



P4: 2025 LICENCE AUCTIONS



P5: FROM THE MARKETS



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PROMISING START TO THE 2025 SEASON

Our 2025 season has got underway in Europe, U.S. and Asia, with more than 60 million trays of fruit already shipped to market.

The first charters carrying SunGold Kiwifruit arrived in Europe at the Port of Zeebrugge in Belgium, Port of Tarragona in Spain, and Port of Vado in Italy in mid-April, with charters arriving in the U.S. at the Port of Los Angeles and the Port of Philadelphia around the same time. In Asia, our early SunGold Kiwifruit sales are tracking well, supported by good quality and a strong brand presence. Green Kiwifruit is also starting to arrive in market, with sales underway in Hong Kong and Malaysia.

Our team in Europe are focused on delivering another big year with volumes increasing around 4 percent, supported by a strong start to the season.

Acting General Manager - Europe, Nikki Johnson says the EU team has clear plans and strong partnerships across the European markets to sell our 2025 crop, with a continued focus on maximising value to our growers, customers, and consumers.

“We have continued to see good demand in recent months for fruit grown in Europe, putting us in a strong position to transition to our New Zealand-grown fruit over the coming weeks.”

To support sales, the second year of our 'Choose Healthy, Choose Real - Zespri Zing' campaign will be rolled out in Europe. The campaign featuring the KiwiBrothers is designed to inspire consumers to rethink their daily eating habits and encourage them to make eating 'real' food a sustainable habit.

After launching for the first time in the U.S. last season, the KiwiBrothers will be back again with a significant retail component added to the marketing mix to drive sales. This includes the KiwiBrothers featuring on new packaging as well as on in-store displays.



The Wild Peony arrives in Zeebrugge, marking the first SunGold Kiwifruit charter vessel into Europe.

General Manager - North America, Darren LaMothe says our robust marketing initiatives expand the reach of our KiwiBrothers by bringing them in-store to drive conversion.

“Consumers view the KiwiBrothers characters on packaging as unique, creative and fun and it helps the brand stand out on shelf, which drives purchase.”

Last season, Zespri shipped over 50,000 display units nationwide as retailers recognise their power in driving sales, with key retailers seeing an average sales lift of 110 percent during promotions featuring displays.

Industry Alignment

LOYALTY AS SHARES AND DIVIDENDS AS SHARES LAUNCHING IN MAY

Preparation is almost complete for the rollout of the first two shareholder alignment initiatives designed to help improve grower ownership of Zespri starting this year.

- **Loyalty as Shares (LaS):** Eligible growers will be offered the opportunity to receive their June loyalty payment (relating to our 2024 harvest season) as shares.
- **Dividends as Shares (DaS):** Eligible growers will have the ability to reinvest their dividend payment as shares.

These initiatives are available this month and are designed to provide growers with an opportunity to become a shareholder or increase their shareholding without requiring significant one-off payments. This is done by giving growers the option to divert money owed to them by Zespri into Zespri shares.

To help growers make an informed decision on whether to buy Zespri Group Limited shares a Product Disclosure Statement is available on Canopy [here](#) and on the Companies Office website [here](#) by searching for offer number OFR13848. You should always seek independent advice and do your own research before making any investment decisions.

Offer documents for both LaS and DaS initiatives are now live on Canopy as of 1 May 2025 which you can find on the Share Alignment page [here](#).

All current Zespri shareholders should have also received a 60-day notice (including the offer documents) notifying shareholders of the proposed offer of shares under the LaS and DaS initiatives. For current shareholders this was sent by Computershare Investor Services to the communication preference held by Computershare and to all non-shareholder growers from Zespri. If you have not received a copy, please contact the Zespri Shares team at shares@zespri.com and we will get a copy of the 60-day notice and offer documents to you.



Once the opt-in period opens, applications to opt-in to LaS and DaS will need to be submitted online via the Industry Portal. The opt-in period will be open from 8.00am, Thursday 22 May until 5.00pm, Friday 6 June 2025.

Note: Please make sure that prior to the opt-in period opening on 22 May, you can access the Industry Portal, which you will find on Canopy.

CROWN GARNET INSURANCE CLAIM

We've secured a positive settlement in relation to the product contamination claim of \$3 million (actual recovery \$4 million less \$1 million deductible), related to the Crown Garnet mice incident that occurred in April 2024. This follows the \$24.1 million settlement with our marine cargo insurers early this year and will be included in the remaining progress payments for the 2024/25 season.

The result is a total payout of \$27.1 million from insurers, benefiting SunGold Kiwifruit growers by approximately 18 cents per tray in the 2024/25 season. We're very pleased to have secured a positive result for the industry from this cost recovery process. These payments together cover 100 percent of the net fruit value and 96 percent of all costs (these costs exclude the insurance deductibles of \$2 million).



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



JASON'S VIEW

Hi everyone,

We've continued to make strong progress with this season's harvest. More than 136 million trays of fruit have been packed already, including more than 78% of our SunGold Kiwifruit crop. That puts us ahead of our pre-season plan and around 15 million trays ahead of where we were at the same time last season. We've also packed over 18 million trays of Green, enough fruit to meet early season demand, and despite the mixed weather, our shipping programme is tracking to plan with over 64 million trays already shipped.

As our harvest progresses, our quality assurance programme will be focused on working with post-harvest to ensure we're meeting all of our grade standards, including confirming that correct fruit weights are being met. It is imperative that we're delivering only high-quality fruit to customers which has been a key driver in how we've built our world-leading brand. These checks are occurring at the pack house, at the time of loading the vessel and also in market, and Zespri will enforce corrective action if we see that the application of our grade standards has not been met.

RubyRed Kiwifruit sales are almost complete, giving us a good platform to start the season and that's carried through into a strong opening few weeks in Asia and Europe, where an early start has put us ahead of plan. My conversations with customers at our season launches have been positive – despite a higher level of global uncertainty there's strong demand for our fruit and customers are encouraged by the focus we're putting into delivering high quality fruit in large volumes this season, translating into our early season sales performance.

We're also continuing to monitor unauthorised G3 plantings in China, with preliminary results from our annual monitoring programme suggesting that grafted hectares remain relatively stable. There have been removals as well as new plantings, and while we are not seeing massive disruptions in our distribution channels, this remains high on our watchlist as at some stage in the near future we need to have a discussion as an industry about how to address it.

In recent weeks I've announced changes to Zespri's executive team structure, which will help us deliver the season and drive our ability to secure long term value for the industry. That includes executing in our core strategic areas – building brand-led demand, creating opportunities and value in market; building a resilient and efficient year-round global supply chain and innovating to create future sources of value for growers. Succeeding in these areas will help us continue to lead the category, address challenges and create ongoing value for growers into the future.

We're also farewelling Jiunn Shih our Chief Marketing, Innovation and Sustainability Officer in July. Jiunn has left a significant legacy based on his visionary leadership in the brand and marketing space and strong support of our innovation and work towards achieving our sustainability targets.

In the coming weeks, Loyalty as Shares (LaS) and Dividends as Shares (DaS) will be open for eligible growers in May. These initiatives will make it easier for growers to buy shares, helping to improve share ownership in Zespri, which is currently less than 50 percent.

Stronger grower ownership will help protect the single desk and support industry unity because more growers will benefit from our ability to create more value and be supportive of our efforts to do so. It will mean growers maintain control of their industry and offer another revenue stream in the form of dividends when the corporate performs well. Ultimately it will provide growers better financial security and control, encourage long-term growth, strengthen our community and support innovation and development. An ongoing lack of alignment will hold us back from making decisions on strategic topics that drive value in the future.

We'll be discussing other share options you'd like Zespri to consider later this year, building on the feedback we've received so far. In the short-term, our shares and licence teams are on hand to help you through the licence release process and the LaS and DaS offers. There's plenty of supporting information on both of these topics on Canopy.

Thanks for all of your efforts to deliver a strong harvest and I'll be in touch with further updates in the coming weeks.

Regards,

Jason Te Brake

Chief Executive Officer

FAREWELL JIUNN SHIH

Jiunn Shih, Zespri's Chief Marketing, Innovation and Sustainability Officer, will be leaving in July after nearly nine years of remarkable service.

Jiunn has been instrumental in shaping Zespri's brand and marketing strategies, leading the brand refresh in 2020 and achieving significant gains in our brand position globally. Under Jiunn's leadership, we reached over 100 million households worldwide and became the top fruit brand by brand power in our top 15 core markets.

Jiunn has also driven key innovations, including the Kiwifruit Breeding Centre partnership, and has been a strong advocate for our sustainability targets and strategy. His near-decade of contribution has marked an incredible phase for us, characterised by strong growth in brand-led demand creation and the development of outstanding capabilities in brand and marketing. As we look forward to the next phase in Zespri's progress to 2035 and beyond, the foundations Jiunn has built with the team will undoubtedly serve us well.

Reflecting on his time at Zespri, Jiunn shared, "When I joined Zespri in 2016, we embarked on an ambitious

journey to double revenue by 2025 and build a world-class brand in a commoditised category. Thanks to all of you, we achieved that—and much more. Together, we positioned ourselves to surpass our \$4.5bn revenue target while improving grower returns and grew Zespri into the #1 fruit brand across our core markets, reaching over 100 million households globally."

Jiunn expressed his gratitude, saying, "Thank you for the trust, memories, and belief in what we could achieve together. I leave Zespri with enormous pride and gratitude—and an even stronger belief that the best is yet to come."

Jiunn will be returning to New Zealand for Mystery Creek Fielddays in June and we look forward to celebrating his contributions in person in New Zealand alongside growers and our industry colleagues before he departs in July.



SUCCESSFUL CONVERSATIONS AT ANNUAL ZESPRI BEEHIVE EVENT

Senior representatives from Zespri and the kiwifruit industry travelled to Wellington at the start of April to meet with Government Ministers, officials, and key stakeholders.

This is an important way for our leaders to thank the government and officials for their support of our industry, and understand more about the national and global context we're operating in. Discussions focused around the industry's growth plans and the role we can play in helping Government to achieve its goal of doubling export value over the next 10 years as well as global trade, labour, infrastructure needs and India trade developments.

As well as various meetings, we held our annual Parliament function which is an opportunity to thank those in Wellington for the support they provide our industry.

Around 300 people attended including Prime Minister Christopher Luxon and Minister of Agriculture and Minister for Trade Todd McClay, Ministers and MPs from across Parliament and officials from a range of government departments, as well as other key stakeholders.

Zespri CEO Jason Te Brake highlighted the bright outlook for our industry and opportunity to drive export value for New Zealand, as well as the important role government plays in enabling industries like ours to do so.



Prime Minister Christopher Luxon.

UNAUTHORISED CHINA G3 PLANTINGS UPDATE

Zespri continues to monitor the current scale of unauthorised Gold3 plantings in China, and we are awaiting finalisation of the latest report following the latest local grafting window.

We have recently started working with a new provider assisting us in our monitoring of unauthorised plantings.

The new service provider has both reviewed previous reports and also carried out their own on the ground investigations including discussions with industry participants to understand the history of the plantings and provide a view on their current state. To help ensure consistency they have also followed the same methodology.

Although we are yet to receive the final report, we can confirm that the findings suggest expansion has stayed around the same level as last season. We do not expect substantial change in the number of hectares compared with the estimated 8,400 hectares identified in 2024.

This is in part because of growing awareness of the monitoring and enforcement being undertaken by Zespri with feedback from the industry that local growers are waiting on the outcomes of this activity and clarity on Zespri's next steps.

We have been advised that some growers are removing Gold3 plantings in areas where it's not been successful while there are some new plantings and some orchards and operations are performing strongly with improved fruit quality across the better orchards as they mature, with Class 1 equivalent fruit volumes increasing as maturity and practices improve.

While we still await the final report, we want to give growers this update ahead of May's licence release to ensure growers are fully informed and ahead of any future industry consideration of our next steps in addressing the issue of unauthorised plantings.



Industry Alignment



HOW TO OPT-IN TO LAS AND DAS

If you have chosen to opt-in to Loyalty as Shares (LaS) or Dividends as Shares (Das) and you meet the eligibility criteria, you will need to ensure you are able to access the Industry Portal through Canopy prior to the opt-in period.

MY QUICKLINKS



INDUSTRY PORTAL

During the opt-in period you will need to log on to Canopy, and select 'Industry Portal' under 'My Quicklinks' on the homepage.

To help growers through the application process, thorough user guides have been created and are available on the Share Alignment page on Canopy. A Pocket Guide to Loyalty as Shares and Dividend as Shares will also be made available on Canopy shortly. There are easy to follow guides on:

- Opting-in to LaS/Opting-out of LaS
- Opting-in to DaS/Opting-out of DaS
- Amending the percentage of shares you have chosen to opt-in to DaS (either 25, 50, 75 or 100 percent). The net dividends due in respect of the selected percentage will be used to purchase Zespri shares.

LAS AND DAS - KEY DATES

	1 MAY 2025 60-day notice sent to Shareholders and offer documents available on Canopy.
	21 MAY 2025 Board announces indicative share price range based on independent valuation.
	8AM, 22 MAY - 5PM, 6 JUNE 2025 Zespri LaS/DaS offer period. Applications open via the Industry Portal. Eligible growers may opt-in to LaS and/or DaS.
	13 JUNE 2025 Loyalty Payment 2 (cash payment for those not opting into LaS).
	18 JUNE 2025 Strike price announcement date based on independent valuation.
	8AM, 19 JUNE - 5PM, 26 JUNE 2025 Opt-out window - Growers can opt-out of the LaS and/or DaS if they have opted in previously but don't like the strike price, or if they wish to leave LaS and/or DaS for any other reason.
	30 JUNE 2025 Loyalty payment (cash payment for those that have opted into and then opted out of LaS). The GST component and rounding remainder will also be paid on this date for those that have opted-into LaS.
	LATE JUNE 2025 Decision on whether to proceed with a buy-back once LaS and DaS share numbers are confirmed
	5PM, 4 JULY 2025 Dividend record date (2 weeks prior to dividend payment). This is a snap shot in time of the Zespri share register which determines eligibility for the dividend.
	11 JULY 2025 Zespri issues shares under LaS to those who have opted-in
	18 JULY 2025 Zespri issues shares under DaS to those who have opted-in and pays cash dividend to those who haven't opted-in.
	BETWEEN LATE AUGUST AND SEPTEMBER 2025 Proposed time range for buy-back to take place.

Note: These dates are current as at the date of publication but could change.



OPTING-IN TO LOYALTY AS SHARES [LAS]

- STEP 1:** On the Industry Portal homepage, you will see several icons to choose from. Click the Loyalty as Shares Opt-in icon. Note: If you are the owner of the 2024 crop but do not see this icon, please contact Zespri as soon as possible.
- STEP 2:** A pop-up box will appear with links to the Offer Document and Product Disclosure Statement (PDS) for you to read before proceeding next.
- STEP 3:** Open the drop-down menu to select the entity you wish to Opt-In (you may have several.) Ensure the entity details that populate are correct before proceeding.
- STEP 4:** Using the drop-down menu, choose the best contact person to receive the LaS Opt-In confirmation. You have the option to change the email address that has been pre-populated.
- STEP 5:** Tick the white box next to the Grower Numbers you want to Opt-In. If they appear grey this means they have already been opted in. If there are any missing Grower Numbers you can enter these into the box, and this will be sent to Zespri to verify and check.
- STEP 6:** Review the LaS Opt-In Acknowledgements, Confirmations and Authorisations and agree to the Terms and Conditions by clicking the tick box, then click submit. If you click Cancel, your request will not be saved.
- STEP 7:** A confirmation window will appear when the form is submitted and confirmation will be emailed within 15 minutes.



OPTING IN TO DIVIDENDS AS SHARES [DAS]

- STEP 1:** On the Industry Portal homepage, you will see several icons to choose from. Click the Dividends as Shares Opt-in icon. Note: If you are not a current Shareholder this icon will not be displayed - if you believe you are eligible to opt-in, please contact Zespri as soon as possible.
- STEP 2:** A pop-up box will appear with links to the Offer Document and Product Disclosure Statement (PDS) for you to read before proceeding.
- STEP 3:** Open the drop-down menu to select the entity you wish to Opt-In (you may have several). Ensure the entity details that populate are correct before proceeding.
- STEP 4:** Entity details will appear (ensure full legal name is correct) before proceeding to select the Participation Percentage. If selecting less than 100% the remaining dividend will be paid in cash.
- STEP 5:** Using the drop-down menu, choose the best contact person to receive the DaS Opt-In confirmation. You have the option to change the email address that has been pre-populated.
- STEP 6:** Review the DaS Opt-In terms and conditions and agree to these by clicking the tick box, then click submit. If you click cancel, your request will not be saved.
- STEP 7:** A confirmation window will appear when the form is submitted and confirmation will also be emailed within 15 minutes.



The Zespri shares team will also be available to help guide you through the application process. You can contact the team at shares@zespri.com or calling 07 572 6402 if you have any questions you want to discuss.

FAQS:

More information on the Las and Das initiatives can be found on Canopy on the [Share Alignment Page](#) and in [Zespri's Product Disclosure Statement](#) for an offer of ordinary shares in Zespri Group Limited.

Please reach out to the Shares team on 07 572 6402 or via email to shares@zespri.com if you need any support or further information.

Q. Will I get a notification when the offer period is open?

A: An email reminder will be sent to growers when the offer period is open and we'll be promoting this on Canopy too.

Q. When I receive my confirmation email advising I have successfully opted-in to LaS or DaS is there anything else I need to do?

A: Yes, please check the details in your confirmation email are correct. Zespri will be in touch if we have any questions around the eligibility to participate, if we need to opt you out we will communicate with you via email. If you don't hear from us then you are opted-in.

Q. Why is there an opt-out window?

A: Once the strike price is announced, there will be a period where you may choose to opt-out if you don't want to accept the strike price amount or if your circumstances change and you no longer want to participate. You will need to opt-out via the Industry Portal during the opt-out window from 19 June 2025 to 26 June 2025.



2025 SUNGOLD LICENCE AUCTIONS

2025 SUNGOLD LICENCE AUCTIONS HAPPENING SOON

The 2025 SunGold auctions are quickly approaching and will take place on 5 May (restricted auction) and 7 May (unrestricted auction).

By now all approved bidders will have received their log in information from Zespri, and have had the opportunity to partake in a practice auction using the same software that will be used for the actual auctions.

There are resources available on the 'Buying a Licence' page on Canopy. These resources include instructional videos, how-to guides, and bidder instructions.

Kiwiflier readers who are not participating but are interested in keeping up to date with the auctions, will be able to view the auction results on the Canopy homepage. These results will include the current round price, next round price, amount of oversubscription (if applicable), and the timing for the next round update.

ATTENTION REGISTERED BIDDERS

Some applicants have registered for the same number of hectares in both auctions in case they're not successful in the Restricted auction, which occurs first. It's each bidder's responsibility to ensure they don't succeed in getting for more area than intended by securing licence in both auctions. If you use preset bids for both auctions, your preset bid will remain in the system, regardless of what happens in the first Restricted SunGold Kiwifruit auction. If you succeed in the Restricted auction, you will need to remove or amend your preset bid in the Unrestricted SunGold Kiwifruit auction taking place on Wednesday 7 May. There is no automatic cancellation of duplicated bids or netting off bids between the auctions.

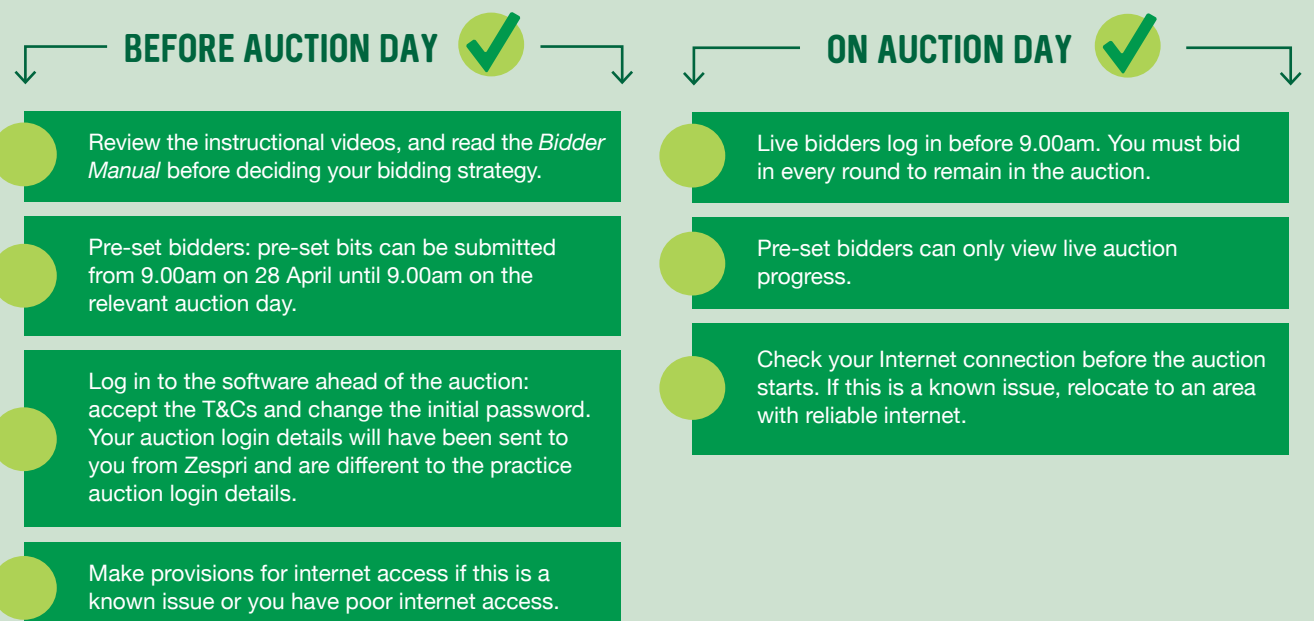
CALL CENTRE SUPPORT DURING THE AUCTIONS

During both auctions, our Licence team will be fully available by phone on 07 572 6440 to support bidders with any issues that may arise.

Please note, in-person support at the Zespri head office will not be available on the day of the auctions.

SHARE TRADING HALT

Zespri intends to halt trading of ZGL shares on share trading platform Unlisted Securities Exchange (USX) from 5pm Friday 2 May 2025 to allow for the 2025 Zespri SunGold auction process, which will run from 5 May to 7 May. Zespri will announce the preliminary revenue range on Wednesday 7 May 2025. Share trading will resume at 9am on Friday 9 May 2025.



AUCTION DAYS:

5 MAY 2025, 9.00AM

Restricted Zespri SunGold Kiwifruit (Hayward/Green14 cutover)

- 150 hectares
- Starting price: \$295,000 (excl. GST)



7 MAY 2025

Unrestricted Zespri SunGold Kiwifruit

- 250 hectares
- Starting price: \$318,000 (excl. GST)



AUCTION TIMETABLE:

Set out in the table below are the proposed timetables for both online auctions, Restricted SunGold (Hayward/Green14 cutover) held on 5 May and Unrestricted SunGold held on 7 May. Each auction will take place over successive rounds.

Each round will be open for varying times depending on how far the auction has progressed. There will be intervals between the first and each subsequent round. Once a round is closed, if the Total Bid Area exceeds the Total Available Area, then the auction will move to a subsequent round.

	Gold3 Restricted Auction	Gold3 Unrestricted Auction
Auction date	5 May 2025	7 May 2025
First round open for live bidding	9.00am	9.00am
First round closes for live bidding	9.30am	9.30am
Bids processed & results published online	9.30-10.00am	9.30-10.00am
Second round opens	10.00am	10.00am
Second round closes	10.15am	10.15am
Bids processed & results published online	10:15-10:30 am	10:15-10:30am
Third round opens	10.30am	10.30am
Third round closes	10.45am	10.45am
Bids processed & results published online	10.45-10.55am	10.45-10.55am
Fourth and subsequent rounds open for live bidding	10mins	10mins
Fourth and subsequent time for processing and publishing results	10mins	10mins

Note: As stated in Rule 33 of the Auction Process Rules (APR), of the Gold3 Restricted and Gold3 Unrestricted LAOR a, Zespri retains the sole discretion to amend this timetable, including by rescheduling or cancelling any auction or auction round. Any timetable changes before an auction commences will be published on Canopy and notified by email per Rule 36 of the APR or via the online auction site (NERA) after an auction has commenced.

TIPS FOR BIDDING:

A practice auction was held by the Zespri Licence Team on 16 April. Below is a list of common scenarios and questions that came up.

- Login and reset your password before the relevant auction day – both auction websites are open from 28 April.
- Make sure there are no previously saved login details or passwords on your browser for the auction website. Check the saved passwords tab in your relevant browser and clear any previously associated with the Zespri auction sites. Refer to our 'How to clear saved

passwords' guide on the 'Buying a Licence' Canopy page.

- If you are bidding on behalf of multiple entities it may be easier to use separate devices. If you need to use the same device, use separate browser types e.g. Windows and Google Chrome.
- When placing a bid or preset bid the 'check bids' box will be greyed out after the hectares are typed, click anywhere outside of the box before clicking 'check bid' and the 'check bid' box will then illuminate.
- Submitting a bid is a two-step process, once you've clicked 'check bid' you will then be prompted to 'submit bids'
- You can either place a pre-set bid or a live bid, but not both under a bidding entity. If you've submitted pre-set bids, you cannot then bid live, and will have view only access to the

auction. If your top pre-set bid amount is surpassed, you will no longer be in the auction or able to add any additional bids.

- A pre-set bid can be placed from 10.00am 28 April up until 8.59am on the day of each auction.
- During the live auctions, don't leave submitting your bid to the last minute of the bidding round. If you encounter any issues, you'll need to make sure you have enough time to call our support team for assistance before the round closes.
- It is recommended to avoid participating via mobile phone, as the auction software is not designed for mobile phones.
- If you encounter an issue and you're not able to place a bid (before the round closes), please call the support team as soon as possible on 07 572 6440.



FROM THE MARKETS

2025 SALES UPDATE

RubyRed and SunGold Kiwifruit deliveries for the 2025 New Zealand season are off to a record-breaking start, with 15.4 million trays of SunGold Kiwifruit and 2.6 million trays of RubyRed Kiwifruit delivered as of late April (almost 5 million more trays delivered than at the same time last year). Our Asian markets are now several weeks into the sales season, with the first SunGold charters having arrived in Europe and the U.S. in mid to late April.

SunGold sales are now 11 percent through our full year plan and have started well in all key markets, despite some early

season shipping delays. There is sufficient inventory in most key markets to support the strong early season sales plans in place, with quality metrics better than the same time last season. Organic SunGold Kiwifruit deliveries have commenced, with more than 100,000 trays delivered, mainly in Japan, the USA and Taiwan.

RubyRed sales are now around 90 percent through our full year plan and have performed well in Mainland China and our other Asian markets. Customer excitement levels have been particularly high in markets receiving RubyRed for the first time, including

Indonesia, Thailand, the Philippines and North America. Quality is tracking ahead of 2023, although we have seen an increase from last season in the proportion of softs and physical defects in this season's Zespri RubyRed Kiwifruit.

The New Zealand Green season has started, with Hayward deliveries in Hong Kong and Malaysia and Sweet Green deliveries in Japan. Major Asian markets are expected to begin sales shortly with Europe deliveries expected to begin in mid-May when the first shipment arrives and ZGS Green sales have concluded.

CHINA SEASON START

In Shanghai, the 2025 Zespri Season Launch Conference marked a significant event for key customers and industry partners. The conference was attended by CEO Jason Te Brake, Chairman Nathan Flowerday, Zespri directors Allison Barrass and Jonathan Mason, and New Zealand officials such as New Zealand's Ambassador to China Jonathan Austin and MPI Deputy-Director General China Relations Charlotte Austin from the New Zealand Embassy in Beijing.

Jason expressed his excitement about the strong start to the season, highlighting a high single-digit percent increase in fruit for Greater China this season.

"China is one of our largest markets. After a huge season last year, it's been great to be able to connect in person with so many of our local customers and distribution partners as we look forward to what we hope is a really successful season." Jason said.

This year's season launch also coincides with the 10th anniversary of Zespri's launch of the importer of record

model, which has played a crucial role in our sustainable growth in Mainland China over the past decade. During their time in China, Jason, Nathan, and the directors visited the Jiaying wholesale market, the largest imported fruit wholesale market in East China. They also traveled to Hangzhou to meet with Xianfeng Fruit, one of China's largest franchise fruit retailers, to discuss their expansion plans supporting Zespri's "go deep go wide" strategy and collaboration for developing eye-catching in-store presence for consumers.

Michael Jiang, President of Zespri Greater China, shared his optimistic outlook for the Chinese market.

"We expect that the sales volume in the Chinese market will reach more than 46 million trays in 2025, an increase of 9 percent over last year. Sales of Zespri RubyRed Kiwifruit in the Mainland China market are expected to reach 1.1 million trays, accounting for 40 percent of global sales."

Another highlight of this year's season launch was Zespri's first charter using biofuel, which arrived at South Port in Shanghai, supplying 1.2 million trays of SunGold and 16 containers of Zespri RubyRed Kiwifruit. The low-carbon biofuel, extracted

from waste cooking oil, can reduce carbon emissions by 16 percent compared with conventional fuel.

We continue to strengthen its presence in China, the promising start to the 2025 season and the ongoing efforts to innovate and expand demonstrate the company's commitment to sustainable growth and success in one of our largest markets.



Electric trucks departing the Port of Shanghai with a fresh shipment of SunGold Kiwifruit.

U.S. WRAPS UPS RECORD-BREAKING YEAR AS ANOTHER ONE BEGINS

North America has seen an unprecedented year of growth, delivering the highest ever volume and value in the U.S., while cementing the position as Zespri's #1 organics market.

A record 13.7 million trays of fruit from New Zealand was sold in the season, with expected net sales of \$200 million, up 37 percent on the previous season. This includes organics surpassing \$30 million in sales, with more than 1.7 million trays sold.

North America Regional Market Manager Darren LaMothé says despite early season challenges with Green due to increased competition from Chile, the team remained focused on unlocking demand, accelerating sales, and solidifying our footprint with key retail partners.

"Our household penetration grew double digits, fuelled by expanded distribution, strategic retail partnerships and strong consumer engagement. SunGold continues to be a key catalyst in driving increased demand, giving our retailers a high-quality product that resonates with consumers and reinforces kiwifruit's growing importance in the fruit bowl. This has also solidified Zespri's place as the #1 selling kiwifruit brand, with kiwifruit now the fastest growing category in the fruit department.

"At every level, our team focused on balancing volume and value, ensuring strong grower returns while keeping the

New in-store displays



market primed for continued success. This year we continued double digital growth in volume and sales, demonstrating the strength of the North American market and our ability to drive sustainable category expansion.

"Organics has been a particular standout and is one of the fastest growing segments in the category, with more volume driving a 44 percent increase in sales."



MARKETING INNOVATION

Zespri's marketing campaigns were a driving force behind consumer engagement, leading to gains in brand power, premium and household penetration. The highly anticipated launch of the KiwiBrothers in America made an immediate impact, capturing consumer attention with fun, engaging storytelling that reinforced our brand's premium positioning.

With multi-channel marketing efforts including digital campaigns, sampling activations and targeted promotions, we increased awareness and trial with consumers while remaining top-of-mind with retailers. This season demonstrated how brand power translates into real sales growth, as we saw a measurable increase in both sales velocities and total category growth.



RETAIL PARTNERSHIPS

Retail partnerships were instrumental in driving this season's record-breaking performance.

Darren says by working closely with our retail and distributor partners, we successfully unlocked new opportunities to scale volume, reinforcing that when we win at retail, we win big.

At Walmart, the largest mass retailer, we continued our portfolio expansion with great success and we've also seen significant growth at other retailers. Trader Joe's saw a 167 percent lift in dollar growth with the introduction of Organic SunGold to their shelf, while Kroger, a major retailer across the U.S., had its best-selling year due to increased distribution and higher sustained run rates.

"Strategic co-investments with distributors and retailers allowed us to drive deeper merchandising execution, ensuring that Zespri Kiwifruit was positioned for success at key points of sale. Our targeted regional strategy kept us focused, driving accelerated growth in key markets. We'll continue leveraging this approach to win in priority regions across the U.S.," says Darren.



CONTINUED GROWTH

Following the season's success, North America has firmly positioned itself as a strategic market for future expansion, with significant headroom to grow.

Darren says the combination of demand for SunGold, a brand-led marketing approach, and strong retailer partnerships has created a blueprint for sustained success.

"As we continue to refine our strategy, the momentum we've built will only accelerate, driving increased consumer engagement, household penetration, and category growth.

"This is just the beginning. The future of Zespri in North America is brighter than ever, and we are well positioned to keep pushing the boundaries and return more value back to growers. We're also looking forward to introducing Zespri RubyRed to the U.S. this year to expand our portfolio and showcase our dedication to innovation. With strengthening brand power, retailer collaboration and a relentless focus on execution, the best is yet to come."



FROM THE MARKETS

JAPAN CAMPAIGNS UNDERWAY WITH CONTINUED FOCUS ON NUTRITION

Amid inflation last year, while other fruits raised prices and saw penetration drop, kiwifruit uniquely grew in both price and household reach in Japan—driven by strong nutritional messaging and strategic repositioning.

To support the health and wellbeing of Japanese consumers, Zespri Japan launched the Nutrition Reform Project, which aims to shift fruit perception from occasional indulgence to essential daily nutrition. In 2025, our focus evolved from awareness to behaviour change, helping consumers adopt Zespri Kiwifruit as part of a balanced daily diet. To support the project, the team in Japan have kick-started a new campaign which highlights the health benefits of our incredibly healthy product.

1 Teaser Phase:

The KiwiBrothers teaser video which features on X and YouTube features the energetic and lively KiwiBrothers mascots and friends to promote the health benefits of Zespri Kiwifruit. The video emphasises the nutritional value of our SunGold Kiwifruit, particularly its high vitamin C content, which is essential for boosting immunity and overall health. The KiwiBrothers characters make the health messaging more relatable and fun, encouraging consumers to incorporate kiwifruit into their daily diet for better health and vitality.

2 Behaviour Change Activation:

The campaign taps into Japan's bento culture, positioning kiwifruit as a simple solution for busy mornings. From June to August, activations will encourage daily consumption, supported by monthly buzz through collaborations with brands, celebrities, and influencers.

3 TVC Launch:

The Japan KiwiBrothers campaign will run from April to August across a number of channels including TV and digital, reaching over 70 million people and (79 percent of households). The TVC campaign aims to strengthen consumer perceptions of Zespri Kiwifruit and its health and taste benefits through a fun and catchy narrative.



JAPAN WELCOMES RUBYRED KIWIFRUIT

With a bold ambition to exceed 1 million trays—marking a 168 percent increase year-on-year—Zespri RubyRed Kiwifruit enters 2025 with significant headroom in awareness and consumer understanding of its premium value.

To support sales in Japan, a fully integrated campaign will drive both awareness and conversion under the #RubyRedTrialChallenge. Key initiatives include:

1. YouTube announcement ad, reaching 24 million target consumers
2. Influencer-led content program
3. Instant win promotional packs at retail
4. Social engagement campaign on X

Zespri RubyRed Kiwifruit campaigns reach consumers on social media.



"CHECK YOUR KIWIS" CAMPAIGN LAUNCHED IN NETHERLANDS

Zespri has launched an important initiative in Europe to raise awareness of testicular cancer.

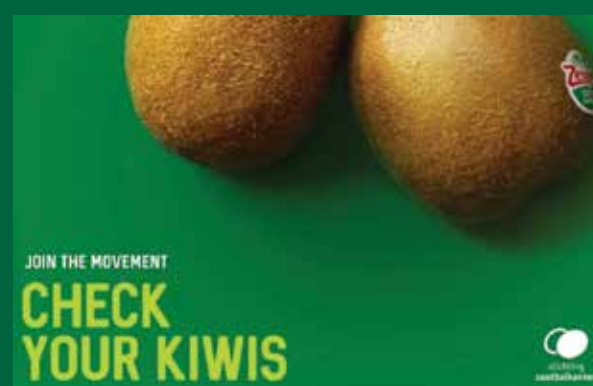
We've teamed up with Stichting Zaadbalkanker, a leading foundation dedicated to testicular cancer awareness and secondary prevention in the Netherlands, with the campaign aiming to encourage open conversations and early detection through humour and education.

The campaign encouraging young men in the Netherlands to 'Check your kiwis' is being rolled out across digital channels such as YouTube, Instagram and Facebook along with the support of social media influencers, out-of-home billboards at train stations and high traffic points, and will also be part of sampling activations.

Ivo Reus of Stichting Zaadbalkanker says research has shown that humour works best when we want to convince men to talk about their health.

"That's why we created ads that are both funny and serious, in order to encourage conversations about this topic, using dangling kiwis to open the conversation."

Zespri Head of Marketing for Europe and North America, Nele Moorhamers says we strive to be a vital component of a healthy lifestyle and a catalyst for positive change – that's why we're committed to supporting men's health, specifically the prevention and early diagnosis of testicular cancer.



The 'Check your kiwis' campaign has launched as a pilot in the Netherlands, with it to be expanded to more European markets in future.





ZESPRI GLOBAL SUPPLY UPDATE

FIRST SUNGOLD GROWER BRIEFING HELD IN GREECE

On April 11, the first dedicated SunGold grower training session was held in Thessaloniki, Greece. While the grower selection and audit is still ongoing, this was the first formal engagement focused specifically on the key aspects of SunGold Kiwifruit production, including the Zespri System.

The session brought together the first group of SunGold growers alongside representatives from the three selected packhouses: RS Fruit, Proto, and Alfafruit. These packhouses have been selected to support Zespri's post-harvest operations in the region and will be critical to ensuring quality management and compliance across the supply chain.

Led by ZGS staff, the briefing covered the core components of the Zespri System, including an overview of quality assurance standards, early-stage expectations for orchard establishment and management, and key compliance requirements, such as on Plant Variety Rights (PVR), and licensing conditions.

This session served as an initial step in the grower onboarding process and will be followed by a series of more detailed technical trainings — both in-person and online — covering good agronomic practices, pre- and post-harvest quality, and orchard performance monitoring.

Further engagement will continue over the coming months to support the full integration of growers and packhouses into the Zespri quality system. The goal is to ensure that Greece's first commercial SunGold crop meets the high standards expected of ZGS supply.

The Greece programme is a strategic addition to Zespri's Northern Hemisphere supply base, contributing to the goal of maintaining year-round availability of premium-quality SunGold Kiwifruit for customers.



Zespri Global Supply team held their first training session on the Zespri system to new Greek G3 growers in Thessaloniki, Greece.

ZGS PARTICIPATES IN YELLOW KIWIFRUIT WORKSHOP AT FRESKON

On April 12, Zespri participated in the *Workshop on Yellow Kiwifruit* held during Freskon, Greece's leading fruit and vegetable trade fair in Thessaloniki. Representing ZGS was Flavia Succi, Head of Europe Industry, who joined a panel alongside representatives from Kikoka, Jingold Greece, and the University of Thessaloniki.

The workshop focused on the agronomic and commercial development of yellow-fleshed kiwifruit. Professor Molasiotis presented on cultivation and post-harvest practices, while Zespri, Jingold, and Kikoka shared insights into the characteristics of their respective varieties and discussed market trends.

Given that Jingold and Kikoka — among Zespri's main European competitors in the yellow kiwifruit category — both have established commercial and production operations in Greece, ZGS's participation in this event was particularly important. With Zespri actively expanding its presence in the country, the workshop was a timely opportunity to present our position, engage with the local industry, and reinforce our long-term commitment to building a high-quality supply base in Greece.



Flavia Succi, Head of Industry Europe, representing Zespri at a workshop on yellow varieties kiwifruit varieties at the Freskon fair in Greece.

BUDBREAK UPDATE ACROSS ZGS PRODUCTION REGIONS

Budbreak is now underway across most ZGS production regions, with overall progression either stable or improved compared to last season.

ITALY

Budbreak in Italy is progressing well, showing a consistent and strong start across most regions. In the north and Lazio, timing is in line with 2023 and significantly ahead of the delayed and uneven budbreak observed in 2024—a positive sign for the season. Favourable conditions are supporting uniform development and good expression of both central and lateral flowers. The ZGS team has also shared technical videos to support best practices during this stage.



GREECE

Budbreak in Greece is also showing improvement compared to 2024, aligning more closely with 2023 levels.



FRANCE

Budbreak in France remains stable compared to last year, with strong performance in both the Adour and Garonne regions. Warm, sunny weather has supported consistent vegetative growth.

Although the Garonne region experienced six consecutive frost events at the start of budbreak (late March), the impact appears to have been well managed, with no measurable damage reported. Growers have now started shoot thinning under favourable conditions.



JAPAN

In Japan, while March temperatures were above average, many areas accumulated over 1,000 chilling hours, with some recording up to 1,600. This is expected to result in good floral initiation in the south, while other regions may again require labour for bud thinning.



KOREA

Budbreak is generally about a week behind last season, due to ongoing cold night temperatures. The western part of Jeju is on track, while the rest is about a week late. Growers with early budbreak have started shoot and flower-bud thinning; others will begin in the coming week.

Continued monitoring and grower support will be key over the coming weeks as shoot development progresses.



GLOBAL EXTENSION TEAM UPDATES

THE MONTH AHEAD: MAY

HARVEST
PREPARATIONMANAGING
YOUR SOILSCALE
AND PSASPRAY PLAN
REVIEWS

GOOD HARVEST PRACTICE

Our easy-to-follow 'Picking Tips' guide (it fits in your picker's pocket) has photos showing how to wear a bag with and without a bib, and acceptable and unacceptable picking practices. To get copies, send us an email at extension@zespri.com with your phone number or a delivery address

If you're still to harvest, here's a checklist of reminders to help:

- Update gate signage with the primary contact and phone number
- Make it easy to see block signs with KPIN and block name
- Have clearly marked row labels at each end
- Check machinery is in full working order and safe
- Grade load out areas and tracks and make safe for trucks collecting bins
- Fill first aid kits and refresh your emergency plan
- Clean toilets and top up with handwash, paper towels and toilet paper
- Thin reject fruit on vines
- Mulch fruit on the ground
- Tie up low hanging fruit.

Resources on Canopy to help:

- **Smart monitoring:** See the seasonal trends in fruit development from monitored orchards and compare them to previous seasons to give insight on how maturity is progressing.
- **Fresh weight and dry matter multipliers:** Use to estimate your fruit weight at harvest based on current fruit weight and number of days after full bloom.
- **Thinning calculator:** Use to estimate your thinning fruit weight, reducing the amount of undersized fruit on the vine at harvest.
- **Orchard gate returns calculator:** Estimate your orchard gate returns for up to three harvest dates, taking into account KiwiStart and storage payments.
- **Kiwifruit harvesting guide:** There's one for [growers](#), and another for [contractors](#).



MANAGING YOUR SOIL

Fruit test for nitrogen budget accuracy

If you haven't harvested, consider collecting a fruit sample when you do to send away for a fruit nitrogen content lab test. Knowing how much nitrogen is leaving your orchard as harvested fruit can help you decide how much nitrogen fertiliser to add next season. Check with your lab for costs and guidelines; usually a minimum of a 20-fruit random sample is required. Remember to keep a copy of the test results in your GAP folder, as evidence that your fertiliser use is [rationalised based on crop need](#).

No production benefit from postharvest urea

[Multiple trials](#) over several seasons have found no evidence of production improvements from the use of post-harvest foliar urea. You can minimise costs, greenhouse gas emissions, compaction, and nitrogen leaching risks by avoiding this unproven practice.

Plan ahead for soil moisture sensor install

[Soil moisture sensors](#), used alongside orchard observations, are useful for [efficient irrigation scheduling](#). Most sensors need a 'settling in' period, so plan for install over winter to have reliable readings by spring.

Extra ticks for your soil test form

A basic soil test is a great start for informing your fertiliser plan, but some extra tests could help fine tune your soil health and nitrogen efficiency. Discuss options with your fertiliser advisor, including:

- **Organic matter:** This gives an indication of the nutrient (including organic nitrogen) reserves and moisture retention qualities of your soil. It can help determine if compost investment is worthwhile.
- **Potentially available nitrogen** - also known as Available nitrogen (AN) or Anaerobically mineralisable N (AMN): This estimates the potential amount of nitrogen available in soil that could become available to vines over the growing season.



SCALE AND PSA

Scale: In our ongoing fight against scale, applying post-harvest Movento is essential to ensure your fruit market access is not limited.

If any of your blocks had scale at 4 percent or higher in your pest monitoring, you have an automatic Justified Approval that allows you to spray a post-harvest Movento on all blocks on your orchard.

For good control, spray when at least 50 percent of the leaves are green and check you have good spray coverage.

Please ensure nearby fruit, yours or your neighbours, isn't in the path of sprays or spraydrift.

Psa: Protection from Psa is important in autumn as temperatures cool and we have wetter conditions. Late male growth can be a lightning rod for infection and is best removed before the cold wet conditions that favour Psa arrive.

Fruit stalk and leaf fall wounds are potential entry points for Psa and need protection after harvest. The application of Actigard® with a copper product (in the same spray tank at the same time) can be beneficial, especially in high-risk blocks. Actigard® takes seven days to be effective, while copper is immediately effective. If you're not using Actigard®, use regular copper applications instead.

Be mindful to spray when your canopy still has at least 50 percent leaf cover, and take care of spraying near unpicked fruit.

SPRAY PLAN REVIEWS

When you finish picking, it's the perfect time to review your Property Spray Plan and get ready for the upcoming spray season.

Whether you're handling it yourself or working with a spray contractor, discussing important aspects of the spray plan and operations can help understand needs and expectations. Ensure that all details are accurate and up to date for timely notifications to neighbours. A review helps to plan and execute spray activities efficiently and can identify potential issues before spraying starts. To be ready for GAP, record your review date and changes on your plan.

What to Update

- Neighbour contact details for accurate notifications.
- Spray Plan details include the list of proposed sprays, target crops, and sensitive areas.
- Check that you or your contractor has the necessary certifications and training, like the RCA Growsafe certification.
- Communicate your updates so everyone's aware of your Property Spray Plan for safe and efficient spraying activities.



MORE INFORMATION

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

[Fruit production > Harvesting > Good harvest practice for growers](#)

[Fruit production > Growing fruit > Soil, nutrients & water > Nutrition for vines and fruit](#)

[Fruit production > Growing fruit > Soil, nutrients & water > Assess your soil](#)

[Fruit production > Growing fruit > Increase fruit size & dry matter > Applying foliar](#)

[Fruit production > Growing fruit > Soil, nutrients & water > Manage water and irrigation](#)

[Fruit production > Protecting Your Fruit > Diseases > Psa](#)

[Fruit production > Protecting Your Fruit > Pests > Scale](#)

[Fruit production > Protecting Your Fruit > Spraying](#)

2025 BAY OF PLENTY YOUNG GROWER COMPETITION: APPLICATIONS NOW OPEN

Zespri is proud to sponsor the 2025 Bay of Plenty Young Grower Competition, which aims to inspire and acknowledge the talents of young professionals employed in the fruit and vegetable sectors in the Bay of Plenty.

We have some of the best fruit and vegetables in the country so it is no surprise that there are a number of talented young fruit and vegetable growers in the region. The competitors will participate in a series of rigorous challenges throughout the day and will then have time to prepare for the gala dinner where they will participate in a speech competition in front of around 400 esteemed guests.

The winner of the competition will go home with \$1,500 and will represent the Bay of Plenty at the National Young Grower of the Year competition. The second-place winner will be awarded \$1,000, and the third-place winner will receive \$750. All participants will receive a prize package and the chance to compete for the \$2,500+GST Upskilling Scholarship and a \$750 prize for the speech competition. Additionally, each competitor will benefit from a complimentary public speaking course.

This event not only showcases the remarkable capabilities of young growers but also fosters a sense of community and professionalism among participants. It is a celebration of dedication, innovation, and the promising future of horticulture in the Bay of Plenty.



Want to be a competitor at the Bay of Plenty Young Grower Competition 2025? Applications are open now, and close on 9 May.

Find more information and submit an application [here](#).

UPCOMING EVENTS



FUTURE GROWING SYSTEMS GROWER OPEN DAY

Date: Thursday 8 May 2025

Where: Paengaroa Hall, Paengaroa

Join Grower Relations and Innovation teams for an open day showcasing vertical growing systems. There will be a short presentation covering potential future growing systems followed by an orchard visit where you'll get to see kiwifruit vines grown vertically.

We'll be running four sessions throughout the day at 9am, 10.30am, 12pm and 1.30pm, each including a brief bus trip to the orchard site.

If you can't attend these events, other opportunities are available. We'll discuss vertical growing systems at the Mystery Creek Fielddays in June, but the open day is your first chance to see our trials.



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



ION FIELD DAY

Date: Tuesday 17 June 2025

Where: Huse Lane, Rangiora, Te Puke

Join the Zespri Global Extension Team for our next Impact Orchard Network (ION) Field Day which will be hosted on Simon Cook's orchard in Te Puke. We'll hear about Simon's efforts to improve environmental and economic sustainability, with a focus on freshwater risk assessment and management.



Check out the [Canopy events page](#) for more details and to register.

2025 NEW ZEALAND KIWIFRUIT INNOVATION AWARD: NOMINATIONS OPEN

Nominations are now open for the 2025 New Zealand Kiwifruit Innovation Award, established by former Chairman of Kiwifruit New Zealand, Sir Brian Elwood in 2015.

This prestigious award is open to the entire industry and recognises individuals who have demonstrated exceptional innovation, making a real difference to the kiwifruit industry through solving a problem or creating value.

In the decade since the award was introduced, we have seen it awarded to a number of people from the industry who have hit the threshold of outstanding individual achievement.

This has included Dr Annette Richardson for her work on improving budbreak, Dr Steve Green who changed the approach to water and nutrient management, Cathy McKenna for the work on pest management that has preserved our market access and Russell Lowe, for his breeding work, including the first commercialised red kiwifruit cultivar.

The award is open to all and designed to celebrate innovation across the entire industry – recognising the collective efforts that drive innovation, from orchard to market.

The deadline for this year's nominations is **Thursday 24 July, 2025**. Nominees must be individuals, not groups, and for those who have made a measurable impact with a proven ability to solve a problem or create lasting value for the industry.



NOMINATION FORMS

The nomination form can be found on Canopy [here](#).



CANOPY TIP OF THE MONTH

How to talk to Canopy AI?

Be clear and specific with your question and provide some context to help AI understand your question better. If you don't get the answer you're looking for, try rephrasing your question and asking again. Use the follow-up questions generated by AI to get some more detailed information.

Canopy AI launched last month across our grower and compliance manuals. Everyone with full access accounts can use this tool to get quick and accurate answers to your questions. Check out Canopy AI [here](#).

THE SCOOP PODCAST

Head along to The Scoop where you can hear Jason's reflections on the season ahead and some of the strategic issues the industry will need to consider this year.





ZESPRI IN THE COMMUNITY



FUTURE LEADERS KICKSTART THE YEAR WITH THEIR FIRST EVENT

GRILL, CHILL AND CHAT WITH ZESPRI CEO, JASON TE BRAKE

The Future Leaders group was established in 2014 and continues to grow, now with over 250 active members from the wider horticulture industry. The group is led by a team of volunteers who organise opportunities for those who are in the horticulture industry and are interested in connecting and upskilling through educational workshops and networking events.

Kicking off the year, the first event was a BBQ lunch with Zespri CEO Jason Te Brake. Jason shared his inspiring journey to becoming a CEO, learnings from his first year in the role, and gave a look into the year ahead. The lunch provided a great opportunity for attendees to mix and mingle, as well as gain valuable insights from Jason and his experiences to date.

The Future Leaders events are open to anyone associated with the horticulture industry and are usually free to attend. These events provide an excellent platform for networking with peers, learning about the horticulture and primary industries, and interacting with established industry leaders.

If you are interested in joining Future Leaders, simply email future.leaders@nzkgi.org.nz to be added to the distribution list or follow the [Future Leaders Facebook page](#).



Zespri CEO Jason Te Brake presenting at the Future Leaders event.



ŌTANEWAINUKU WELCOMES A NEW KIWI!

We have a long-standing partnership with the Bay of Plenty's Ōtanewainuku Kiwi Trust, which is dedicated to protecting and restoring the local kiwi population. Over the years, Zespri has supported several kiwi, including Kobe, Jack (sadly passed), Toddy, Manawa, Koura, Izzy, and Sonny.

Ōtanewainuku Kiwi Trust recently welcomed a new chick, Zena, who was found nestled deep in a damp, rotting tree. "When discovered, she was full of energy, trotting through tunnels of twigs and branches before being safely caught. She's thriving and already showing plenty of attitude," said Ōtanewainuku Kiwi Trust representative Andrew Poad.

If you are interested in volunteering at Ōtanewainuku, on the second Sunday of every month they host a Public Workday in the forest with people assembling at 8.45am at the Shelter and jobs being allocated. This allows people to grow knowledge and comfort in the forest so they can work with minimal supervision.



For more information, sign up [here](#).

NEW CULTIVAR PROGRAMME SET TO DELIVER PORTFOLIO OF THE FUTURE

Our customers want a full portfolio of Zespri Kiwifruit, and they want consistent available supply. In the face of intensifying competition, we are innovating at pace to fulfil demand, meet the different needs of consumers, and maximise value for New Zealand growers for the long-term. We have a proud history of innovation; it has set us apart, ensuring we are global leaders in the category. Developing the product portfolio of the future is critical to our industry and maintaining this position. And it is key to our ability to create value for the industry into the future.

The new variety breeding programme we undertake in partnership with Plant and Food Research via the Kiwifruit Breeding Centre (KBC) is leading our new cultivar innovation efforts. Currently we have 20 pre-commercial varieties of kiwifruit, kiwiberries, males with more varieties coming through the KBC breeding pipeline - including a decision around adding rootstocks to our precommercial trials expected later this year. Not all of these will succeed in passing the rigorous on-orchard evaluations, supply

chain assessments and market/consumer trials which are designed to assess everything from how the variety grafts and establishes a canopy, through to how it performs in packhouses, storage, how it ships, and what our consumers in market think. We focus on advancing only the leading cultivars, investing in those with the highest potential for commercialisation. We're looking for cultivars which best meet our consumers evolving needs, and that will continue to deliver additional value to growers and industry.

Jiunn Shih, Chief Marketing, Innovation and Sustainability Officer and member of KBC Board of Directors comments on the importance of the breeding pipeline:

"Commercialising new varieties is essential for Zespri to continue winning consumers' preferences. More than ever, consumers are gravitating towards innovative brands that offer healthy choices. We need to launch new varieties faster and keep up with the pace of change we see in the world around us, so it is exciting to see the Kiwifruit Breeding

Centre enabling the innovation we need and increasing the supply of high performing cultivars into our precommercial programme. It will help us create new sources of value for New Zealand growers and to maintain our leadership of the category into the future."



Growers attending the Kiwifruit Breeding Centre open day.



INNOVATION



UPDATE ON THE RED CATEGORY AND NEW CULTIVAR

Red kiwifruit is a high-value variety, and we consider there to be significant potential in the category. At the same time, our competitors are innovating rapidly in this space, so we are committed to investing in its success.

Zespri is continuing to invest in Red19 to further drive its performance by focusing on key aspects such as yield, fruit size, storage, and the crucial early supply to market. The next commercialised variety is likely to be a later harvesting red cultivar that will complement Red19 by potentially extending the sales window for our Zespri RubyRed™ Kiwifruit trademark.

Although we are innovating faster than ever before, the breeding programme for new cultivars remains an intensive, multi-year staged process, as noted on p.10. It is a natural breeding programme and evaluations

follow natural season cycles which takes time; the final phase – precommercial trials – can take up to five years. Fortunately, the new red cultivar has had a head start because of extensive learnings from Red19 and additional established research vines at KBC. Pre-commercial trials are now producing volumes for end-to-end export and sales trials and performance will soon be evaluated for potential commercialisation.

We expect to share more about the next steps for the new red cultivar in the coming months as the results of the pre-commercial trials are validated.



ROOTSTOCK STRATEGY FOR GROWER SUCCESS IN A CHANGING CLIMATE

Rootstocks are crucial for modifying vine vigour, enhancing disease resistance, influencing fruit quality, and improving adaptability to various conditions. With recent regional extreme weather and waterlogging issues, there's a growing need for resilient rootstock options.

As a result, there is benefit in being able to match rootstocks with specific growing conditions. For example, rootstock with better tolerance to saturated soils can reduce losses from root suffocation and disease due to excess moisture, giving growers confidence despite unpredictable weather.

The Kiwifruit Breeding Centre, a joint venture between Zespri and Plant and Food Research, has identified two rootstocks. To date, trials show commercial potential that rivals or exceeds Bounty 71's performance in waterlogging tolerance and may offer additional production benefits. If approved by the Zespri Board in June 2025, these rootstocks will enter the final phase of pre-commercial trials.

Growers have an exciting opportunity to participate in these trials, contributing to our efforts to improve orchard resilience and productivity in challenging environments. Below is an Expression of Interest for those interested in becoming trialists.



EXPRESSION OF INTEREST: GROWER TRIALISTS FOR ROOTSTOCK TRIALS

The rootstock trials will assess pre-commercial rootstocks against Bruno and/or Bounty controls in selected regions and soil types. Key performance indicators include canopy establishment, vine health, fruit size, productivity, and resilience to waterlogging and heavy rainfall.

TRIAL DETAILS

Type: Greenfield or existing sites considered.

Trial Layout: The trial will focus on targeted plants rather than entire blocks, requiring individualised management. Each site will have two trial rootstocks and three selected cultivars (green, red, gold) across multiple replicates. The targeted site footprint will be up to 0.15 hectares. However, there is flexibility on size to get the right site.

Soil Types: We seek sites with heavy soils that experience intermittent waterlogging. Note that continually waterlogged sites are unsuitable.

Regions: We will consider sites across all growing regions, including North Island and South Island, prioritising those with challenged soils.

Duration: Planting to full production may take five to seven years; trials will initially be five years with an option to extend. It is important to note that findings from ongoing trials on already established Kiwifruit Breeding Centre research blocks may expedite conclusions or commercialisation within a shorter timeframe. However, these sites will remain important for further understanding rootstock performance.

Grower Responsibilities:

- As these are not whole commercial blocks, hands-on targeted management of trial vines consistent with good commercial management practices is essential for the entire duration of the trial.
- Monitor vine health, productivity, and key indicators.
- Support Zespri's performance evaluation and data capture.
- Collaboration and information sharing with Zespri, research Partners and other trialists.

Benefits:

- **Compensation:** Growers will receive set annual payments for the trial area. Detailed arrangements on compensation and entitlements will be discussed with selected participants and are subject to a signed agreement.
- **Support:** Growers will receive technical advice and support from our Pre-commercial Orchard Team and

research partners and be part of a cohort of trialists who share information and knowledge.

- **Innovation:** Participation in an innovative program that aims to enhance the resilience and productivity of our industry.

HOW TO APPLY:

Interested growers are invited to submit an Expression of Interest (EOI) by scanning the QR code or via Canopy. The form includes additional trial details.



Please provide details about your site, including site conditions, soil type, drainage, and any information relevant to experience of waterlogging of the site.

TIMELINE

EOI Submission (use QR code above)	21 May 2025
Trialist preliminary selection	End-May 2025
Trial confirmed by Zespri Board	June 2025
Rootstocks pre-grafted in nursery by Zespri	Winter 2025
Trialist site preparation	June to October 2025
Grafted Rootstocks planted in trial sites by November 2025	



For more information, please get in touch with Casie Rudnicki, Pre-commercial Orchard Specialist, on stage3@zespri.com or 027 271 2695.

CLASS 1 FRUIT AND SERVICE PAYMENTS AND TIMINGS

(INCLUDING LOYALTY PREMIUM)

The following charts show when Fruit and Service Payments are made throughout the season (to two decimal points). Actual payments made YTD are above the dotted line with the average amount paid. Payments yet to be made are indicated below the dotted line.

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

- Progress will be paid in the remaining months at levels subject to Zespri Management approval.
- Average payments per TE are based on the 2024/25 February Forecast trays and actual payments to date.
- YTD amounts for Pack and Time may move from previous *Kiwifliers* due to SLAs being paid late in a month.

ZESPRI GOLD3 MAY							
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	22%
Jun-24		\$0.14				\$3.93	23%
Jul-24		\$0.08		\$0.72	\$1.78	\$6.51	38%
Aug-24		\$0.34	\$0.57	\$1.00	\$0.64	\$9.05	53%
Sep-24		\$0.50	\$0.00	\$0.54	\$0.33	\$10.42	61%
Oct-24		\$0.88	\$0.61	\$0.29	\$0.40	\$12.60	74%
Nov-24		\$0.37	\$0.01	\$0.73	\$0.77	\$14.49	85%
Dec-24		\$0.13	\$0.02	\$0.02	\$0.79	\$15.45	91%
Jan-25			\$0.00		\$0.00	\$15.45	91%
Feb-25		\$0.00	\$0.00	\$0.00	\$0.78	\$16.24	96%
Mar-25			\$0.00		\$0.52	\$16.76	99%
Apr-25					\$0.10	\$16.86	99%
May-25						\$16.86	99%
Jun-25					\$0.11	\$16.97	100%
Paid YTD	\$3.60	\$2.63	\$1.21	\$3.29	\$6.02	\$16.76	
Balance to pay	\$0.00	\$0.00	\$0.00	\$0.00	\$0.21	\$0.21	
Total fruit and service payments - 2024/25 Forecast \$16.97							

ZESPRI ORGANIC GOLD3 MAY							
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	18%
May-24		\$0.10				\$3.77	19%
Jun-24		\$0.09				\$3.86	19%
Jul-24		\$0.21		\$1.38	\$2.47	\$7.92	40%
Aug-24		\$0.35	\$0.57	\$1.88	\$0.05	\$10.78	54%
Sep-24		\$0.45		\$1.31	\$0.07	\$12.61	63%
Oct-24		\$0.42	\$0.64	\$0.26	\$1.40	\$15.33	77%
Nov-24		\$0.05		\$1.24	\$0.62	\$17.24	86%
Dec-24		\$0.09		\$0.00	\$0.75	\$18.08	91%
Jan-25			\$0.02		\$0.00	\$18.10	91%
Feb-25			\$0.02		\$0.86	\$18.98	95%
Mar-25			\$0.02		\$0.72	\$19.72	99%
Apr-25					\$0.10	\$19.82	99%
May-25						\$19.82	99%
Jun-25					\$0.15	\$19.97	100%
Paid YTD	\$3.60	\$1.84	\$1.27	\$6.07	\$6.94	\$19.72	
Balance to pay	\$0.00	\$0.00	\$0.00	\$0.00	\$0.25	\$0.25	
Total fruit and service payments - 2024/25 Forecast \$19.97							

ZESPRI RED19 MAY							
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	24%
May-24		\$0.06				\$5.10	24%
Jun-24		\$0.14				\$5.10	24%
Jul-24		\$0.08		\$0.72	\$1.78	\$11.75	81%
Aug-24		\$0.34	\$0.57	\$1.00	\$0.64	\$17.49	84%
Sep-24		\$0.50	\$0.00	\$0.54	\$0.33	\$18.63	89%
Oct-24		\$0.88	\$0.61	\$0.29	\$0.40	\$19.07	91%
Nov-24		\$0.37	\$0.01	\$0.73	\$0.77	\$19.41	93%
Dec-24		\$0.13	\$0.02	\$0.02	\$0.79	\$20.19	97%
Jan-25			\$0.00		\$0.00	\$20.19	97%
Feb-25		\$0.00	\$0.00	\$0.00	\$0.78	\$20.42	98%
Mar-25			\$0.00		\$0.52	\$20.65	99%
Apr-25					\$0.10	\$20.75	99%
May-25						\$20.75	99%
Jun-25					\$0.14	\$20.89	100%
Paid YTD	\$5.10	\$0.00	-\$0.08	\$0.00	\$15.62	\$20.65	
Balance to pay	\$0.00	\$0.00	\$0.00	\$0.00	\$0.24	\$0.24	
Total fruit and service payments - 2024/25 Forecast \$20.89							

ZESPRI GREEN MAY							
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		\$0.60	\$1.08	\$4.59	40%
Aug-24		\$0.12	\$0.37	\$0.90	\$0.05	\$6.03	52%
Sep-24		\$0.28		\$0.64	\$0.04	\$6.99	61%
Oct-24		\$0.67	\$0.47	\$0.55	\$0.04	\$8.73	76%
Nov-24		\$0.61	\$0.01	\$0.86	\$0.12	\$10.33	90%
Dec-24		\$0.10	\$0.02	\$0.01	\$0.28	\$10.73	93%
Jan-25			\$0.00			\$10.73	93%
Feb-25		\$0.00	\$0.00	\$0.00	\$0.46	\$11.20	97%
Mar-25			\$0.00		\$0.09	\$11.29	98%
Apr-25					\$0.09	\$11.38	99%
May-25						\$11.38	99%
Jun-25					\$0.13	\$11.51	100%
Paid YTD	\$2.73	\$1.95	\$0.89	\$3.56	\$2.17	\$11.29	
Balance to pay	\$0.00	\$0.00	\$0.00	\$0.00	\$0.22	\$0.22	
Total fruit and service payments - 2024/25 Forecast \$11.51							

ZESPRI ORGANIC GREEN MAY							
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	19%
Jul-24		\$0.08		\$0.65	\$2.05	\$5.59	38%
Aug-24		\$0.13	\$0.37	\$1.07	\$0.26	\$7.42	50%
Sep-24		\$0.27		\$0.55	\$0.50	\$8.74	59%
Oct-24		\$1.07	\$0.43	\$0.59	\$0.12	\$10.95	74%
Nov-24		\$0.88		\$0.97	\$0.12	\$12.93	88%
Dec-24		\$0.10		\$0.00	\$0.15	\$13.18	89%
Jan-25			\$0.02		\$0.00	\$13.21	89%
Feb-25			\$0.02		\$0.63	\$13.87	94%
Mar-25			\$0.02		\$0.57	\$14.46	98%
Apr-25					\$0.15	\$14.61	99%
May-25						\$14.61	99%
Jun-25					\$0.16	\$14.77	100%
Paid YTD	\$2.75	\$2.59	\$0.88	\$3.85	\$4.40	\$14.46	
Balance to pay	\$0.00	\$0.00	\$0.00	\$0.00	\$0.31	\$0.31	
Total fruit and service payments - 2024/25 Forecast \$14.77							

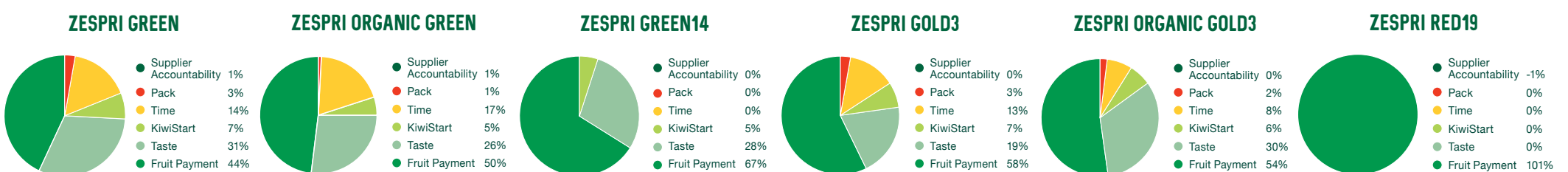
ZESPRI GREEN14 MAY							
ISO month	Submit	Pack and Time	KiwiStart/Supplier Accountability	Taste Zespri	Progress	Total payment / TE Supplied	% of Pool Paid YTD
Apr-24	\$2.95					\$2.95	23%
May-24						\$2.95	23%
Jun-24						\$2.95	23%
Jul-24		\$0.02		\$1.28	\$1.78	\$6.03	47%
Aug-24			\$0.29	\$1.28	\$0.23	\$7.82	61%
Sep-24				\$0.38	\$1.94	\$10.14	78%
Oct-24			\$0.30		\$0.27	\$10.72	83%
Nov-24				\$0.73	\$0.23	\$11.68	90%
Dec-24					\$0.36	\$12.04	93%
Jan-25					\$0.00	\$12.04	93%
Feb-25					\$0.31	\$12.34	95%
Mar-25					\$0.27	\$12.61	98%
Apr-25					\$0.10	\$12.71	98%
May-25						\$12.71	98%
Jun-25					\$0.22	\$12.93	100%
Paid YTD	\$2.95	\$0.02	\$0.59	\$3.67	\$5.38	\$12.61	
Balance to pay	\$0.00	\$0.00	\$0.00	\$0.00	\$0.32	\$0.32	
Total fruit and service payments - 2024/25 Forecast \$12.93							

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.

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

2024/25 FEBRUARY FORECAST





SHARES UPDATE: MAY

WHAT'S HAPPENING IN THE MARKET

BIDS (BUYERS)		
Orders	Quantity	Price (\$)
1	4,485	\$6.21
1	17,372	\$6.20
1	5,090	\$6.10
1	3,000	\$6.00
1	3,000	\$5.80
1	24,836	\$5.00
1	7,000	\$4.30

OFFERS (SELLERS)		
Orders	Quantity	Price (\$)
1	3,000	\$6.40
1	10,000	\$6.50
1	3,000	\$6.60

LAST 10 TRADES			
Date	Quantity	Price (\$)	Value (\$)
23/04/2025	43,545	\$6.21	\$270,414.45
15/04/2025	10,990	\$6.20	\$68,138.00
10/04/2025	30,803	\$6.10	\$187,898.30
02/04/2025	5,000	\$6.10	\$30,500.00
01/04/2025	32,775	\$6.10	\$199,927.50
31/03/2025	6,000	\$6.05	\$36,300.00
31/03/2025	3,000	\$6.10	\$18,300.00
31/03/2025	35,000	\$6.10	\$213,500.00
31/03/2025	33,960	\$6.10	\$207,156.00
20/03/2025	18,620	\$6.00	\$111,720.00

SHARES AT A GLANCE AS AT 28 APRIL 25

OVERSHARED SHARES REQUIRED TO BE SOLD - MAY



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 - MAY



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 24 MARCH 2025



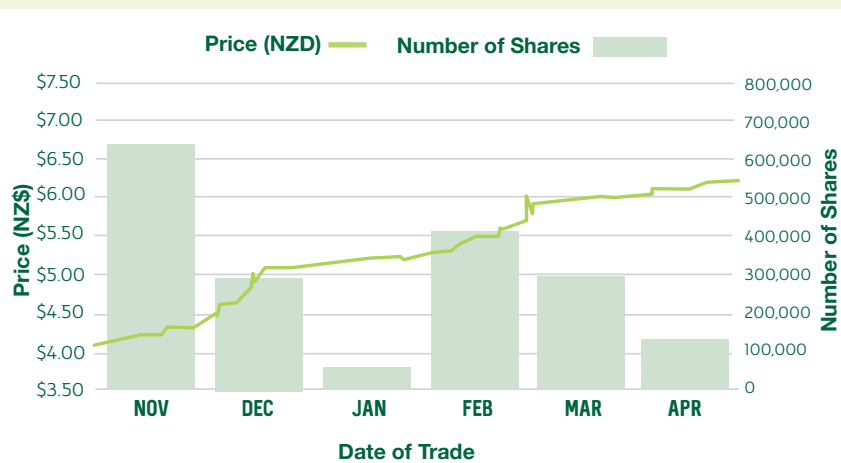
This is the number of shares that are no longer eligible for dividend payments.

DIRECTOR SHARE TRADING AS AT 28 APRIL 2025



Shares traded by entities associated with Zespri Directors.

ZESPRI GROUP LIMITED SHARE TRADES: NOV 2024 TO APRIL 2025



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

WANT TO DISCOVER MORE?

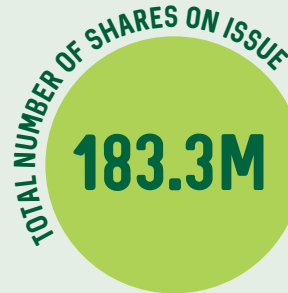
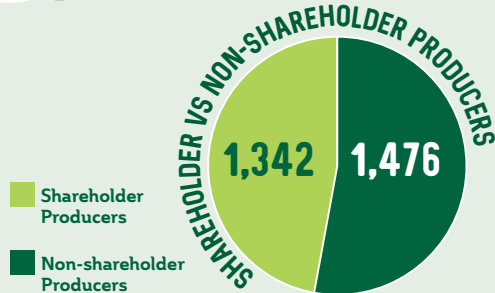
To get a list of the price for current buyers and sellers, Market depth, last 10 trades, and market announcements go to <http://www.usx.co.nz>. The Zespri Group Limited listing code is 'ZGL'.

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

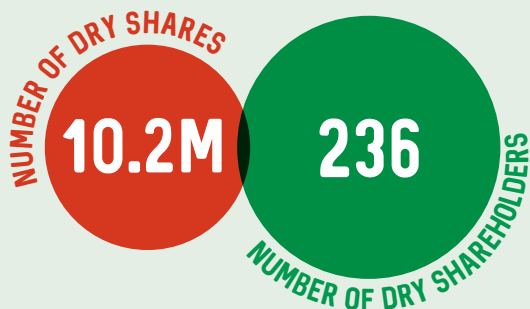
Please note that at any time that content for the *Kiwiflier* is finalised for publication, there may be some trades associated with director entities which have been matched and transacted, but the paperwork has not yet been received by Zespri or Computershare. As such, there may be some lags in reporting 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.



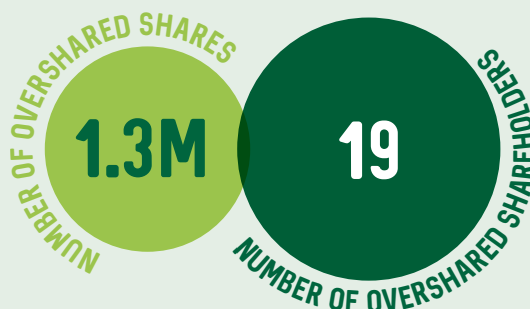
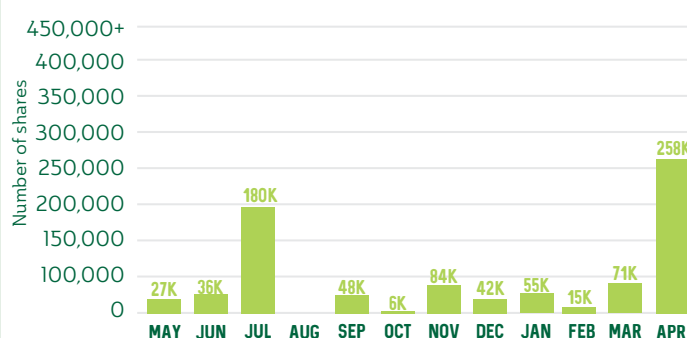
OUR SHAREHOLDERS



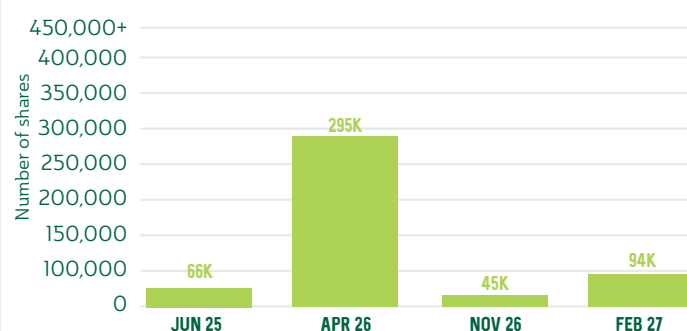
DRY AND OVERSHARED SHARES



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



OVERSHARED SHARES SANCTION END DATES



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



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 Canopy 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 5,754 shares listed for sale, and there are 28 buyers seeking 2,025,000 shares on the Shares Availability Board.

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

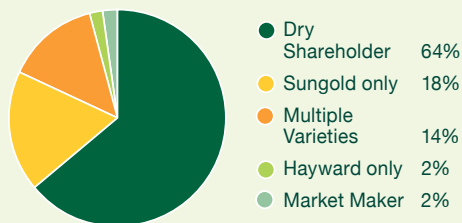
If you don't have access to the Canopy as a dry shareholder, please get in touch with the Zespri Shares team.



SHARE TRADING OVERVIEW - 1 APRIL 2024 TO 31 MARCH 2025

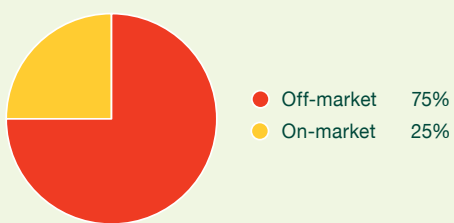
SHARES SOLD BY VARIETY

Producing varieties held by the seller at the time of the trade, includes both on and off-market transactions



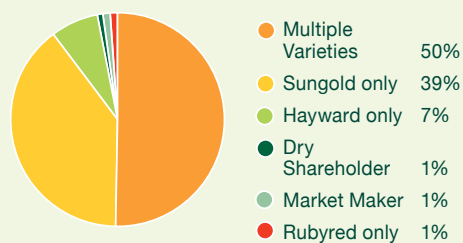
TRADING BY MARKET TYPE

Shares can be purchased through a broker (on-market) or via private sale (off-market)



SHARES BOUGHT BY VARIETY

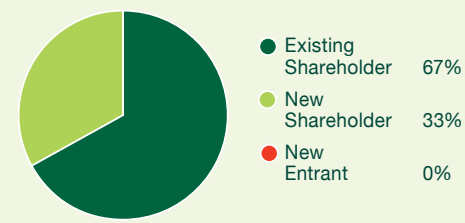
Producing varieties held by the buyer at the time of the trade, includes both on and off-market transactions



Note: Dry shareholder was an update to trustees before a sale.

BUYER SHAREHOLDING STATUS

Status of the buyer at the time of the trade - new entrants are greenfield developments



Note: New entrants can purchase shares based on deemed production on any orchard with a 'Greenfield' status.

JUNE PROGRESS PAYMENTS: A POSITIVE MOVE FOR GROWERS

On the back of requests for earlier funds from RubyRed growers, Zespri has explored the possibility of making progress payments for all pools begin in June, rather than in July. This initiative aims to provide earlier cash flow to growers which particularly benefits Zespri RubyRed growers, as a significant portion of sales have been completed by June.

The Supply Agreement allows for progress payments to be made in any month during the season, provided Zespri has sufficient funds and can comply with its funding facility covenants. A discussion paper was submitted to the January

2025 Industry Supply Group, where the general consensus was supportive of the move. Since then, Zespri has worked with post-harvest suppliers around how the payment would work.

We're pleased to announce that a June payment can happen this year. The rates for the June progress payment will be communicated in the June issue of *Kiwiflier*.

The June progress payment represents a positive step forward for our growers, providing earlier financial support and aligning with the sales cycle of Zespri RubyRed Kiwifruit.



PAYMENT TIMING

13 June 2025	For any fruit submitted up to the 8th of June
19 June 2025	For any fruit submitted after the 8th of June
27 June 2025	For any fruit submitted after the 15th of June



ELEVATING CUSTOMER CONFIDENCE: GLOBALG.A.P.

Zespri GAP requirements continue to evolve due to the expectations set by our customers. They want to know that the fruit they buy is safe to eat, environmentally friendly, and supports worker welfare. With Zespri Kiwifruit being GLOBALG.A.P. certified, customers know exactly what they are getting.

GLOBALG.A.P. helps us leverage our reputation as a premium brand. An exciting example was recently seen in China, where Zespri Kiwifruit was sold via the online platform Alibaba, and was featured in their 'Ant Forest' promotion. Consumers gain virtual points to grow their virtual forest by purchasing more sustainable products, gamifying the shopping experience to encourage people to make more mindful purchases. Zespri earns higher points because of our GLOBALG.A.P. certification showing how it is not just a compliance programme but a way to show the world the hard work that goes into producing a consistently high quality, sustainable and socially responsible piece of fruit. Zespri's Ant Forest page boasts over 400,000 fans and sold 240,000 trays last season.

Recently, the Global Extension team connected with customers to understand why GLOBALG.A.P. is so important for our suppliers.

Patrick Sperl, CEO - Cobana GMBH & CO.KG said, "For our suppliers to be GLOBALG.A.P. certified is the minimum requirement we have as an importer. The requirements are also developing and getting more strict every year. And it's our job to speed up and to inform our strategic suppliers at the same time in order to be prepared if more changes are coming, such as water responsibility or social aspects."

Dries Vanreusel, Senior Buyer, Bakker Belgium NV said "GLOBAL.G.A.P is the first thing we are looking at I think in that it creates a level playing field for all suppliers all over the world and they have to have to fulfil the same basic needs and the same requirements like all the others."



Check out the video [here](#) with our customer insights – you'll find it is a good dose of inspiration.

Thank you for your continued dedication and commitment to meeting our GLOBALG.A.P. requirements, a key aspect in generating trust amongst our customers and consumers.



Dries Vanreusel, Senior Buyer at Bakker Belgium NV, on orchard in Te Puke as part of the Europe trade tour.

BREEDING FOR THE FUTURE: FOCUS ON ENVIRONMENTAL RESILIENCE

In the face of climate change and increasing environmental challenges, the need for resilient horticulture has never been more critical. The Kiwifruit Breeding Centre (KBC) is committed to developing innovative breeding strategies aimed at enhancing environmental resilience to ensure long-term economic success for the kiwifruit industry.

KBC's breeding programme looks to integrate mitigation and adaptation strategies. The focus is on creating climate-smart cultivars that withstand the effects of climate change on key traits targeted in cultivar concept briefs. These nature-smart cultivars should thrive in harmony with the environment, contributing to the mitigation of harmful impacts and positively impacting working conditions.

KBC focuses on increasing genetic diversity within the breeding programme to enhance the probability of developing successful new cultivars not just for now but for future

environmental conditions. By maintaining a diverse portfolio of breeding activities, KBC aims to improve the resilience and adaptability of new kiwifruit varieties, ultimately leading to better outcomes for growers and consumers. An example of this is the development of new green cultivars that have high productivity in warmer environments without the need for budbreak enhancement sprays.

KBC is committed to 'breeding for the future', its sustainability priorities and everyday integrity in its day-to-day operations.



Kiwifruit Breeding Centre™



ZESPRI COURT ACTION REGARDING KIWIFRUIT VARIETY SUCCESSFUL

Zespri has won the ability to obtain more information about a variety we consider to be very similar to Gold3.

After we first communicated this in the January/February *Kiwiflier*, a court hearing took place in February after Zespri initiated legal proceedings to seek more information about the variety, which is known as E2, and its development, as well as whether there has been a breach of Zespri's IP.

The court has now advised us of its decision, finding in Zespri's favour. It has also ordered that Zespri is provided with information about the distribution and development of the variety.

While the ongoing legal action limits what we can say publicly about the issue, once Zespri receives the information, we will evaluate our options and be able to further our investigations. Although we do not have access to any E2 plant material, or all the information ordered by the court, we do have some information to work with. We will be reaching out to those in possession of this plant material, to inform them of the Gold3 PVR and to express our concern regarding a potential breach of Zespri IP. We will also continue to explore other legal options once more information is available.

It's expected the court will soon publish its written decision for public access.

Zespri sees this court decision as a positive step forward in protecting its IP and the value this IP creates for New Zealand growers. Zespri takes our obligation to protect IP seriously and will always take appropriate measures to protect grower interests.

RESEARCH SHOWS THE IMPORTANCE OF REMOVING ALL FRUIT DURING HARVEST

For over two decades, the kiwifruit industry, in collaboration with relevant regional and district councils, has been controlling wild kiwifruit in areas near kiwifruit orchards.

The reason we do this work is to prevent pests and diseases from spreading from wild kiwifruit vines into kiwifruit orchards, while also protecting the environment and the kiwifruit industry's reputation.

Surveillance and control of wild kiwifruit now costs the industry and our partners over \$600,000 annually. For this reason, KVH, with support from Zespri Innovation, is proactively looking for ways to slow the spread of seed from kiwifruit orchards into the wild in New Zealand.

To start, we needed to know what animals were feeding on the kiwifruit in our orchards and potentially spreading the seed. We initiated a project in collaboration with Lincoln University to investigate this further. Dr. Jon Sullivan, a Senior Lecturer in the Department of Pest Management and Conservation at the university, brings a wealth of knowledge in ecological monitoring and surveillance of invasive and native species in New Zealand, and how the natural world is responding to the many accelerating environmental changes being driven by human activities.

Jon in collaboration with Agriculture Risk Management (Te Puke), documented what animals were visiting kiwifruit orchards to feed on kiwifruit and potentially aiding seed dispersal into the wild. Four kiwifruit orchards in Te Puke were set up with trail cameras, tracking tunnels and AudioMoth acoustic recorders, and both green and gold varieties were monitored from April to September 2024.

The study revealed that assorted birds, possums and deer were the main animals feeding on kiwifruit, and that more fruit was eaten by birds than mammals. Overall, 90% of feeding detections were by birds, and the most detected bird species feeding were silvereye, pukeko and blackbirds.

A spatial analysis of the wild kiwifruit data also showed a strong relationship between wild kiwifruit and the proximity to kiwifruit orchards. In Te Puke, over 99% of mapped infestations are within 500m of a kiwifruit orchard, indicating that most wild kiwifruit today are direct descendants of orchard plants instead of offspring of seeds from wild plants.

This study emphasises the importance of removing all fruit at harvest time and dropping and mulching any leftover fruit after harvest, by no later than 1 July.

During the winter months food sources become scarce for wild animals, so by eliminating a highly palatable and desirable food source from kiwifruit orchards, less seed will flow into the wild and less wild kiwifruit will establish.

Thank you to Zespri Innovation, Lincoln University, Agriculture Risk Management and the growers involved in this study to help improve our understanding of wild kiwifruit in New Zealand.

BIOSECURITY BOOST IN POVERTY BAY

Kiwifruit Vine Health (KVH) is pleased to welcome Scott Wilson as the new regional coordinator for Poverty Bay, strengthening connection between local growers and biosecurity efforts.

While this role was initially established during the Psa response, it was later phased out as the disease became increasingly well managed. However, with the rapid growth of the kiwifruit sector in the region, KVH recognises the value of reintroducing a dedicated representative.

The role enhances local biosecurity monitoring, facilitates communication about emerging threats, and supports the development of the regional emergency response network.

Scott brings decades of experience to the position, having been involved in the kiwifruit industry since the mid-1980s. He was heavily involved during the Psa incursion and has recently stepped down as GM of Kaiaponi Farms after 24 years, allowing him to dedicate more time to industry support. His firsthand experience with events like Cyclone Gabrielle further strengthens his ability to help growers build resilience against future challenges.

Scott is eager to connect with growers and encourages anyone with biosecurity concerns or regional interests to reach out.

KVH thanks all those who expressed interest in the role, with responses reflecting an awareness of the importance of Poverty Bay growers remaining well connected in the biosecurity and emergency response space.



Q&A

FROM THE FIELD

KEY CONTACTS

Grower & Industry Relations Manager
Malkit Singh: 027 665 0121

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

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

How can I access Canopy?

You can access Canopy via the following link: canopy.zespri.com. If you're eligible for access, you will have received your own login details.

If you're unsure of your username or password, or if you believe you don't have access, please get in touch with the Zespri Grower Support Centre by calling 0800 155 355 or emailing contact.canopy@zespri.com.

How do I find my maturity testing results?

The Maturity Clearance System is a standalone system, so searching your KPIN in the Canopy search function will not take you to your clearance results or orchard information. You can access your maturity testing results in the Maturity Clearance System via the Zespri Canopy [website](#).

If you don't believe you have access please contact the Zespri Grower Service Centre on 0800 155 355 or by email to contact.canopy@zespri.com.

If I receive a Mainpack clearance during KiwiStart, will it be eligible for KiwiStart payments (Hayward)?

Yes, samples with a Mainpack or KiwiStart clearance will be eligible for KiwiStart payments.

Which results can be inherited?

Once a maturity area has achieved clearance (Kiwistart or Mainpack), the MA will not be allowed to subsequently fail for that clearance type.

Brix: can only be inherited from a previously cleared sample. If the Brix result in a previous sample passed, but the overall sample failed then the Brix result will not inherit to the new sample.

Seeds: can only be inherited from a previously cleared sample. If the Seed result in a previous sample passed, but the overall sample failed then the Seed result will not inherit to the new sample.

Dry matter: once the MTS is achieved it is guaranteed that any subsequent results will not reverse that achievement. MTS achievement can be inherited from any previous clearance sample regardless of if it was cleared or failed for KiwiStart or Mainpack criteria. Cleared samples that include inherited results are indicated on the sample list and results page in the status column with an (i) to indicate that the result is inherited.

For more information on Maturity Testing, please visit the [Maturity Clearance Reports](#) page on Canopy.

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

Yes, you 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 for approval.

Further requirements for Gate Sales can be found on Canopy [here](#). Please note, there are currently no gate sales for RubyRed.

How to record post-harvest sprays in Spray Diary?

To record post-harvest sprays, follow these steps:

1. Open Spray Diary and click on 'Add spray line'.
2. Ensure you're recording for the correct season by changing the 'Year of Harvest' in the top left corner to 2026. This will activate the blocks, allowing you to select them (they'll no longer be greyed out).

Note: The Spray Diary will automatically update to the 2026 season after the system rollover on 1st July.

How can I access my residue test results?

The Zespri residue programme is designed to manage residue risks and safeguard the integrity of our premium brand in the market. We conduct residue testing prior to export to ensure consumer safety and compliance with international regulations. Residue levels are monitored through both random and targeted testing. Before being considered for supply, all orchards must undergo sampling and testing by an independent laboratory before harvest.

Test results are reported to Zespri within 14 days of sample collection and remain valid for 42 days. If needed, a 3-day extension can be requested through the Zespri Maturity Clearance System for orchards unable to harvest within the 42-day timeframe.

Residue results are accessible in Spray Diary (not the Maturity Clearance System). To view the results, navigate to 'View Other Data' and select 'Residue Test'. This will display all residue test results for the current season, and you can also change the harvest year to view historical residue results.

If the orchard is leased, can both the lessee and the landowner each own six shares per one tray of historical production each from the KPIN?

The share entitlement is a total of six shares per one tray of average historical production for each orchard. Both landowner and lessee are able to purchase shares based on the production from the orchard up to the maximum share entitlement (6 shares per tray). The landowner has the priority to own the shares over the lessee, but if the landowner does not take up the full 6 shares to 1 tray entitlement, any balance can be taken up by the lessee once the landowner's shareholding has been taken into account. Any shares owned by the lessee that are in excess of the maximum will be considered to be "overshared" and the lessee will be required to sell the overshared portion within three years.

If you have questions, please email shares@zespri.com.

UPCOMING EVENTS

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21

SAVE THE DATE: ZESPRI ANNUAL MEETING

The Zespri Annual Meeting will take place on Thursday 21 August 2025 at Mercury Baypark, in Mount Maunganui.

We're looking forward to seeing growers there in person. However, if you can't make it, shareholders may also attend online and will be able to ask questions and vote remotely.

Our 2024/25 Annual Report and the formal Notice of Meeting, as well as Proxy Forms and information relating to the appointment of Directors, will be sent to shareholders in July.

A reminder to check your mailing address is correct with the Zespri Shares team by emailing shares@zespri.com.

DO YOU NEED TO APPOINT A PROXY?

If your shares are held in the name of a company or other incorporated entity and you wish to vote at the Annual Meeting, the company or other incorporated entity must appoint an individual as a proxy to attend and vote on its behalf at least 48 hours prior to the meeting. Further details on how to appoint a proxy for the 2025 Zespri Annual Meeting will be included with the formal Notice of Meeting.

Alternatively, the Companies Act 1993 allows for a 'Standing Proxy' to be appointed, and that Standing Proxy will automatically be appointed for the next five years unless the appointment is withdrawn earlier. The Standing Proxy appointment will apply for all meetings of shareholders, including Annual Meetings and Special Meetings. By completing the Standing Proxy form, you still have the option to either vote at the Annual Meeting or online, but by doing so, you eliminate the need to appoint a proxy to represent your company or other incorporated entity at least 48 hours prior to a meeting.

If you have any questions about the appointment of a proxy or want to get a copy of the Standing Proxy form, please contact the Zespri Shares team (shares@zespri.com or 0800 155 355) or Computershare (corporateactions@computershare.co.nz or 09 488 8777). If you wish to withdraw or change your Standing Proxy, you can do so by notifying Computershare in writing. The notification must be signed by the shareholder/s and be received by Computershare at the above email address at least 48 hours prior to the relevant meeting.

NOMINATION FORMS

Nomination forms for Zespri Directors, as well as a Request Form to receive a hard copy of the Annual Report will be available on Canopy in the coming weeks.

25 JUN -
8 JUL

SHED TALKS

Join us as we kick off the 2025 round of Shed Talks, which are a chance for you to see upcoming initiatives and have your say to shape future thinking.

The sessions will follow the same format as used previously, where attendees rotate around different stations and interact with Zespri staff. You'll have the opportunity to learn about, discuss, and give feedback on topical issues and proposed initiatives that impact the industry. We want to hear what you think and capture your thoughts and ideas to help us shape our future.

We're planning to have stations covering:

- Future Licence Release
- Loyalty as Shares (LaS) and Dividends as Shares (DaS) initiatives
- GAP Education: We understand that GAP and compliance can be frustrating. We'd like to talk with you about those pain points and how we can better support you to be GAP compliant and give you a chance to provide input into the future direction of our Zespri GAP programme.
- The Listening Post: Your chance to sit down with senior Zespri people and talk about what matters most to you.

These discussions are aimed at all parts of the kiwifruit growing community including growers, orchard managers, contractors and service providers. Check out the Canopy Events page for the schedule and registration link.



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

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