



**P2: GETTING
FUTURE FIT**



**P5-6: FROM
THE MARKETS**

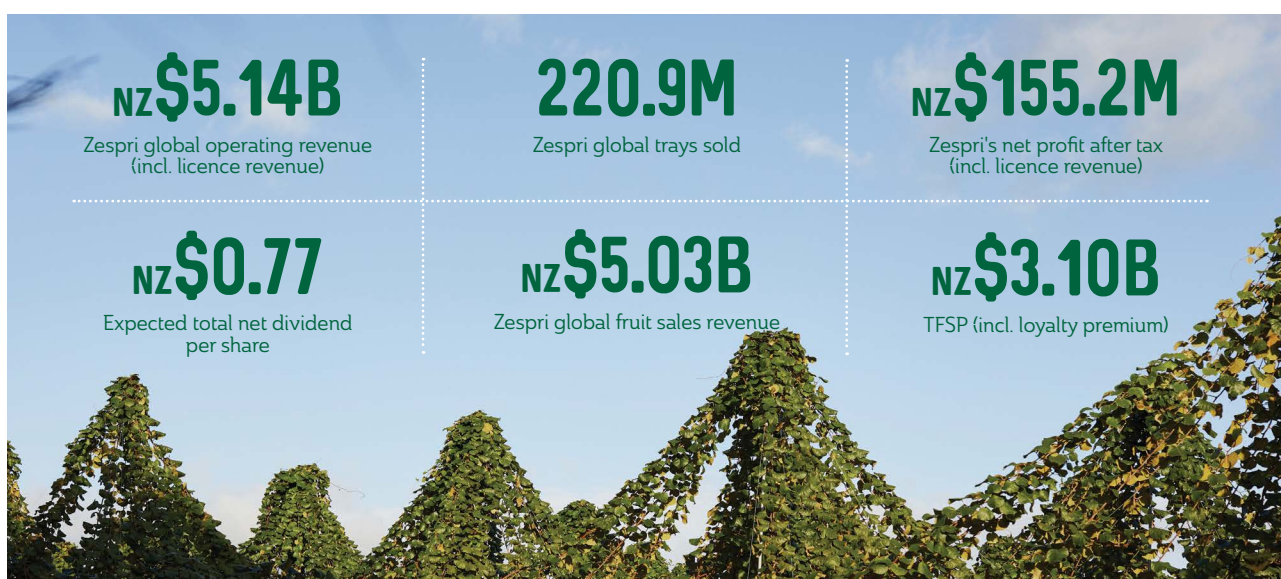


**P8: THE MONTH
AHEAD – JUNE**



**P16: FROM
THE FIELD**

2024/25 FINANCIAL RESULTS: STRONG VALUE FOR GROWERS AS ZESPRI TOPS \$5 BILLION IN GLOBAL SALES



Strong demand and market return from our largest ever crop has seen Zespri top \$5 billion in global sales in the 2024/25 season, exceeding the goal set in 2015 of \$4.5 billion by 2025.

We sold a record 220.9 million trays of kiwifruit in 2024/25, an increase from 164.2 million trays in 2023/24. Direct returns to the New Zealand industry reached more than \$3 billion for the first time in 2024/25, with Total Fruit and Service Payments spread across New Zealand's growing regions, including the Bay of Plenty, Northland, the East Coast, Nelson and the Waikato. Zespri's net profit after tax was \$155.2 million, down from \$173.3 million in 2023/24, mainly driven by reduced licence revenue from a reduction in available hectares. Excluding licence, Zespri's net corporate profit is a record \$79.8 million, up from \$20.4 million in 2023/24. The expected total net dividend is \$0.77 per share.

Zespri CEO Jason Te Brake says it's pleasing to deliver such a strong result for growers and shareholders which reflects an industry-wide effort to deliver a record crop and strong sales in key markets.

"We've increased both volume and value in our key markets despite downward pressure in the category and surpassed a significant milestone in reaching \$5 billion in global fruit sales, exceeding our longstanding sales goal set a decade ago.

"That's a mark of pride for our industry, and reflects the strong demand we continue to see for our fruit and the efforts the whole industry has put in to focus on providing another high-quality fruit crop," says Jason.

"We're returning really strong value to growers, with our highest ever recorded direct returns to the New Zealand industry, breaking the \$3 billion threshold in 2024/25.

"At a per hectare level, returns are up and at record levels for Green, Organic Green and Sweet Green off the back of the season's improved yields following a challenging few years for growers and we've been able to return strong value at a per tray level for all categories in a record crop year, with final average per tray returns above our February forecast.

"Our corporate results are also positive, with our net profit after tax excluding licence revenue reaching a record \$79.8 million, and our New Zealand Supply segment delivering a profit of \$56.4 million in 2024/25, up from the \$10.2 million loss in 2023/24 on the back of the larger crop, strong value in market and a focus on greater overhead efficiencies.

Zespri's Non-New Zealand Supply sales have also performed well, with sales of \$652.4 million, with 26.5 million trays sold.

Jason says ZGS plays a critical role in supporting the launch of our New Zealand sales season and we'll see offshore volumes increase in the coming years following last year's successful Producer Vote to expand production, helping to deliver stronger returns to growers in New Zealand and around the world.

"2024/25 was a really positive year for the industry and we're excited to build on this momentum as we progress further into our 2025/26 season. Our focus remains on delivering another strong season and maximising the value we return to growers with even more fruit to sell. Our sales have started well, particularly in Europe and the US, and we've made a strong start in Asia despite generally softer market conditions.

"At the same time, we're looking ahead to the next 10 years, and how we can continue to deliver value for growers together, built around creating brand-led demand, transforming our global supply chain and our innovation programme to create the leading product portfolio."

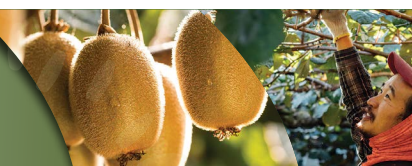
FINAL 2024/25 NEW ZEALAND GROWER RETURNS

Pools (Fruit Categories)	2024/25 Final (Per Tray)	2024/25 February Forecast (Per Tray)	2023/24 Final (Per Tray)	2024/25 Final (Per Ha)	2024/25 February Forecast (Per Ha)	2023/24 Final (Per Ha)
Zespri Green	\$8.36	\$8.10	\$9.55	\$89,783	\$86,987	\$65,717
Zespri Organic Green	\$11.97	\$11.63	\$12.53	\$92,306	\$89,589	\$56,086
Zespri SunGold	\$11.81	\$11.59	\$12.92	\$170,933	\$167,670	\$146,987
Zespri Organic SunGold	\$15.20	\$14.93	\$14.71	\$156,390	\$153,543	\$113,449
Zespri Green14	\$9.18	\$8.66	\$10.63	\$58,437	\$55,148	\$49,841
Zespri RubyRed*	\$17.00	\$16.66	\$18.87**	\$72,744	\$71,304	\$40,741

*NB: Zespri RubyRed Kiwifruit is in its third year as a commercial pool. Forecast per hectare returns have been influenced by a high proportion of productive hectares returning low yields impacted by vine age. 280 hectares producing for two years or less have returned an average yield of 3,674 trays per hectare and a forecast per hectare return of \$62,443 per hectare. 47 hectares producing for greater than two years have returned an average yield of 6,349 trays per hectare and a forecast per hectare return of \$107,917 per hectare. 25 hectares with mixed aged vines (with vine age of both two years or less and more than two years) have returned an average yield of 7,148 trays per hectare and a forecast per hectare return of \$121,491 per hectare. **Zespri RubyRed Kiwifruit 2023/24 Final OGR restated for 46s as standard supply for comparative purposes. Final 2023/24 actual OGR was \$26.34/TE.



Industry
Alignment



OPT-IN PERIOD CLOSING SOON: LOYALTY AS SHARES AND DIVIDENDS AS SHARES INITIATIVES

The first shareholder alignment initiatives designed to help improve grower ownership of Zespri are now live and its pleasing to see good engagement from growers.

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

The opt-in window for these initiatives is now open and eligible growers can opt-in to LaS and/or DaS through the Industry portal from **8am, 22 May 2025 – 5pm, 6 June 2025**.

As part of this process, the Board has approved the indicative strike price range which is exclusive of the dividend paid in 2025. The range is \$5.55 to \$6.05 per share. Ahead of the shares being issued for LaS on **11 July 2025**, and DaS on **18 July 2025**, a final strike price will be announced on 18 June.

If you do not like the final strike price or wish to opt-out for any other reason, you can do so by submitting an online opt-out form through the Industry Portal during the opt-in period, or during the opt-out window which runs from **8am, 19 June 2025 to 5pm, 26 June 2025**.

The LaS and DaS initiatives are designed to provide growers with an opportunity to become a shareholder or increase their shareholding which is done by giving growers the option to divert money owed to them by Zespri into Zespri shares. Zespri intends to offer LaS and DaS on an annual basis starting this year.

To help growers make an informed decision on whether to buy Zespri Group Limited shares, a Product Disclosure Statement is available on Canopy here: [Canopy > Supply & operations > Your orchard business > Shares > Share alignment](#), and on the Companies Office website (<https://disclose-register.companiesoffice.govt.nz>) by searching for offer number OFR13848. You should always seek independent advice and do your own research before making an investment decision.

The [Loyalty as Shares Scheme Offer Document](#) and the [Dividends as Shares Scheme Offer Document](#) are available on our Shares Alignment page on Canopy (see link above). These documents were sent out to Shareholders and Growers on 1 May 2025.

(Continued on pages 2 and 3)



JOIN ZESPRI AT MYSTERY CREEK FIELDDAYS

We're excited to be back at Mystery Creek Fielddays and invite you to connect with the Zespri Executive Team, Grower Relations Managers, Board members, and our valued industry partners.

What's on at the Zespri tent from Wednesday 11 June to Friday 13 June:

- **10am: Speaker Series** - Hear from our Innovation experts on future growing systems
- **11.30am: Fruit sampling** - Sampling of our new cultivar, Red80, which is currently in pre-commercial trials.
- **12pm: Season Update presentations** - Join the Zespri Executive team, NZKGI, Kiwifruit Vine Health, and Kiwifruit Breeding Centre for a live season update followed by lunch
- **3pm: Grower networking** session with refreshments

Heading to Fielddays on Saturday 14 June? Don't miss **brunch at 10am** with our Grower Relations team.

You'll find us at Site F49, our usual spot, right in the heart of the action.

Opening hours:

Wednesday – Friday: 8am–5pm

Saturday: 8am – 4pm



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



JASON'S VIEW

Hi everyone,

While our focus is on the current season it's also great to reflect on the strong results published this month for last season, and to think about how we build on this.

We continued to deliver quality fruit across record volumes and were able to sell well, providing strong value for growers. We reached significant milestones, including \$5 billion in global sales revenue. This is a testament to the industry's efforts to respond to some of our more challenging seasons in recent years and the strategy we've pursued led by a world-leading brand and keeping demand ahead of supply.

These results provide a great platform for us to consider what the next 10 years will look like and how we can continue delivering strong and sustainable value for growers and shareholders. I've outlined some initial thoughts on what I think will make us future-fit and shared some of the thinking behind our 2035 strategy discussions in the article next to this column.

As we deliver this season and continue to make good progress selling another bumper crop, we've also been focused on strengthening grower ownership of Zespri through the launch of our Loyalty as Shares (LaS) and Dividends as Shares (DaS) initiatives. Lifting grower ownership of Zespri will align the commercial interests of growers, helping support industry unity and our ability to create value into the future. It'll offer another revenue stream for growers from owning their marketer, and help protect the single desk and its ability to create wealth for you as growers.

We've seen good grower interest in these initiatives, with over 370 producers (almost 20 percent of eligible growers) and more than 170 shareholders (almost 13 percent of eligible shareholders) choosing to opt in as of 30 May to 2 June, which would lift grower shareholding from 48 percent to near 55 percent. The opt-in window for these initiatives remains open until 5pm Friday 6 June, so there is still time to opt-in. There's plenty of supporting information around these initiatives on Canopy, including a Product Disclosure Statement for the offer of ordinary shares as well as an independent valuation report from Northington Partners, which the Board considered in setting an indicative strike price range for LaS and DaS shares.

On another note, we've seen some disappointing news articles regarding worker welfare within the kiwifruit industry, with reports international crime groups are using workers as part of a tax evasion scheme. While the vast majority of employers in our industry look after their people, these articles serve as a good reminder of the responsibility we all share to report any concerns and to make sure we keep these practices out of our industry. Our markets, communities and regulators are watching too and every time the issue is in the news we're having to reassure them of our commitment to stamping it out. Zespri and NZKGI are committed to doing everything we can to ensure an industry free from exploitation and one where people are valued, supported, and safe in their jobs and are continuing to work with the government to ensure those not meeting our standards can be removed from the industry permanently.

Finally we have a number of industry events over the next few weeks. That includes a farewell for Jiunn Shih our Chief Marketing, Innovation and Sustainability Officer who will be departing Zespri in June. Please join us for a farewell on Tuesday 10 June, from 3.30pm to 6pm at Zespri.

I'm looking forward to seeing you at this season's Mystery Creek Fielddays starting on 11 June – we'll be in our usual spot providing a season update from 12pm over lunch every day.

After Fielddays, we'll head into Shed Talks across our regions. These are a great opportunity for us to hear your thoughts on some of the key issues we're considering, so please do come along. You can see more details on Shed Talks on page 16.

All the best,

Jason Te Brake

Chief Executive Officer

GETTING FUTURE FIT - THE OUTLOOK AND OPPORTUNITY FOR THE INDUSTRY

BY JASON TE BRAKE

Our industry is creating significant value for growers and shareholders; the outlook is positive and there is strong demand in our markets. Having exceeded our 10-year target of \$4.5 billion in global revenue by 2025, it's time to set our sights on the next 10 years and how we continue to deliver the greatest value to New Zealand growers through our 2035 strategy which we're now developing.

We know the opportunity is there and we need to ensure we're ready to capture it – through our efforts in the markets and back here in New Zealand.

Our refreshed strategy will focus on creating value via brand-led demand, supply chain excellence, and product innovation. I'll be talking more about the strategy over the course of this year and seeking feedback from growers in the lead up to its launch at the industry's Momentum conference in February 2026 (look out for more details on Momentum in the coming months).

As part of developing our strategy, we've considered macro-trends in five key areas which will influence our business: society, technology, economics, geopolitics, and climate. We've also looked at the strategic choices we need to make – where and how we invest our time and money - to create sustainable, long-term value for growers.

We're doing this in a period where competition is intensifying and the geopolitical environment is increasingly uncertain. The climate is changing, technology is increasingly disruptive, and society and consumer preferences are evolving quickly. These themes are expected to continue to become more disruptive and complex, and we will need to do more to continue to lead.

To be able to continue delivering leading returns to our growers, we need to continue our investment in being the leaders for health – the healthiest products, the healthiest brand, the healthiest supply chain, and ultimately leading to the healthiest returns for our growers.

Out of this comes what we consider our priorities over the next decade including:

- Creating an iconic brand with a strong purpose, focused on natural nutrition, to ensure the Zespri brand continues to differentiate, resonate, and support premium value
- Delivering a resilient, efficient global supply chain, while reducing our supply chain's impact on the planet, to ensure we deliver outstanding fruit to customers year-round at leading value for growers and meeting our customers and consumers needs and expectations
- While New Zealand supply will always be our focus, 12-month supply will remain critical for availability and

remaining front of mind for consumers, while also allowing us to meet consumer expectations for lower carbon and lower risk with a local for local approach to complement the New Zealand season

- Driving portfolio innovation to meet more consumer needs to improve their health and nutrition and set Zespri apart from competition.

We must also focus on the importance of being consumer and customer-led, meeting not only their needs and expectations today, but also anticipating and meeting them in the future.

We have strong tailwinds. We offer an outstanding range of products which align with increasingly health-conscious consumers and we have a world-leading innovation programme to deliver the products of the future.

We've reached 100 million households around the world with our kiwifruit and we're the number one fruit brand in our 15 core markets. But we know we need to continue pushing the bar higher with our brand, so we stand out from the increasingly competitive crowd.

We also need to set ourselves up to capture the strong forecast demand and return the benefits back to New Zealand growers. That includes aligning the commercial interests and ambitions of growers to maximise the value available to us.

A key strength of our Single Desk structure is that we have scale, allowing us to invest in our brand and innovation and in the resilience of our quality systems and supply chain. It is also that growers own their marketer, make commercial decisions together, and have a stake in the value created not just from their crop but from other sources of revenue.

As we know we need to do more to align those interests so one of our key strategic priorities now, and something which will enable our success into the future, is share alignment.

As we head into the next 10 years, it's important that the grower base is aligned on commercial decisions we need to make, that we protect the Single Desk structure and with it the stability and unity of the industry, so that all growers benefit financially from our growth.

On that note, it's been great to see such strong uptake of LaS and DaS, particularly from unshared growers. We'll be discussing the next steps to strengthen grower ownership of Zespri through share alignment at the June Shed Talks and providing more information in the July *Kiwiflier*.

You can also expect to hear more about the strategy as we work through it during the course of the year to get grower feedback ahead of its launch early in 2026.



(Continued from page 1).

JUNE LOYALTY PAYMENT

Following changes to the Loyalty Agreement approved by the Industry Advisory Council, Zespri now pays all eligible growers the loyalty payment directly rather than growers being paid by their post-harvest entity. All other Zespri payments remain through post-harvest. The first direct loyalty payment was made in January 2025 with the second loyalty payment due to be paid 13 June 2025.

The June payment was confirmed on 21 May 2025 and will be paid at a rate of \$0.2119 plus GST per tray submitted (gross) which is from the crop proceeds from the 2024 season.

Due to this change, growers receiving the loyalty payment directly from Zespri will now also be receiving a buyer created tax invoice (this will be the receipt of the money Zespri will be paying to you). This is emailed to the address we currently have on file for your entity as a record of the amount Zespri has paid.

What to expect if you are owed a loyalty payment and do not opt-in to the Loyalty as Shares scheme:

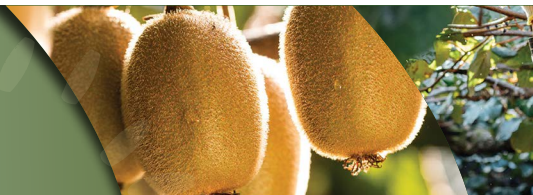
- If you are the crop owner of the 2024 harvest and are due the second loyalty payment, you should receive a buyer created invoice from Zespri from 30 June onwards relating to this payment. The payment is scheduled to be paid on 13 June 2025.

- Your buyer created invoice (receipt of payment) will be sent at an entity level to the titleholder of the 2024 loyalty payment.
 - If you have multiple KPINs (with multiple varieties) under a single entity, you can expect to receive one invoice.
 - Loyalty payments will now be made based on Class 1 trays submitted at the KPIN level. However, the total amount of loyalty funds to be distributed will still be determined by the Class 1 FOBS volume. You can view your Class 1 trays in the Grower Payment Report, or the Grower Production Report which can be accessed via the Industry Portal (use My Quicklinks from the Canopy homepage).
- What to expect if you are owed a loyalty payment and opt-in to the Loyalty as Shares scheme:**
- If you are the crop owner of the 2024 harvest, are due the second loyalty payment, and have opted-in to LaS, you will receive Zespri shares in lieu of cash.
 - The GST component of the loyalty payment and any rounding remainder (depending on the strike price and the loyalty amount due) is scheduled to be paid on 30 June 2025. The Zespri shares will then be issued to you on 11 July 2025.

(Continued on page 3).



Industry Alignment



(Continued from pages 1 and 2).

WHAT’S THE DIFFERENCE BETWEEN LAS AND DAS AND WHO IS ELIGIBLE?

WHO IS ELIGIBLE FOR LAS?
LANDOWNER OR LESSEE

FOR LOYALTY AS SHARES, THE ELIGIBLE PARTY IS THE OWNER OF THE 2024 CROP [THE SCHEDULE 5 CONTRACTED PARTY].

THE ELIGIBLE PARTY WILL BE OFFERED THE OPPORTUNITY TO RECEIVE THEIR JUNE LOYALTY \$\$ AS SHARES.

It's important to know that with LaS, if you decide to opt-in for the 2024 season, you'll remain opted in unless you choose to opt-out or you change your grower number (if this happens you will need to opt-in under the new grower number the following year).

WHO IS ELIGIBLE FOR DAS?
FOR DIVIDENDS AS SHARES, YOU HAVE TO BE A CURRENT SHAREHOLDER AT THE TIME OF OFFER.

THE ELIGIBLE SHAREHOLDER WILL HAVE THE OPPORTUNITY TO REINVEST THEIR DIVIDEND \$\$ AS SHARES.

YOU CAN CHOOSE TO OPT IN EITHER 25, 50, 75 OR 100 PERCENTAGE.

2. Participation Percentage
Please select the percentage of shares that you would like to opt into the Share Scheme (Participation Percentage) by selecting a percentage.

☐ 25% ☐ 50% ☐ 75% ☐ 100%

For DaS, you'll remain opted-in for future years unless you choose to opt-out. Every year you will have the option to change your participation percentage or opt-out. You'll be able to choose from either 25, 50, 75 or 100 percent, should you want to invest some or all your dividends into more shares.

! Make sure you read the Offer Documents for LaS and DaS as other eligibility criteria applies.

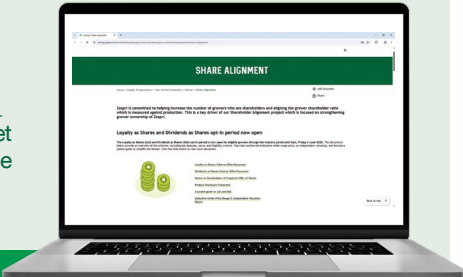
REMINDER:

The offer period is now open until 5.00 pm, Friday 6 June 2025.

If you are planning to participate in either LaS or DaS, please ensure you check your access to Canopy. Once you've logged into Canopy, click on the Industry Portal button under the "My Quicklinks" section of the Canopy home page which takes you through to the Industry Portal. If you intend to opt in, make sure you are able to access the website now before the opt-in period closes.

User guides are available to help growers through the application process. Check out the 'Additional Resources' section on the [Share Alignment Page](#) of Canopy, where you'll find easy-to-follow guides on:

- [Opting-in to LaS or Opting-in to DaS](#)
- [Opting-out of LaS / 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.



! **Need help with the application process?**
The Zespri Shares team are available to help guide you through the application process. Contact the team at shares@zespri.com or call 07 572 6402 if you have any questions.

KEY DATES

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.

2025 LICENCE ALLOCATION AUCTION RESULTS

The Zespri SunGold Kiwifruit licence auctions have now concluded for 2025, and all successful bidders will have received notification of their allocations.

This year's licence release consisted of two licence auctions, the Restricted SunGold Kiwifruit (Hayward/Green 14 cutover) auction held on 5 May, and the Unrestricted SunGold Kiwifruit auction held on 7 May.

A total of 400 hectares of SunGold Kiwifruit licence was available across both auction pools. The auctions attracted strong participation, resulting in 114 successful bidders in the Restricted auction, and 90 in the Unrestricted auction.

The Restricted licence allocation was available for producing Hayward and Green14 growers to cut their existing area over to SunGold Kiwifruit. The Restricted auction saw 150 hectares of licence available with a final closing price of \$454,000 per hectare (excluding GST).

The Unrestricted licence allocation offered SunGold Kiwifruit licence for both existing orchards and new greenfield developments. This year, the pool was increased to 250 hectares (up from 100 hectares in 2024) to meet projected future demand. The final closing price for the Unrestricted auction was \$561,000 per hectare (excluding GST).

RESTRICTED SUNGOLD KIWIFRUIT (Hayward/Green14 cutover):



157.44
HA ALLOCATED



114
SUCCESSFUL BIDDERS



1.38
AVERAGE HA PURCHASED

UNRESTRICTED SUNGOLD KIWIFRUIT



259.57
HA ALLOCATED



90
SUCCESSFUL BIDDERS



2.88
AVERAGE HA PURCHASED

AUCTION SUMMARIES

i Details of the auctions are summarised in the tables below. Further information can be found on Canopy: [Canopy > Supply & operations > Your orchard business > Licences > Buying a licence](#)

2025 LICENCE RELEASE RESULTS

Licence pool	Restricted SunGold Kiwifruit (Hayward/Green14 cutover) pool	Unrestricted SunGold Kiwifruit pool
Hectares available	150	250
Hectares released	157.44	259.57
Total hectares bid for (first round of bids)	278.71	482.39
Opening price (GST exclusive) per hectare	\$295,000	\$318,000
Final price (GST exclusive) per hectare	\$454,000	\$561,000
Total number of auction rounds	10	12

DISTRIBUTION OF LICENCE BY SIZE

Restricted SunGold Kiwifruit distribution of licence				
Hectares	2025		2024	
	Number of successful bidders	Total hectares allocated	Number of successful bidders	Total hectares allocated
0.01 to 0.99	48	30	38	24
1 to 2.99	56	91	43	67
3 to 4.99	8	26	17	55
5 to 9.99	2	11	1	8
10	0	0	0	0
Total	114	157	99	154

Unrestricted SunGold Kiwifruit distribution of licence				
Hectares	2025		2024	
	Number of successful bidders	Total hectares allocated	Number of successful bidders	Total hectares allocated
0.01 to 0.99	39	18	38	14
1 to 2.99	30	46	25	42
3 to 4.99	8	32	4	16
5 to 9.99	5	36	5	37
10	8	127	4	40
Total	90	260	76	149

VICKI MCCOLL APPOINTED ZESPRI CFO



*Incoming Zespri CFO,
Vicki McColl.*

Zespri will welcome Vicki McColl as our new Chief Financial Officer (CFO) in August 2025.

Vicki joins Zespri with a distinguished career in finance and leadership, bringing extensive experience from her previous roles in the resources and primary sectors. Currently CFO with Silver Fern Farms, where she has led the finance and corporate services functions, Vicki brings proven strategic leadership and commercial acumen. Prior to Silver Fern Farms, she held senior finance roles at Dyno Nobel Asia Pacific Pty Ltd and Rio Tinto Limited, where she demonstrated her ability to lead complex financial operations, negotiate international contracts, and implement successful business strategies.

Vicki's appointment comes at a time of exciting growth and innovation for the industry. Her expertise in financial management, strategic planning, and stakeholder engagement will be instrumental in driving continued success and expansion in the global market.

2025 FINISHING OFF BLOCKS [FOB] LICENCE APPLICATION PERIOD IS NOW OPEN

FOB licence is available for Zespri SunGold and RubyRed Kiwifruit growers looking to purchase small (0.30 hectares or less) licence areas to complete an existing block or orchard. The removal of shelterbelt is also eligible for FOB licence.

The price for 2025 Zespri SunGold Kiwifruit FOB licence is set at the closing price of the 2025 Unrestricted auction – \$561,000 per hectare (excl GST). The 2025 Zespri RubyRed Kiwifruit FOB licence remains at the 2023 Zespri RubyRed Kiwifruit auction closing price of \$33,043 per hectare (excl GST). 2025 FOB licence is available until 30 April 2026.

We are in the process of streamlining the FOB application process with a new application form and supporting documentation. While the new application form is being finalised, 2025 applications can be submitted using the existing Zespri SunGold and RubyRed Kiwifruit Licence Application Overview and Rules documents available on Canopy: [Canopy > Supply & Operations > Your orchard business > Licences > Managing your licence.](#)



For any questions around FOB eligibility please contact the Licence Team on 07 572 6440 or new.cultivars@zespri.com.



GROWING THE ZESPRI RUBYRED™ KIWIFRUIT OPPORTUNITY

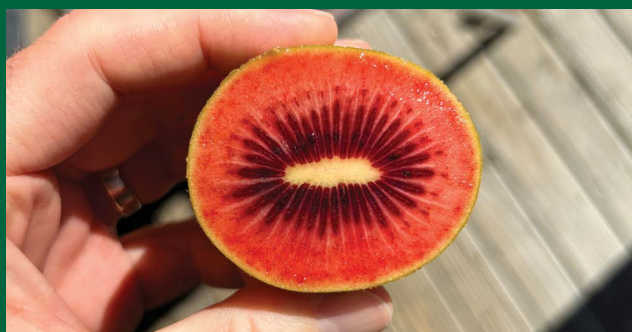


Zespri RubyRed™ Kiwifruit is a high-value product and we've made good progress this year in strengthening our offering through increased volumes of quality fruit and with improved size. For consumers, Zespri RubyRed Kiwifruit provides something new and attractive with its vibrant red colour and sweet berry flavour, and with around 30 percent of its buyers being new to kiwifruit, it's bringing more people into the kiwifruit category.

With more customers wanting red kiwifruit as part of a full kiwifruit portfolio offering and our competitors filling shelf space, we're focused on leading the red category.

We're encouraged by stronger grower confidence in the variety as orchards mature, and we learn more about the Red19 cultivar. The Red19 season just completed has seen a doubling of red volumes, high packouts, improved colour, and a significant increase in fruit size profile to an average size of 39.8 and with a lower percentage of 46s. Red19 is central to our red product offering, as it allows us to get fruit to market early and kickstart the Zespri season with a unique and vibrant product. We are committed to continue to grow demand for Zespri RubyRed Kiwifruit and deliver benefits to our consumers, with Red19 a critical part of the product offering, alongside any potential new cultivars.

A challenge with red kiwifruit is that it has naturally shorter storage and a resulting shorter sales window. To grow value by keeping Zespri RubyRed Kiwifruit in front of consumers, helping to build demand and awareness, we need to lengthen this sales window and continue to work on increasing fruit size in line with consumer preference. Using management techniques and storage technologies for Red19 is one way we can do this, and we've also been exploring new cultivars with different harvest timings that might further extend the sales season and help us capture more value.



Red80 harvested in late April 2024 from a Kiwifruit Breeding Centre research orchard on approximately five-to six-year-old vines.

INTRODUCING RED80 - A PRE-COMMERCIAL RED VARIETY

We've been talking about an additional red cultivar for some time and, as we are now working on new PVRs, we can confirm that the cultivar 'Red80' is currently in pre-commercial trials, with the Board

considering its potential commercialisation later this year. Early indications are that Red80 has a larger average size profile and could help address the current challenges of the red category by maturing later and staying firmer for longer.

The intention is that Red80 could complement Red19 by extending the sales window for Zespri RubyRed Kiwifruit by following Red19 sales. This approach of having two cultivars (in this case Red19 and Red80) under one Zespri sub-brand and trademark (in this case Zespri RubyRed™) could be a feature of future new cultivar commercialisation as we look to deliver cultivars that bring benefits, such as extended sales windows, into existing established categories.

Red80 has been bred through the Kiwifruit Breeding Centre, Zespri's joint venture with Plant & Food Research that was set up to accelerate research and delivery of new cultivars.

WHAT DO WE KNOW ABOUT RED80 SO FAR?

Red80 is in the final evaluation phase of the new cultivar pipeline, pre-commercial trials. Based on current data, the likelihood is that Red80 will harvest after Red19, arrive later in market and extend the Zespri RubyRed Kiwifruit season.

Pre-commercial trials can take up to five years, but Red80 has had a head start because of what we learned from the Red19 trial and commercialisation process, and the existence of additional plantings of now well-established research Red80 vines. Red80 is about to enter its third season of grower trials, and results so far indicate that:

- R&D sensory trial work conducted under confidential conditions in Japan indicate Red80's flavour profile, overall liking, purchase intent, and perceived value in the eyes of consumers are all on par with Red19, meaning the cultivars could be sold together under the Zespri RubyRed™ sub-brand and trademark.
- Red80 doesn't mature as early as Red19, meaning its indicative optimum harvest timing is after Red19 – around three to four weeks later (when using the same maturity standards as Red19) and falls between KiwiStart Gold3 and Mainpack Gold3 which would help us extend the red sales season.
- Red80 stays firmer for longer than Red19, indicating increased storage potential and potentially a longer window from harvest to sale.
- Red80's average weight is heavier than Red19, with fewer Size 46s and undersize fruit. It is still a smaller fruit than Hayward. The skin appears less sensitive to blemish and russet and, combined with a low level of undersize, results in a pleasing Class 1 pack out rate across the grower trial sites of 88 percent (with a range of 83.1-95.5 percent) for first-year production in the 2025 season.
- It has low numbers of lateral flowers per shoot on average, reducing thinning costs. Across grower trial sites, the average rate of lateral flowers on immature canopies was under one percent of total flower numbers.

WHAT DOES THIS MEAN FOR RED19?

Red19 will continue to have a vital role to play for Zespri in the red category because its earlier harvest allows Zespri to open the New Zealand season earlier, securing branded shelf-space before Zespri SunGold Kiwifruit arrives. We're committed to investing in Red19 to further drive its performance, focusing on key aspects such as harvest maturity, yield, fruit size, storage, and the crucial early supply to market. Red19 will continue to be an incredibly important part of the Zespri RubyRed™ offering for Zespri. However, we also need to recognise that we can get greater value for growers if we are able to provide a greater sales window with the support of another cultivar, like Red80.

WHAT'S NEXT?

As part of our pre-commercial trials, we've completed an end-to-end export and sales trial of Red80. The results will be shared once data collection and formal evaluation are complete later this year.

Potential commercial details such as the licensing model, pooling, and budwood access, are currently being considered as part of preparation for the Board's review of potential commercialisation options later this year. We're also consulting with post-harvest on how Red80 would potentially be managed through the supply chain.

The Board will decide in October if Red80 is to be commercialised, with a potential license release in May 2026. Alternatively, as part of our usual pre-commercial review process, the variety may be placed on hold for another year while further trial and evaluation activity takes place.

The Board will decide in October if Red80 is to be commercialised, with a potential license release in May 2026. Alternatively, as part of our usual pre-commercial review process, the variety may be placed on hold for another year while further trial and evaluation activity takes place.

We'll be making samples of Red80 available in the grower tent at Mystery Creek Fielddays each day at 11:30am, with members of our pre-commercial trials team on hand to answer questions about the variety.



The Red80 canopy achieved on a trialist's orchard from two-year old vines.



FROM THE MARKETS

SALES IN FULL SWING

Sales are progressing well across our markets, contributing to a great start to the season and capitalising on early flow of good quality fruit. As of late May, more than 45 million trays have been delivered across all fruit groups, with Green programmes having commenced in all major markets.

SunGold Kiwifruit sales have started the season strongly with more than 35 million trays of Class 1 Conventional SunGold Kiwifruit and more than 870,000 trays of SunGold Organic Kiwifruit now delivered across all markets. Sales momentum is positive, with six consecutive weeks of deliveries of more than one million trays in both China and Europe. Demand is particularly strong in Europe, and promotions are in place in Japan and China to boost run rates. Quality is currently in line with the five-year average.

The New Zealand-grown Green season is well underway, and as of late May, more than five million trays have been delivered, and sales are tracking well. Europe Green sales programmes have commenced with more than 2 million trays delivered in the first two weeks following completion of the ZGS season.

RubyRed Kiwifruit sales programmes are essentially complete with very minor volume remaining to be delivered in Singapore to close out a successful 2025 season, which has seen more than 2.9 million trays shipped to our Asian markets, and for the first time, the USA. Although the quality defect rate has not been as good as last season, with a higher rate of softs and skin defects, feedback has been positive in terms of the red colour of the fruit, the sweet berry flavour, and bigger size profile, underlining our strong confidence in the category moving forward.



ZESPRI KIWISISTER JOINS KIWIBROTHERS TO BOOST SALES GLOBALLY

Zespri RubyRed Kiwifruit sales are almost complete, with positive feedback on this season's crop, not only in terms of the red colour of the fruit, but also in the sweet berry flavours and bigger size profile. With around three million trays of Zespri RubyRed Kiwifruit from New Zealand this season, with good quality and strong marketing support, including the rollout of a red KiwiSister, the performance in market has been strong.

Overall, Zespri RubyRed Kiwifruit continued to drive interest across Asian markets, particularly China, Japan and Korea, and it made its debut in the United States as well as expanded its presence in Southeast Asia, from Singapore to Indonesia, Thailand and the Philippines.

To create future demand for Zespri RubyRed Kiwifruit it is essential to continue to drive differentiation across our portfolio and ensure that the winning proposition of a vibrant red colour, a sweet berry flavour and the powerful antioxidants land with consumers through effective communication.

To deliver the marketing messaging and support sales in market, the KiwiSister, which has been rolled out in selected markets such as Japan

and Singapore in previous seasons, has joined our iconic KiwiBrothers to delight and inspire customers in all markets where Zespri RubyRed Kiwifruit is available.

The KiwiBrother brand mascots were first introduced nine years ago and have become award-winning global icons, now in 21 of our markets to help share the health benefits of our high-quality, nutritious and great-tasting kiwifruit in a fun way.

Zespri General Manager Marketing KokHwee Ng says the KiwiSister has brought a new level of excitement as part of our ongoing efforts to build brand-led demand and deepen consumer engagement.

"Despite her small size – she's tinier than the KiwiBrothers – she sure packs a whole lot of goodness!"

"This season, consumers found our KiwiSister gracing the packs of Zespri RubyRed Kiwifruit, appearing in social media, as well as featuring prominently in in-store merchandising."



UK: "TASTE THE OBSESSION" RETURNS FOR THE SECOND YEAR

Building on the success of last year, our focus remains on driving awareness, penetration, and encouraging trial of our delicious Zespri SunGold Kiwifruit, with a fully integrated campaign that connects media, retail, and experiential channels.

We're proud to continue our collaboration with Tesco, the UK's largest retailer, through a comprehensive shopper marketing campaign which includes:

- in-store sampling and tastings
- Zespri-branded packaging
- in-store screens: capturing shopper attention mid-shop closer to the point of purchase
- scan-as-you-shop: geo-targeted prompts engaging shoppers in real-time
- retailer magazine advertising: features in the UK's most widely read food publication
- onsite digital activation: high impact Tesco digital placements driving shopper engagement.

What's new?

- Large-format out-of-home advertising in high-impact locations near Tesco stores and in close proximity to consumer sampling sites, ensuring visibility at key moments in the shopper journey.
- Targeted digital advertising near Tesco locations to educate and inspire trial by highlighting Zespri SunGold Kiwifruit's unique taste and quality.
- Updated campaign visuals featuring a broader representation of our grower community — including Māori and female growers — celebrating the people and passion behind our fruit.

Our broader media campaign is running for eight weeks, from early May to end June, strategically aligned with Tesco store locations and our national sampling initiatives. From there, we'll continue to build momentum throughout the season with a robust PR and influencer programme, designed to keep Zespri SunGold Kiwifruit top of mind and further support trial and advocacy.

We're also bringing sampling directly to consumers at major railway stations across the country — meeting people where they are and offering them a taste of Zespri SunGold Kiwifruit in real time. Recent Kantar research found that 90 percent of those who try Zespri SunGold Kiwifruit express intent to purchase, reinforcing the importance of trial in driving conversion in this market.

SPAIN: BIENVENIDO, ZESPRI SUNGOLD KIWIFRUIT!

Spain's Zespri SunGold Kiwifruit promotion launched in May across wholesale markets starting strong in Mercamadrid greengrocers.

With a playful roulette wheel and great engagement from greengrocers, the campaign saw a 25 percent boost in sales compared to an average day. The promo is being rolled out to 14 more markets, with support from 85 stakeholders across Spanish cities.

This initiative is not only boosting sales, it's also building stronger brand loyalty and awareness with our key wholesale partners.



PREPARE TO BE
BESOTTED!



FROM THE MARKETS

CHINA: DRONE DELIVERIES OF ZESPRI SUNGOLD KIWIFRUIT

Zespri's China team has been taking the season to new heights with drone deliveries of Zespri SunGold Kiwifruit samples.

As part of this season's marketing efforts to support sales, we've teamed up with Meituan, which is China's largest food delivery platform, to deliver Zespri SunGold Kiwifruit directly to customers using drones.

Zespri's China Senior Marketing Manager Niki Yan says with our fast-paced lives, consumers often tend to opt for takeaway food to quickly satisfy themselves, leaving them with what's known as 'hidden hunger' where they've eaten, but they haven't got the vitamins and minerals they need through that food.

"Drone delivery of food has been growing in China in recent years and the aim of this campaign with Meituan was to provide

consumers with nutritious kiwifruit, just as quickly as they would receive takeaways.

"For two and a half weeks in May, in Shanghai and Shenzhen, when people ordered a meal to be delivered by drone, they also received a sample of delicious Zespri SunGold Kiwifruit reminding consumers to add something healthy to their delivery."

Over the campaign period, more than 5,000 samples of Zespri SunGold Kiwifruit were delivered.

In addition to the drone campaign, through our partnership with Meituan, after customers place a meal order in future, Zespri Kiwifruit will be recommended to them – providing exposure to more than 10 million orders helping to drive sales across six cities and involving 3,500 fruit shops.



A drone delivering SunGold Kiwifruit in China.

JAPAN: ZESPRI BOOSTS KIWIFRUIT AWARENESS VIA HEALTH APP

We've partnered with Asken, Japan's largest health management app, to hold a large Zespri Kiwifruit sampling event in Japan.

The event was part of the Japan Nutrition Reform Project launched last year to support the health and wellbeing of Japanese consumers.

The initiative with Asken, which has more than eight million users, targeted health-conscious potential kiwifruit consumers, with 2,000 samples of Zespri Kiwifruit distributed at the event. The strategic partnership aimed to directly reach consumers already engaged in monitoring and improving their nutritional intake, while highlighting the health benefits of Zespri Kiwifruit.

By joining forces with Asken, we've successfully connected with a healthy eating audience, giving them the experience of our

fruit's taste and quality to help support sales in market throughout the season.

Our team in Japan will also collaborate further with Asken to promote regular kiwifruit consumption with the 'Kiwifruit Challenge' to take place on Japan's National Nutrition day in early August.



JAPAN: 2024 NUTRITION REFORM CAMPAIGN WINS TOP GONG

Japan's 2024 Nutrition Reform Campaign has taken home a Galaxy Award for Encouragement, a prestigious recognition from the Japan Council for Better Radio and Television.

On top of that, pre-launch testing for the new 2025 Zespri TVC in Japan (which aired on 28

April) showed even higher results than last year's already high-performing assets. With bold reach goals of 53 million (plus another 11 million with the 15-second cutdown version of the TVC), this campaign is setting a high bar for creative performance in Japan.

MOUNT MAUNGANUI WELCOMES GLOBAL VISITORS TO SUPPORT IN-MARKET SALES

Every year Zespri and our industry partners are proud to host customers, government officials, media representatives and social influencers from our overseas markets during our international tours season, providing them with a behind the scenes look at the kiwifruit industry, as well as showcasing all New Zealand has to offer.

Over the past three months, more than 400 people from China, Japan, Korea, Taiwan, Singapore, India, Australia, North America, and Europe have visited New Zealand as part of our Tours Programme.

Zespri Tours and Events Manager, Vicki Beauchamp-Dixon says each group is given a bespoke experience, highlighting the industry's collective efforts to produce the world's best kiwifruit.

✈️ TOUR EXPERIENCE

Our tours provide a unique opportunity for guests to explore the entire kiwifruit supply chain, from orchard to export. Visitors meet local growers, learn about New Zealand's growing conditions, and hear first-hand about the effort and passion that goes into producing Zespri Kiwifruit.

Packhouse visits during tours offer insight into sorting, grading and packaging processes that ensure the highest quality fruit reaches our markets. Innovation plays a key role in our tours, with visits to the Kiwifruit Breeding Centre showcasing new cultivar development, and Hills Laboratories demonstrating maturity clearance testing. Guests also get to enjoy the Bay of Plenty and New Zealand's landscapes and unique tourism activities.

Vicki says there's real value in the time spent with key retail and distribution partners each season and the connection they get with our industry partners.

"It's a fantastic way to gain a greater understanding of everyone's role in the supply chain and showcase the efforts the industry makes to deliver high-quality kiwifruit around the world, supporting sales in market and returns for our growers."

🌐 SOCIAL MEDIA

With the rise of e-commerce in China, in the past few years we've seen more and more groups of social media influencers from China visit New Zealand as part of our Tours Programme.

These influencers also spend a significant amount of time livestreaming from orchards in the Bay of Plenty, selling fruit to Chinese customers on a number of different channels.

This year we had a group of 32 people from China visiting, selling fruit across e-commerce platforms Benlai, JD.com, TikTok, and Tmall, with livestreaming taking place for around five to seven hours each day across a week.

Zespri Key Account Manager Drizzle Huang says this year was the first time we brought all key e-commerce customers together to livestream simultaneously at various locations, including on orchard, by the sea, and at Zespri headquarters.

"This year, the group sold \$9 million Chinese Yuan (more than NZ \$2 million) worth of kiwifruit over the week to Chinese consumers. Of this, \$7 million Chinese Yuan worth of kiwifruit was sold through livestreaming on Tik Tok – around 47,000 trays."

🏢 MARKET IMPORTANCE

Trade Marketing Manager for Japan Hidetsugu Ikeda says retailers and distributors who visited from Japan were impressed with the innovation across the industry in response to market demands, from automation at packhouses through to the Kiwifruit Breeding Centre.

"Senior executives from one of our top Japanese distributors, KI Fresh Access, Inc, gained first-hand knowledge of the Zespri system directly from growers and packhouse operators. This experience has enhanced their motivation to drive further sales growth in the Japanese market and strengthened their confidence in the superior quality of our product."

Zespri Head of Sales Europe Christoph Janke says four distributors from Europe visited New Zealand this season, Fort & Vert, Greenyard Germany, Cobana and Bakker Belgium NV.

"Feedback from customers is that it was an unforgettable experience, with the stories and insights shared by growers incredibly enriching.

"Both customers and our market managers were left inspired, ready to champion Zespri and our products across France, Germany, and Benelux, to deliver the best results for our growers. They are grateful to be part of the tour which has given them a profound understanding of New Zealand and the significance of its kiwifruit industry."

Vicki adds: "Thank you to all our industry partners involved in our Tours Programme, and our growers who hosted our various groups during this busy season - it's a great way to connect with our markets and showcase the hard work in producing high-quality kiwifruit."

If anyone is interested in being involved in the programme, please reach out to tours.events@zespri.com.



Social media influencers from China live-streaming on orchard in the Bay of Plenty.



Visitors from Japanese distributor KI Fresh Access at Zespri HQ.



ZESPRI GLOBAL SUPPLY UPDATE

LIFTING FRUIT PERFORMANCE: AN UPDATE ON ZGS QUALITY WORK

High-quality fruit is what keeps our brand strong in market. As demand for Zespri Kiwifruit grows and our supply footprint expands, we're having to manage longer supply chains and more complexity. That means keeping fruit performing well — from orchard to market — is more important than ever.

ZGS' key priority is to close the gap between Northern Hemisphere and New Zealand supply, so that Zespri branded fruit remains on shelves for all 12 months of the year. The aim is to stretch the sales window — ideally through to April — without compromising quality. Doing this helps reduce disruptions in market and maintain shelf space during the transition between seasons. Alongside that, there's a clear need to manage quality more efficiently, keeping costs under control while supporting returns to Zespri growers.

At the centre of this work is how the fruit holds up through post-harvest handling, transport, and shelf life — and ultimately how it delivers for the consumer. Improving these technical aspects is key to protecting the value of the fruit and the Zespri brand over time.

The main initiatives ZGS is currently working on to support these goals are:



1. INVENTORY MANAGEMENT SYSTEM

This tool is part of a broader digital update. It gives real-time data on fruit quality and grower line risk. With this information, fruit can be more accurately matched to market needs, helping reduce waste and improve decision-making across the supply chain.



2. LONG-TERM STORAGE

Started in 2019, this programme is refining our suppliers' post-harvest storage practices to safely hold fruit beyond ISO Week 10. The goal is to support a longer marketing window without impacting eating quality. Empowering our suppliers' teams to confidently manage fruit over extended periods is key to the programme's success. By strengthening their technical knowledge, we ensure consistent quality and reduce risk throughout the extended storage cycle.



3. QUALITY SYSTEM FRAMEWORK

Our Quality System Framework is being refreshed to better align with current operational demands — particularly those specific to ZGS, such as its proximity to the market. The new approach aims to deliver more practical and flexible tools that are easier to apply within today's dynamic supply chain environment. ZGS seeks to drive greater efficiency and reduce overall costs — including the cost of quality — through a more agile, responsive framework, without compromising Zespri's high quality standards or fruit performance.



4. POST-HARVEST REFERENCE GROUP

This group includes Zespri staff and industry experts. It supports technical alignment across regions and acts as a forum to share knowledge, validate practices, and guide development of quality initiatives. It also gives New Zealand growers more access to ZGS, as discussed during the producer vote.

Each of these projects contributes to a larger goal: improving how fruit quality is managed across the global system. The direction is clear — extend the season, reduce quality-related costs, and maintain consistency — but the work is ongoing. These efforts are part of a longer-term shift towards a more responsive and coordinated approach to quality that can adapt as supply continues to grow.



The ZGS Quality team at work in Italian packhouses.



FRENCH SUPPLIER VISITS NEW ZEALAND FOR THE FIRST TIME

Between late April and early May, a group of French supplier representatives — including sales and supply managers and the chairman of an OP — visited New Zealand for the first time on a tour organised by ZGS and the New Zealand Tours team. The visit followed the producer vote held in December and reflects a growing interest in SunGold Kiwifruit production within the French industry to support Zespri's 12-month supply strategy, with a focus on working with the best growers.

Over six days, the group visited packhouses, orchards, and R&D facilities across the Bay of Plenty. Key stops included EastPack, Trevelyan's, Apata, the Kiwifruit Breeding Centre, and several orchards, with a particular focus on post-harvest practices and fruit quality management.

The visit maintained a constructive and forward-looking tone. With production expanding in France, participants were interested in learning from New Zealand's experience and identifying ways to strengthen their own quality systems.

They noted methods used by packhouses to support transparency and communication with growers, as well as cost-reduction techniques applied by some large-orchard growers — an area of increasing relevance as orchard scale evolves in France.

Overall, the visit offered useful insights and contributed to ongoing dialogue between the two industries.



At the Whitehall Fruitpackers orchard.



At grower Murray Holmes' orchard.



Visit to the Western Orchards packhouse.



KOREA ORGANICS CERTIFICATION ACHIEVED!

It's important for us to acknowledge the often invisible efforts that contribute to adding value to our fruit. While Zespri GAP serves as a baseline requirement for all growers, organic growers have a few more hoops to jump through before their fruit can achieve market access.

Korea has a strong appreciation for our organic kiwifruit, with 208,000 trays sold for Organic SunGold Kiwifruit and 65,000 trays for Organic Green. To maintain our ability to sell these products in their market, an additional audit is necessary. Zespri Kiwifruit relies on third-party agencies such as BioGro to certify our growers and post-harvest to organic standards.

Korea doesn't have an organic program equivalent to New Zealand's — so each year they send their own auditors from Organic Certification Korea (OCK) to confirm their standards are being met. Every year, the Industry Assurance Programmes (IAP) Team, with support from the Quality Systems Team and representatives from the Korean team, work diligently to re-issue Zespri's Organic Certification for Korea. The audit process is extensive, involving approximately 1,420 documents including maps, BioGro

Certificates, packout reports, residue tests, and spray diaries for all organic orchards. The team starts gathering these documents right after harvest.

The work doesn't stop there. The IAP team, alongside our dedicated organic growers and facilities, embark on a comprehensive three to four day field trip audit with OCK. During this audit, they thoroughly inspect water sources, spraying activities, separation procedures for conventional and organic growing, and packhouse procedures to ensure everyone meets the requirements.

This collaborative effort and attention to detail highlights our industry's commitment to maintaining the highest quality standards for our organic kiwifruit, ensuring Zespri continues to deliver the best to our valued Korean customers and excellent returns to our organic growers. Congratulations to everyone involved on this achievement!



We love this video about Zespri organics - check it out here: [Canopy > Fruit production > Organics](#)



Smiles all round after Korea organic audit complete. Left to right: Jon Merrick (Organic Category Manager, Seeka), Mr Hong (OCK), Dave Neal (Orchard Manager, Seeka) and Rhys Rushton (Māori Kiwifruit Grower Relationship Facilitator, Seeka).

GLOBAL EXTENSION TEAM UPDATES

THE MONTH AHEAD: JUNE

CANOPY MANAGEMENT

WINTER SOIL MANAGEMENT & POLLINATION

PSA: A DEEPER LOOK



CANOPY MANAGEMENT

Winter canopy management is your opportunity to lay the foundation for the season ahead.

Leaf Drop Sprays: To start winter pruning early usually requires the use of leaf drop sprays. The preference should be to avoid copper sulphate sprays as they have a high copper content, which over time builds up in the soil affecting soil health. Excessive use may exceed your allowed copper budget.

Pruning out spent fruiting canopy in strung blocks initially, and then waiting for leaf fall to occur on strung cane, provides a way to minimise copper sprays.

Lower copper approaches include:

- Minimising the amount of blocks sprayed and rotating them each year
- Reducing copper sulphate rates by mixing with citric acid and Engulf®.
- Using potassium chloride, zinc sulphate, or potassium sulphate may take a little longer and may not achieve complete leaf drop, but is still a viable alternative.

Crown management: Old, heavy crowns and wood can hinder ideal cane growth and increase unnecessary vigour making picking difficult. These 'stag heads' can harbour overwintering scale and obstruct effective spray coverage. Take a walk around your orchard and mark the required cuts with spray paint for pruners to easily identify them. Crown management requires specialty tools – a reciprocating saw or small chainsaw – and must be completed before pruners arrive to simplify cane selection for them. Aim to remove at least one crown or section of heavy wood per bay.

Be mindful of cutting Gold3 too hard back to the leader, as this can result in bare areas on the leader.

Winter pruning: To obtain consistent high yields of quality fruit, ensure uniform canopy fill across all bays in your orchard, with an even distribution of winter buds tied down. Use wood that has been well lit over summer. The recommended vine structure is simple and uncluttered, keeping the leader area open.

High quality canes and spurs can produce three times more flowers per winter bud than poor quality canes and spurs, so careful consistent selection of wood is critical for a successful result.



WINTER SOIL MANAGEMENT & POLLINATION

Avoid winter compost application: To reduce environmental risk and get the most from your compost investment, do not apply in winter and/or ahead of heavy rain.

Research has shown that compost contains nitrogen, 7-30% of which is washed out by rainfall within a few months of application. It's best to hold off on application until after budbreak when vines can use it.

Gather information for your fertiliser plan: For an effective and efficient nutrient management plan, it's best to pool your orchard knowledge with the expertise of your fertiliser advisor. Now's a good time to start:

- For those Hayward orchards still to harvest, send a fruit sample for testing which will allow you to better estimate nutrients being removed by the crop.
- Gather information from soil and leaf tests, past production results, fertiliser inputs and orchard observations.
- Think about your targets for production and replacement cane this coming season.

Use this information, along with a [nitrogen balance estimate](#), to brief your fertiliser advisor effectively and get their help with optimising your nitrogen and other fertiliser inputs.

Pollination: Thinking about pollination in the depths of winter may seem strange, but there's a good reason for you to contact your beekeeper and confirm your hive requirements going forward. Beekeepers need time to prepare quality hives for pollination, so it's better to get in touch now. This is also important in case your beekeeper has left the industry.

Paying good money for high quality hives, and getting a high flower to fruit conversion and larger higher dry matter fruit, is a great investment.



PSA: A DEEPER LOOK

To improve our understanding of reported increased Psa levels this season, Zespri's Production Insights Analyst **Julia O'Brien**, analysed Spray Diary alongside the [Zespri Psa risk model](#) for supply year 2025. She assessed spray patterns alongside the model's predicted Psa risk levels and compared these with previous seasons, supply years 2023 and 2024. Julia's findings by seasonal stages are:

- **Winter (Dormancy):** There were more moderate to severe risk events predicted in supply year 2025 than 2024. Spraying in all years - 2021 through 2025 - appeared to be based on calendar dates rather than risk events. Few KPINs applied a spray in the two-week period before severe risk events.
- **Budbreak to Flowering:** More sprays were applied and there were fewer severe risk events in this period compared to other periods.
- **Flowering to Harvest (Monitoring):** There were no severe risk events which was consistent across all years examined. There was a consistent pattern of spray timing and number of applications compared to previous years when only a small proportion of all KPINs applied Psa protectants in this period.

The findings above were consistent for all cultivars. It was noted that Aureo Gold was sprayed more and copper less last season, compared to other years.

The findings reflect what we know:

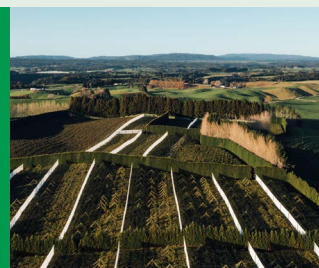
- Have a Psa management plan specific for your orchard including implementing orchard management tools - like monitoring and cutting out infected material - and chemicals.
- Apply chemicals with different modes of action, like coppers and Actigard®.
- Spray in anticipation of moderate to high Psa risk levels as predicted in our [weather and disease portal](#). You can sign up for daily email reports to keep track of forecast risk events.

As we move into winter, if you've noted any unusually high Psa secondary symptoms (cankers, exudate) in your orchard across any variety (Red, Gold, Green), please email psa@zespri.com.

NEED MORE INFORMATION?

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

- [Fruit Production > Growing fruit > Managing canopy & pruning > Pruning in winter](#)
- [Fruit Production > Growing fruit > Soil, nutrients & water > Manage Soil](#)
- [Fruit production > Growing fruit > Soil, nutrients & water > Nutrition for vines and fruit](#)
- [Fruit production > Growing fruit > Managing Pollination > Manage Bees](#)
- [Fruit production > Protecting your fruit > Diseases > Psa](#)



CURIOUS ABOUT ORCHARD EMISSIONS?

New videos are now available on the [Manage emissions page](#) on Canopy, to help growers get started on calculating their orchard carbon emissions footprint.

Our customers and regulators are worried about climate change caused by greenhouse gas emissions and we are too; it's changing weather patterns and creating new challenges for water availability, biosecurity, and other aspects of orchard and supply chain management.

To help curb climate change impacts, Zespri is investigating emissions sources and reduction options across our entire supply chain. Growers can help by measuring and minimising emissions from orchard operations; there may be cost and time savings to be gained from this too.

By measuring your emissions baseline, you'll see where the biggest opportunities for reduction lie – usually in fertiliser and

fuel use. Then you can track your footprint over time to see how much difference your reduction efforts are making.

Winter is a great time to start gathering the [information you need](#) to complete your emissions measurement using the Zespri online calculator tool.

- The five minute [quick overview video](#) gives you a taste of what's involved.
- The longer [step-by-step video](#) walks you through each section of the Zespri tool, to help you complete your calculation.

The online calculator displays your results compared to industry averages, so you can see how your orchard compares to others. Calculator results can be saved as evidence towards [GAP section 4.7 principles](#) also.

Check out the regional factsheets on the [Sustainability page](#) to find out more about climate change impacts and adaptation for kiwifruit orchards.

USEFUL LINKS

- [Canopy > Fruit production > Growing fruit > Managing emissions](#)

There you'll find our information checklist for the Orchard Carbon Footprint Calculator, a quick overview video, and the longer step-by-step video

- [Canopy > Sustainability](#)



COME ALONG TO OUR ANNUAL MEETING!

The Zespri Annual Meeting will take place at 1pm 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 can 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 are available on Canopy here: [Canopy > Events > Zespri Annual Meeting](#)



ZESPRI IN THE COMMUNITY

ZESPRI AIMS GAMES RAMPS UP

Zespri AIMS Games are returning from 30 August to 5 September 2025. The tournament has grown into a massive sporting event — now surpassing the Paris Olympic Games in terms of athlete numbers — well and truly putting our community in the limelight and demonstrating our support on behalf of growers.

A proud partner since 2022, we can't wait to welcome competitors, volunteers, and supporters from schools all over

New Zealand and the Pacific to Tauranga. The tournament, now in its 22nd year, will see intermediate-aged athletes compete in 27 sports codes including football, netball, hockey, surfing, badminton, gymnastics, basketball, rock climbing and more.

Registrations are closed, and we can confirm 400 schools have registered, which is a new record.



REMINDER: NOMINATIONS ARE OPEN FOR THE 2025 NEW ZEALAND KIWIFRUIT INNOVATION AWARD

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.

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

For more info, and to access the nomination form, visit: [Canopy > News > 2025 New Zealand Kiwifruit Innovation Award nominations now open](#)

NZ KIWIFRUIT INDUSTRY
INNOVATION
AWARDS

PORT OF TAURANGA, ZESPRI AND TKL AGREE STRATEGIC PARTNERSHIP TO GROW KIWIFRUIT EXPORTS

Zespri, Port of Tauranga Limited, and Tauranga Kiwifruit Logistics (TKL) have signed a five year partnership to grow cargo volumes through the port.

Kiwifruit exports are expected to increase more than 2 percent a year through to 2029.

Port of Tauranga Chief Executive, Leonard Sampson, says the partnership puts the kiwifruit export industry in the perfect position for growth.

"The agreement solidifies our shared interest in the success of the sector and ensures we are collaborating to manage peaks and other challenges."

Zespri Head of New Zealand Supply, Lorry Leydon, says the strategic agreement between Zespri, the Port of Tauranga, and TKL is critical in delivering the growth the kiwifruit industry has planned over the next five years and ensuring it continues to deliver high-quality kiwifruit to global markets.

"Having key partners who are aligned to our strategy and values puts us in a great position to deliver sustained growth and value to the kiwifruit industry and the wider community."

TKL operates a coolstore at the Port's Mount Maunganui wharves and handles the loading bulk and containerised kiwifruit on refrigerated charter vessels.

Last season, the majority of the more than 190 million trays of New Zealand-grown kiwifruit was exported via Port of Tauranga, with about half shipped on dedicated charter vessels and the balance in containers.



Port of Tauranga, Zespri, and TKL at the signing of the five year partnership.

2024/25 FINAL PROGRESS PAYMENTS

CLASS 1 - APPROVED PROGRESS PAYMENT: 6 JUNE 2025	AVERAGE ON NET SUBMIT	16/18/22	25/27	30/33	36	39	42	46
Zespri Green	\$0.3249	\$0.2878	\$0.2761	\$0.3176	\$0.3421	\$0.3421	\$0.3270	No supply
Zespri Organic Green	\$0.5256	\$0.3591	\$0.5153	\$0.5823	\$0.5506	\$0.5506	\$0.2296	No supply
Zespri Gold3	\$0.2875	\$0.3377	\$0.2204	\$0.2991	\$0.3461	No supply	No supply	No supply
Zespri Organic Gold3	\$0.3373	\$0.2761	\$0.3365	\$0.3760	\$0.3359	No supply	No supply	No supply
Zespri Red19	\$0.4353	\$0.4798	\$0.4142	\$0.4728	\$0.4136	\$0.4136	\$0.4386	\$0.4553
Zespri Green14	\$0.6844	\$0.7016	\$0.7251	\$0.9844	\$0.6048	\$0.6048	\$0.6048	No supply

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

CLASS 2 - APPROVED PROGRESS PAYMENT: 6 JUNE 2025	AVERAGE ON NET SUBMIT	16/18/22	27	30	33	36	39	42
Class 2 Green	\$1.7963	\$1.6885	\$1.6944	\$2.1120	\$1.9476	\$1.7102	\$1.5060	\$1.8714
Class 2 Organic Green	\$2.4332	\$3.7445	\$2.8529	\$2.5346	\$2.2813	\$2.4690	\$1.9423	\$1.5561
Class 2 Gold3	\$2.9729	\$2.6737	\$2.9911	\$2.7204	\$4.0288	\$2.7159	\$1.8594	No supply

NON-STANDARD SUPPLY - APPROVED PROGRESS PAYMENT: 6 JUNE 2025	39	46
Zespri Green	No supply	\$2.1687
Zespri Gold3	\$4.1046	No supply
Zespri Organic Gold3	\$4.5675	No supply

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

FINANCIAL COMMENTARY

Progress payments
Progress payments have been calculated to ensure cash is returned to the grower as quickly as possible and fairly across all sizes. Payments have been set so that the percentage of total fruit and service payments across the sizes are equal where possible. Consideration is given to current season sales, cashflow, prior season percentage of total fruit and service payments paid at the same time of the season, other current season risk factors and also taking into account the latest information available.

June 2025 Progress payments on Net Submit trays

Approved per tray Progress payments for 6 June 2025:

Class 1	
Zespri Green	\$0.3249
Zespri Organic Green	\$0.5256
Zespri Gold3	\$0.2875
Zespri Organic Gold3	\$0.3373
Zespri Red19	\$0.4353
Zespri Green14	\$0.6844

2024/25 FULL YEAR FINAL CLASS II AND NON STANDARD SUPPLY FRUIT AND SERVICE PAYMENTS

CLASS 2 RETURNS PER TE	GREEN	GREEN ORGANIC	GOLD3	NON STANDARD SUPPLY RETURNS PER TE
Trays Supplied (000s)	1103.10	65.00	2273.60	689.70
Submit Payment	\$1.70	\$1.70	\$1.70	\$1.60
Service Payments	\$0.14	\$0.12	\$0.14	\$0.50
Fruit Incentives	\$0.00	\$0.00	\$0.00	\$0.00
Progress Payments	\$7.21	\$11.40	\$11.27	\$11.22
Total Fruit and Service Payments	\$9.05	\$13.22	\$13.12	\$13.33

2025/26 JUNE PROGRESS PAYMENTS

CLASS 1 - APPROVED PROGRESS PAYMENT: JUNE 2025	AVERAGE ON NET SUBMIT	16/18/22	25/27	30/33	36	39	42	46
Zespri Green	\$0.25	\$0.25	\$0.25	\$0.25	\$0.25	\$0.25	\$0.25	No supply
Zespri Organic Green	\$0.25	\$0.25	\$0.25	\$0.25	\$0.25	\$0.25	\$0.25	No supply
Zespri Gold3	\$0.25	\$0.25	\$0.25	\$0.25	\$0.25	No supply	No supply	No supply
Zespri Organic Gold3	\$0.25	\$0.25	\$0.25	\$0.25	\$0.25	No supply	No supply	No supply
Zespri Red19	\$9.05	\$14.68	\$14.63	\$11.41	\$10.03	\$10.03	\$7.54	\$7.19
Zespri Green14	\$0.25	\$0.25	\$0.25	\$0.25	\$0.25	\$0.25	\$0.25	No supply

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

PAYMENT TIMING

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

FINANCIAL COMMENTARY

Progress payments
As announced in the May 2025 *Kiwiflier*, the first progress payment for the year is happening in June. This was on the back of requests for earlier funds from Red19 growers, which led Zespri to explore the possibility of making progress payments for all pools begin in June, rather than in July.
By moving the payments earlier into June, Red19 growers will see a smaller payment in July versus last year. For the other pools, you will see smaller payments in the September to November period versus last year.
The rates for Red19 have been set by considering current season sales, cashflow, other current season risk factors and the latest information available to us before the first major forecast of the year available in July. For the other pools, the rate has been set in relation to cashflow.




Class 1	
Zespri Green	\$0.25
Zespri Organic Green	\$0.25
Zespri Gold3	\$0.25
Zespri Organic Gold3	\$0.25
Zespri Red19	\$9.05
Zespri Green14	\$0.25




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.

<div> ZESPRI GOLD3 JUNE</div>								<div> ZESPRI ORGANIC GOLD3 JUNE</div>								<div> ZESPRI RED19 JUNE</div>							
ISO month	Submit	Pack and Time	KiwiStart / Supplier Accountability	Taste Zespri	Progress	Total payment / TE Supplied	% of Pool Paid YTD	Submit	Pack and Time	KiwiStart / Supplier Accountability	Taste Zespri	Progress	Total payment / TE Supplied	% of Pool Paid YTD	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%	\$3.60	\$0.07				\$3.67	18%	\$5.10						\$5.10	24%	
May-24		\$0.06				\$3.79	22%		\$0.10				\$3.77	19%							\$5.10	24%	
Jun-24		\$0.13				\$3.92	23%		\$0.08				\$3.85	19%							\$5.10	24%	
Jul-24		\$0.09		\$0.72	\$1.78	\$6.51	38%		\$0.22		\$1.38	\$2.47	\$7.92	39%					\$11.75	\$16.85	80%		
Aug-24		\$0.34	\$0.57	\$1.00	\$0.64	\$9.05	53%		\$0.35	\$0.58	\$1.88	\$0.05	\$10.78	53%			-\$0.08		\$0.72	\$17.49	83%		
Sep-24		\$0.50	\$0.00	\$0.54	\$0.33	\$10.43	61%		\$0.46		\$1.31	\$0.07	\$12.61	63%			\$0.00		\$1.14	\$18.63	88%		
Oct-24		\$0.88	\$0.61	\$0.29	\$0.40	\$12.60	73%		\$0.42	\$0.64	\$0.26	\$1.40	\$15.34	76%					\$0.44	\$19.07	90%		
Nov-24		\$0.38	\$0.01	\$0.73	\$0.78	\$14.49	84%		\$0.05		\$1.24	\$0.62	\$17.24	85%					\$0.34	\$19.41	92%		
Dec-24		\$0.13	\$0.02	\$0.02	\$0.79	\$15.45	90%		\$0.09		\$0.00	\$0.75	\$18.09	90%			\$0.00		\$0.77	\$20.19	95%		
Jan-25			\$0.01			\$15.46	90%						\$18.09	90%			\$0.00			\$20.19	95%		
Feb-25		\$0.00	\$0.00	\$0.00	\$0.78	\$16.24	95%			\$0.06		\$0.86	\$19.01	94%					\$0.23	\$20.42	96%		
Mar-25			\$0.00		\$0.52	\$16.77	98%			\$0.00		\$0.72	\$19.73	98%					\$0.23	\$20.65	97%		
Apr-25					\$0.10	\$16.87	98%					\$0.10	\$19.83	98%					\$0.10	\$20.75	98%		
May-25						\$16.87	98%						\$19.83	98%						\$20.75	98%		
Jun-25					\$0.29	\$17.15	100%					\$0.34	\$20.17	100%					\$0.44	\$21.18	100%		
Paid YTD	\$3.60	\$2.63	\$1.22	\$3.29	\$6.13	\$16.87		\$3.60	\$1.84	\$1.28	\$6.07	\$7.04	\$19.83		\$5.10	\$0.00	-\$0.08	\$0.00	\$15.72	\$20.75			
Balance to pay	\$0.00	\$0.00	\$0.00	\$0.00	\$0.29	\$0.29		\$0.00	\$0.00	\$0.00	\$0.00	\$0.34	\$0.34		\$0.00	\$0.00	\$0.00	\$0.00	\$0.44	\$0.44			
Total fruit and service payments - 2024/25 Forecast \$17.15								Total fruit and service payments - 2024/25 Forecast \$20.17								Total fruit and service payments - 2024/25 Forecast \$21.18							

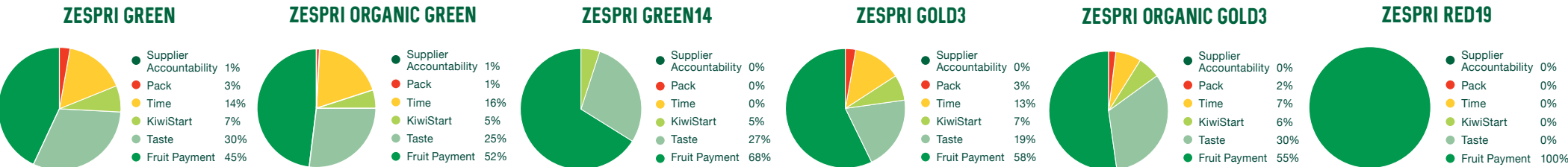
<div> ZESPRI GREEN JUNE</div>								<div> ZESPRI ORGANIC GREEN JUNE</div>								<div> ZESPRI GREEN14 JUNE</div>							
ISO month	Submit	Pack and Time	KiwiStart/ Supplier Accountability	Taste Zespri	Progress	Total payment / TE Supplied	% of Pool Paid YTD	Submit	Pack and Time	KiwiStart/ Supplier Accountability	Taste Zespri	Progress	Total payment / TE Supplied	% of Pool Paid YTD	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	23%	\$2.75					\$2.75	18%	\$2.95						\$2.95	22%	
May-24		\$0.08				\$2.83	24%		\$0.03				\$2.78	18%							\$2.95	22%	
Jun-24		\$0.05	\$0.00			\$2.88	25%		\$0.03				\$2.81	19%							\$2.95	22%	
Jul-24		\$0.03		\$0.60	\$1.08	\$4.59	39%		\$0.08		\$0.65	\$2.05	\$5.58	37%		\$0.02		\$1.28	\$1.78	\$6.03	45%		
Aug-24		\$0.12	\$0.37	\$0.90	\$0.05	\$6.03	51%		\$0.13	\$0.37	\$1.07	\$0.26	\$7.42	49%			\$0.29	\$1.28	\$0.23	\$7.82	58%		
Sep-24		\$0.28		\$0.64	\$0.04	\$6.99	60%		\$0.27		\$0.55	\$0.50	\$8.74	58%				\$0.38	\$1.94	\$10.14	76%		
Oct-24		\$0.67	\$0.47	\$0.55	\$0.04	\$8.73	75%		\$1.07	\$0.43	\$0.59	\$0.12	\$10.95	72%			\$0.30		\$0.27	\$10.72	80%		
Nov-24		\$0.61	\$0.01	\$0.86	\$0.12	\$10.33	88%		\$0.88		\$0.98	\$0.12	\$12.93	86%				\$0.73	\$0.23	\$11.68	87%		
Dec-24		\$0.10	\$0.02	\$0.01	\$0.28	\$10.73	92%		\$0.10		\$0.00	\$0.15	\$13.18	87%					\$0.36	\$12.04	90%		
Jan-25			\$0.02			\$10.75	92%						\$13.18	87%						\$12.04	90%		
Feb-25		\$0.00	\$0.00	\$0.00	\$0.46	\$11.22	96%			\$0.05		\$0.63	\$13.86	92%					\$0.31	\$12.34	92%		
Mar-25			\$0.00		\$0.09	\$11.31	96%					\$0.57	\$14.43	96%					\$0.27	\$12.61	94%		
Apr-25					\$0.09	\$11.39	97%					\$0.15	\$14.58	97%					\$0.10	\$12.71	95%		
May-25						\$11.39	97%						\$14.58	97%						\$12.71	95%		
Jun-25					\$0.32	\$11.72	100%					\$0.53	\$15.10	100%					\$0.68	\$13.40	100%		
Paid YTD	\$2.73	\$1.95	\$0.90	\$3.56	\$2.25	\$11.39		\$2.75	\$2.58	\$0.85	\$3.85	\$4.55	\$14.58		\$2.95	\$0.02	\$0.59	\$3.67	\$5.48	\$12.71			
Balance to pay	\$0.00	\$0.00	\$0.00	\$0.00	\$0.32	\$0.32		\$0.00	\$0.00	\$0.00	\$0.00	\$0.53	\$0.53		\$0.00	\$0.00	\$0.00	\$0.00	\$0.68	\$0.68			
Total fruit and service payments - 2024/25 Forecast \$11.72								Total fruit and service payments - 2024/25 Forecast \$15.10								Total fruit and service payments - 2024/25 Forecast \$13.40							

Note 1: The submit and Progress payments detailed in the tables are based on net submit trays. Amounts above are not rounded to two decimal places, therefore rounding differences may apply.

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

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

2024/25 FEBRUARY FORECAST



FULL YEAR FORECAST RETURN AND ORCHARD GATE RETURN (OGR) – INDUSTRY AVERAGE ONLY

Full Year Return	2024/25 - Actual							2023/24 - Actual						
	Zespri Green	Zespri Organic Green	Zespri Gold3	Zespri Organic Gold3	Zespri Red19	Zespri Green14	All Pools	Zespri Green	Zespri Organic Green	Zespri Gold3	Zespri Organic Gold3	Zespri Red19	Zespri Green14	All Pools
Total Forecast:														
Total trays supplied (m)	59.8	3.6	124.0	3.6	1.5	0.1	196.8	39.4	2.0	89.2	2.3	0.2	0.1	137.1
Kilograms supplied (m)	206.7	12.6	433.6	12.7	4.9	0.4	685.3	137.8	7.1	310.2	8.0	0.8	0.4	477.5
Average size per tray	34.3	34.9	27.7	28.3	41.3	36.8	-	30.4	32.6	25.4	25.6	39.0	34.8	-
Fruit payments (\$m)	317.5	28.5	1,241.5	39.8	32.1	1.1	1,709.5	264.7	18.0	901.2	25.6	5.5	1.1	1,259.9
Fruit incentives (\$m)	266.5	17.1	559.2	26.6	(0.1)	0.5	869.8	206.8	10.8	546.2	16.2	(0.1)	0.4	780.3
Service costs (\$m)	116.5	9.4	325.8	6.7	-	0.0	459.3	43.1	3.1	164.7	3.2	(0.0)	(0.0)	214.6
Fruit and service payments excl. loyalty premium (\$m)	700.5	55.0	2,126.5	73.1	32.0	1.6	3,038.6	514.6	31.9	1,612.0	45.1	5.4	1.6	2,254.8
Total Forecast per tray (\$):														
Submit payment ¹	2.73	2.75	3.60	3.60	5.10	2.95		2.75	2.75	3.60	3.60	3.60	2.95	
Progress payments	2.58	5.08	6.41	7.38	16.16	6.16		3.98	6.13	6.50	7.59	18.79	7.60	
Total fruit payments per net submit trays	5.31	7.83	10.01	10.98	21.26	9.11		6.72	8.88	10.10	11.19	22.39	10.55	
KiwiStart ²	0.83	0.77	1.15	1.20	0.00	0.60		1.00	0.53	1.10	1.08	0.00	0.38	
Taste Zespri	3.56	3.85	3.29	6.07	0.00	3.67		4.24	4.81	5.01	6.00	0.00	3.71	
Supplier Accountability	0.07	0.08	0.07	0.08	-0.08	-0.01		0.01	-0.03	0.01	-0.01	-0.20	0.00	
Fruit incentives	4.46	4.69	4.51	7.35	-0.08	4.26		5.25	5.31	6.12	7.07	-0.20	4.09	
Pack type	0.30	0.11	0.45	0.33	0.00	0.02		0.57	0.35	0.54	0.60	-0.09	0.00	
Time payment	1.65	2.47	2.18	1.51	0.00	0.00		0.53	1.17	1.30	0.81	0.00	0.00	
Service costs	1.95	2.58	2.63	1.84	0.00	0.02		1.09	1.52	1.85	1.41	-0.09	0.00	
Class 1 fruit and service payments per net submit trays	11.72	15.10	17.15	20.17	21.18	13.40		13.07	15.71	18.07	19.68	22.10	14.63	
Loyalty premium	0.31	0.31	0.31	0.31	0.31	0.31		0.30	0.30	0.30	0.30	0.30	0.30	
Class 1 fruit and service payments with loyalty per net submit trays	12.03	15.41	17.46	20.48	21.50	13.71		13.37	16.01	18.37	19.98	22.40	14.93	
Less: onshore fruit loss	-0.06	-0.12	-0.12	-0.10	-0.01	0.00		-0.08	-0.18	-0.29	-0.14	-0.08	-0.07	
Fruit loss percentage ³	0.55%	0.76%	0.67%	0.48%	0.04%	0.01%		0.60%	1.15%	1.55%	0.70%	0.34%	0.48%	
Class 1 fruit and service payments per gross submit trays	11.97	15.30	17.35	20.38	21.49	13.71		13.29	15.83	18.08	19.84	22.32	14.86	
Plus Class 2 Return ⁴	0.27	0.55	0.17	0.22	0.11	0.03		0.38	0.61	0.20	0.16	1.71	0.00	
Plus Non-Standard Supply (NSS) ⁴	0.03	0.00	0.03	0.11	0.11	0.00		0.01	0.05	0.06	0.09	6.91	0.00	
Plus Other Income (Non dividend) ⁵	0.00	0.00	0.01	0.02	0.01	0.00		0.01	0.01	0.01	0.02	0.03	0.00	
Average revenue per gross submit trays	12.27	15.85	17.56	20.73	21.73	13.74		13.69	16.50	18.35	20.10	30.97	14.86	
LESS: Post-harvest costs deducted ⁶														
Base packing and packaging	-1.68	-1.87	-3.22	-3.42	-3.39	-3.26		-1.95	-1.95	-3.10	-3.30	-3.42	-3.00	
Pack differential	-0.29	-0.11	-0.44	-0.33	0.00	-0.02		-0.56	-0.35	-0.54	-0.60	0.09	0.00	
Base cool storage	-1.13	-1.11	-1.13	-1.12	-1.14	-1.13		-1.08	-1.07	-1.07	-1.07	-1.08	-1.06	
Logistics	-0.19	-0.20	-0.20	-0.19	-0.21	-0.16		-0.19	-0.20	-0.20	-0.18	-0.22	-0.17	
Time and CC/RK charges	-0.61	-0.60	-0.76	-0.46	0.00	0.00		-0.36	-0.40	-0.53	-0.24	0.00	0.00	
Total post-harvest costs per gross submit trays	-3.90	-3.89	-5.75	-5.53	-4.73	-4.56		-4.14	-3.97	-5.43	-5.40	-4.63	-4.23	
OGR per gross submit trays ¹⁰	8.36	11.97	11.81	15.20	17.00	9.18		9.55	12.53	12.92	14.71	26.34	10.63	
Average industry yield per productive hectare ⁸	10,737	7,712	14,469	10,286	4,280	6,369		6,879	4,476	11,374	7,715	1,547	4,688	
Number of productive hectares ⁸	5,598	476	8,626	354	353	19		5,757	458	7,968	299	159	23	
OGR per hectare	\$89,783	\$92,306	\$170,933	\$156,390	\$72,744	\$58,437		\$65,717	\$56,086	\$146,987	\$113,449	\$40,741	\$49,841	
Average kilogram per tray ¹⁰	3.46	3.45	3.50	3.50	3.22	3.47		3.50	3.49	3.48	3.48	3.28	3.50	
OGR per kilogram	2.42	3.47	3.38	4.34	5.27	2.65		2.73	3.59	3.72	4.23	8.03	3.04	

Notes:

1. Submit rate presented for Zespri Green reflects Submit rate of \$2.75 for sizes 18-39, and \$2.55 for size 42.

2. KiwiStart includes Priority Premium payments. These are period one related payments that apply to fruit shipped in the applicable weeks and vessels.

3. Fruit loss percentage includes ungraded fruit inventory losses.

4. Zespri does not procure Class 2 and NSS in all categories, returns are as reported in the Ingham Mora post-harvest survey.

5. Other Income may include any Service Level Agreement payments, Class 3 income and interest.

6. Post-harvest cost data was compiled by Ingham Mora Limited in March 2025.

7. The average industry yield per hectare equals Class 1 volumes submitted divided by productive hectares. Average yield levels are calculated based on current volume data incorporating the actual FOBS data with actual onshore fruit loss percentages. The OGR may be distorted by the inclusion of orchards in the first years of production in the calculation.

8. Productive hectare information is sourced from the Grower Services database and includes all hectares described by growers as producing vines.

9. Average kilograms per tray are derived using the latest Pack Conversion rates.

10. 2023 Season OGR per Tray for Red19 would be \$18.87, after being restated for Non-Standard Supply size 46 fruit, which is now included in Standard Supply for 2024.

Note: Per Tray amounts above are rounded to two decimal places, therefore rounding differences may apply.

PAYMENTS AND INCOME EXPLAINED

Zespri reports corporate profit by each individual revenue stream. The operating segments reflect the key business activities and are : New Zealand Kiwifruit, Non-New Zealand supply, New Cultivars, and Other. Clarity of sources of value and sources of funding is important given the kiwifruit industry's strong growth to date and projected growth. The infographic provided here outlines how money flows through the industry using the 2024/25 corporate results: Zespri's revenue streams, pool costs, fruit payments to growers, corporate costs, and how Zespri distributes the profit made.

GLOBAL REVENUE
\$5.3 BILLION

- Kiwifruit sales: \$5,031 million
- Other revenue: \$238 million

NEW ZEALAND KIWIFRUIT	NON-NEW ZEALAND SUPPLY	NEW CULTIVARS	OTHER
\$4,379 m	\$652 m	–	–
\$38 m	\$1 m	\$176 m	\$23 m

Kiwifruit sales globally - \$5,031 million from \$224.8 million trays supplied. Other revenue driven by SunGold licences released of \$109.6 million and plant variety rights royalties of \$63.7 million, along with external co-funding and interest and rental income.

POOL COSTS \$954 MILLION



\$887 m	\$67 m	–	–
---------	--------	---	---

Includes freight, insurance, duty and customs, logistics and promotion costs.

PAYMENTS FOR FRUIT
INCLUDING LOYALTY
\$3,688 MILLION

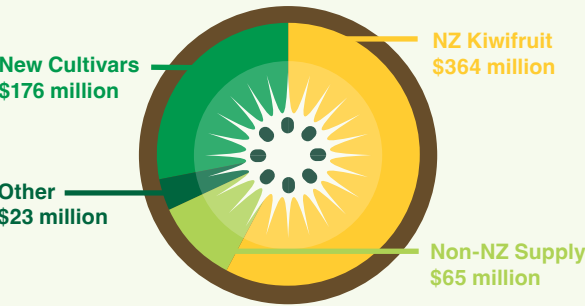


\$3,166 m	\$522 m	–	–
-----------	---------	---	---

\$3,166.1 million paid to New Zealand growers for fruit payments (including service and incentive payments) including \$61.1 million for loyalty payments. \$521.5 million paid to Non-New Zealand based growers for fruit purchased.

CORPORATE REVENUE
\$627 MILLION

Included in Global Revenue



\$364 m	\$65 m	\$176 m	\$23 m
---------	--------	---------	--------

After pool costs and payments for fruit including loyalty, \$363.7 million earned from \$4.4 billion in kiwifruit sales.

\$64.8 million in corporate revenue earned from \$652.4 million in kiwifruit sales.

* \$109.6 million revenue from 153.47 hectares of restricted SunGold licence release (Haywood and Green14 cutover) and 104.72 hectares of unrestricted SunGold, plus other licence income.
* \$63.7 million royalty income from PVR (Plant variety rights) sales.
* \$2.4 million of external research funding received.

Interest income and land and building rental income and other.

CORPORATE COSTS \$411 MILLION

- Innovation costs: \$43 million
- Overhead costs: \$368 million

\$19 m	\$2 m	\$22 m	–
\$288 m	\$45 m	\$16 m	\$20 m

PROFIT BEFORE TAX
\$216 MILLION

\$56 m	\$18 m	\$138 m	\$4 m
--------	--------	---------	-------

TAXATION
\$61 MILLION

\$61 m

PROFIT AFTER TAX
\$155 MILLION

\$155 m

RETAINED EARNINGS

Profit retained in the business is \$16 million. Earnings reinvested into the business for assets, working capital and financial stability.



DIVIDENDS

Net dividends proposed are \$140 million or \$0.77 per share with 55% imputation. The current dividend policy is 70-90 per cent of the distributable profit (2024/25 = \$155.2 million).



Please note, rounding differences may apply to totals.
* Note: future dividends per share are based on Class A shares as at 31 March 2025. The actual Class A dividend paid will vary depending on the number of Class B shares at the dividend record date.



SHARES UPDATE: MAY

WHAT'S HAPPENING IN THE MARKET

BIDS (BUYERS)		
Orders	Quantity	Price
1	161,160	\$6.50
1	10,000	\$6.35
1	4,206	\$6.30
1	3,000	\$6.30
1	30,000	\$6.20
1	3,000	\$6.20
1	24,836	\$5.00

OFFERS (SELLERS)		
Orders	Quantity	Price
1	3,000	\$6.70
1	3,000	\$6.90

LAST 10 TRADES			
Date	Quantity	Price	Value
23/05/2025	18,840	\$6.50	\$122,460.00
15/05/2025	210,000	\$6.50	\$1,365,000.00
15/05/2025	9,605	\$6.50	\$62,432.50
13/05/2025	169	\$6.30	\$1,064.70
13/05/2025	6,636	\$6.30	\$41,806.80
13/05/2025	4,485	\$6.30	\$28,255.50
13/05/2025	5,000	\$6.40	\$32,000.00
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

SHARES AT A GLANCE AS AT 29 MAY 25

OVERSHARED SHARES REQUIRED TO BE SOLD - JUNE

NUMBER OF SHARES
63,780

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 - JUNE

NUMBER OF SHARES
14,865

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 29 MAY 2025

NUMBER OF SHARES
5.5M

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

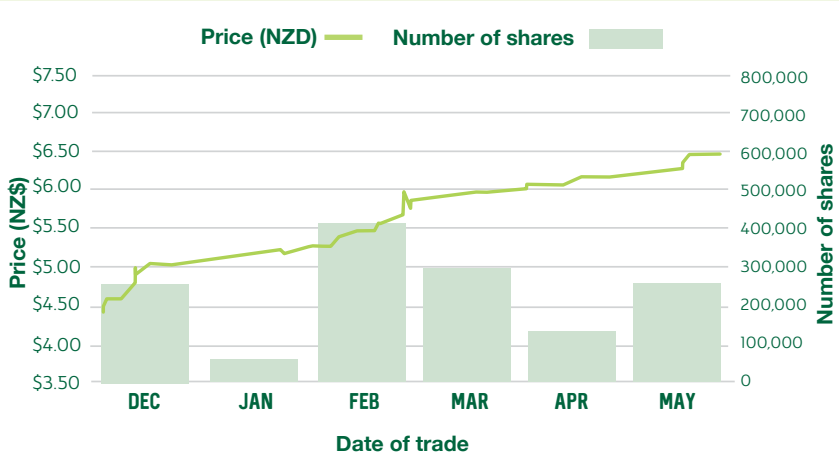
DIRECTOR SHARE TRADING AS AT 29 MAY 2025

NUMBER OF SHARES BOUGHT
50,000

NUMBER OF SHARES SOLD
50,000

Shares traded by entities associated with Zespri Directors.

ZESPRI GROUP LIMITED SHARE TRADES: DECEMBER 2024 TO MAY 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?

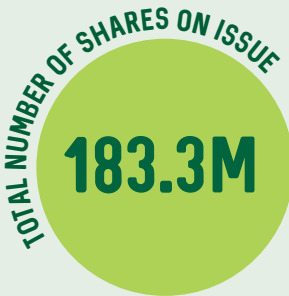
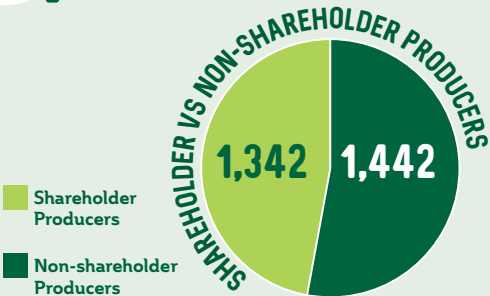
To get a list of the price for current buyers and sellers, Market depth, last 10 trades, and market announcements go to <http://www.usx.co.nz>. The Zespri Group Limited listing code is 'ZGL'.

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

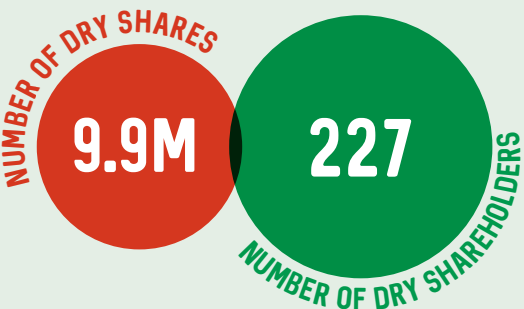
Please note that at any time that content for the *Kiwiflier* is finalised for publication, there may be some trades associated with director entities which have been matched and transacted, but the paperwork has not yet been received by Zespri or Computershare. As such, there may be some lags in reporting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



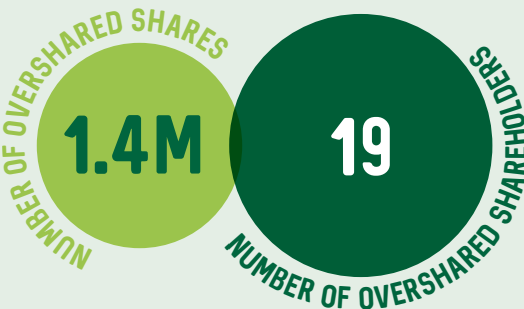
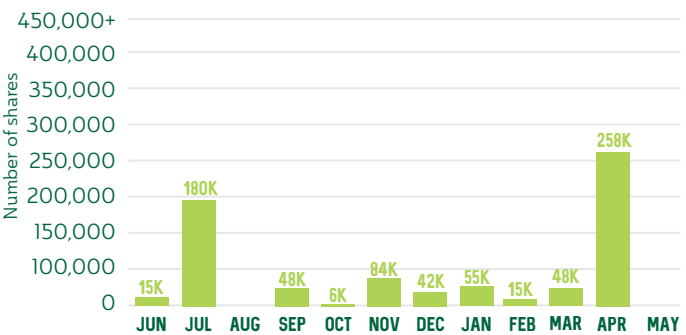
OUR SHAREHOLDERS



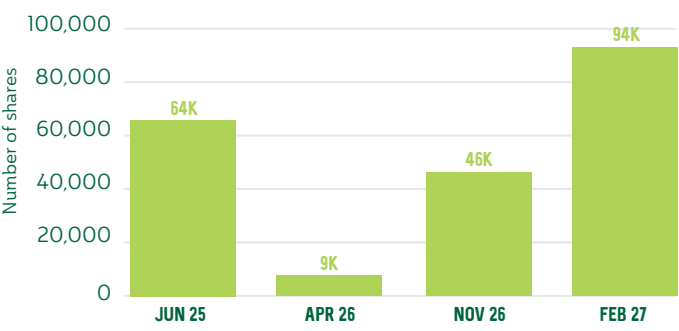
DRY AND OVERSHARED SHARES



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.

MESSAGE FROM NZKGI CHAIRPERSON, WHETU ROLLESTON



Kia ora koutou,

It's a real honour to step into the role of Chairperson for NZKGI.

NZKGI stands apart as an organisation — it was created by growers, for growers, to ensure we have a strong voice and a stable, secure future in the kiwifruit industry. Across our six key focus areas — Industry Stability, Performance, Communications, Labour & Education, External Relations, and Organisational Management — we're committed to delivering meaningful support that empowers our grower community.



Looking ahead, I'm feeling genuinely excited about the opportunities on the horizon. As Chairperson, my aim is to build on the great work already underway and maintain strong advocacy as the industry continues to grow and evolve. It's all about ensuring the value of this industry flows back to the people at its heart — our growers.

My whānau and I run a small Gold orchard in Te Puna. Beyond that, I serve as a trustee on several Ahuwhenua trusts and I am involved in a number of kiwifruit ventures across Tauranga Moana, covering around 50 hectares of Green and Gold orchards. I'm also the independent Chair of a 70-hectare Green Kiwifruit partnership development.

Over recent years, I've had the privilege of learning from outstanding leaders during my time as Vice Chair and Executive Member — particularly under Doug Brown and Mark Mayston. Thanks to their leadership, I feel confident this transition will bring steady hands and continued momentum. One of NZKGI's greatest strengths is the diversity within our Executive and Forum — it's through that diversity we achieve the strong, principled decisions our growers deserve.

I'd also like to extend my sincere thanks to our outgoing Chair, Mark Mayston. Since 2020, Mark has guided NZKGI through some major strides, helping shape the organisation into the capable and responsive body it is today.

I'm excited to continue building on those achievements — with growers and industry partners — and to keep the conversations going. I look forward to catching up with many of you in the coming weeks, especially at the upcoming Fielddays at Mystery Creek.

Ngā mihi nui,

Whetu Rolleston

PROTECTING THE VINE: WHY YOU NEED A BIOSECURITY PLAN



New Zealand's kiwifruit industry is a global success story, but with great success there is also great risk to manage. The introduction of new to New Zealand pests and diseases are reminders of the importance of protecting our orchards.

That's where biosecurity plans come into play. These plans aren't just bureaucratic checkboxes — they're a frontline defense against threats that could jeopardise an orchard's health and the industry's future.

Biosecurity is a team effort

For a biosecurity plan to be effective, everyone needs to be on board. From regular orchard workers to one-off visitors, each person can help keep pests and diseases at bay. It's not just about one orchard; it's about safeguarding the entire kiwifruit-growing community.

A simple biosecurity poster or a comprehensive 5-step plan can turn big ideas into practical steps, ensuring everyone knows their role and how important they are.

Why have a biosecurity plan?

Imagine a plant pathogen outbreak that occurs in your region. Without a biosecurity plan in place, chaos could ensue. Machinery moves between orchards without sanitation, tools spread soil and contaminants, and the problem grows exponentially.

Now picture the alternative: with a plan, you know exactly what to do. You've trained your team, recorded all movements of plant material and equipment, established clean entry points, and when KVH arrives to help, you're not just prepared, you're a model of best practice, limiting further impacts and spread.

This isn't only about responding to incursions though. A biosecurity plan protects your day-to-day operations by reducing risks and preventing pests and diseases from entering your orchard in the first place and therefore avoiding the costly consequences of outbreaks.

What's in a biosecurity plan?

A good biosecurity plan is as unique as your orchard. KVH provides a flexible template growers can customise to suit their needs. The plan covers:

- Entry and exit protocols and hygiene requirements: clean machinery, tools, and footwear.
- Monitoring and reporting: regularly inspect plants and vines for unusual symptoms and report concerns early.
- Team training: engage staff and contractors in biosecurity practices.
- Record keeping: document the movement of plant material, equipment, and people.

It's not just a document, it's a commitment. By involving everyone in the process, you create a culture of vigilance that benefits your entire operation.

Building your plan

KVH's resources make it easy to get started. Whether you prefer pen and paper or an online template, the process is straightforward:

1. Identify the person best placed to complete a biosecurity plan on your orchard that will match exactly what happens on your site.
2. Include the KPIN(s) associated with the plan.
3. Detail the steps being taken at the site to minimise risks.
4. Sign and date the plan. Once completed, keep the plan on hand for auditors or biosecurity responses. Completing your plan online even generates a PDF copy for easy storage and review in a year's time.

What does my biosecurity plan look like?

Your biosecurity plan outlines how you manage your orchard and how you will respond to a pest or disease outbreak. It describes your processes on-orchard and how you are addressing biosecurity risks. It can be as short, or long, as you need.

The 5-step booklet produced by KVH is designed to be used as a template, with tips and suggestions for customising a biosecurity plan that works for your operation and that can be built on over time.

Make sure that as you personalise your own plan, you involve all orchard staff and contractors so that everyone becomes engaged with the common goal of keeping your orchard and fruit safe.



Ready to get started?

KVH offers tools and support to help growers create robust biosecurity plans. Complete your plan online, watch a planning video, and review a sample plan at www.kvh.org.nz.

2025 NZKGI AGM



This is to advise you of the upcoming Annual General Meeting (AGM) of the members of New Zealand Kiwifruit Growers Inc. (NZKGI).

AGM details:

Date: Thursday 21 August 2025

Time: 11am

Venue: Mercury Baypark Arena, 81 Truman Lane, Mount Maunganui

The AGM pack will be posted to members in late July. The NZKGI AGM will be preceded by the KVH AGM at 9am. Between AGMs, Mike Inglis from MPI will join us to speak about the fruit fly response. The NZKGI AGM will be followed by the Zespri AGM at 1pm at the same venue. A bagged lunch will be available to growers between the AGMs.

LISTEN TO THE LATEST BIOSECURITY NEWS

We have a new Snapshot podcast online, where we chat with Ryan, Chief Quarantine Officer for the Ministry for Primary Industries, about the work his teams do across biosecurity.

Ryan manages the Tauranga, Hamilton, and Northland regions — there are biosecurity teams in all three — and in the chat we focus on the way they manage biosecurity risk from cruise ships and transitional facilities, and various partnerships that they have with KVH and the kiwifruit industry.

The Snapshot podcasts are free and available now on [SoundCloud](https://www.soundcloud.com/snapshot-podcast) and [iTunes](https://www.apple.com/itunes/podcasts/details?id=1444444444).



CANOPY TIP OF THE MONTH

HOW TO REPHRASE YOUR QUESTIONS TO CANOPY AI

When asking a question to Canopy AI, it can help to be a bit more specific and to phrase the question in a way that AI might understand better.

For example, instead of asking 'How to grow bigger fruit', try rephrasing your question to something like:

'Please give me some tips on growing bigger green kiwifruit?'

Be clear and specific, provide a bit of context, use full sentences, and try again by rephrasing your question if you don't get the answer you're looking for.

Q&A

FROM THE FIELD

KEY CONTACTS

Grower & Industry Relations Manager
Malkit Singh: 027 665 0121

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

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

Jemma Pryor – Te Puke:
027 283 6192

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

Peter Blair – South Tauranga
(Lower Kaimai) Waikato, Auckland,
Whangarei, Kerikeri:
021 024 02322

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

Teresa Whitehead - Organics:
027 257 7135

When does the PVR for SunGold Kiwifruit expire?

SunGold Kiwifruit PVR expiry dates vary from country to country depending on when it was lodged and there are also different PVR periods for different regions. The New Zealand SunGold Kiwifruit PVR expires in September 2039. The Europe SunGold Kiwifruit PVR expires in 2042. The Kiwifruit Breeding Centre is working hard in the breeding programme to make alternative varieties to allow growers to have a PVR portfolio beyond the current SunGold Kiwifruit PVR expiry.

I have licence I want to transfer, what is the process?

If the terms of your licence area have been met (planted/grafted and a commercial crop submitted), you may be eligible to transfer this via a sale to another Grower or to another orchard under common ownership. You will need to complete the relevant licence transfer form which can be found on Canopy here: [Canopy > Supply & operations > Your orchard business > Licences > Selling a licence.](#)

Dealing with questions and due diligence in the early stages of the transaction makes the process smoother for everyone so reach out to the Zespri Licence team on 07 572 6440 or at new.cultivars@zespri.com if there's anything we can help with. To see what licence is available for trading, please visit the Licence Trading Board on Canopy: [Canopy > Supply & operations > Your orchard business > Licences > Licence trading board.](#)

If I have requested Zespri budwood through the questionnaire in May, how do I collect it?

The Zespri Coolstore will be open from Wednesday 25 June to Friday 8 August 2025 for budwood distribution. Any updates in relation to budwood and bookings will be communicated through direct email to the contact person on the budwood questionnaire.

Note, all Zespri budwood is required to be collected using a booking system. Anyone collecting budwood that arrives without a booking may be required to return for collection on another date. Budwood cannot be couriered. If you are outside of the Bay of Plenty region, please either use our booking system (and come through to the Zespri Coolstore in Mount Maunganui) or discuss possible regional collection with your Grower Relations Manager.

For any Budwood queries, please contact Rob St. Leger on 027 511 1056 or at budwood@zespri.com.

Will Zespri provide male budwood for Gold3 this year?

We have procured a very limited amount of male budwood for the restricted (Hayward cutover) pool, as many may not have had access to Gold3 males before. There may not be any surplus for the unrestricted pool. Male budwood will be subject to availability.

There is no Zespri RubyRed Kiwifruit licence release this year. Will Zespri have any Red19 budwood available?

A budwood questionnaire was sent out to all who have acquired Zespri RubyRed Kiwifruit licence and have not grafted their allocation, according to our records. We have procured Red19 budwood based on the responses received. If you have not completed a form and may require budwood, please contact Rob St Leger on 027 511 1056 or at budwood@zespri.com.

EXPERIENCE THE ŌTANEWAINUKU FOREST



When: Saturday 5 July
Where: Ōtanewainuku Scenic Reserve, Te Puke

Growers are invited to come and explore the Ōtanewainuku Forest located near No 2 Rd in Te Puke, and witness firsthand the conservation efforts aimed at protecting and restoring the indigenous ecosystem and biodiversity in the mountains behind Te Puke.

It's a fantastic opportunity to see how our partnership with Ōtanewainuku Kiwi Trust is making a positive impact on the bird life in the forest.

Join us for a morning Kōkako experience from 8am - 10am, and/or an evening Kiwi experience from 5pm - 9pm.

- Note:
- A reasonable fitness level is required, proper walking boots, seasonal gear for wind, rain or shine, and plenty of snacks and drinks to keep you fuelled.
 - This event is not suitable for young children.
 - Maintain a positive and patient attitude, understanding that while there is a good chance of hearing the birds, it's best to keep expectations low but spirits high.
 - Each experience will be capped at 12 people on a first-in first-served basis.

Find out more, and register here before by 21 June 2025: [Canopy > Events > Experience Ōtanewainuku Forest](#)

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

DISCLAIMER: ZESPRI GROUP LIMITED OR A SUBSIDIARY COMPANY OF ZESPRI GROUP LIMITED (ZGL) MAKES NO WARRANTY OR REPRESENTATION AS TO THE ACCURACY OR COMPLETENESS OF THE INFORMATION, PHOTOGRAPHS OR OTHER PUBLISHED MATERIAL ("PUBLISHED MATERIAL") IN THIS PUBLICATION. PUBLISHED MATERIAL AUTHORED BY A PERSON OTHER THAN ZGL REFLECTS THE VIEW OF THE AUTHOR AND NOT THE VIEW OF ZGL. THE PUBLISHED MATERIAL MAY BE SUBJECT TO COPYRIGHT AND SHALL NOT BE REPRODUCED IN ANY MANNER WITHOUT FIRST OBTAINING THE WRITTEN CONSENT OF ZGL. ZGL SHALL NOT BE LIABLE TO ANY PERSON FOR LOSS, INJURY OR DAMAGES ARISING FROM THAT PERSON'S RELIANCE ON THE PUBLISHED MATERIAL. ©2025 ZESPRI GROUP LIMITED.



MIX
www.fsc.org

Paper | Supporting
responsible forestry

FSC® C148014

UPCOMING EVENTS



IMPACT ORCHARD NETWORK [ION] FIELD DAY

Date: Tuesday 17 June 2025

Where: Huse Lane, Rangiuru, 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.



JOIN US FOR THE 2025 SHED TALKS!

We're kicking off a fresh round of Shed Talks in June — a valuable opportunity to hear about Zespri's upcoming initiatives and to have your say to shape the future of our industry. These sessions are designed for everyone in the kiwifruit growing community, including growers, orchard managers, contractors, and service providers.

Following our familiar format, you'll rotate through interactive stations where you can connect with Zespri staff, hear about key topics, and share your feedback. Your voice matters — we want to hear your ideas, concerns, and suggestions.

What you'll experience:

- **Shares Initiatives:** What's next after LaS and DaS? With only around than half of growers currently owning Zespri shares, strengthening grower ownership of Zespri is a key strategic priority for our industry. Share alignment will help ensure growers continue to succeed together – and we know that's important to the industry. We are clearly hearing from growers that we need to work together to fix the issue, and we want your views on the options you want us to consider.
- **New variety licensing:** In 2023, we switched to the new online ascending-price auction system to allocate licence for Gold3 and Red19. As we think about future varieties currently in trials we would like to consult growers on the current system and any changes to consider for releasing future varieties.
- **Looking after labour:** We are just one bad story away from poor labour practices impacting NZ Inc and the Zespri brand reputation and growers returns. Pressure on labour issues is already increasing from government and customers. What can we do to protect our people and our industry? Together we will discuss how GRASP (GlobalGAP Risk Assessment of Social Practice) and contractor CAVs (Compliance Assessment Verification's) work at present, changes on the way, and opportunities to strengthen our systems. Your input will help us explore how we can work together to ensure people employed in our industry are looked after while at work, and the support that can help make it happen!
- **The Listening Post:** Your chance to sit down with senior Zespri people and talk about what matters most to you and any topics on your mind.

DATE	TIME	LOCATION
Wednesday 25 June	9.30am-12.30pm	Pongakawa 900 State Highway 2, Paengaroa
Thursday 26 June	10am-1pm	Waikato 982 Kaipaki Road, Cambridge
Friday 27 June	9.30am-12.30pm	Katikati 122 Ongare Point Road
Monday 30 June	9.30am-12.30pm	Te Puke 41 Mark Road
Tuesday 1 July	10am-1pm	Ōpōtiki 101 Dip Road
Tuesday 1 July	11am-2pm	Motueka Riwaka Rugby Club
Wednesday 2 July	9.30am-12.30pm	Gisborne 104 College Road, Waerengaahika
Wednesday 2 July	10am-1pm	Auckland 212B Ellett Road, RD 1, Papakura
Thursday 3 July	9.30am-12.30pm	Whakatāne 80A MacDonald Road
Thursday 3 July	9.30am-12.30pm	Whangārei 53 Mannington Road, Maungatapere
Friday 4 July	9.30am-12.30pm	Tauranga 358 Poripori Road
Friday 4 July	9.30am-12.30pm	Kerikeri 378 Waipapa Road
Monday 14 July	9.30am-1.30pm	Māori Grower S1 (BOP) Tareha Lane, Mangatawa
Tuesday 15 July	9.30am-1.30pm	Māori Grower S2 (Eastern BOP) Address TBC



Please register to attend so we can tailor the sessions to group sizes — and yes, make sure we've got enough scones on hand! Register here: <https://events.zespri.com/shed-talks-2025/registration/Site/Register>.

We're looking forward to hearing your thoughts and working together to build a stronger future for our industry.