When can we expect the 2025 Supply Agreements?

Schedule 5 of the 2025 Supply Agreement has been posted to growers and should be arriving in the coming days. A blank copy can also be found via the Zespri Canopy website here (<https://canopy.zespri.com/full/dashboard/supply-and-operations/your-orchard-business/grower-contracts>).

This form must be signed by both the grower and the chosen registered supplier, with the supplier traditionally then returning the contract to Zespri to be processed.

Please contact the Grower Service Centre Team on 0800 155 355 or [contact.canopy@zespri.com](mailto:contact.canopy@zespri.com) if you have:

- Recently sold or purchased a new orchard
- A lease expiring that will need to be re-instated
- Recently changed post-harvest facilities

#### Can I sell my Class 3 reject fruit at my orchard gate or at a market?

Yes, you will have the opportunity to sell your SunGold Class 3 (reject) fruit at the orchard gate, roadside stalls or at a farmers' market.

You must complete a [gate sales agreement form](#) and include proof of the label for traceability. Email this to [new.cultivars@zespri.com](mailto:new.cultivars@zespri.com) for approval.

Further requirements for Gate Sales can be found on [Canopy here](#).

#### What is a Maturity Area?

A Maturity Area refers to a section of an orchard that produces fruit of the same variety with consistent maturity and dry matter but cannot exceed 60,000 tray equivalents or four hectares, be a mix of first year and non-first year production or a mix of covered and uncovered. This area must be clearly identifiable for sample collection and can include specific rows or sections of rows within a block, a whole block, or a group of blocks.

Maturity Clearance Standards must be achieved for each maturity area prior to harvesting. Guides to understanding sample results and clearance reports can be found on [Canopy website here](#).

#### How can I see what the KiwiStart and time rates are for this season?

The 2025 Indicative KiwiStart and Time rates have been approved by the industry (NZKGI, registered suppliers and Zespri).

See the new Indicative KiwiStart rates on the [Incentive Payment page](#), and the Indicative Time rates on the [Service Payments page](#) on the Canopy website.

[https://canopy.zespri.com/content/canopy/nz/en\\_nz/dashboard/supply-and-operations/your-orchard-business/grower-payments/incentive-payments.html](https://canopy.zespri.com/content/canopy/nz/en_nz/dashboard/supply-and-operations/your-orchard-business/grower-payments/incentive-payments.html)

[https://canopy.zespri.com/content/canopy/nz/en\\_nz/dashboard/supply-and-operations/your-orchard-business/grower-payments/service-payments.html](https://canopy.zespri.com/content/canopy/nz/en_nz/dashboard/supply-and-operations/your-orchard-business/grower-payments/service-payments.html)

#### Are there any updates to the shelter belt requirements?

No, shelter belt requirements are currently being looked at by NZKGI and Zespri. The current guidance will remain in place and will sit alongside new requirements for the use of Hi-Cane.

## UPCOMING EVENTS

21 FEB -  
1 MAR

## 2025 ZESPRI FISHING TOURNAMENT

For all our enthusiastic anglers out there, the 2025 Zespri Fishing Tournament is open for entry!

The fishing window is from Friday 21 February to Saturday 1 March 2025. This event is open to growers and industry stakeholders.

To enter, please contact either Brad Ririnui at [brad.ririnui@zespri.com](mailto:brad.ririnui@zespri.com) or Rachel Knowlson at [rachel.knowlson@zespri.com](mailto:rachel.knowlson@zespri.com) and you will receive an entry information pack.

12  
FEB

## ZESPRI'S ORGANIC GROWER DAY - WAIKATO

You're invited to Zespri's Organic Grower Day which will showcase two organic kiwifruit orchards in Cambridge and Karapiro on Wednesday 12 February.

Join Zespri's Grower Relations Manager – Organics Teresa Whitehead for a tour of a Zespri Organic SunGold orchard and a Zespri Organic Green orchard.

There will be a park n ride from Mercury Stadium (Baypark).

For more information and to register visit the [Canopy events page here](#).

Please contact Teresa on [teresa.whitehead@zespri.com](mailto:teresa.whitehead@zespri.com) or 0272577135 if you have any questions.

## HAVE YOU CHECKED OUT 'THE SCOOP'?

In 2024 we launched 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



We'll have more episodes on line this year and if there are particular topics you want us to cover please let us know by emailing [the.scoop@zespri.com](mailto:the.scoop@zespri.com).



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

EMAIL: [contact.canopy@zespri.com](mailto:contact.canopy@zespri.com)

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