



P2-3: SHARE
ALIGNMENT UPDATE



P5-6: FROM
THE MARKETS



P11: THE MONTH
AHEAD - AUGUST



P16: FROM
THE FIELD

DRIVING VOLUME AND VALUE ACROSS OUR MARKETS



2025 Zespri Distributor Market Tour participants.

Our customers are key to our success, helping to repack, store, distribute, and sell our fruit to consumers at maximum returns to growers. As part of our efforts to ensure our collaborations are as effective as possible, we held our second Zespri Global Distributor Tour, this time in Paris and Madrid, with our top 30 customers in July.

The theme of the tour was 'Perform to Grow, Transform to Lead' with a focus on how we can work with our partners to continue to deliver strong results in the short term, while ensuring our businesses are able to make the changes we need to continue to succeed into the future.

In Paris, the focus was on driving volume and value via supermarkets and retail chains with top French retailers Intermarché (Zespri's #1 by volume in France) and Grand Frais (#3) sharing their perspectives on market dynamics and growth. In Spain, the spotlight was traditional trade such as wholesalers and independent fruit shops. This included a visit to a Madrid wholesale market, greengrocers, and the distributor facilities of Cultivar and Eurobanan.

Around 90 people from 15 countries attended the tour, including seven chairmen and 15 CEOs from our top 30 strategic partners and from Zespri, members of our Board of Directors - Craig Thompson, Paul Jones, and Alison Barrass; CEO, Jason Te Brake; President Greater China, Michael Jiang; President APAC, Ichiro Anzai, Vice President - Europe, Nikki Johnson; and General Manager NAM, Darren LaMothe.

Leaders from our two largest distributors in China, Joy Wing Mau and Goodfarmer attended the Distributor Tour bringing valuable insights from this important strategic market.

CEO Jason Te Brake says the attendees represented close to 70 percent of Zespri's total sales volume.

"It was a fantastic week with our top global distribution partners as we continue to look at how we build the world's healthiest fruit brand to create and fulfill demand with leading products and excellent sales and supply chain capabilities in the future.

"We are focused on providing more healthy eating occasions to consumers around the world, and doing what we do best — building an iconic brand founded on natural nutrition for people, supplying high quality and great tasting fruit, and connecting closely with our strategic partners to deliver the best service and products to our consumers.

"Amidst a complex global environment, the optimism among our strategic distribution partners was positive, with strong confidence in our ability to deliver leading value to growers moving forward."



Mercamadrid wholesale market visit.

Check out **page 6** for a Q&A with Zijie Liu, Goodfarmer Chairman and General Manager.

WANT TO KNOW MORE ABOUT WHAT'S HAPPENING IN OUR MARKETS?

Check out **pages 5-6** for an update on Zespri Kiwifruit sales and the key campaigns making a splash this month across our markets.



COMING UP: ZESPRI ANNUAL MEETING



The Zespri Annual Meeting is taking place at Mercury Baypark, Mount Maunganui at 1pm on Thursday 21 August.

The Annual Meeting is an opportunity for us to get together to assess our performance over the last year, reflect on our wins, our challenges, and the significant opportunities in front of the industry. There's also an opportunity for shareholders to ask questions and vote on director appointments and resolutions.

The formal Notice of Meeting as well as proxy forms and information relating to shareholder voting and the appointment of Directors, was sent to shareholders in July. Please check your inbox or mailbox (depending on your communications preferences listed with Computershare) for this information.

Shareholders may vote at the meeting in person, appoint a proxy to attend and vote on their behalf, or vote in advance. Advance voting (online or by post) and proxy appointments close at 1pm on Tuesday 19 August 2025. Companies and other incorporated entities must appoint a representative as a proxy if they plan to attend and vote at the Annual Meeting.

Please return your voting forms to Computershare, do not send or deliver voting and proxy forms to the Zespri office or Zespri employees.



If you have a query regarding the completion of voting and proxy forms or online voting, please contact Computershare by calling +64 9 488 8777.

ANNUAL REPORT AVAILABLE ONLINE NOW

Our 2024/25 Annual Report which reflects the strong value delivered to our growers, customers and shareholders over the year, is available online now.

We're proud of what the industry has achieved together, including reaching \$5 billion in global kiwifruit sales, surpassing the ambitious goal we set 10 years ago of \$4.5 billion in sales by 2025. Our focus now shifts to ensuring our industry remains future fit, with work under way on developing a 2035 strategy that will enable us to continue working together to maximise value for growers, industry partners and our communities in the years ahead.

The full report for the year ending 31 March 2025, can be read on our website here: <https://www.zespri.com/en-NZ/publications/annualreports>



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



JASON'S VIEW

Hi everyone,

Our sales season is progressing well, with more than 100 million trays now sold.

In a more challenging market environment this year, we're maintaining good momentum, including during what is traditionally a slower sales period with the increased availability of summer fruit. In both Europe and North America, sales are tracking ahead of plan, and we're also maintaining consistent run rates in Asia Pacific and China, supported by solid consumer demand. Our focus remains on moving fruit quickly and managing quality to reduce late season fruit quality costs.

In recent weeks, we've had some important conversations at Shed Talks. Shed Talks are a key opportunity for us to share early thinking on major issues and to get grower input into them. One of the key issues we discussed was how we can continue lifting grower share ownership and build on the positive start we've made through our Loyalty as Shares and Dividends as Shares offers. We've appreciated your thoughts on this, including the challenge to be more ambitious with the targets we've set and to continue to address barriers to ownership. There's more detail on page 3 of Kiwiflier on the feedback we're receiving which will inform the options we put out for discussion later this year.

Our voluntary share buy-back will also commence shortly. This is a means of returning surplus capital from the sale of shares to participating shareholders in a tax efficient manner. It will help lessen the dilutionary impact of LaS and DaS and provide a low-cost option for those shareholders wanting to rebalance their investments.

One of the key questions we get on shares is where value will come from into the future. That's a key consideration of Zespri's 2035 strategy which we're designing at the moment. We know this is your strategy too and we're going to be sharing more information on our thinking on this as we head towards a launch at the Momentum conference in February.

You'll have heard me talk about our ambition to be the world's healthiest fruit brand through a focus on three key areas of brand, supply chain, and innovation. Underneath each of these pillars will be specific initiatives which will help us win in the market and to return increasing value back to you. That's things like breeding new varieties and getting them into grower hands faster, brand building approaches which stand out even in a more competitive environment, and operating a 12-month supply chain which focuses on getting fruit into consumer hands as efficiently as possible so that more value comes back to you.

Over the next few months, we'll provide more information on the strategy and the actions which will deliver on it as we seek feedback from growers. We also want to ensure you understand the trends informing these decisions and which we'll need to continue to respond to, so that we stay ahead of the competition and capture more value.

Finally, in recent weeks, we've also updated you on the PVR application for a gold variety known as E2, which we believe is G3 or indistinct from G3. We've commenced a formal opposition process with the New Zealand PVR Office as we seek to protect the investment the industry has made in G3 and its PVR, and we'll be providing further updates on developments as we can, noting this process is likely to take around nine months.

I look forward to seeing you at our Annual Meeting in a few weeks' time where we'll share more on the thinking behind our 2035 strategy and the work we're doing to maintain global sales excellence.

All the best.

Jason Te Brake
Chief Executive Officer



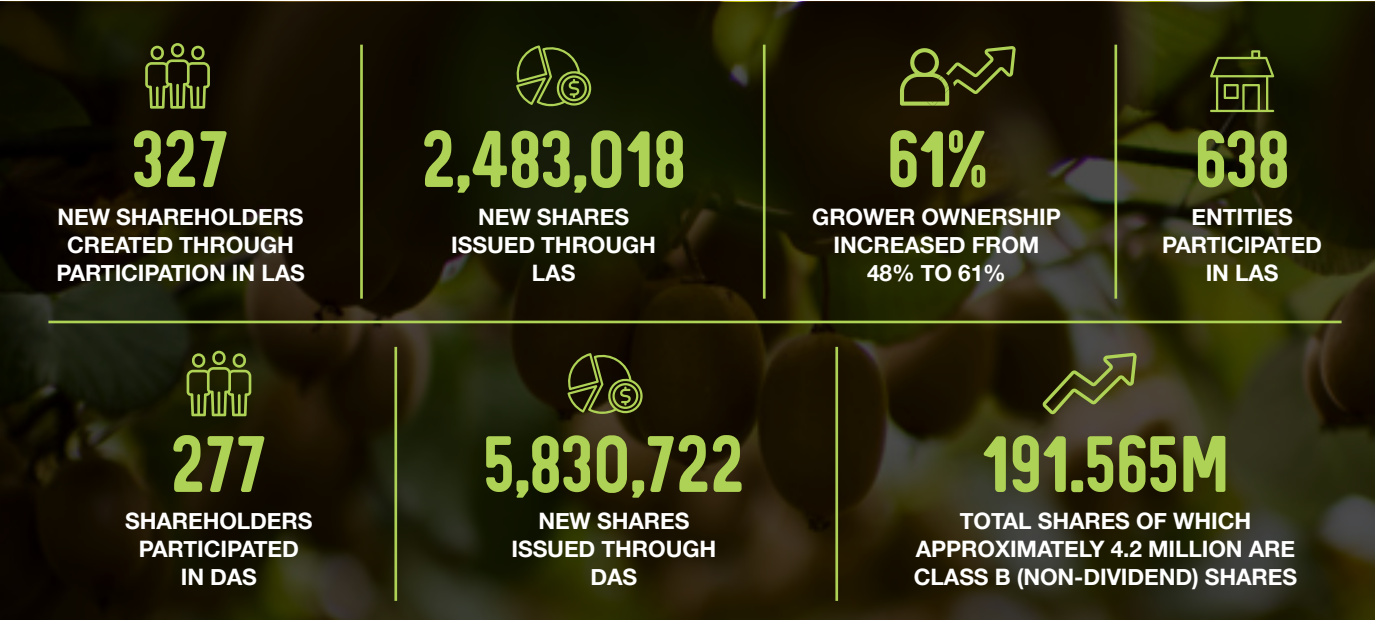
Industry Alignment



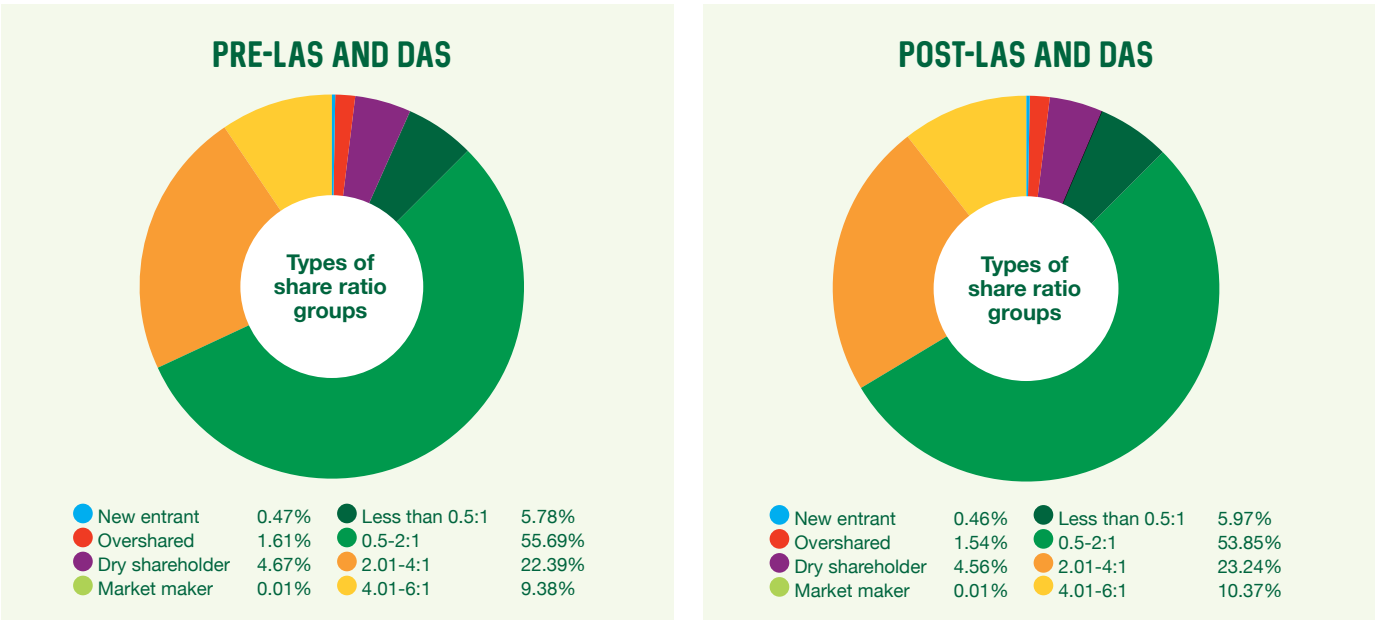
LOYALTY AS SHARES AND DIVIDENDS AS SHARES UPTAKE EXCEEDS 2025 TARGETS

Zespri has now issued new shares to all growers who opted into the 2025 Loyalty as Shares (LaS) and Dividends as Shares (DaS) initiatives. The uptake has exceeded the targets set for this year, reflecting strong grower engagement and participation, and the potential impact of well-designed initiatives that address barriers to ownership and make the process simple for growers.

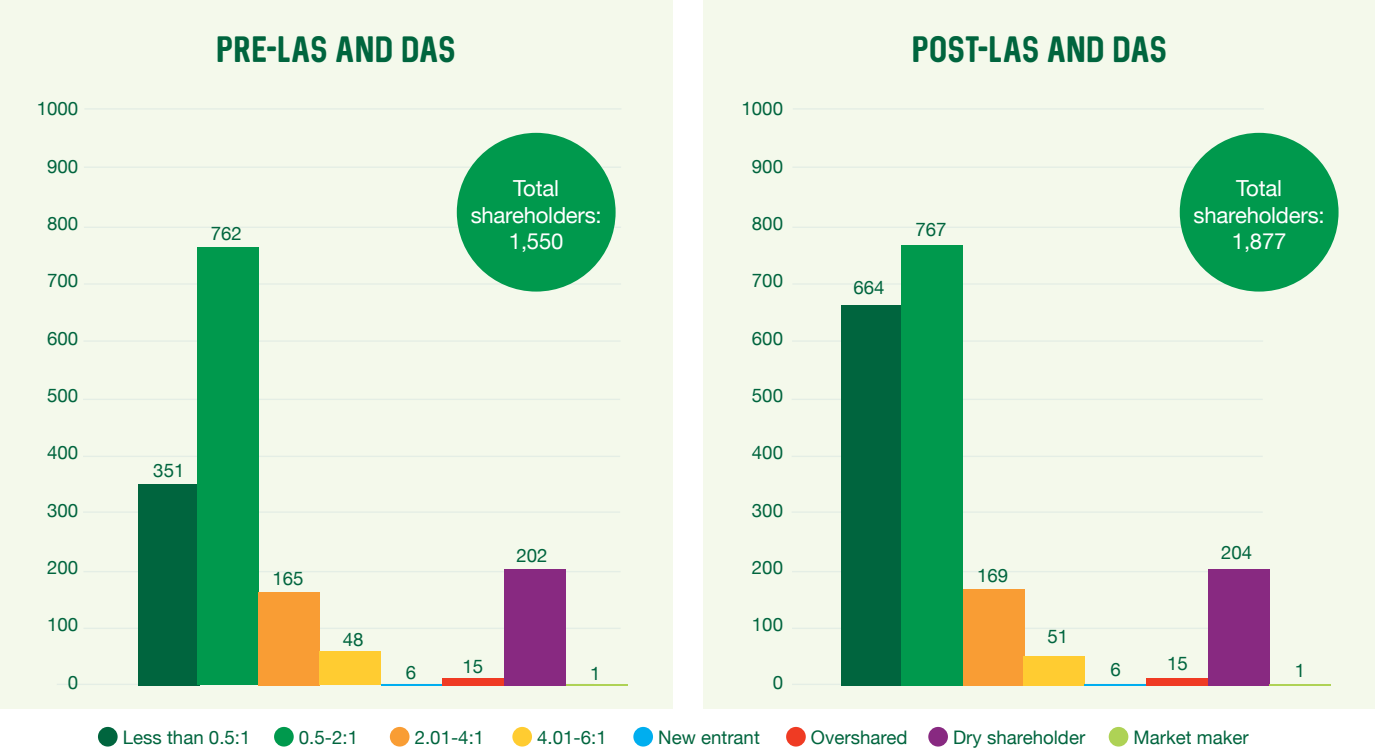
The headline figures are included here, and further reporting is available on the Share Alignment page on Canopy, which includes insights into participation rates, regional breakdowns, and next steps for grower ownership initiatives.



PERCENTAGE OF SHAREHOLDERS PER SHARE RATIO GROUP



NUMBER OF SHAREHOLDERS PER SHARE RATIO GROUP





UPCOMING 2025 SHARE BUY-BACK

Zespri has confirmed its intention to proceed with a share buy-back, following the strong uptake of our LaS and DaS initiatives.

Shareholders will be issued a Share Buy-Back Disclosure Document on 1 August 2025 which outlines the key terms of the buy-back. The buy-back will be available to shareholders resident in New Zealand, and participation is voluntary. Participating in the buy-back is not expected or required, but provides an option for those whose circumstances may have changed or who wish to rebalance their investment.

The buy-back will lessen the dilutionary impact of the share issues under LaS and DaS, enable the return of surplus capital to participating shareholders in a tax efficient manner, and provide participating shareholders with a low cost means of exiting or reducing their investment in Zespri. The buy-back may also facilitate closer alignment between producers and shareholders by providing participating shareholders the opportunity to reduce their shareholding to a level consistent with their current production.

The buy-back will be for up to 4.2 million shares and these shares will be cancelled immediately following repurchase by Zespri. The buy-back price is \$5.90 for each share (provided no unanticipated material events occur). In their updated June valuation letter, Northington Partners provided guidance on the setting of the buy-back price, and have assessed that the cumulative value of holding Zespri shares for three months from July to September is approximately \$0.15 per share assuming no unanticipated material events occur. This assessment of the accumulation of value was added to the LaS/DaS strike price of \$5.75 per share to determine the buy-back price of \$5.90 per share.

If the buy-back is over-subscribed, the Zespri Board at its discretion may increase the number of shares being repurchased. If scaling is required, this will occur pro-rata, but individual shareholders will not be reduced below their minimum tax threshold amount, and after the buy-back participating shareholders who are not selling all of their shares must retain at least 1,000 shares.

For full terms and conditions of the buy-back, keep an eye out for the Share Buy-Back Disclosure Document.

Note: The following key buy-back dates are current as at the date of publication but could change. Zespri reserves the right to vary or extend any of these dates or withdraw the buy-back at any time before the settlement date.

Share Buy-Back Disclosure Document issued	1 August 2025
Provisional calculation date	21 August 2025 (5pm)
Offer date (offer period opens)	25 August 2025
Closing date (offer period closes)	19 September 2025 (5pm)
Final calculation date	19 September 2025 (5pm)
Settlement date	30 September 2025

BUY-BACK FREQUENTLY ASKED QUESTIONS

Q. Why am I being offered a buy-back when I just bought my shares in the LaS and DaS?

The buy-back offer is being made available to all shareholders resident in New Zealand, including those who recently acquired shares through the LaS and DaS initiatives. While LaS and DaS were designed to increase grower ownership, the buy-back serves a different purpose, to lessen the dilutionary impact of the share issues under LaS and DaS and to provide a voluntary and low-cost exit option for shareholders who may wish to reduce or divest their holdings.

Q. What is the difference between my provisional and final entitlement?

Your **provisional entitlement** is an initial estimate of the range of shares you may be eligible to sell back to Zespri under the buy-back offer. This provisional range is calculated on 21 August and will be included in your

Letter of Entitlement which will be sent to you on 25 August 2025. Your **final entitlement** will be confirmed once all eligibility checks and calculations are completed on the offer close date of 19 September. Final settlement of the buy-back occurs on 30 September.

Q. Can I sell/trade my shares if I am participating in the buy-back?

No. Once you submit an application to participate in the buy-back, you should not buy or sell any Zespri shares until the buy-back process is complete. This ensures the integrity of the offer, and preserves the intended tax-free status of the repurchase.

Q. What is the 25 percent tax threshold?

There is a requirement for shareholders participating in the buy-back to sell at least 25 percent of their holdings. This minimum sale requirement is a safety margin that Zespri has calculated to try to satisfy the test for a tax-

free payment for the shares. However, Zespri cannot advise on individual shareholder tax positions. Shareholders should seek independent tax advice to determine the impact of the buy-back to them, particularly if shares are held through multiple related persons or associated entities.

Q. Who is eligible to participate in the buy-back?

The buy-back offer will be made to shareholders resident in New Zealand, including B class and Dry shareholders. If you're unsure about your eligibility or have not received a Letter of Entitlement for the buy-back after 25 August and wish to participate in the buy-back, contact shares@zespri.com as soon as possible.

Q. Why isn't it targeted?

In the initial year of offering LaS and DaS and buy-backs, the feedback from the industry during the consultation phase was to not apply any restrictions on the initiatives. Zespri will review the eligibility criteria of the initiatives in future years to align with our desired level of alignment.






NEXT STEPS FOR SHARE ALIGNMENT

We're seeking input from growers on future initiatives to get more growers into shares, to strengthen grower ownership of Zespri and our ability to create more value for growers into the future.

The success of LaS and DaS shows that if we can address barriers to ownership and make it easier for growers to acquire shares, we can be ambitious with our share alignment targets and put our industry in the strongest position to maximise value in the coming years.

The options being discussed have been put forward by growers as part of the ongoing discussions to improve share alignment. They aren't proposals — we are still gathering feedback and analysis to inform next steps.

A snapshot of the draft options is below. Visit the Share Alignment page on Canopy for a more detailed overview.

 Enablers – changes to our rules, systems, and processes
Lowering the share cap from 6:1
Remove the constitutional requirement to lift the share cap if we conduct a share split in future
Restricting LaS and DaS to those under an agreed level of alignment
Shortening the sanction period for dry shareholders
 Support – supporting growers to buy shares
Incentives to encourage uptake
Producer vote profit share
Being able to allocate a portion of fruit returns to purchase shares
Allow growers to pay for shares over a payback period
 Obligations – fair and reasonable obligations in return for support
Requirement for a minimum level of share ownership to supply fruit to Zespri
Making LaS and/or DaS mandatory for growers under a certain level of alignment
Requiring shares with purchase of licence or within an agreed period following purchase of a licence



FEEDBACK SO FAR

Industry consultation on the draft options kicked off in June. We've spoken to growers at Shed Talks, grower meetings, and most recently in a round of focus groups facilitated by Primary Purpose, our independent research provider. We've spoken to more than 500 growers to date, and while our latest grower survey is currently live, we've started pulling together insights to help inform next steps.

One of the most consistent pieces of feedback is that you want us to be more ambitious with our targets and focus on getting more growers owning a meaningful stake in their marketer. We are continuing to reflect on these targets, but currently they stand as follows:

- At least 75 percent of growers as shareholders by 2030
- At least 60 percent of growers owning shares to be between 0.5:1 and 2:1 per tray of production by 2030, and;
- The percentage of dry shares and those above the 6:1 cap, to be below five percent by 2028.

This means that when we look at the potential options, we need to prioritise initiatives that are really going to shift the dial and help us reach a more ambitious level of alignment.

When we consider sentiment towards share alignment there are four big things the industry agrees on:

- We need to address share alignment
- We need to keep things simple
- Growers should have a meaningful stake in Zespri, but;
- Growers need options.

Growers have considered how we leverage the success of LaS and DaS and use it as a tool for further improving alignment, such as being able to top up with cash and purchase extra shares as part of that share issue.

System changes such as lowering the cap and shortening the sanction period are generally popular. However, there are questions around the potential impact which we need to look at.

This is not just the impact to share alignment, but also potential changes to liquidity in the market and what this could mean for share value. One of the principles of this conversation is that initiatives need to have a strong commercial foundation and be fair to current and potential shareholders.

Supporting growers into shares with incentives or other options that will help tackle the affordability and access barriers to entry are popular at face value. However, there are a range of views on how this could look. Deferred payments, for example, seems to have a high level of support, as long as the impact on existing shareholders is considered, that it is fair to existing shareholders, and operationally viable. Allowing a portion of fruit returns to be issued as shares is another popular option, but one of the more complex options to implement.

While there was a strong view from some that all growers should own a stake in their marketer, and general support for a high level of grower ownership, there was also strong opposition to any form of mandatory ownership, with a view that growers should have choice. Growers also didn't want to add another barrier to entry into the industry.



WHAT'S NEXT?

We're continuing to get grower feedback and we're looking at operational, legal, and tax implications, and the potential impact on our targets, which will feed into the design of proposals listed, and the potential impact, which we'll bring back to growers for further discussion.

From there, depending on the options, we may need to look at things like voting on any constitutional changes at next year's Annual Meeting, consulting special interest groups, and updating Zespri systems or processes if required.

All the options on the table involve their own unique challenges and complexities, but we need to find enduring solutions to avoid having to come back to the industry in another five years to try and address the issue again. Fixing it for good will mean we can maintain our focus on maximising value for growers into the future.



HAVE YOUR SAY ON SHARE ALIGNMENT

If you indicated at Shed Talks that you were happy to be contacted to discuss your views on share alignment, the Grower Relations team may reach out to you to set up a meeting or invite you to an upcoming discussion group. Any grower can also submit feedback online. To do so, simply head to the Share Alignment page on Canopy where there'll be a pop-up box that appears on the bottom right of your screen — click on it to submit your feedback online. If you weren't at Shed Talks and you'd like to express interest in attending a shares discussion group, email us at shares@zespri.com or call us on 07 572 6402.

SHED TALKS 2025: KIWIFRUIT GROWING COMMUNITY SHARE VALUABLE INSIGHTS

That's a wrap for this year's Shed Talks series, with the latest round of 13 meetings drawing nearly 300 attendees from across our kiwifruit growing regions.

Our Shed Talks format is designed specifically for Zespri to share thinking on future initiatives and provide an open, laid-back forum for growers and attendees to give their feedback and have their say to help shape the future of Zespri.

Zespri is currently consolidating all feedback which will help inform key initiatives for the upcoming season and beyond.

Topics explored this year included:

- **Zespri shares** – we discussed the target alignment of share ownership with production, and the principles and a range of options raised by growers to support improved alignment.
- **Future licence release models** – we considered hypothetical options of what a licence allocation and release model could look like for any future Greens that may get commercialised that reduces the upfront costs and shares risk over time on a “pay as you grow” basis
- **Industry labour compliance** – we explored options to further support the fair treatment of industry workers.

“The aim, via Shed Talks, is to create an environment where those attending feel fully comfortable discussing important topics – the meetings are deliberately really casual, held in orchard sheds with small discussion groups of 8 to 12 that rotate through the various topic stations,” says Tracy McCarthy, Executive Officer Grower and Industry Engagement.

“It’s proven to be a popular engagement format with growers who come along to share their thoughts and provide us with some incredibly valuable insight into what matters to them.”

The ‘Listening Post’ part of Shed Talks was a particularly good opportunity to capture and discuss important industry issues on growers’ minds.

Some of the common themes discussed at the Listening Post included:

- What happens when Zespri SunGold Kiwifruit’s PVR ends
- Maturity Clearance System criteria and sampling
- Commercial incentives
- Long-term per tray returns
- Red80 and how it works alongside Red19
- Zespri share alignment initiatives

- Unauthorised China plantings and the way forward
- Roadside shelters to protect from spray drift
- Progress on grower digital tools to simplify processes e.g. ZespriG.A.P.
- Future new varieties
- Gene editing
- Utilising non-class 1 product
- Ready to eat on Europe Green
- The younger generation entering the industry.

Thank you to all growers who hosted us, and to all those who attended this round of Shed Talks.



“We’re looking forward to continuing our conversations with you over the course of the year ahead and reporting back on what we’re doing to address what you shared with us and how your insights are feeding into several industry projects,” says Tracy.

“We also encourage growers who haven’t been to a Shed Talk before to come along next time – we’re really keen to hear from all corners of our kiwifruit growing community.”

NEW ZEALAND PVR LEGAL ACTIVITY UPDATE

Zespri has been keeping growers updated on ongoing legal action we’ve been pursuing over a local gold kiwifruit variety (known as the “E2” variety) which we consider to be very similar to G3. Our concern based on DNA testing is that the fruit either is G3 or has been bred from it, meaning it is indistinct and potentially infringing our Plant Variety Right (PVR).

In March this year, a legal ruling in our favour required the owner of the variety to provide Zespri with information about where the E2 plant material had been sent and to whom giving us access to more information to inform our position. At the same time, the owners of the variety have been going through a separate PVR process to get E2 registered in New Zealand and be awarded a PVR. Zespri lodged an opposition to the PVR application.

We have been advised by the New Zealand PVR Office that based on an assessment of E2 information from a growing trial, they believe the E2 variety is sufficiently different to be eligible for its own PVR. This does not mean that a PVR has been granted for the E2 variety in New Zealand, but that the examiner from the PVR office believes it is eligible.

“We disagree with that assessment and will be strongly opposing this through a formal process overseen by the New Zealand PVR office which will be carried out over the coming months,” says Zespri CEO, Jason Te Brake.

“As part of this, we are requesting all information on how the PVR examination trial was conducted and who was involved in the data collection so that we can understand the data the New Zealand PVR office’s decision was based on.

“We have also opposed a PVR which has been filed in South Africa for the E2 variety, based on our belief that the fruit is either G3 or has been bred from it and we have an ongoing process in place monitoring PVR applications globally.

“Protecting industry intellectual property and the investment growers make in licensed varieties is a core focus for Zespri,” says Jason.

We expect the discussion with the New Zealand PVR Office to continue over the coming months and will keep the industry informed on developments, noting that we remain limited in the level of detail that we can share given the legal process is ongoing.



ZESPRI TEAM UPDATE

Carolyn Mortland has been appointed Zespri Executive Officer for Sustainability, and Nikki Johnson appointed Vice President — Europe, filling two vacant roles.

Carolyn has led Fonterra’s sustainability strategy for many years, helping create positive impact for the business on people and planet. She is a purpose-led leader, and in more recent roles co-founded the Futureful organisation that connects job seekers to employers that do good, before moving into providing strategic advice and governance for public and private sector organisations. From 2022 to 2024, Carolyn served on Zespri’s Sustainability Advisory Board, where she provided valuable advice and support on Zespri’s own sustainability strategy.

“It’s exciting now to have Carolyn join the Zespri team and have her strategic leadership to advance our sustainability goals,” says, Jason.

Carolyn replaces Rachel Depree who departed Zespri in July after seven years in the role.

“We also thank Rachel Depree for her valuable contributions in this role over many years and wish her the best for the future,” says Jason.

Nikki’s career began in arable research before joining the New Zealand Biosecurity Authority. She later founded Market Access Solutionz, a consultancy providing expert advice on biosecurity, market access, and trade to the horticulture sector. As CEO of NZ Kiwifruit Growers Incorporated, she championed grower interests before joining Zespri in 2021. Since then, she has held key roles including Strategic Projects Manager for ZGS in Italy and Head of In-market Supply Chain for Zespri in Europe, and more recently, Acting General Manager for Europe.



Carolyn Mortland.



Nikki Johnson.

“Nikki will be leading a talented Europe team, united in delivering sustainable, long-term value for kiwifruit growers,” says Jason.

“Under Nikki’s leadership, the team is well-positioned to drive market development, sales, distribution, and trade marketing, and to build on the strong performance already underway.”



FROM THE MARKETS

MID-SEASON MILESTONE ACHIEVED: MORE THAN 106.6 MILLION TRAYS SOLD

Strong sales run rates have propelled us past the pivotal halfway mark for the season around the end of July, with more than 106.6 million trays sold, compared to 93.9 million trays at the same time last year.

Demand for Zespri Kiwifruit remains robust, especially in Europe, where we have exceeded 2 million trays sold per week for the past 10 weeks. Greater China, Japan and Korea have surpassed the halfway mark through their total season delivery plans for all fruit groups, with Europe at 44 percent and the U.S.A at 45 percent.

We are also halfway through the traditionally challenging summer fruit period, with markets facing competition from significant volumes of low priced domestic and imported summer fruit. To elevate our brand in a more competitive environment and support strong sales rates, many of our summer promotional campaigns – including

in-store activations and significant sampling programmes – are underway.

For our Class 1 fruit around the end of July, Conventional Zespri SunGold Kiwifruit leads the way with 53 percent of the total season plan delivered (74.0 million trays), and Zespri Organic SunGold Kiwifruit is close behind at 50 percent through, with 2.3 million trays delivered. Conventional Zespri Green Kiwifruit has passed the one third mark, with 24 million trays delivered. Zespri Green Organic Kiwifruit has reached the one-million tray milestone with 30 percent of the total season plan delivered to our customers.

In-market fruit quality remains positive. While the quality of Zespri SunGold Kiwifruit is not quite as good as the 2024 and 2023 seasons, it is still sitting around the five-year average, and Green quality is comparable to the 2024 and 2023 seasons, providing a good platform for the second half of the season.

As we look ahead, our focus remains on maintaining strong sales run rates and brand visibility, so that we are well placed to start the important post-summer fruit phase of our season sales plans in September.



SPAIN: ZESPRI MAKES A SPLASH IN THE CAPITAL

Zespri's consumer campaign in Spain kicked off in the heart of Madrid's iconic Callao Square, where a Zespri pop-up store, 3D billboards, and a fully branded metro train station has turned heads.

As part of the 'Choose Healthy, Choose Real – Zespri Zing' campaign, consumers have been invited to share their healthy moments and choices on social media using the hashtag #ElJoSanoConZespri.

To take things to the next level, we also partnered with Michelin-starred chef Carlos Maldonado, who has reimagined classic recipes using Zespri Kiwifruit, hosting an exclusive cooking experience for 20 lucky winners who took part in sharing their healthy moments.



Madrid's metro station.

FRANCE: CONSUMER BREAKFAST CAMPAIGN LAUNCHES

Our Zespri team in France has launched a campaign encouraging more consumers to enjoy kiwifruit at breakfast.

The campaign kicked off with an activation for journalists and influencers, where they were presented with an exclusive breakfast plate designed by French artist Jean André.

The group joined Zespri on the River Seine, and after a breakfast with Zespri Kiwifruit, a nutritionist discussed the benefits of adding Zespri Kiwifruit to their morning plate. Attendees then took part in a pilates session and also learned more about graphic design from Jean André himself.

As part of the campaign, when consumers in France purchase seven Zespri Kiwifruit, they also receive one of the colourful breakfast plates. More than 700 people received a plate in the first week of the campaign.



AUSTRALIA: ZESPRI KIWIBROTHERS SCORE FANS ACROSS THE DITCH

In South Australia, a fruit and vegetable store has been transformed into a Zespri Australian Football League (AFL) pitch.

The display at the Barossa Fresh store in the Barossa region sees the Zespri KiwiBrothers taking to the AFL pitch, surrounded by a podium of Zespri SunGold Kiwifruit.

The shop display has been made possible through Zespri's partnership with the *A Better Choice* marketing programme, which aims to promote Australian fruit and vegetable stores. This season, the *A Better Choice* team has visited more than 700 stores in Australia to put up Zespri point of sales materials.

Zespri Australia Brand Manager Sally Burtonwood says Zespri's partnership with the *A Better Choice* programme, is now in its fourth year.

"*A Better Choice* have always been strong supporters of Zespri, inspiring stores to be creative and put up outstanding Zespri displays, running trade promotions, and even a Zespri kids colouring-in competition each year across their network of fruit and vegetable stores, and the Barossa Fresh store's latest effort has taken things to a new level.

"We love to see our brand engaging with communities in fun and meaningful ways, and our Zespri KiwiBrothers continue to score big with fans in Australia helping support sales this season."



JAPAN: ZESPRI SOARS IN POPULARITY AMONGST WOMEN

Zespri has collaborated with the popular Japanese magazine 'InRed' with a feature on the health benefits of Zespri Kiwifruit.

The eight-page article provided a diverse range of recipes, from main dishes to desserts for each day of the week.

Adding to this, a special eco-bag featuring a KiwiBrothers soft toy was given away with the magazine, with the bag creating a lot of buzz on social media.

Its popularity saw more than 200,000 copies issued, and notable Japanese celebrities posting about the eco-bag on their social media channels.



KiwiBrothers feature on the cover of InRed.



FROM THE MARKETS

KOREA: CONSUMER ROADSHOW A HIT

A large-scale roadshow known as 'Zespri Kiwi Land' has been held in collaboration with Korea's highest-traffic shopping mall, Starfield Hanam.

The roadshow took place at two of the mall's locations — Starfield Hanam from 13 to 26 June, and Starfield Goyang from 27 June to 10 July.

The event featured kiwifruit sampling and interactive family-friendly activities, including a maze with information on kiwifruit nutrients, a game zone with basketball, a stepper challenge, and a kiwifruit ball pit for children. The KiwiBrothers were also a hit at the event, with many lining up to get photos with the pair.

The roadshows achieved more than NZD 350,000 in sales, with almost 50,000 participants and around 140,500 people trying a kiwifruit sample.

During the events, Starfield recorded total foot traffic of 1.54 million visitors, providing significant exposure for the Zespri brand. The activation offered consumers an engaging way to experience Zespri and better understand the nutritional benefits of kiwifruit.



The Zespri Kiwi Land roadshow.

U.S: NEW ORGANICS CAMPAIGN

The U.S. is now Zespri's number one organics market globally and to support this position we have launched a new campaign 'Grown by Nature's Rules' which showcases grower stories and their commitment to growing high-quality, great-tasting organic fruit.

The new campaign which includes a video, in-store posters, social content, and digital assets were launched at the Organic Summit trade show in California last month, and will also be used in other markets around the world to support the sales of organic fruit.

Zespri Trade Marketing Manager Bianca Fielder says retail sales for Organic Zespri have had a strong start to the season in the U.S., with both Zespri SunGold and Green Kiwifruit selling well across the market.

"Our marketing efforts help explain what sets us apart in our organic way of doing things as the number one organic kiwifruit brand.

"Our organic growers are led by nature and to bring this concept to life, we've created a short video featuring New Zealand organic kiwifruit grower, Helen Scott," says Bianca.

"Helen shows us how she works with nature to grow great tasting and nutritious Zespri Organic Kiwifruit."

Zespri has been the primary driver of kiwifruit category growth in the U.S., accounting for 58 percent of total organic kiwifruit sales, up from 42 percent last year.

The new assets have been made possible thanks to the time of Helen Scott who worked with a director and crew over two days, as well as growers Jeff and Shirley Roderick who hosted a large crew at their orchard.



Helen Scott in the new organic campaign.



ZESPRI GLOBAL DISTRIBUTOR MARKET TOUR: Q&A WITH GOODFARMER CHAIRMAN AND GENERAL MANAGER, ZIJIE LIU

Goodfarmer is one of Zespri's largest distributors in China, with its Chairman and General Manager, Zijie Liu, joining our recent Distributor Market Tour.

In this edition, we ask Zijie Liu about Goodfarmer and how we work together to supply this important strategic market with Zespri Kiwifruit.

ABOUT GOODFARMER

Goodfarmer is a privately owned leading enterprise in China's fruit and vegetable food processing and distribution service industry and the second largest national distributor. Goodfarmer's main imported fruits are bananas, kiwifruit, dragon fruit and pineapples while the company is also a major exporter of garlic, ginger, apples and pears. The company has recently expanded into branded food production including New Zealand meat. Goodfarmer's 2024 revenue reached more than NZD\$2.3 billion. Goodfarmer is our second largest distributor globally.

Q. Can you tell us about Goodfarmer's operations in China?

Since we started working with Zespri in 2013, we haven't partnered with any other kiwifruit brands. This shows how strong and long-lasting our relationship with Zespri is. Goodfarmer is fully focused on selling Zespri Kiwifruit. Most of our team leaders have about 10 years of experience in the kiwifruit business, so we really know our stuff. We're building up both our wholesale and retail sales channels. Every year, more of our sales are digitally tracked and managed, helping Zespri's China business grow even better.

Q. How does your size and network support Zespri to deliver high-quality fruit?

Our kiwifruit team has more than 220 people working in different roles to support Zespri's business. We've got three main warehouses taking care of orders, checking fruit quality, managing stock, repackaging fruit into single-layer trays, and sending it out to customers

and 21 regional distribution hubs. Our storage facilities can hold up to 1.5 million trays, and we can process 50,000 trays a day. Goodfarmer's sales team is 140 strong. The marketing team runs promotions, while another team focuses on long-term development. We're also improving our digital tools and smart systems.

Q. How do you and Zespri work together to grow kiwifruit sales?

We talk regularly with Zespri to stay aligned — sometimes informally over coffee, other times in strategy meetings. Before each season, we plan the year's business together. Every two weeks, we meet to review progress, share feedback, and make updates. Since 2019, we have also jointly operated the Goodfarmer-Zespri Business Academy which offers online and in-person training. This helps our teams improve their skills and builds a pipeline of future talent to work on the Zespri business.

Q. What does the recently signed MOU mean for your relationship with Zespri?

The new MOU strengthens the earlier five-year partnership and takes it to the next level. We're now committed to the next 10 years of growth by continuing to deliver excellent distribution services. It also means we're fully aligned with Zespri's goals in China giving us more confidence and direction for the future.

Q. What are you excited about for the future of the kiwifruit category?

We're really looking forward to Zespri's new red and green kiwifruit varieties. They could open up lots of new business opportunities. The current Zespri Green Kiwifruit is high in fibre, which is great for China's ageing population. We're hoping for new green varieties that are high-yielding, well-priced, with standout qualities to help Zespri grow sales in more regions and go deeper into local communities.

FRUIT QUALITY UPDATE


 QUALITY

ZESPRI SUNGOLD KIWIFRUIT

Both onshore storage and offshore quality for Zespri SunGold Kiwifruit is slightly down from 2024 and 2023, but comparable to the five-year average.

ONSHORE QUALITY

With harvest and packing completed, our attention on quality has switched from packing grade quality to storage quality like Non-Pathogenic Fungal Growth (NPFG), rot, soft fruit, and Superficial Skin Rub (SSR). There have been very little repacking activities, with the fruit loss rate lower than in the previous four years.

Overall, storage quality in Zespri SunGold Kiwifruit is comparable to the five-year average, but slightly down from 2024 and 2023. SSR is tracking significantly higher than in the last two years, with fruit from the Waikato and Poverty Bay showing higher susceptibility. Most of the affected KPINs have only marginal, and generally acceptable, levels of SSR. Flesh damage in Zespri SunGold Kiwifruit continues to track slightly higher than the previous four years, but the incidence of physical damage rot is currently comparable to that of 2024 and 2023.

OFFSHORE QUALITY

The in-market defect rate is currently slightly higher than in 2024 and 2023, mostly driven by higher levels of softs and skin defects. The arrival firmness across a number of our key markets has been lower than at the same time in the last two years. Additionally, we have seen a marginal increase in skin dehydration and SSR, with the latter starting to express particularly in the last four weeks. Despite these early quality concerns, the year-to-date pallet fail rate is comparable to the five-year average.



ZESPRI GREEN KIWIFRUIT

Early onshore storage and offshore quality in Zespri Green Kiwifruit is tracking at the lower end of the five-year average.

ONSHORE QUALITY

Overall, onshore storage quality in Zespri Green Kiwifruit is better than the previous four years, with Non-Pathogenic Fungal Growth (NPFG) the only quality defect that is tracking slightly higher than in 2024 and 2023. There have been hardly any repacking activities in Zespri Green Kiwifruit, with almost no fruit loss recorded. This is comparable to previous seasons, as it is relatively early to start seeing storage quality issues in Zespri Green Kiwifruit.

OFFSHORE QUALITY

The quality of Zespri Green Kiwifruit in the markets is comparable to the same time in 2024 and 2023, and better than the five-year average. Physical damage is tracking higher than in the last two years, but at levels that are not concerning. The overall pallet fail rate is the best across five years. In 2024, we had one of the best early offshore quality results, with most concerns appearing after Week 35. Consequently, next month's quality updates will provide a more accurate view of the expected quality performance of Zespri Green Kiwifruit.



View the Zespri SunGold and Green Kiwifruit onshore performance and market quality rates year-to-date on Canopy: [Canopy > News > Fruit Quality Update – August 2025](#).

UPDATE ON GREEN CULTIVARS IN PRE-COMMERCIAL TRIALS


 INNOVATION

The New Zealand kiwifruit industry has a proud history of innovation, which sets it apart and has enabled Zespri to become a global leader in the kiwifruit category. Now with the Kiwifruit Breeding Centre breeding more and more high-performing cultivars for the pre-commercial programme, we're focused on strengthening our position to meet evolving consumer preferences and grow demand.

Delivering new cultivars into our portfolio is critical to our industry maintaining its market position and ultimately being able to create value into the future. A new green cultivar is a top priority. Our Stage 3 pre-commercial green cultivars have been bred to deliver cultivars that are more climate resilient, more profitable, and more aligned with future market demands.

The protection of intellectual property and our future Plant Variety Rights means we are unable to share detailed information about the cultivars at this stage. However, we are committed to keeping growers as up to date as possible on trial progress. To this end, we can provide the following updates:

The green pre-commercial trial programme has two trial cohorts. The first tranche of cultivars was grafted in 2022 and is establishing strongly across most trial orchards. Leading cultivars in the cohort delivered strong second crops this season. The second tranche was grafted in 2024, so it is still in the establishment phase, with grower sites awaiting their first crop.

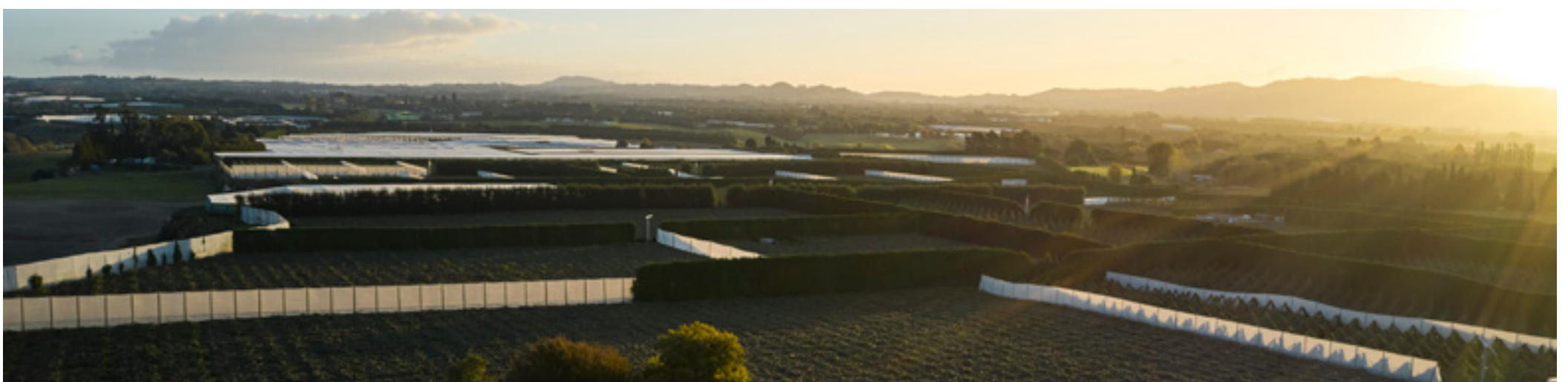
On-orchard performance of the top-performing variety is encouraging, with fully established pre-commercial trial blocks demonstrating much faster establishment and significantly higher yield potential over Hayward.

Beyond the orchard, ongoing supply chain trials will assess how the top-performing variety handles long-distance transport, storage, and retail shelf life compared with Hayward. Early results suggest that fruit firmness and quality are holding up well. Offshore sensory testing has so far shown high overall likeability scores and strong purchase intent for the top-performing variety, indicating it has the potential to resonate with consumers in key export markets.

Nutrient analysis and health claims mapping are part of the trial process, ensuring any new cultivar can maintain Zespri Green's existing health claims, including fibre and vitamin content.

This year, for the top-performing variety, we are preparing for end-to-end export trials, consumer trials, and sales testing in selected key markets. These trials will further assess fruit performance across all points in the supply chain, onshore shipping, offshore storage, and retail environments, as well as evaluate consumer purchase intent, value perception, and repeat purchase.

Note, we anticipate being able to make a commercialisation decision on green cultivars by 2027.





ZESPRI GLOBAL SUPPLY UPDATE

FIRST ZGS EXPANSION PRODUCER REPORT AVAILABLE

Our first *ZGS Expansion - Annual Producer Report* was released this month, the first of a new annual publication series designed to provide the industry with insights into the performance of ZGS fruit.

The report follows last year's producer vote, where growers overwhelmingly supported the expansion of Zespri SunGold Kiwifruit plantings. It delivers a detailed overview of how our ZGS fruit is performing across key metrics, reflecting our ongoing commitment to transparency and supporting informed decision-making.

As the ZGS expansion progresses, this report will become a regular annual feature, helping track performance and progress over time.

Please note: forecast demand and supply, and actual allocations of additional hectares will be reported separately in the annual *Five-Year Outlook* document. A dedicated ZGS section will be added to that publication, which will be released by 31 December each year.



Check out the report on Canopy here:
<https://canopy.zespri.com/full/dashboard/news/ZGS-expansion-annual-producer-report-available>

SOIL MAPPING TO SUPPORT NORTHERN HEMISPHERE ORCHARD SUCCESS

ZGS is continuing work across several Northern Hemisphere growing regions to better understand how local soil and climate characteristics support high-performing kiwifruit orchards.

The project — focused on France, Greece, and Italy's Calabria region in 2025 — is building detailed maps of regional kiwifruit suitability. These maps help inform technical teams and growers on the potential of different soils to support strong plant health, orchard productivity, and fruit quality.

By linking local soil maps with regional climate data, we can better understand which soil types are most suitable for kiwifruit and where extra care or specific orchard practices may be needed.

TRANSLATING SOIL DATA INTO ORCHARD ADVICE

In practice, this means reviewing the base soil maps and asking what is the structure, texture, and origin of these soils. Are they deep, well-drained, and compatible with kiwifruit root systems? How do they perform in the specific climatic conditions of each zone?

This analysis allows us to classify areas into practical macro-environments, each with its own set of recommendations.

For example, in **Calabria**, initial testing has shown sandy areas with good drainage but lower water retention, suggesting the need for careful irrigation management. In **France**, flood risk in some regions prompted the installation of a network of piezometers, improving our understanding of subsoil water dynamics.

Each mapped zone will have an accompanying **technical summary**, outlining strengths and weaknesses of the area, recommended soil and water management practices, considerations for rootstock, and orchard layout.

CURRENT PROGRESS BY REGION

- **Greece:** Fieldwork began in April across two key growing regions. Soil analysis has been completed and the first version of the suitability map is in development.
- **Calabria:** Sampling started in May, with the team now preparing the first draft maps.
- **France:** Work here is more advanced, though complex. The piezometer network installed last year has helped clarify hydrological challenges. A preliminary suitability map is expected by the end of 2025.

A second phase of refinements and validations is planned for spring 2026, with finalised maps expected to be available by June 2026.

COLLABORATIVE WORK WITH GROWERS AND SUPPLIERS

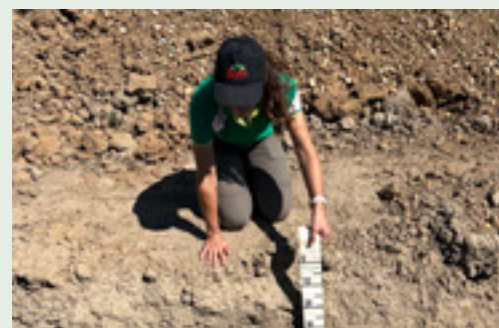
Each region's work involves close collaboration with suppliers and local growers. Representative orchards — chosen for the soils they sit on — are contributing to the fieldwork and soil testing. Growers are showing strong engagement and interest, with many valuing the chance to learn more about the soil beneath their vines.

Once the first maps are ready, host growers will help ground-truth the data, contributing to refinements before the maps are finalised.

OUTPUTS AND APPLICATIONS

All maps and technical reports will be made available via Zespri's GIS platform, allowing technical staff and field advisors to explore the data and support growers in making location-specific orchard decisions, as well as providing growers with understanding on how best to optimise soil performance across different climates.

This initiative supports ZGS's broader goal of improving consistency and performance across Northern Hemisphere orchards — ensuring each site has the right practices in place to deliver high-quality kiwifruit to market so that we can continue to provide strong returns to growers.



ZGS team working on soil mapping in France with local growers and suppliers.

PROTECTION FROM HAIL: CHECK IF YOU'RE COVERED

While the Zespri Pool Distribution Policy for Hail Damage provides some protection to all growers, additional measures could be considered to assist with reducing the impacts of hail losses, or for providing extra financial support should your orchard be struck.

As the Zespri Policy does not provide full compensation against hail losses, growers who seek a higher level of compensation from losses can consider:

- Additional available private hail insurance options
- Discussing with your insurance advisor parametric options (an alternative to traditional insurance that offers pre-specified payouts based on specific criteria being met)
- Discussing with grower entities entity level covers where available.

Hail nets over canopies are also an available means for protecting the fruit and vines from hail.

Growers should closely examine the Zespri Policy and their risk exposure to hail events and be aware:

- The policy is for the loss of individual Zespri Class 1 Standard Supply Kiwifruit which is damaged by having been directly struck by hail while on the vine and is unable to then meet Zespri export standards as a result of that hail strike
- There is an applicable deduction (10 percent of potential yield of each variety) under the policy
- The policy does not provide full compensation against hail losses
- There may be additional costs or losses associated with a hail event that are not covered under this policy

- In the event the aggregate amount of eligible Distributions for a variety exceeds the Maximum Aggregate Distributions limit per variety, then the total assessed Distributions will be pro-rated down.

If you have any questions, please contact the Zespri Insurance team (insurance@zespri.com) or Grower Support Services (contact.canopy@zespri.com or 0800 155 355).



For further details, please refer to the Zespri Pool Distribution policy for Hail Damage which has been included as an insert in this issue of *Kiwiflier* which has been updated for the 2026 season. You can also refer to Canopy for more information: [Canopy > Supply & operations > your orchard business > Insurance & risk > Hail damage support](#).



NOW LIVE ON CANOPY: LATEST GROWER MANUAL

The Zespri Industry Assurance Programme (IAP) team has updated the Grower Manual, following feedback from our AsureQuality Audit and some tweaks to the Agrichemicals section.

The changes for growers are fairly minor. However, the biggest update is around responsibilities with GLOBALG.A.P. Risk Assessment for Social Practice (GRASP). If you're a Management System Owner (MSO) – the person responsible for GAP - you would have been sent all the details of the changes on 1 August.

Note: If you are in your first year of production, ensure you have set up your Legal Entity and MSO. Contact the Industry Assurance Team at preharvest.mailbox@zespri.com.

CHANGES TO SECTION 6: AGRICHEMICALS

- You need to ensure you have an understanding of the [Zespri GAP requirements for shelter](#) document and work towards having minimum standard levels of shelter in place.
- When involved in the decision making, handling or application of agrichemicals ensure you and your team have the appropriate qualifications. Check out the [Growsafe website](#) for details on what training is required.

CHANGES TO GRASP

Every MSO, whether you have direct employees or work solely with contractors, needs to take responsibility for worker welfare under the eyes of GLOBALG.A.P. If you only work with contractors there is a change in relation to your responsibility for GRASP.

The good news is our CAV programme covers most of the principles, from sections 6-13. Your main focus will be on ensuring compliance with sections 1-5 and you will be audited on these sections. Here is what you need to do to meet sections 1-5:

- Display a [Human Rights policy](#) (there is a new version) and ensure this is communicated to all workers and visitors.
- Labour regulations: you need to have access to or a copy of the [National Interpretation Guidelines](#) (NIG) for GRASP so you know where to find employment law information related to any GRASP principles.
- Contractors must have a person outside of their contracting company they can talk to if there are issues. This person is

the Management GRASP Liaison (MGL). If you only employ contractors, then you, as the MSO, will be the MGL.

- Have a complaints procedure in place and ensure all workers know where to go. There needs to be two pathways for making a complaint – anonymous and direct. You can use the [See Something Say Something Poster](#) for the anonymous pathway and for direct complaints can be made to someone like the MGL.
- Have a register of workers: this is a way to demonstrate that you know who is on your orchard over the year and who are those present on the date of GRASP assessment.

The Zespri Global Extension Team (GET) will be supporting you with these changes and are running GRASP training sessions for MSOs who only use contractors. Keep an eye out for the dates and links to register here in *Kiwiflier* as well as on Canopy and in the *Bridging the Gap* newsletter. Sign up to our *Bridging the Gap* newsletter here: <https://confirmsubscription.com/h/d/763F1C9C607B76EA>

STREAMLINING AUDITS

The Industry Assurance Programme (IAP) team, has been developing a new audit tool designed to streamline Zespri GAP audits.

This tool is already used for GRASP audits, so will be familiar to the industry's approved auditors, ensuring a smooth transition. By consolidating both Zespri GAP and GRASP audits into a single tool, the process is set to become more streamlined and efficient. Behind the scenes, considerable effort is being invested to finalise the tool

before audits begin this year. This year's GAP Auditor Training will emphasise learning how to use the new tool, ensuring auditors are well-prepared and confident for the upcoming audit cycle.

This year, packhouse audits are beginning earlier than usual which could mean Zespri GAP audits for MSOs also move forward by a couple of weeks. With the new audit tool, MSOs will automatically receive an email detailing their audit date and time, outlining what to expect, and offering guidance on how to best prepare.



If you have any questions, please reach out to the extension team extension@zespri.com.

2025/2026 CROP PROTECTION PROGRAMME

The 2025/2026 Crop Protection Programme has now been published.

All MSOs have been emailed a copy with a snippet of key changes. Though nothing significant has changed, some of the minor changes are:

- What was previously referred to as the 'Shelter Mandate' has been replaced with the 'Principals of Shelter'. This adjusts shelter expectations to good practice, rather than a requirement. It should be noted if you have vines planted right to a roadside boundary, you must document in your spray plan how spray drift will be kept inside the orchard boundary.
- Adjuvants have been separated out into adjuvant type – this is designed to help you choose the right adjuvant easily for the right job.
- The skin sensitivity guide has been updated.



A copy of the latest CPS and AOC lists can be found on Canopy. The Principals of Shelter document is available on the [KGI website](#).



CANOPY TIP OF THE MONTH

WE'VE ADDED MORE DOCUMENTS TO CANOPY AI

Maturity Clearance System (MCS) documents have now been added to Canopy AI so you can ask questions about sample requests and results, clearance criteria, on-orchard sampling producers, hazards and more. Ask your questions to Canopy AI here: <https://canopy.zespri.com/full/dashboard/tools-and-resources/tools/canopy-ai>





ZESPRI IN THE COMMUNITY

FUELLING CHAMPIONS, FEEDING COMMUNITIES: GOOD NEIGHBOUR COLLABORATION FOR ZESPRI AIMS GAMES

With Zespri staff lending a hand in the kitchen, Good Neighbour's ready-to-heat meals are powering young athletes and uplifting our Bay of Plenty community.

The 2025 Zespri AIMS Games — Australasia's largest junior sporting event — is gearing up to be the biggest yet. Held in Tauranga from 30 August to 5 September, this year's Games will welcome more than 14,000 athletes from 431 schools across New Zealand and the South Pacific, smashing previous records and setting new benchmarks in 27 sporting codes. That's up from 395 schools last year, with more than 1,000 additional competitors joining the action.

As the naming sponsor of the AIMS Games and a community partner of Good Neighbour, Zespri is helping bring together sport, nutrition, and social impact in a powerful way. Zespri's commitment to community goes beyond sponsorship — two groups of Zespri staff volunteered their time through their Make a Difference Day, helping the team at Good Neighbour prepare chicken enchiladas and Butter Chicken meals to support young athletes and vulnerable people in the Bay of Plenty.

Good Neighbour, a local charity focused on providing practical support and human connection, is offering ready-to-heat meals specially designed to fuel AIMS Games athletes. These meals feed a team

of 10, priced at just \$5.50 per person — a convenient, affordable option that removes the stress of cooking and lets teams focus on performance.

However, the impact goes far beyond the plate. Every meal ordered helps fund Good Neighbour's transformative work across the Bay of Plenty, including food rescue and distribution, neighbourhood projects, community gardens, firewood, kitchen and a care team.

Everything Good Neighbour does is about providing practical opportunities for people to connect and support one another, with the goal of transforming lives, neighbourhoods, and communities. Their vision is to build a network of "neighbours building neighbourhoods" — places where people feel a sense of belonging, share their gifts, and give back with kindness, compassion, and generosity.



If you or someone you know is involved in managing a team competing in the AIMS Games, don't miss the chance to nourish your team and support a local charity doing incredible work. Order your team meals here: <https://www.nzaimsgames.co.nz/shop/pre-ordered-team-dinners-1>



GROWERS EXPERIENCE THE WONDERS OF ŌTANEWAINUKU FOREST

Despite ominous weather forecasts, both grower walks through the Ōtanewainuku Forest went ahead. The result? A memorable and meaningful experience that highlighted the incredible conservation work happening right on our doorstep.

Organised through Zespri's partnership with the Ōtanewainuku Kiwi Trust, the walks offered kiwifruit growers a chance to connect with the forest and learn about the conservation efforts taking place in the mountains behind Te Puke. The Trust's work is focused on safeguarding native species like the kōkako and kiwi, while also regenerating the forest ecosystem through pest control and habitat restoration.

Led by Hans Pendergrast, the morning group set out with ears tuned for the distinctive call of the kōkako. While the birds remained quiet, the group was fortunate to see kōkako in the wild — a rare and exciting moment that speaks to the success of the Trust's ongoing efforts.

The evening group, guided by Andrew Poad, explored the forest under torchlight and was lucky enough to hear kiwi calling and encounter a huge wētā.

One grower had this to say about the experience:

"The kids were fizzing when they got home to tell Chris all about their night-time adventures — hearing the special call of the kiwi, looking for spiders, wētā, fungi, lichen, and the elusive glow worms! I may have sold it to them originally that they were going to see kiwi, but that was soon forgotten with the adventure and learnings we all came away with. Thank you so much Zespri for

arranging — it was a fantastic opportunity to see what work is being done right on our doorstep!"

A key theme throughout both walks was the importance of pest control in protecting native species. Possums, rats, and stoats pose serious threats to birds like the kōkako and kiwi, and laying traps is one of the most effective ways to reduce their numbers. Growers were reminded that everyone has a role to play — whether through volunteering, supporting local conservation groups, or helping with pest management on their own land.

The Ōtanewainuku Kiwi Trust's work is a powerful example of community-led conservation, and Zespri is proud to support their mission. These grower experiences not only deepen our connection to the land but also reinforce the shared responsibility we have in protecting it for future generations.



LEAD THE FUTURE OF HORTICULTURE: APPLY NOW FOR THE 2026 NUFFIELD NEW ZEALAND FARMING SCHOLARSHIP

Applications are now open for the 2026 Nuffield New Zealand Farming Scholarship — a globally respected leadership programme designed to grow bold, innovative leaders across Aotearoa's food and fibre sector. Applications close midnight, Sunday 17 August 2025.

This is more than a scholarship — it's a launchpad for industry leaders ready to challenge the status quo, explore global best practices, and bring transformative insights home. For those in the kiwifruit industry, it's a unique opportunity to investigate international horticultural systems, sustainability strategies, and market trends that can strengthen our sector's global competitiveness.

Scholars can expect a journey that includes:

- A Global Focus Programme across up to six countries and four continents.
- A Value Chain Innovation Tour and Contemporary Scholars Conference.
- An individual research project contributing to New Zealand's food and fibre sector.



Apply now via the online form: ruralleaders.co.nz/application-nuffield

Learn more: <https://ruralleaders.co.nz/nuffield-farming-scholarships/>

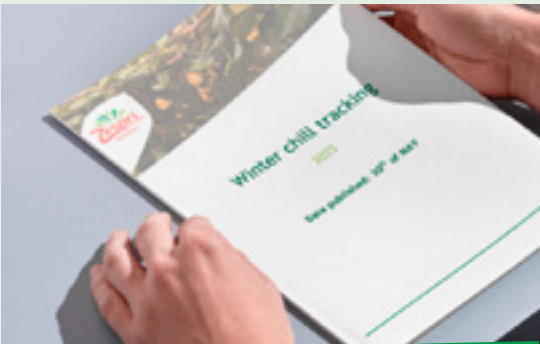
GLOBAL EXTENSION TEAM UPDATES

THE MONTH AHEAD: AUGUST

TRACKING
WINTER CHILL

SPRAY
SAFETY

FOUR RS OF
FERTILISER
USE



TRACKING WINTER CHILL

Find a snapshot comparison of all the winter chill data for major kiwifruit supply areas since 2018 in one easy-to-follow document – just search Canopy using the term ‘[winter chill by region](#)’.

Winter chill, can be calculated three ways – Richardson chill units, average temperature, and hours below 7°C. They all provide a way to compare chill across seasons - just be sure to use the same model if comparing across seasons or sites.

As a general rule, temperatures across May and June affect budbreak date, whereas chill across June, July, and August impacts the number of flowers.



SPRAY SAFETY

Adhering to good spraying practices is crucial in retaining hydrogen cyanamide-use in the kiwifruit industry. Meeting compliance requirements is essential to maintain this right and our social license.


Please report any poor practices you observe to NZKGI at info@nzkgi.org.nz. Help protect the industry's future ability to spray.



FOUR RS OF FERTILISER USE

Remember the [Four Rs of fertiliser use](#) ([right type](#), [right rate](#), [right time](#), [right place](#)) as you start feeding your vines this season.

To optimise vine uptake, hold off on compost and bulk nitrogen fertiliser applications until after budbreak, when your vines are hitting strong nutrient demand. Plan for early season [leaf tests](#) to inform further applications through the season.

**NEED MORE INFO?**

- [Fruit production > Growing fruit > Managing budbreak > Using hydrogen cyanamide](#)
- [Fruit production > Growing fruit > Managing budbreak > Understanding, predicting and monitoring budbreak](#)
- [Fruit production > Growing fruit > Soil, nutrients & water > Nutrition for vines and fruit](#)



GET WORKSTREAMS 2025/26

The Global Extension Team (GET) continue their varied and targeted programmes of work for the 2025/26 season.

Working with growers and industry extension networks, here's what you can expect:

Hayward profitability: identifying and resolving constraints to Hayward production that will allow Zespri Green demand to be consistently and sustainably met.


Sustainability/GAP: continued support of growers and industry in adopting the practices necessary to meet Zespri GAP requirements, freshwater regulations and the industry's sustainability goals.

Max supply: creating better utilisation of post-harvest facilities while maximising the supply of optimal maturity Gold3 fruit.

Running with Red: supporting the industry to ensure Red19 fruit supplied from mature orchards, delivers the market desired product.

New varieties: continued work in the commercialisation of new varieties with a particular focus on continuous improvement of process and a learning environment for trialists.

Supporting the deliverables from the On Orchard Innovation portfolios: Environmental sustainability, Crop protection, and Orchard productivity.



If any of these topics are of particular interest to you, don't hesitate to get in touch with the Global Extension Team via extension@zespri.com.

ADVERSE WEATHER: MANAGING VINE STRESS AND FLOODING

Parts of Nelson and Tasman have been particularly affected by recent wet weather.

There are an assortment of resources on the canopy to assist you in your orchard recovery. If you visit the Protecting Your Fruit tab under Fruit Production', you will find pages for both '[flooding](#)' and '[managing stressed vines](#)'.



BEEKEEPER POLLINATION WORKSHOPS

Growers need good beekeepers just as much as beekeepers need good growers – good pollination is mutually beneficial.

In collaboration with experienced beekeepers and orchardists Neale Cameron and Richard Klaus, we are inviting all beekeepers to a series of workshops to discuss what it takes for effective bee pollination of kiwifruit. Topics to be covered include:

- Pollination hive management
- Kiwifruit basics and the orchard environment
- Kiwifruit minimum hive standards

- Successful pollination under netted orchards
- Agreements, communication and good practice
- What can beekeepers expect from a grower?

Please share with your beekeeper, particularly those new to the industry or wanting a refresher. Register via extension@zespri.com.

For further information, check out our event page on Canopy: [Canopy > Events > Pollination workshops for beekeepers](#)

DATE	TIME	LOCATION
4 August	8.30am-12.00pm	Te Puke The Orchard Church
4 August	1.30pm-4.30pm	Katikati War Memorial
5 August	1.00pm-4.00pm	Waikato Grassroots Trust - Velodrome
6 August	9.00am-12.30pm	Auckland Franklin Club
6 August	9.00am-12.30pm	Ōpōtiki Bridge Street Cafe
7 August	9.00am-12.30pm	Gisborne Gisborne Theatre
7 August	9.00am-12.30pm	Whangārei Discovery Settlers Hotel
8 August	9.00am-12.30pm	Kerikeri Turner Centre
8 August	9.00am-12.30pm	Hawke's Bay No.5 Café and Larder
12 August	11.00am - 2.00pm	Nelson venue TBC

2025/26 PROGRESS PAYMENTS FOR AUGUST AND SEPTEMBER

CLASS 1 - APPROVED PROGRESS PAYMENT 15 AUGUST 2025	AVERAGE ON NET SUBMIT	16/18/22	25/27	30/33	36	39	42	46
Zespri Green	\$0.08	\$0.10	\$0.10	\$0.10	\$0.05	\$0.05	\$0.05	No supply
Zespri Organic Green	\$0.12	\$0.05	\$0.05	\$0.25	\$0.05	\$0.05	\$0.05	No supply
Zespri Gold3	\$0.54	\$0.40	\$0.50	\$0.65	\$0.70	No supply	No supply	No supply
Zespri Organic Gold3	\$0.11	\$0.05	\$0.05	\$0.15	\$0.30	No supply	No supply	No supply
Zespri Red19	\$0.91	\$0.05	\$0.30	\$1.15	\$0.85	\$0.85	\$0.70	\$1.20
Zespri Green14	\$0.77	\$1.20	\$1.20	\$1.00	\$0.70	\$0.70	\$0.70	No supply

CLASS 1 - INDICATIVE PROGRESS PAYMENT 15 SEPTEMBER 2025	AVERAGE ON NET SUBMIT	16/18/22	25/27	30/33	36	39	42	46
Zespri Green	\$0.03	\$0.05	\$0.05	\$0.05	No payment	No payment	No payment	No supply
Zespri Organic Green	\$0.25	\$0.05	\$0.10	\$0.50	\$0.15	\$0.15	\$0.05	No supply
Zespri Gold3	\$0.10	\$0.10	\$0.05	\$0.15	\$0.15	No supply	No supply	No supply
Zespri Organic Gold3	\$0.08	\$0.05	\$0.05	\$0.05	\$0.30	No supply	No supply	No supply
Zespri Red19	\$1.10	\$0.10	\$0.10	\$1.15	\$1.15	\$1.15	\$0.95	\$1.20
Zespri Green14	\$1.63	\$0.70	\$0.70	\$1.90	\$1.70	\$1.70	\$1.30	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.

FINANCIAL COMMENTARY

Progress payments

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

For Green, the August progress rates for sizes 16/18/22, 25/27, and 30/33 were reduced by \$0.10 on indicative. The reduction was due to the increase in overall volume, with more volume later in the season and consequently more being paid out in time payments.

The increase in time payments has also meant we are forecasting no payment for size 36/39 and size 42 for Green Indicative payment in September.

August 2025 approved progress payments on Net Submit trays

Approved per tray progress payments for 15 August 2025:

Class 1	
Zespri Green	\$0.08
Zespri Organic Green	\$0.12
Zespri Gold3	\$0.54
Zespri Organic Gold3	\$0.11
Zespri Red19	\$0.91
Zespri Green14	\$0.77

September 2025 indicative progress payments on Net Submit trays

Approved per tray Progress payments for 15 September 2025:

Class 1	
Zespri Green	\$0.03
Zespri Organic Green	\$0.25
Zespri Gold3	\$0.10
Zespri Organic Gold3	\$0.08
Zespri Red19	\$1.10
Zespri Green14	\$1.63





SHARES UPDATE: JULY

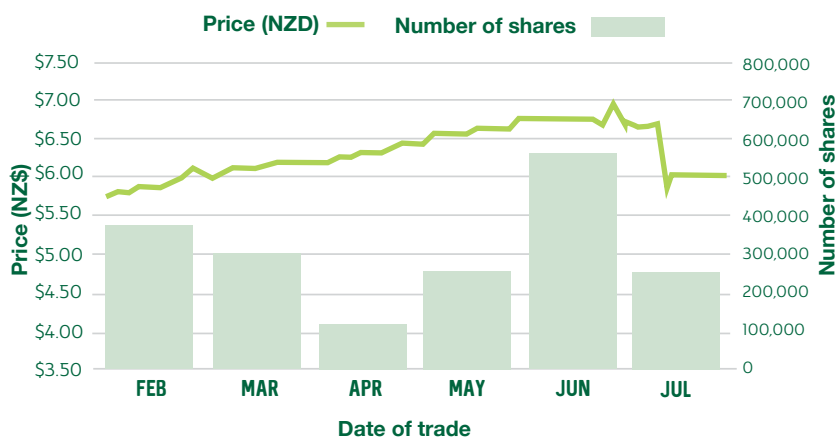
WHAT'S HAPPENING IN THE MARKET

BIDS (BUYERS)		
Orders	Quantity	Price
1	5,000	\$6.00
1	6,410	\$5.95
1	3,000	\$5.80
1	5,000	\$5.70
1	3,000	\$5.60
1	24,836	\$5.00

OFFERS (SELLERS)		
Orders	Quantity	Price
1	30,000	\$6.10
1	3,000	\$6.20
1	3,000	\$6.40

LAST 10 TRADES			
Date	Quantity	Price	Value
21/07/2025	13,590	\$5.95	\$80,861
04/07/2025	600	\$6.00	\$3,600
03/07/2025	1,000	\$5.70	\$5,700
02/07/2025	10,000	\$6.80	\$68,000
02/07/2025	30,000	\$6.80	\$204,000
02/07/2025	2,000	\$6.85	\$13,700
01/07/2025	196,695	\$6.90	\$1,357,196
30/06/2025	26,065	\$6.90	\$179,849
30/06/2025	13,935	\$6.90	\$96,152
27/06/2025	1,000	\$6.90	\$6,900

ZESPRI GROUP LIMITED SHARE TRADES: FEBRUARY 2025 TO JULY 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.

SHARES AT A GLANCE AS AT 24 JULY 2025

OVERSHARED SHARES REQUIRED TO BE SOLD IN AUGUST

NUMBER OF SHARES
0

The Constitution requires shareholders who are over their share cap (overshared) to sell their excess shares three years after the date they exceeded their share cap.

DRY SHARES CONVERTING TO B CLASS THIS MONTH

NUMBER OF SHARES
0

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

NUMBER OF SHARES
4.19M

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

DIRECTOR SHARE TRADING AS AT 24 JULY 2025

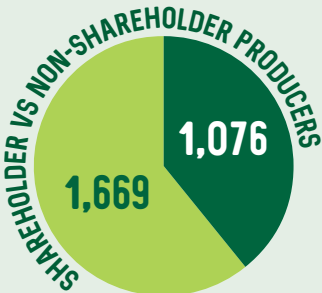


Shares traded by entities associated with Zespri Directors.

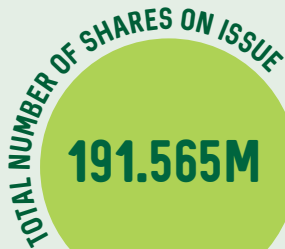


OUR SHAREHOLDERS

Shareholder Producers
Non-shareholder Producers

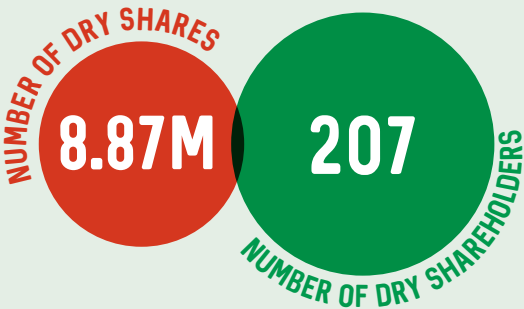


Note: The number of producers has decreased since the last monthly report due to the annual data cleanse.



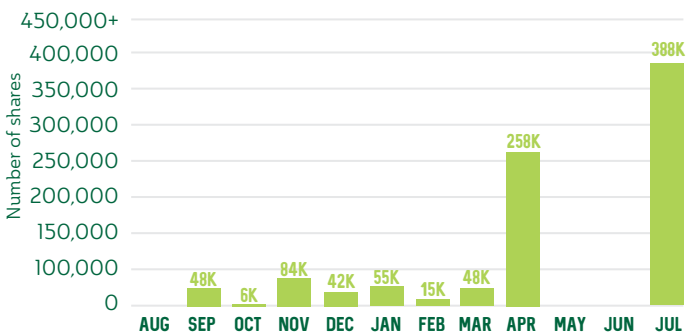
Note: The exact new number of shares after the LaS and DaS issue is 191,565,980.

DRY AND OVERSHARED SHARES

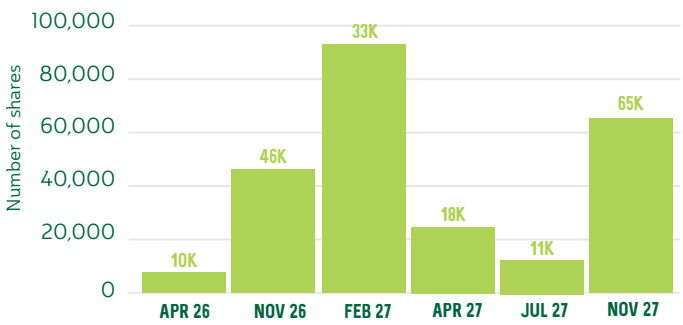


DISCLAIMER: The above figures are a snapshot in time and are subject to change at any time due to shares being traded.

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



OVERSHARED SHARES SANCTION END DATES



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 are currently no sellers with shares listed for sale, and there are 19 buyers seeking 2,848,500 shares on the Shares Availability Board

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

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

SHARE TRADING REPORTING PAGE ON CANOPY NOW LIVE

Growers have told us they want more information on shares and as part of that we're pleased to announce the launch of our new Share Trading Reporting page on the Canopy website. This page provides detailed information on both on-market and off-market trading, this is updated monthly to ensure that you have the most current data available.

Whether you are a current Zespri shareholder or are simply interested in the types of shareholders that are trading, our new page offers valuable insights for everyone. We invite you to visit the Canopy website and explore the new share trading reports page today.

If you have any suggestions on what you would like to see on this page, please send an email to shares@zespri.com and let us know.



Check out the new Share Trading Reporting page here: [Canopy > Supply & operations > Your orchard business > Shares > Share Trading Reporting](#)

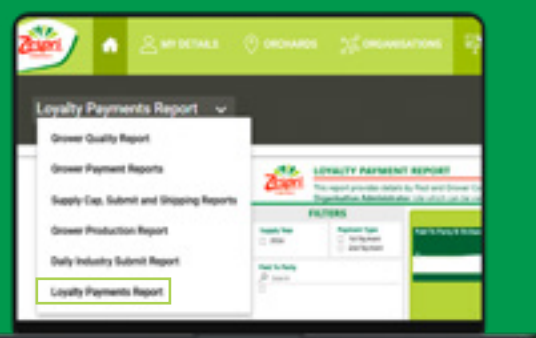


LOYALTY REPORTING NOW AVAILABLE ON THE INDUSTRY PORTAL

Alongside the two documents growers have received for their Loyalty payment, growers can also go to the Industry portal to view information for their Loyalty payment in the reports section.

If you select the '2nd Payment' filter, the data will reflect the combination of the Zespri Generated Invoice and Loyalty Remittance Advice. This report provides details by pool and grower code for the loyalty payment which was made directly to your nominated account.

If you participated in LaS, you're also able to see this converted to shares. Access to view these reports are available to individuals that have an Organisation Administrator role.



UNDERSTANDING THE ZESPRI GENERATED INVOICE AND REMITTANCE ADVICE FOR YOUR LOYALTY PAYMENT

Below is a summary of what to expect and how to understand the difference between the Zespri Generated Invoice that we created on your behalf and the payment remittance advice document.

- You should have received an invoice from Zespri (Zespri Generated Invoice). This document is created on your behalf so Zespri can process your Loyalty payment (if not participating in LaS) or the GST and rounding remainder (if you have opted in to LaS). This was supplied at an entity level and has a breakdown of your KPINs and payment by purchase pool type. Even

though this is an invoice, you don't need to pay anything (we are paying you). You will need to keep these as a record to pass on to your accountant.

- You should have also received a payment remittance advice. This was created when the payment was made and will show what Zespri paid you, and into which account. If you opted in to LaS, then the payment shows what amount of money was used to convert into Shares and the remainder paid is the GST and rounding for any part share.

Below are examples of the two documents which will help you understand what was issued and what was paid, as well as any information you will need to pass on to your accountant.



Example of a Zespri Generated Invoice.



Example of a payment remittance advice.

GROWERS WANTED FOR MPI KIWIFRUIT ORCHARD MONITORING PANEL

The Ministry for Primary Industries (MPI) Kiwifruit Orchard Monitoring Programme was re-established in 2023 for the Bay of Plenty region, funded by MPI, with in-kind support from NZKGI and Zespri.

Production and financial data are collected by Fruition Horticulture (BOP) Limited from kiwifruit orchard businesses who volunteer to join the survey panel. Anonymised data is used to prepare the Bay of Plenty regional kiwifruit orchard model.

Additional kiwifruit orchards are being sought to expand the survey panel in 2025. We are particularly seeking Green-only

and Gold-only orchards over two canopy hectares in the Bay of Plenty, growing conventionally.

Participants will receive an individualised confidential benchmarking report.

The benefits of the programme include:

- Having a regional Kiwifruit Orchard Model for the Bay of Plenty that tracks changes over time.
- Time series data for the production and financial performance of green and gold kiwifruit orchards.
- Better understanding of cost categories, such as labour.

- Access to data for orchard budgets and decision-making.
- Enable orchard businesses to assess and benchmark performance.
- Better communicate the financial status and performance of the industry with policymakers.



If you're interested in joining the survey panel, please contact Ruth Underwood at ruthunderwood@fruition.net.nz or phone 027 430 2408.





UPDATES

NZKGI GROWER ROADSHOW INDUSTRY UPDATES AND INSIGHTS

All growers are invited to the upcoming NZKGI roadshows.

This is a valuable opportunity to hear directly from NZKGI as we present key updates and reviews that impact our industry, including:

- Our new Kiwifruit Industry Performance report
- Maturity Clearance and Commercial Incentives reviews
- Water and Labour updates

Your voice matters, and your participation helps shape the future of our industry. We encourage all growers to attend, ask questions, and connect with other growers and NZKGI

representatives. KVH will attend to provide you with an overview of their current priorities including the importance of being prepared for responses by having an on-orchard biosecurity plan in place, and the latest emerging biosecurity threats.

To view when the roadshow will be in your region, www.NZKGI.org.nz.

Please mark your calendar - we look forward to seeing you there!



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).

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 Annual Meeting at 1pm at the same venue. Lunch will be available to growers between the AGMs.

NZKGI RELEASES NEW KIWIFRUIT INDUSTRY PERFORMANCE REPORT

Over the course of July, growers will receive NZKGI's new Kiwifruit Industry Performance report in the post. This updated report enhances NZKGI's previous industry reporting by providing more timely data, aligned with Zespri's financial calendar.

It also covers a broader range of data, accompanied by interpretation and commentary. This includes summaries, context and in-depth information to meet different growers' needs. For the first time, NZKGI has also included a traffic light system to help readers quickly identify areas of concern in our industry.

An electronic version of the report is available on the NZKGI website, alongside a deep dive into Maturity Clearance Services. To read the report, visit www.NZKGI.org.nz.



UPDATES

LOOK OUT FOR ALLIGATOR WEED

One of the world's most invasive plant species is threatening New Zealand's productive landscapes - including kiwifruit orchards.

Recent research led by AgResearch and supported by KVH, regional councils, and the Ministry for Primary Industries (MPI) is shedding new light on how to manage alligator weed, a persistent pest.

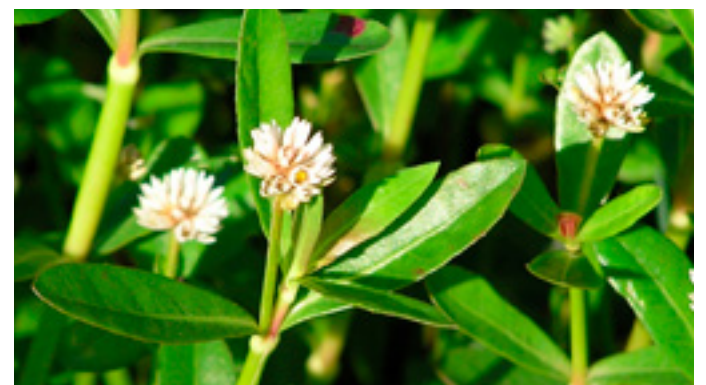
A new publication has been created covering its impacts, eradication, mitigation and management - including tips for what to do on-orchard.

Originally a problem in Northland's kumara plantations, alligator weed has spread to the Bay of Plenty, including

within kiwifruit orchards, and has also appeared across other regions of the North Island. Its spread is largely attributed to the movement of contaminated machinery and equipment. Because the plant reproduces vegetatively, even the smallest fragment can establish a new infestation, highlighting the need to clean machinery and equipment between orchards.

It poses a risk to kiwifruit growers as the weed's dense mats compete with crops for light, nutrients, and space, reducing yields and complicating orchard management. Its underground rhizomes are notoriously resistant to herbicides, making eradication difficult once established.

If you see alligator weed on your orchard, contact KVH at info@kvh.org.nz or your regional council.



Alligator weed and the distinctive white paper flower head on a stalk.

NEW PODCAST OUT NOW

Listen to KVH's latest Snapshot podcast featuring Andrew, KVH's National Operations and Compliance Officer, discussing efforts to control wild kiwifruit and reduce seed spread from orchards.

We also cover recent research on seed dispersal by mammals and birds, sharing key findings and tips for managing biosecurity risks.



KVH AGM

When: 9am, Thursday 21 August 2025

Where: Mercury Baypark, Mount Maunganui

RSVP: Not required - all welcome

Joining us after voting formalities will be Mike Inglis, Northern Commissioner at the Ministry for Primary Industries (MPI) to discuss the two recent fruit fly responses in Auckland and how kiwifruit industry personnel contributed to the successful outcome of both.

The NZKGI AGM will follow immediately after, and a bagged lunch will then be provided before the Zespri AGM at 1pm.

Member documentation and voting information will be emailed to growers early July and also made available on the [KVH website](http://www.kvh.org.nz).



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

What Gold3 males are available from the Budwood Coolstore for grafting this winter and summer?

We have three varieties of early flowering male available that can be booked using the link on our Budwood page in Canopy:

- MC79 – Earp
- MC352 – McLoughlin
- Mc482 – Muller

These males have all proven to work well in conjunction with M33. Our Muller has come from a psa free region in the South Island. If you miss the winter grafting window, they will be available in the summer window. We will announce any availability of M33 in the summer.

Can I see Loyalty Payment details via the Industry Portal?

Yes, you can view Loyalty Payment details via the Industry Portal. Now that Zespri pays all eligible growers directly, a new report is available within the Portal. This report includes a number of filters and provides more detailed information such as the Grower Number, Orchard Name, and associated post-harvest. Need help? Contact the Zespri Grower Service team at contact.canopy@zespri.com.

We have updated our bank account. Do we need to notify Zespri?

Yes, you will need to notify Zespri of any changes to your bank account details to ensure we pay you on time and into the right account. Please ensure the updated information is sent through to contact.canopy@zespri.com with a proof of account as soon as possible so we can update our records and avoid any delays with future payments.

If you are a shareholder, please note that Computershare maintains a separate system from ours. If you need to update your bank account, IRD number, tax details, mailing address, or communication preferences you'll need to complete a Computershare form to do so. This is available on Canopy here: <https://canopy.zespri.com/content/dam/new-canopy/nz/en/documents/basic/business/shares/Direct-Credit-Form.pdf>



UPCOMING EVENTS

22 AUG
- 1 SEPT

JOIN US AT OUR NEXT ROUND OF ZESPRI GROWER ROADSHOWS

Our CEO Jason Te Brake, members of our Executive and Market Team and Zespri Grower Directors will provide updates on the 2025 market performance, financial forecast, and a deeper look at Zespri global sales initiatives.

These meetings will be held in person, with an option to join online for the Te Puke Roadshow only. Please register for your preferred location here: <https://events.zespri.com/zespri-grower-roadshows-augustseptember-2025/registration/Site/Register>

If you have any questions, contact rachel.knowlson@zespri.com

DATE	TIME	LOCATION
Friday 22 August	2pm-4pm	Te Puna Te Puna Memorial Hall, 3 Te Puna Road, Te Puna
Monday 25 August	9am-11am	Te Puke The Orchard Church, 20 MacLoughlin Drive, Te Puke Online Viewing Available
	2pm-4pm	Katikati Fairview Golf Club, 34 Sharp Road, Aongatete
Wednesday 27 August	9am-11am	Waikato Mystery Creek Events Centre, Gate 2, 125 Mystery Creek Rd
	9.30am-11.30am	Awakeri Awakeri Events Centre, State Highway 30, Awakeri, Whakatāne
	2pm-4pm	Auckland PIA Event Centre, 55 Ward Street, Pukekohe
	4pm-6pm	Gisborne Midway Surf Life Saving Club, 40 Centennial Marine Drive, Awapuni
Thursday 28 August	9am-11am	Kerikeri The Turner Centre, 43 Cobham Road, Kerikeri
	10am-12pm	Ōpōtiki RSA, 103/105 Saint John Street, Ōpōtiki
	1.30-3.30pm	Whangārei Semenoff Stadium, 51 Okara Drive, Whangārei
	2.30pm-4.30pm	Paengaroa Paengaroa Community Hall, 4 Old Coach Road, Paengaroa
Friday 29 August	10am-12pm	Tauranga Tauranga Racecourse, 1383 Cameron Road, Greerton
Monday 1 September	11am-1pm	Motueka Top 10 Holiday Park, 10 Fearon Street, Motueka

ORGANIC GROWER TOWN HALL

11
SEPT

Where: Isabel Fraser, Zespri HQ meeting wing, in-person and online

When: Thursday 11 September, 1pm – 2.30pm

Please join representatives from Zespri's Grower, Supply, and Brand teams for an update as we meet the halfway mark for our 2025 Organic sales in key markets.

sharing the data of how flexible our fruit was this season in regards to meeting market demand vs market access. There'll be a Q&A session for growers at the end of the session.

This in-person and online session aims to provide growers with an overview of the current market demand and sales progress across both organic pools. We'll also be

Register here: <https://forms.office.com/r/YEnhEp78bq>

INNOVATION SYMPOSIUM

29
OCT

Where: The Atrium, 252 Ōtūmoetai Road, Ōtūmoetai, Tauranga

When: Wednesday 29 October

The 2025 Zespri Innovation Symposium is a chance for people from all areas of the kiwifruit industry to come together to hear about the latest in on orchard technology and supply chain innovation, new strategies for enhancing productivity and profitability, as well as new cultivar demand spaces and creating value through health research.

Attendees will also be able to engage in thought-provoking discussions, workshops and inspiring keynotes, with the event set to equip growers with the knowledge and tools needed to thrive in our ever-evolving industry.

What to expect:

- Inspiring keynotes from KPMG's Global Head of Agribusiness, Partner — Audit, Ian Proudfoot and Kantar Managing Partner Mark Kennedy
- Thought-provoking discussions
- Breakout sessions and hands on demonstrations
- Networking opportunities.

Register here: <https://events.zespri.com/is2025/registration/Site/Register>