

## FIRST SHIPMENTS OF 2026/27 NEW ZEALAND KIWIFRUIT SEASON ON THEIR WAY TO KEY MARKETS



Whero with Fresh Carriers Co. Ltd. captain Roger Gamaro. Photo credit: Jamie Troughton, Dscribe Media.

Zespri's first charters of the New Zealand kiwifruit season have departed the Port of Tauranga and are on their way to Japan, South Korea, China, and Europe.

The first charter, *Whero*, is carrying more than 775,000 trays, or 2,700 tonnes, of Zespri SunGold Kiwifruit, as well as 760,000 trays, or 2,790 tonnes, of Zespri RubyRed Kiwifruit, with the vessel due to arrive in Tokyo at the end of March before sailing on to Kobe, with its final destination being Busan in South Korea.

The second charter of the season, *Kowhai*, left Tauranga a few days after the first shipment and is on its way to Shanghai in China. Zespri's first charter vessel to Europe for the 2026/27 season, *Baltic Heather*, departed Tauranga in the third week of March.

These are the first of 60 charter vessels Zespri will use this season to ship another expected record crop from New Zealand of around 220 million trays, or 792,000 tonnes, of Zespri Green, SunGold™, and RubyRed™ Kiwifruit to more than 50 markets around the world.

Charter vessels allow Zespri to carry more fruit and provide greater certainty by sailing directly to market without calling on other ports en route, with remaining volume shipped using container services.

Zespri CEO Jason Te Brake says the departure of the first charter is always a milestone moment for the industry.

"There's always a lot of pride in getting our first ship away and the *Whero's* departure marks an important step in the work we'll do this season to deliver another large crop of high quality Zespri Kiwifruit to our markets.

"Recent global developments highlight that we're operating in an increasingly complex and unpredictable environment," says Jason.

"While Zespri continues to use the Panama Canal for shipping to Europe, we are closely monitoring the evolving situation and the impact on oil prices to manage the flow-on effects as well as we can for growers and shareholders.

"Each season we work closely with our long standing shipping partners to get our fruit to market and we remain confident in our shipping plan which uses a mix of container and charter vessels.

"We're working with our partners to have appropriate contingencies in place to respond to what we expect will remain an uncertain environment, to ensure we're positioned to deliver the season well.

"Our customers in market are looking forward to receiving fruit this season to meet strong demand. Our sales teams have also been preparing marketing campaigns to support a strong start to the season and to help maximise the value returned to growers."



Zespri Kiwifruit being loaded on board *Whero* at the Port of Tauranga.

### IN THIS EDITION

#### LOYALTY AS SHARES AND DIVIDEND AS SHARES: ELIGIBILITY CHANGES

Growers and shareholders with one share or less per tray of production (a share ratio equal to or less than 1:1) at the end of the opt-out period of 24 June 2026 will be eligible for LaS and DaS this year.

See **page 3** for more on the eligibility criteria, opting in and out of the schemes, key dates, and FAQs.

#### 2026 LICENCE RELEASE: ARE YOU READY?

Our 2026 Licence Release auctions are just around the corner. If you're taking part, make sure you read the updates on **page 4** for key information ahead of participating in the auctions.

#### SPOTLIGHT ON MARKET GROWTH IN EU

Europe is on track to sell more than 100 million trays of kiwifruit for the first time in 2025/26 (including New Zealand and ZGS fruit), generating NZ \$ 2.6 billion in revenue.

See **page 7** for a look at what's driving Zespri's growth in the EU market.

## INITIAL OGR GUIDANCE FOR 2026/27 SEASON RELEASED

The Zespri Board has approved the first OGR guidance to growers for the 2026/27 season, providing an early view of expected returns as the new season gets underway.

The initial guidance includes opening forecast returns at similar levels to the 2025 season. This reflects positive demand, the removal of US tariffs and factors in assumptions about the cost of bunker fuel and freight based on the latest information available, as well as the estimated impact from the conflict in the Middle East, allowing for the potential of wider supply chain disruption.

CEO Jason Te Brake says that while it's a dynamic geopolitical environment, the 2026/27 season has started well with the industry making good progress with harvest, supporting a fast start with another large crop of around 220 million trays to sell.

"Our Zespri RubyRed Kiwifruit harvest is close to finished, with almost all of this season's five million trays now packed. With RubyRed volumes up from around three million trays last year, our sales programmes have extended to include Australia, Vietnam and Canada for the first time. The Zespri SunGold Kiwifruit harvest is also now underway.

"Despite heightened geopolitical uncertainty from the ongoing tension in the Middle East, our shipping programme is tracking well, with fruit moving steadily into market.

"We have a strong pipeline of vessels arriving in New Zealand over the coming weeks and continue to work with our longstanding shipping partners on monitoring the expected impact of freight costs," says Jason.

"Our initial guidance reflects positive demand for our fruit and the removal of US tariffs, while factoring in assumptions about the cost of bunker fuel and freight based on the latest information available as well as the estimated impact from the conflict in the Middle East, allowing for the potential of wider supply chain disruption.

"Downside risks may include the potential for slower sales rates and potential impacts to demand or market mix if we experienced market-related impacts from this conflict, which we are not seeing yet but have allowed contingency for in our forecasts."

Zespri is also anticipating that it will see continued movement in its foreign exchange positions this season due to the changing environment, with its initial guidance reflecting positive movements with the Euro and Chinese Yuan, offset by downwards movement in its position with the US Dollar, Japanese Yen, and Korean Won.

Jason notes the March guidance is a preliminary forecast, with forecasts updated through the year when there is a firmer view of

fruit and market performance, as well as on the scale and duration of the conflict in the Middle East.

"While we don't sell a lot of fruit in this region, we are closely monitoring the flow-on impact associated with this conflict," says Jason.

"We've made an encouraging start to this season's harvest despite the uncertainty we're seeing within the global geopolitical landscape, and growers are focused on delivering fruit so that we can start our season strongly. Our initial forecast guidance reflects the strong position we're in and the resilience within our supply chain as we seek to navigate a very dynamic geopolitical environment."  
*Nathan Flowerday, Zespri Chairman*

Pools (Fruit Categories)	2026/27 March OGR guidance (per tray)	2025/26 February Forecast (Per Tray)	2026/27 March OGR Guidance (Per Ha)	2025/26 February Forecast (Per Ha)
Zespri Green	\$9.25 - \$10.75	\$10.00	\$97,000 - \$112,000	\$115,558
Zespri Organic Green	\$12.50 - \$14.50	\$13.40	\$85,000 - \$99,000	\$99,814
Zespri SunGold Kiwifruit	\$10.75 - \$12.75	\$11.70	\$172,000 - \$204,000	\$182,634
Zespri Organic SunGold Kiwifruit	\$14.50 - \$16.50	\$15.84	\$183,000 - \$208,000	\$181,234
Zespri Green14	\$9.00 - \$11.00	\$9.69	\$63,000 - \$77,000	\$67,371
Zespri RubyRed Kiwifruit	\$15.00 - \$17.50	\$15.86*	\$104,000 - \$121,000	\$77,524

\*The 2025/26 February forecast for Zespri RubyRed Kiwifruit included 46s as standard supply, the restated OGR excluding 46s for comparison is \$19.87.



## JASON'S VIEW

*Hi everyone,*

I want to start by thanking all our growers, post-harvest operators, and our teams for the hard work that's been put in to get our season off to a fast start. Launching our sales programmes early really matters – it sets us up to sell well, protect fruit quality, and ultimately deliver the best possible outcomes for growers.

One of the standout features of the past month has been the progress we've made across our early varieties. Our Zespri RubyRed Kiwifruit harvest is virtually complete, with almost all of this season's five million trays packed. Volumes are well up on last year, with sales programme expanding into new markets including Australia, Vietnam, and Canada, alongside broader distribution in the United States. This expansion reflects growing consumer interest in RubyRed, which plays an important role in building early excitement for the season ahead.

Our Zespri SunGold Kiwifruit harvest is also well underway, supported by favourable maturity progression and solid pack out rates. A fast start to our sales programmes with good early fruit creates value across the pool and reduces the risk of quality challenges later in the season – something we're very focused on after the lessons of recent years. It's been pleasing to see how quickly fruit has been moving through the system, reflecting the effort and coordination across orchards, post-harvest, and logistics.

Our shipping programme has made a solid start, with fruit moving steadily into market using a mix of charter and container vessels. At the same time, we're very conscious of the environment we're operating in, with the ongoing tension in the Middle East creating volatility in fuel markets and broader supply chains. We're working alongside our shipping partners and government agencies to understand potential scenarios and ensure we're as well prepared as possible to manage risks and protect grower returns.

We have also released our initial OGR guidance for the 2026/27 season, with forecast returns broadly in line with the 2025 season. The guidance reflects positive underlying demand for our fruit, the removal of US tariffs, and updated assumptions around freight and bunker fuel costs based on the latest information available. Given the global environment, the Board has taken a prudent approach, with widened ranges for our RubyRed and SunGold categories to reflect the uncertainty we're navigating and we've factored in an initial lift in freight costs, although this will clearly be determined by the length of the disruption. Forecasts will continue to be updated as the season progresses and we gain greater visibility on sales performance and external conditions, and I'll provide more detail and be available to answer questions at our **Virtual Grower Town Hall on Wednesday 1 April at 5:45 pm.**

The uncertainty we're seeing now is something that is likely to be more common. When we set our 2035 Strategy, we were very clear that the operating environment ahead would be more complex and more challenging than what the industry had experienced in the past. Increased geopolitical uncertainty, pressure on global supply chains, and greater volatility in input costs were all realities we expected to face. That's why resilience and adaptability sit at the heart of our strategy.

Our three strategic drivers – unleashing brand led demand, transforming our global supply, and creating the product portfolio of the future – are designed to work together to help us navigate exactly these conditions. A strong, premium brand gives us pricing power and customer loyalty in uncertain markets. A more flexible and resilient global supply network helps us manage risk and respond to disruption. And a diversified, differentiated product portfolio supports growth and value creation over the long term.

Our focus right now is firmly on delivering this season well. Strong performance across our fundamentals underpins our ability to invest in the future and progress our strategy, even when conditions are challenging.

The next few weeks will be critical as volumes continue to build in market and sales programmes ramp up. With the season off to a solid start, clear priorities around quality and early sales, and a continued collective effort, we'll be well placed to navigate the uncertainty and capture the opportunities ahead.

*Jason Te Brake*

Chief Executive Officer

# GROWN FOR GOOD: UNLEASHING BRAND-LED DEMAND, CREATING SUSTAINABLE VALUE FOR CUSTOMERS AND GROWERS



Zespri's Chief Marketing Officer, Kok Hwee Ng.

Zespri's Chief Marketing Officer, Kok Hwee Ng, unveiled our refreshed brand platform, *Grown for Good*, at this year's Momentum. In this edition of *Kiwiflier*, we ask her about the thinking behind *Grown for Good* and how it supports Zespri's 2035 strategy and ambition to become the world's healthiest fruit brand.

## WHAT IS *GROWN FOR GOOD* AND WHY WAS NOW THE RIGHT TIME TO REFRESH ZESPRI'S BRAND PLATFORM?

*Grown for Good* is an evolution of our brand that builds on the strong foundations of our previous platform, *Make Your Healthy Irresistible*, which was launched in 2020. That platform has served us well, and today the Zespri label stands for quality, taste and nutrition.

In 2025, our fruit reached a record 116 million consumer households around the world, and Zespri is now the number one fruit brand in our core 15 markets for the second year in a row. We know consumers are choosing to pay more for Zespri, recognising the quality and value we deliver, which helps return strong value back to our growers.

As we look ahead to 2035 and our ambition to become the world's healthiest fruit brand, now is the right time to refresh our platform to reflect changing consumer and societal expectations. We've also seen competition intensify, with many increasingly replicating elements of the Zespri model and investing more heavily in brand building. That's making the fruit category more cluttered and harder for Zespri to stand out.

This is our opportunity to lift the bar. Modern living has created a world where many people are overfed but undernourished, a quiet crisis known as hidden hunger. As the leading fruit brand, with one of the world's most nutrient dense fruits, we believe we have both an opportunity and a responsibility to act.

*Grown for Good* is about championing nutrition in a world facing hidden hunger - nourishing consumers while creating sustainable value for customers and growers.

## HOW WILL THE REFRESHED BRAND PLATFORM SUPPORT ZESPRI'S 2035 STRATEGY?

Zespri's 2035 strategy is supported by three key drivers – unleashing brand-led demand,

transforming global supply, and creating the product portfolio of the future. We will unleash brand-led demand through *Grown for Good*, our new brand platform.

We will continue to build a globally iconic brand that's loved for natural nutrition, supported by three key actions.

First, creating desirability for the Zespri brand – one that is relevant, emotionally resonant and authentic, motivating consumers to choose Zespri and pay a premium for our fruit.

Second, expanding our brand availability and visibility – ensuring Zespri stands out wherever consumers shop, making it easier for them to choose our fruit.

Third, delivering the best product experience – which is ultimately about having the best quality, nutrient dense kiwifruit available, exciting consumers to choose kiwifruit on more occasions, supported by the best and most sustainable packaging.

## WHAT DOES *GROWN FOR GOOD* MEAN IN PRACTICAL TERMS FOR HOW ZESPRI SHOWS UP IN MARKET?

*Grown for Good* will be launched globally in phases from this season, starting with core markets such as Europe, Greater China, and continuing work in Japan.

To truly become an iconic brand delivering long-term societal impact through natural nutrition, we know our actions must go beyond advertising. We'll focus on building broader awareness of hidden hunger, highlighting what's broken in nutrition and empowering consumers to make better eating choices.

This includes scaling up our nutrition literacy efforts and leading with science backed communications and innovation, such as our EU Commission approved Green kiwifruit health claim. Alongside this, we'll continue to engage shoppers with clear nutrition and health messages, while never losing sight of the fundamentals – delivering a great tasting, high-quality product experience.



The KiwiBrothers starring in the *Grown for Good* brand video.

# CHANGES TO LOYALTY AS SHARES AND DIVIDEND AS SHARES ELIGIBILITY

The Board have confirmed that Loyalty as Shares (LaS) and Dividend as Shares (DaS) share offers will be available again in 2026. Growers and shareholders with one share or less per tray of production (a share ratio equal to or less than 1:1) at the end of the opt-out period on 24 June 2026 will be eligible for LaS and DaS this year. Further eligibility criteria applies, as set out in the offer documents.

Applications will open via the Industry Portal at 8 am, Thursday 21 May and will close at 5 pm, Thursday 4 June 2026.

There are two main reasons for the eligibility change:

- 1. Shareholder Alignment:** The purpose of LaS and DaS is to provide unshared or under-shared growers with the opportunity to purchase shares in Zespri, improving alignment between shareholding and production. The 1:1 eligibility cap supports this goal. In 2025, more than half of LaS and DaS shares went to shareholders above 1:1.
- 2. Capital Management and Dilution:** Share issues may raise surplus capital and can dilute non-participating shareholders' ownership levels in Zespri through the issue of new shares, which was a key concern raised by the industry. Restricting the number of eligible growers will help manage these concerns.

If you participated in 2025 or are considering participation this year, please review the updated guidelines to understand how these changes may affect your eligibility for future allocations.

Further eligibility details will be provided in the relevant Offer Documents which will be published on 1 May 2026, ahead of the LaS and DaS offer periods.

Refer to the *Product Disclosure Statement (PDS)* on [Canopy](#) for an offer of ordinary shares in Zespri Group Limited. This document gives you important information about this investment to help you decide whether you want to invest in Zespri Group Limited shares. The PDS can also be found at <https://disclose-register.companiesoffice.govt.nz>, under offer number OFR13848. You should seek independent professional advice before making any investment decision.

Subject to Board approval and the uptake of LaS and DaS in 2026, a buy-back may take place later this year for growers wishing to sell shares and to help reduce the dilution from the LaS and DaS issues.



## CORRECTION: LAS AND DAS ELIGIBILITY CRITERIA

There was an error in last month's *Kiwiflier* which noted that LaS and DaS eligibility would be measured at the end of the offer period. **Rather, eligibility will be measured at the end of the opt-out window (5 pm on 24 June 2026).**

## KEY DATES

<b>1 May 2026</b>	60-day notice sent to shareholders and offer documents available on Canopy.
<b>20 May 2026</b>	Board announces indicative strike price range based on the 2026 Independent Valuation.
<b>8 am, 21 May - 5 pm, 4 June 2026</b>	<b>Zespri LaS/DaS offer period open.</b> Applications open via the Industry Portal. Eligible growers may opt-in to LaS and/or DaS or may opt-out if they have been previously opted in.
<b>15 June 2026</b>	Loyalty payment 2 (cash payment for those not opting into LaS).
<b>17 June 2026</b>	Strike price announcement date based on independent valuation.
<b>8 am, 18 June - 5 pm, 24 June 2026</b>	<b>Opt-out window:</b> Growers can opt-out of LaS and/or DaS if they have opted in previously but don't like the strike price, or if they wish to leave LaS and/or DaS for any other reason.
<b>Late June 2026</b>	Decision on whether to proceed with a buy-back once LaS and DaS share numbers are confirmed.
<b>30 June 2026</b>	Loyalty payment (cash payment for those that have opted into and then opted out of LaS). The GST component and rounding remainder will also be paid on this date for those that have opted into LaS.
<b>5pm, 3 July 2026</b>	Dividend record date (two weeks prior to the dividend payment). This is a snapshot in time of the Zespri share register which determines eligibility for the dividend.
<b>13 July 2026</b>	Zespri issues shares under LaS to those who have opted in.
<b>17 July 2026</b>	Zespri issues shares under DaS to those who have opted in and pays cash dividend to those who have partially opted in or haven't opted in.
<b>Late August - September 2026</b>	Proposed time range for buy-back to take place.

NOTE: These dates are current as at the date of publication but are subject to change.

### DISCLAIMER:

The information on this page is intended for New Zealand kiwifruit producers who may be eligible to hold Zespri shares. It is not financial advice or a recommendation or offer to purchase Zespri shares. You should seek independent professional advice before making any investment decisions.

## OPTING IN FOR LAS AND DAS

Offer documents for LaS and DaS will be available on Canopy from 1 May 2026. All current Zespri shareholders will receive a 60-day notice (including the offer documents) which will be sent by Computershare Investor Services to the communication preference held by Computershare (an email address or a physical mailing address). To check your Computershare communication information, contact Zespri who can check or call Computershare directly on 09 488 8777.

### Checking your 'opt-in' status for LaS and DaS

Growers and shareholders should check their LaS/DaS opt-in status, as eligibility has changed this year. The mid-April Annual Measurement Date updates historical production to include your 2025 trays, which may affect your share ratio and eligibility, so it's worth making sure you understand your current position.

Not sure whether you're still opted in to either scheme this year? Get in touch with Zespri and we can confirm your status. It's the easiest way to check if you meet the updated requirements and to avoid missing out if something has changed (for example, your entity details or share ratio).

## FAQS

### LAS PARTICIPATION

**Q: I opted into LaS last year (2025) and my Grower number (5th digit) in 2024 and 2025 hasn't changed. Will I remain in the LaS scheme this year?**

Yes, you will remain opted in for this year unless you choose to opt out.

**Q: I opted into LaS last year (2025) for the 2024 season crop, but my grower number (5th digit) changed for the 2025 season crop — which is the crop that will receive the Loyalty payment in 2026. What do I need to do?**

If you have a change in grower number (5th digit), you will need to opt in again. Changing the supplier, the name of your entity that supplies fruit to Zespri, or the packhouse you supply fruit through, typically means you will receive a new grower number from the previous season. If you opted in for last year's LaS which was paid on the 2024 season crop, you will need to opt in again this year. For example, if your packhouse moved from one supply entity to another, this requires a new grower number. If you are unsure, we recommend you call Zespri prior to the opt-in window opening to check.

**Q: I opted into LaS last year but my current ratio is higher than 1:1.**

At the end of the opt-out window, Zespri will check all growers' ratios. If you are

above one share per tray of production (1:1) at this time, Zespri will opt you out.

**Q: I wasn't entitled for last year's LaS, but I am the titleholder of the 2025 crop that was supplied to Zespri and I want to participate in the LaS scheme this year. What do I do?**

You will need to opt in this year for your 2025 grower number when the offer period is open (8 am, 21 May - 5 pm, 4 June 2026).

### DAS PARTICIPATION

**Q: I opted in to DaS last year but I want to change my percentage participation this year. What do I need to do?**

You will need to go back into the Industry Portal this year and edit your percentage when either the offer window is open (8 am, 21 May - 5 pm, 4 June 2026) or when the opt out window (8am, 18 June - 5pm, 24 June) is open.

**Q: I opted into DaS last year, what do I need to know this year?**

You will remain opted in for this year unless you choose to opt out, or are no longer eligible to participate. For instance, if you are not a producer anymore, you're over the 1:1 ratio, or the orchard Share cap has been fully utilised (6:1), then Zespri will opt you out at the end of the opt-out window (8am, 18 June - 5pm, 24 June).

## WHAT'S NEXT?

The Zespri Board will announce the indicative share price range on **20 May 2026**, prior to the offer period opening. Once the offer period is open (**8 am, Thursday 21 May until 5 pm, Thursday 4 June 2026**), applications to opt-in to LaS and DaS will need to be submitted online via the Industry Portal.

**NOTE:** We recommend you access Canopy and the Industry Portal prior to the window opening to ensure you can log in. There are

easy to follow guides to help growers through the application process which can be found on the [Loyalty as Shares and Dividend as Shares page](#) on Canopy. These cover:

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



## INTERESTED IN LEARNING MORE ABOUT ZESPRI SHARES?

If you are interested in learning more about Zespri shares, the Investor Relations Team at Zespri is ready to help. This can be over the phone or by coming into the Zespri head office. Book in a time by scanning the QR code or calling 07 572 6402. Details on eligibility, purchasing process, and benefits are available in the March issue of *Kiwiflier*.



## INVESTOR RELATIONS TEAM SUPPORT

The Zespri Investor Relations Team is available to support growers and shareholders with clear, accessible information about share ownership. If you need assistance, please don't hesitate to contact us on 07 572 6402 or email us at [shares@zespri.com](mailto:shares@zespri.com). **We are here to help you.**



# 2026 LICENCE RELEASE UPDATES

The application period for pre-approval to bid in the 2026 licence release closed on Friday 6 March, and the validation process is now in its final stages.

## NEXT STEPS

Once validation is complete, approved applicants will receive a 'Confirmation of Approval to Bid' email from Cooney Lees Morgan. This email will outline the approved applicant entity and the maximum and minimum (where applicable) number of hectares you're eligible to bid for.

Separate approval emails will be sent for each licence auction and for each applicant entity.

Please note:

- A 'Confirmation of Approval to Bid' does not commit you to participating in the auction(s).
- The approval to bid email will contain the maximum hectares you have been approved to bid for. You may reduce this amount in each round of bidding. However, once reduced, hectares cannot be increased — they can only be maintained or reduced further.
- The approval to bid email will also contain the minimum area you are able to bid for. Bidders in both Red80 auctions are reminded of the 0.50-hectare minimum bid area, unless approved for less in accordance with the rules. The auction platform has the minimum area built in and bid areas cannot be reduced below the approved minimum.

## AUCTION LOGIN DETAILS

Closer to the auction dates, all approved bidders will receive login details for the live auction websites and the practice auction website. The three auctions are independent from each other and carried out on different days using separate website links. Applicants will receive separate login details for the relevant auction website.

Bidders will continue to receive updates from the Zespri Licence Team via email, along with access to helpful resources and supporting documents on the ['Buying a Licence'](#) page on Canopy.

We strongly encourage all bidders to take part in at least one of the three practice auctions. More details on the practice sessions can be found below.

## PRACTICE AUCTIONS

Three practice auctions will be held for approved bidders on the below days:

- Tuesday 14 April – auction website opens 11.30am, round 1 bidding commences 12.50pm
- Wednesday 15 April – auction website opens 5pm, round 1 bidding commences 6.20pm
- Thursday 16 April – auction website opens 5pm, round 1 bidding commences 6.20pm

Login details for the practice auctions are separate from the live auctions and will be sent to all approved bidders following the approval to bid emails.

The practice auctions will provide bidders the opportunity to familiarise themselves with the auction software and layout, and practice pre-set and live bidding options. It is highly recommended bidders attend at **least one** practice auction.



## SALE OF LICENCE (UNGRAFTED AND GRAFTED)

All licence holders are reminded that any licence allocation must be fully grafted/planted and a commercial crop submitted before any licence transfers or sales can be considered and approved.

Where licence is not grafted/planted substantially or in full by the graft by date stated, licence holders are at risk of losing their licence allocation under Clause 4 of the relevant Licence Agreement.



## PRE-SET BIDDING

The licence auction software offers two bidding methods – live bidding and pre-set bidding. These are either/ or options – once you choose pre-set bidding and the auction begins, your pre-set bids **cannot be amended** and you cannot switch to live bidding.

The auction websites will open one week prior to each auction. Pre-set bids can be entered and amended at any time during that week, right up until the auction start time at 9 am.

### Benefits of pre-set bidding

Pre-set bidding can be useful in several situations, including when:

- You want the flexibility to step away and let the auction run without monitoring it throughout the day;

The graft by dates for the 2026 licence auctions are as follows:

- Red80 Restricted: 31 January 2027
- Red80 Unrestricted: 31 January 2028
- Gold3 Unrestricted: 31 January 2029

For more information on selling your licence, head to [Canopy > Supply & operations > Your orchard business > Licences > Selling a licence](#) or contact the Licence Team on 07 572 6440 or [licence@zespri.com](mailto:licence@zespri.com).

- You know in advance that you'll be unavailable on the auction day;
- You need to bid on behalf of multiple entities in the same auction; and
- You want to set multiple bid layers at different price points to suit your budget.

If your pre-set bid is higher than the final closing bid, you will only pay the **closing bid price**, not your pre set amount.

Further information on pre-set bidding can be found in the **Bidder Manual** on the [Buying a Licence](#) page on Canopy. You're also encouraged to contact the Licence Team on **07 572 6440** with any questions.

## APPLICATIONS WITHOUT A KPIN

For bidders who submitted a 'no KPIN' application in the Red80 Unrestricted or the Gold3 Unrestricted auctions, the Licence Team will contact you following the auctions to confirm your allocation intentions. You will have until **30 October 2026** to provide a KPIN and/or property where the licence will be allocated. Bidders who did not provide a property at the time of application must be the landowner of the property

eventually identified, or the lessee, provided they meet the lease requirements.

### Lease requirements

- The lessee and the landowning entity must have essentially the same ownership (as determined solely by Zespri);
- The lease agreement must have a minimum term of seven years at the time of signing; and
- All fruit and service payments must be paid to the lessee.



## RED80 RESTRICTED REQUIREMENTS

Bidders in the Red80 Restricted auction are reminded of the below key requirements prior to participating in the live auction:

- Where Red80 licence is purchased through the Restricted auction, the equivalent amount of Red19 licence held by the bidding entity will be surrendered back to Zespri.
- The graft by date for the Red80 Restricted licence is 31 January 2027. This date allows for both a winter and summer grafting window. Grafting extensions will not be permitted except in extenuating circumstances.

- Restricted Red80 licence can be grafted and grown concurrently on the same orchard as the existing Red19, or on another orchard owned by the same bidding entity for a limited period. Growing the Red80 and Red19 licence concurrently allows for one further Red19 crop to be harvested. The Red19 must be removed by 30 June 2027. There will be no extensions for the concurrently grown areas.

The Licence Application Overview and Rules (LAOR) for all three licence auctions are available on the [Buying a Licence](#) Page on Canopy.

## SHARE TRADING HALT

Zespri intends to halt trading of ZGL shares on the Unlisted Securities Exchange (USX) from 5 pm Tuesday 28 April 2026 to allow for the 2026 Zespri auction process, which will run from 29 April to 1 May. Zespri will announce the preliminary revenue range on Friday 1 May 2026 and share trading will resume at 9 am on Tuesday 5 May 2026.

## KEY 2026 DATES

DATE	DETAILS
7 April onwards	Cooney Lees Morgan notifies applicants of approval to participate
14 - 16 April	Practice auction(s) held for approved applicants on 14, 15, and 16 April
29 April	Red80 Restricted Cutover auction commences at 9 am on Wednesday 29 April 2026
30 April	Red80 Unrestricted auction commences at 9 am on Thursday 30 April 2026
1 May	Gold3 Unrestricted auction commences at 9 am on Friday 1 May 2026
12 May	Deposit of 25 percent of the licence purchase price due to Zespri for payment
3 July	Final licence settlement monies due to Zespri for payment

## LICENCE TEAM SUPPORT

The Zespri Licence Team is available to provide support and guidance throughout the licence release process. If you need assistance or have any questions, you can call them on 07 572 6440, or email [licence@zespri.com](mailto:licence@zespri.com).

We're here to support you and make the process as hassle-free as possible.

# WORK BEGINS ON POTENTIAL DEFERRED PAYMENT SHARE OFFER

Last month we shared the proposed roadmap towards the updated share alignment target of at least 80 percent of New Zealand growers owning shares in Zespri by 2035.

Increasing the number of growers who own shares is a priority; it is critical to the unity and stability of the industry, helping put us in a position to make commercial decisions that support growth in the context of an increasingly competitive and uncertain global environment.

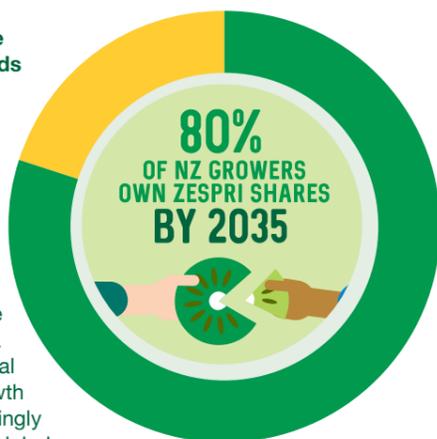
One of the first pieces of work to come from this roadmap is the exploration of our ability to deliver a targeted deferred payment share offer in 2027 which is limited to 5,000 shares per eligible entity.

This option was suggested by growers during consultation when it became clear that the primary barrier preventing unshared growers from purchasing shares is financial circumstances.

We are currently assessing the feasibility of a deferred payment option, considering regulatory requirements, cost, complexity, and the potential impact on the wider shareholder base.

To ensure the effort is worthwhile, we are also gauging interest among unshared and under-shared growers who will be the target for the initiative. Their response will be an important factor in determining whether the offer proceeds. At this stage, if we proceed the intention is for the option to be open to New Zealand Producers with half a share or less per tray of production (equal to 0.5:1 or lower) to a maximum of 5,000 shares per Producer.

Note, even if Zespri meets feasibility requirements, a deferred payment share offer will require Board approval.



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A briefing document further outlining the draft terms of the potential offer is available on Canopy on the 'Share Alignment' page. Please note: The terms outlined are draft and subject to change. If a deferred payment share offer goes ahead, the offers will be made under the Financial Markets Conduct Act 2013, and further details including eligible participants and applicable terms and conditions will be released at a later point in time.

To attend an information session to find out more about deferred payment and other shares initiatives, please reach out to the Zespri Investor Relations Team on 07 572 6402 or email [shares@zespri.com](mailto:shares@zespri.com).

## FRUIT QUALITY UPDATE: ZESPRI RUBYRED KIWIFRUIT



Due to a large volume of fruit harvested under the firmness dispensation, this presents a potential risk for Zespri RubyRed Kiwifruit.

### ONSHORE QUALITY

This year, brix and dry matter accumulations for Red19 were slower than usual, and flesh colour development was behind last season. As a result, harvest was delayed for several maturity areas.

Combined with the lowest firmness observed in five years, a number of maturity areas required a firmness dispensation to harvest. With 90 percent of the harvest completed, 68 maturity areas have been harvested under the firmness dispensation, in contrast to only 14 for the whole of last year and two in the year before.

Fruit harvested under the firmness dispensation presents a risk due to higher susceptibility to develop into soft fruit, overripe fruit, and experience rots and skin dehydration. Seasonal weather conditions will have contributed to the lower firmness being observed. There could also be other factors contributing to this outcome, so we've launched a review to understand whether any changes should be proposed at an industry level to help mitigate future low-pressure risk.

Despite the higher soft risk this season, most of the audits completed by Zespri's Quality Assurance team have met Zespri export standards. The main onshore quality concerns so far have been a higher level of grey spots and shape-related cosmetic defects, which have contributed to a higher level of audit fails. More flesh damage is also being reported than in the previous three seasons. Overall, onshore quality is currently worse than in 2025.

### OFFSHORE QUALITY

Early in-market quality checks completed in the past two weeks show slightly higher overall defects than at the same time in the previous two seasons.

The China market has reported a lower average defect, in line with previous seasons. However, Japan has reported a higher defect driven by higher percentages of soft and overripe fruit. Given that no stock build up is anticipated for the initial arrivals, potential quality issues are not expected in the early sales window. Any effects related to lower firmness would show later in the season.

Zespri in-market and quality teams will work closely to manage any potential quality risks. This will include using harvest data, onshore quality checking results, and other relevant data to identify any high-risk lines and prioritise delivery to the right customers.



## CREATING THE PRODUCT PORTFOLIO OF THE FUTURE:

# A NEW GREEN CULTIVAR

Zespri's refreshed strategy is built around a clear ambition: to become the world's healthiest fruit brand. Achieving that requires a portfolio of products that meet evolving consumer needs, are resilient in the face of a changing climate, and deliver strong returns for growers into the future.

Green is still the largest kiwifruit category by volume globally, representing approximately 70 percent of global kiwifruit volume, and consumer awareness of green

kiwifruit's health benefits is growing. The scale of the green category remains an opportunity for Zespri, but also for our competitors, and we are seeing the emergence of competitor green varieties. Commercialising a new green kiwifruit cultivar is a priority for Zespri.

Hayward has been the foundation of our industry for almost 100 years. However, its variable performance, increasing commoditisation, lower yields in warmer winters, and reliance on hydrogen cyanamide all potentially limit what Hayward might deliver going forward.

Careful volume management has helped sustain green returns in recent years, and we can continue to deliver returns with limited volume in a growing category, but this opens the door to our competitors.

The category is advancing quickly, and competitors are not standing still. As a single desk exporter, Zespri carries a responsibility to protect and grow long-term industry value. That means being proactive, not reactive. Long-term growth of Zespri Green requires a cultivar that drives greater demand and sells additional volume at the right value.

We are focused on delivering a new green cultivar that would better position Zespri to compete, unlock demand we currently cannot capture, and which can integrate into the existing portfolio. It needs to deliver to the classic Zespri Green experience but be higher yielding, more climate resilient, more profitable on-orchard, and more consistent for our customers and consumers.

We are targeting a commercialisation decision within the next one-to-two years. The timeline will depend on identifying and addressing risk areas, building confidence through ongoing trial outcomes, and assessing market signals for incremental demand in the category.

Importantly, as part of the commercialisation process, we will work with existing green growers to develop the details of introducing a new cultivar, having transparent conversations about the category approach and focusing on making sure there is a clear role for all as the category evolves.

Commercialising a new green is central to strengthening our core business, reinforcing Zespri's market position, and securing the long-term value of the category.



## FROM THE MARKETS

# 2026 NEW ZEALAND SEASON KICKS OFF

The 2026 New Zealand season is now officially underway, with the first deliveries of Zespri RubyRed Kiwifruit arriving in China.

Sales programmes have also commenced across other key markets including Korea, Japan, Taiwan, Hong Kong, and Singapore. Australia and Canada are preparing for their first season offering Zespri RubyRed Kiwifruit to consumers. More than five million trays

of Zespri RubyRed Kiwifruit are expected to be delivered this season, representing a significant increase on last year.

The first Zespri SunGold Kiwifruit charters are now on their way to China, Japan, and Europe, following a strong start to the 2026 harvest. Zespri SunGold Kiwifruit sales are about to commence in both China and Japan, and Zespri expects to export around 218 million Class 1 trays across the 2026 season.



# ZESPRI NORTHERN HEMISPHERE SALES REMAIN ON TRACK

The 2025 Zespri Northern Hemisphere season continues to progress well.

As at mid to late March, ZGS Zespri SunGold Kiwifruit sales programmes are almost complete, with 23.6 million trays delivered. Programmes in Japan and Korea have now concluded successfully, with the remaining ZGS Zespri SunGold Kiwifruit volumes continuing to be sold in Europe.

ZGS Green sales, largely focused in Europe, are tracking to plan with more than five million trays now delivered and nearly two thirds of the season programme complete. ZGS Green sales are scheduled to continue through to the start of the New Zealand season.

# ZESPRI RUBYRED KIWIFRUIT EXPANDS; LAUNCHES IN THREE NEW MARKETS

More than five million trays, or 18,000 tonnes, of Zespri's RubyRed™ Kiwifruit are now available for consumers across 16 markets this season.

The increased volume, up from three million trays last year as more orchards produce commercial volumes of fruit, will see consumers in Australia, Vietnam, and Canada able to enjoy the sweet berry-like taste of Zespri's RubyRed Kiwifruit for the first time.

CEO Jason Te Brake says Zespri RubyRed Kiwifruit continues to prove popular with consumers, and plays an important role in starting Zespri's sales season with strong momentum, including in those markets receiving this variety for the first time.

"Zespri RubyRed Kiwifruit is the first of our kiwifruit harvested each season, helping create excitement and secure early shelf space ahead of our Zespri SunGold and Green kiwifruit – something we saw last season with strong sales and positive feedback from our markets.

"Building on last year's successful introduction of Zespri RubyRed Kiwifruit in the United States and strong volume growth in North America over recent seasons, we're now able to expand beyond the Western States and into Canada."

Zespri RubyRed Kiwifruit volume to the US will triple this year, with retail sales expected to get underway in mid-April. There will also be increased volumes

in Zespri's core markets of China and Japan. Zespri RubyRed Kiwifruit is also now available on shelves in New Zealand.

Jason says it's been encouraging to see Zespri RubyRed Kiwifruit sales programmes start well, with demand in China particularly strong.

"Our first 25,000 trays of Zespri RubyRed Kiwifruit in Shanghai largely sold out to key distributors and retailers, supported by our greater use of e-commerce platforms such as Douyin – the local version of TikTok – with around four days' worth of sales from traditional channels completed in approximately four hours."

Zespri RubyRed Kiwifruit's shorter shelf life means it's typically available for around eight weeks, with consumers loving its bright red colour and sweet, berry-like taste. It contains a number of antioxidants such as anthocyanins – naturally occurring pigments that give the fruit its red colour – and is a good source of folate, potassium, and Vitamins C and E. Zespri RubyRed Kiwifruit is also helping attract new and younger consumers to the kiwifruit category, as well as the wider fruit category.



MARKET SPOTLIGHT:

# EU MARKET GROWTH

Zespri's Europe President, Nikki Johnson joined recent grower roadshows to highlight this region's strong performance in the 2025/26 season and how it's well positioned for the future.

Nikki says the EU is much more than 'one market', comprising six 'core', four 'build', and five 'explore' markets. The region is supported by six Zespri offices and six supply-chain hubs, with the Europe team working with 25 retailers and 45 distributors.

Europe is Zespri's oldest and largest market and has delivered strong volume growth and even stronger value growth over recent years.

"Europe is on track to sell more than 100 million trays of kiwifruit for the first time in 2025/26 (including New Zealand and ZGS fruit), generating NZ \$2.6 billion in revenue," says Nikki.

"Volume is up 20 percent on 2024, with revenue growth of almost 25 percent.

"ZGS fruit now makes up a quarter of total volume, with strong retailer demand for 12-month supply – we are achieving this with Green and are only a couple of weeks short for Zespri SunGold Kiwifruit."

Nikki says one of Europe's key strengths is its ability to respond quickly to in season change, with the region taking redirected New Zealand volume in 2025, including around four million trays of Zespri SunGold Kiwifruit and 2.5 million trays of Green.

She adds that Europe's scale and size are strategic assets, allowing Zespri to absorb volume variability, match fruit sizes to the right consumers, and optimise inventory flow across a wide customer base.

"While the region is highly complex, Europe's scale is the foundation that creates cost and budget efficiencies in everything we do, delivering a clear value-creation advantage."

Nikki says the Zespri Europe team has also been focused on strengthening the region's foundations for season success, including a strong and early start, run rates ahead of target, improved inventory and supply-chain data management, and deeper collaboration across markets and the supply chain.

Looking ahead, Europe's priorities are clear:

- ✓ 12-month supply continuity, including expansion of Zespri RubyRed Kiwifruit from Italy
- ✓ Value growth
- ✓ Supply-chain network redesign
- ✓ Growth in core markets
- ✓ Excellence in distribution partnerships
- ✓ Health and nutrition-led marketing.

Nikki says Europe is supported by a strong, focused team, and Zespri's scale provides the agility, efficiency and resilience required to perform in a dynamic market.

"With real headroom for continued growth in both volume and value, Europe's strategy is firmly focused on maximising returns across all major pools."



"Europe is on track to sell more than 100 million trays of kiwifruit for the first time in 2025/26 (including New Zealand and ZGS fruit), generating NZ \$2.6 billion in revenue."

**NIKKI JOHNSON**  
ZESPRI PRESIDENT – EUROPE

## FUTURE-PROOFING ZESPRI'S EUROPEAN SUPPLY CHAIN

Zespri is future-proofing our European supply chain to ensure we continue to deliver consistent, high-quality Zespri Kiwifruit to customers and consumers across the region.

Following a comprehensive review of our current European network ahead of the 2028 conclusion of our existing contract, we have confirmed we are implementing a new structure that will support our continued growth in Europe by ensuring our supply chain remains resilient, high-performing and able to meet growing demand.

This will involve a three-hub structure in the Netherlands, Italy, and Spain in 2028. As part of this long-term shift, we will introduce a single Northern Europe hub with Netherlands-based partner Lineage to manage fruit from port of entry through to customer warehouses or distribution points. We have worked with Lineage over the

past two years as an overflow facility and they bring proven performance in fresh produce logistics both locally and globally. We will also continue working with our long-term partners in Southern Europe, APM Vado in Italy; and in South-West Europe, Fruport in Spain.

The process to select our partners has been rigorous, with all committing to meet our enhanced global standards, designed to ensure they have the people, processes and infrastructure needed to care for growers' fruit from receipt through to load out and delivery to customers.

This model brings together partners with the capabilities and shared values needed to support our next phase of growth and continued success in Europe. This decision has been strongly supported and endorsed by Zespri's Executive and Board. The Zespri project team, together with our local teams in Europe, are now focused on finalising

implementation plans to ensure a smooth transition to the new structure.

As part of this change, Zespri will end its long term partnership with BNFV when the current contract ends in 2028. We value the significant contribution of BNFV and achievements we've shared over many years and we will work closely with them to ensure business continuity through to 2028.

Zespri's 2035 Strategy is anchored around three strategic priorities, including 'Transforming global supply'. This shift marks an important step in ensuring we have an efficient and resilient supply chain that supports our ability to deliver high-quality great tasting Zespri Kiwifruit to customers and consumers across our European markets and return strong value back to our growers and shareholders.





# SPOTLIGHT ON OUR ZGS SMART MONITORING PROGRAMME

**ZGS places particular importance on the Smart Monitoring Programme – an initiative highly valued by both producers and Zespri – which tracks fruit growth and development throughout the season and compares performance with previous years. The programme continues to evolve and is currently being integrated into Zespri’s broader data analyst strategy.**

This month, we take a look at the role Smart Monitoring plays in the current ZGS season’s activity. Since data collection is either just starting or about to start in several ZGS countries, information such as average canopy densities and budbreak percentages will be included in the next edition of *Kiwiflier*.

## A NEW SEASON UNDERWAY

The 2026 orchard season has begun in the Northern Hemisphere, with the first orchard counts carried out to determine canopy density. During these visits, the project teams go out into the field to ensure proper implementation of the Smart Monitoring programme and conduct a swift assessment of orchards with producers.

Our objective is to ensure the best possible representation of orchards in each country and region, year after year. This includes 35 Gold3 orchards in Europe, 16 Gold3 orchards in Asia, and three Red19 kiwifruit orchards in Italy.

The programme is coordinated by dedicated teams in Europe and Asia.

## DATA COLLECTION THROUGHOUT THE SEASON

In spring and summer, counts are carried out by partner laboratories in Europe and Korea. The ZGS team oversees the smooth running of the programme, handles orchard data analysis and produces reports that are shared throughout the season.

Field days held throughout the season are a valuable opportunity to share these analyses and discuss the results with growers. These sessions are well received as producers are always eager to learn more.

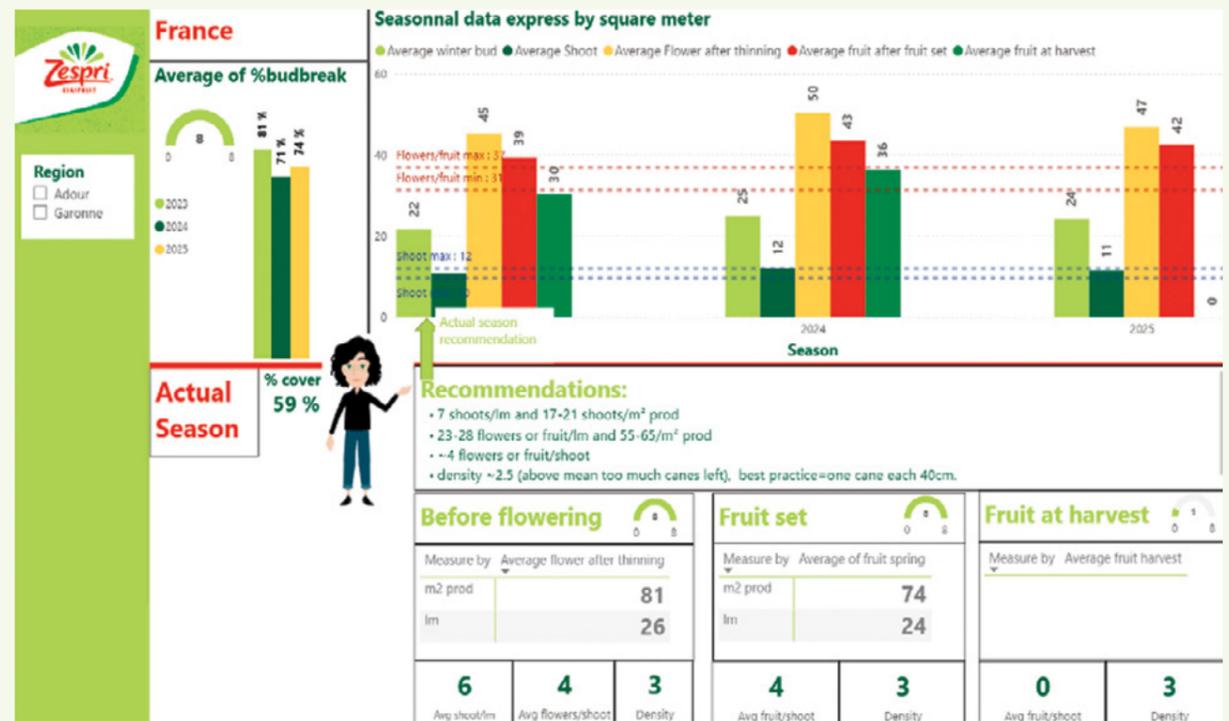
The level of detail in these reports varies depending on whether they are addressed to producers, stakeholders, or Zespri teams. The reports are accompanied by dynamic dashboards, enabling comparisons with previous years. Key orchard indicators include the number of canes, flower buds,

fruit set, and fruit development. This information is essential for assessing the level of thinning or yield potential. During summer, fruit growth and dry matter accumulation curves prove invaluable in guiding producers’ decisions for an optimal harvest.

Thanks to this data, we can evaluate the level and speed of dry matter and sugar accumulation, as well as the progression of colour. This makes it possible to estimate whether the harvest period will be average, early, or late, and to identify any potential challenges ahead. On orchard, anticipation is often the key to success, and the Smart Monitoring programme provides the information needed to support timely decision-making.

After harvest, the second phase – the Library – begins. This stage is especially relevant for assessing the fruit’s storage potential and understanding its behaviour during prolonged storage. In-depth knowledge of Zespri SunGold Kiwifruit’s storage characteristics allows for detailed analysis. For Zespri RubyRed Kiwifruit, knowledge is still developing, making this work particularly valuable. The fruit is analysed every 30 days over 150 days, focusing on parameters such as sugar content, firmness, and storage defects.

These observations provide valuable insight into fruit behaviour during storage and help guide future orchard and post-harvest practices.



Example of a Smart Monitoring report in France, showing data collected from 2023 to 2025.

# ZGS ORCHARD TEAM UPDATES

## FRANCE

A Celesta Lab training day with French technicians focused on understanding, diagnosing, and managing organic matter and biological soil fertility through practical concepts and applied field experience.



## JAPAN

Although pruning is slightly delayed in a few orchards, winter pruning has been completed in most orchards and preparations for spring canopy management have kicked off. There have been no significant delays in growth like last year, or climate concerns, and the season is progressing well.



## ITALY

As at the second week of March, Red19 vines are starting to wake up for their first commercial season.



## KOREA

Winter pruning was done over winter, with no significant issues noted. Korean growers are getting ready for the new season with stringing, and putting in compost and fertiliser. The vines are starting to take up water and nutrition, and bud swell is being noted on a few orchards.



## GREECE

A Greece-Italy exchange experience helped support the successful establishment of Zespri Kiwifruit in Greece. Orchard Programmes Manager, Mariarosaria Mazzeo, who has experience establishing kiwifruit orchards in Italy; and Iasonas Zacharis, Orchard Programmes Specialist in Greece, provided support to Greek growers during winter pruning.



**NOTE:** The average size of Class 1 Zespri SunGold Kiwifruit in Korea for the ZGS 2025/2026 season is 31.5 – not 35.5 as noted on page 10 of the March issue of *Kiwiflier*.

# STRONG GROWER CONNECTIONS LEADING INTO 2026 SEASON

There was plenty of opportunity for Zespri representatives and growers to connect in February and March, with more than 1,200 growers attending the various Zespri events, roadshows, and orchard field days, as well as Momentum 2026 taking centre stage.

While the pre-season roadshow round was shortened to accommodate the various events over February, the sessions were well attended with more than 400 growers joining in. It was an opportunity to discuss the latest financial forecast with growers, as well as provide a wrap-up of the season and an overview of the plans for the 2026 season ahead.

We were also joined by Nikki Johnson, Zespri President – Europe, to talk through the drivers of our strong market performance in 2025 and the outlook ahead which is underpinned by heavy demand for kiwifruit (see [page 7](#) for more on the growth of our EU market).

Grower sentiment remains positive, with growers exploring a range of topics on their mind. Themes included the cost of quality for Zespri SunGold Kiwifruit, quality checking and reporting, the upcoming Red80 licence release, demand for Red19, Red maturity criteria, oil prices and other impacts of the Middle East crisis, the demand outlook for kiwifruit across our markets, gene editing, and new Greens.

**i** Missed out on getting to a roadshow? The recording of the Te Puke session is now available on the [Watch & Listen page](#) on Canopy.

Throughout 2026, we'll be hosting a series of virtual town halls where you can join online for key Zespri updates and to ask any questions you may have. Watch out for more detail on these and other events on Canopy.



Zespri CEO Jason Te Brake presenting at a grower roadshow session.

# 2025/26 PROGRESS PAYMENTS FOR APRIL

CLASS 1 - APPROVED PROGRESS PAYMENT 15 APRIL 2026	AVERAGE ON NET SUBMIT	16/18/22	25/27	30/33	36	39	42	46
Zespri Green	\$0.09	\$0.10	\$0.05	\$0.10	\$0.10	\$0.10	\$0.10	No supply
Zespri Organic Green	\$0.09	No payment	No payment	\$0.10	\$0.10	\$0.10	\$0.10	No supply
Zespri Gold3	\$0.09	\$0.05	\$0.10	\$0.10	\$0.10	No supply	No supply	No supply
Zespri Organic Gold3	\$0.10	\$0.10	\$0.10	\$0.10	\$0.10	No supply	No supply	No supply
Zespri Red19	\$0.10	\$0.10	\$0.10	\$0.10	\$0.10	\$0.10	\$0.10	\$0.10
Zespri Green14	\$0.10	No payment	\$0.10	\$0.10	\$0.10	\$0.10	\$0.10	No supply

## 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.

### April 2026 approved progress payments on Net Submit trays

Approved per tray progress payments for 15 April 2026:

Class 1	
Zespri Green	\$0.09
Zespri Organic Green	\$0.09
Zespri Gold3	\$0.09
Zespri Organic Gold3	\$0.10
Zespri Red19	\$0.10
Zespri Green14	\$0.10

## CHANGE TO GREEN ORGANIC APRIL PROGRESS PAYMENT

As we approach the end of the financial year, final reconciliations of costs are being conducted. Through this process, we have identified a risk with the allocation of promotional costs within the Organic Green pool.

At a pool level, the costs are within the forecast value, but the size mix in the forecast was not aligned with projected actuals, resulting in a re-balance of payments for the remaining progress.

In order to mitigate the risk of a clawback for this size grouping, the indicated April progress payment for the 25/27 size grouping has been removed as we work through the year end process.

This size grouping makes up 12 percent of the total pool and has minimal impact on overall payments across the sizes for which the payment is \$0.09 on average.



# CLASS 1 FRUIT AND SERVICE PAYMENTS AND TIMINGS

(INCLUDING LOYALTY PREMIUM)

The tables below show the actual payments to date and, in the shaded area, an indication of forecast payments based on the February 2025/26 Forecast. The shaded area may change as we update our forecasts during the season.

Actual payments made YTD are above the dotted line with the average amount paid. Payments yet to be made are indicated below the dotted line.

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

ZESPRI GOLD3 APRIL							
ISO month	Submit	Pack and Time	KiwiStart Accountability	Taste Zespri	Progress	Total payment / TE Supplied	% of Pool Paid YTD
Apr-25	\$3.60	\$0.10	\$0.00			\$3.70	21%
May-25		\$0.05	\$0.00			\$3.76	22%
Jun-25		\$0.11	\$0.00		\$0.25	\$4.12	24%
Jul-25		\$0.10		\$0.69	\$1.89	\$6.79	39%
Aug-25		\$0.24	\$0.64	\$0.92	\$0.54	\$9.14	53%
Sep-25		\$0.73	\$0.00	\$1.12	\$0.09	\$11.08	64%
Oct-25		\$0.51	\$0.65	\$0.23	\$0.56	\$13.04	75%
Nov-25		\$0.59	\$0.01	\$0.91	\$0.57	\$15.12	87%
Dec-25		\$0.12	\$0.01	\$0.02	\$1.01	\$16.29	94%
Jan-26			\$0.01			\$16.30	94%
Feb-26		\$0.00	\$0.01	\$0.00	\$0.66	\$16.97	98%
Mar-26			\$0.01		\$0.15	\$17.13	99%
Apr-26					\$0.09	\$17.22	99%
May-26						\$17.22	99%
Jun-26					\$0.10	\$17.32	100%
Paid YTD	\$3.60	\$2.56	\$1.35	\$3.90	\$5.72	\$17.13	
Balance to pay	\$0.00	\$0.00	\$0.00	\$0.00	\$0.19	\$0.19	
Total fruit and service payments - 2025/26 Forecast							\$17.32

ZESPRI ORGANIC GOLD3 APRIL							
ISO month	Submit	Pack and Time	KiwiStart Accountability	Taste Zespri	Progress	Total payment / TE Supplied	% of Pool Paid YTD
Apr-25	\$3.95	\$0.06				\$4.01	19%
May-25		\$0.05				\$4.06	19%
Jun-25		\$0.06			\$0.25	\$4.37	21%
Jul-25		\$0.16		\$1.24	\$1.95	\$7.72	36%
Aug-25		\$0.36	\$0.69	\$1.89	\$0.10	\$10.75	51%
Sep-25		\$0.72	\$0.00	\$2.29	\$0.07	\$13.83	65%
Oct-25		\$0.26	\$0.78	\$0.28	\$0.65	\$15.80	74%
Nov-25		\$0.02	\$0.00	\$1.44	\$1.31	\$18.57	87%
Dec-25		\$0.07	\$0.00	\$0.01	\$0.84	\$19.49	92%
Jan-26			\$0.00			\$19.49	92%
Feb-26		\$0.00	\$0.00	\$0.00	\$0.81	\$20.30	96%
Mar-26			\$0.00		\$0.71	\$21.02	99%
Apr-26					\$0.10	\$21.12	99%
May-26						\$21.12	99%
Jun-26					\$0.12	\$21.24	100%
Paid YTD	\$3.95	\$1.75	\$1.48	\$7.14	\$6.69	\$21.02	
Balance to pay	\$0.00	\$0.00	\$0.00	\$0.00	\$0.22	\$0.22	
Total fruit and service payments - 2025/26 Forecast							\$21.24

ZESPRI RED19 APRIL							
ISO month	Submit	Pack and Time	KiwiStart Accountability	Taste Zespri	Progress	Total payment / TE Supplied	% of Pool Paid YTD
Apr-25	\$4.92	\$0.00				\$4.92	24%
May-25						\$4.92	24%
Jun-25					\$9.05	\$13.97	69%
Jul-25				\$2.22	\$1.95	\$16.19	80%
Aug-25			-\$0.05	\$0.91	\$0.10	\$17.05	84%
Sep-25			\$0.00	\$1.10	\$0.07	\$18.15	90%
Oct-25				\$0.43	\$0.56	\$18.58	92%
Nov-25			\$0.00	\$0.38	\$0.57	\$18.96	94%
Dec-25		\$0.01	\$0.00	\$0.24	\$1.01	\$19.21	95%
Jan-26			\$0.00			\$19.21	95%
Feb-26		\$0.00	\$0.00	\$0.51	\$0.66	\$19.72	98%
Mar-26			\$0.00	\$0.27	\$0.15	\$19.99	99%
Apr-26				\$0.10	\$0.09	\$20.09	99%
May-26						\$20.09	99%
Jun-26				\$0.11	\$0.10	\$20.21	100%
Paid YTD	\$4.92	\$0.01	-\$0.05	\$0.00	\$15.11	\$19.99	
Balance to pay	\$0.00	\$0.00	\$0.00	\$0.00	\$0.21	\$0.21	
Total fruit and service payments - 2025/26 Forecast							\$20.21

ZESPRI GREEN APRIL							
ISO month	Submit	Pack and Time	KiwiStart Accountability	Taste Zespri	Progress	Total payment / TE Supplied	% of Pool Paid YTD
Apr-25	\$2.74	\$0.02				\$2.76	20%
May-25		\$0.07	\$0.00			\$2.83	21%
Jun-25		\$0.05	\$0.00		\$0.25	\$3.13	23%
Jul-25		\$0.03		\$0.53	\$1.24	\$4.94	37%
Aug-25		\$0.12	\$0.32	\$0.81	\$0.08	\$6.27	47%
Sep-25		\$0.36	\$0.00	\$1.34	\$0.03	\$8.00	59%
Oct-25		\$0.79	\$0.41	\$0.60	\$0.03	\$9.83	73%
Nov-25		\$0.54	\$0.01	\$0.98	\$0.10	\$11.47	85%
Dec-25		\$0.60	\$0.01	\$0.10	\$0.40	\$12.58	93%
Jan-26			\$0.01			\$12.59	93%
Feb-26		\$0.01	\$0.01	\$0.00	\$0.33	\$12.95	96%
Mar-26			\$0.01		\$0.33	\$13.29	99%
Apr-26					\$0.09	\$13.38	99%
May-26						\$13.38	99%
Jun-26					\$0.11	\$13.48	100%
Paid YTD	\$2.74	\$2.58	\$0.79	\$4.37	\$2.80	\$13.29	
Balance to pay	\$0.00	\$0.00	\$0.00	\$0.00	\$0.20	\$0.20	
Total fruit and service payments - 2025/26 Forecast							\$13.48

ZESPRI ORGANIC GREEN APRIL							
ISO month	Submit	Pack and Time	KiwiStart Accountability	Taste Zespri	Progress	Total payment / TE Supplied	% of Pool Paid YTD
Apr-25	\$3.00					\$3.00	18%
May-25		\$0.04				\$3.04	18%
Jun-25		\$0.04			\$0.25	\$3.32	20%
Jul-25		\$0.11		\$0.71	\$2.16	\$6.31	38%
Aug-25		\$0.11	\$0.44	\$1.06	\$0.12	\$8.03	48%
Sep-25		\$0.53	\$0.00	\$1.70	\$0.05	\$10.32	62%
Oct-25		\$1.43	\$0.44	\$0.75	\$0.05	\$12.98	78%
Nov-25		\$0.43	\$0.01	\$1.18	\$0.09	\$14.69	89%
Dec-25		\$0.43	\$0.01	\$0.07	\$0.14	\$15.34	92%
Jan-26			\$0.01			\$15.35	93%
Feb-26		\$0.00	\$0.01	\$0.00	\$0.48	\$15.85	96%
Mar-26			\$0.01		\$0.54	\$16.40	99%
Apr-26					\$0.09	\$16.48	99%
May-26						\$16.48	99%
Jun-26					\$0.11	\$16.59	100%
Paid YTD	\$3.00	\$3.12	\$0.93	\$5.48	\$3.87	\$16.40	
Balance to pay	\$0.00	\$0.00	\$0.00	\$0.00	\$0.20	\$0.20	
Total fruit and service payments - 2025/26 Forecast							\$16.59

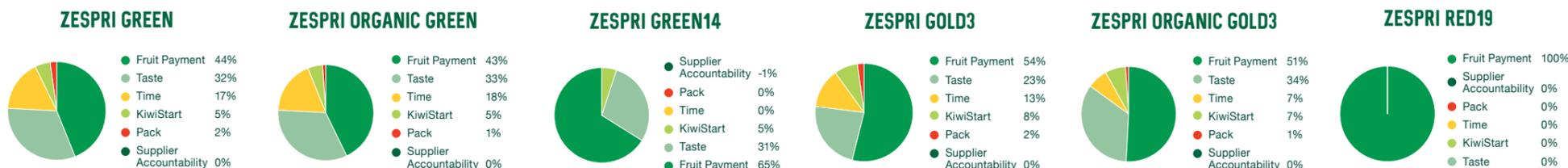
ZESPRI GREEN14 APRIL							
ISO month	Submit	Pack and Time	KiwiStart Accountability	Taste Zespri	Progress	Total payment / TE Supplied	% of Pool Paid YTD
Apr-25	\$2.95					\$2.95	21%
May-25						\$2.95	21%
Jun-25					\$0.25	\$3.20	23%
Jul-25		\$0.03		\$1.22	\$2.16	\$6.61	47%
Aug-25			\$0.26	\$1.22	\$0.77	\$8.86	63%
Sep-25		\$0.00		\$1.06	\$0.83	\$10.75	76%
Oct-25			\$0.35	\$0.10	\$0.56	\$11.20	79%
Nov-25			\$0.00	\$0.87	\$0.05	\$12.12	86%
Dec-25			\$0.00	\$0.66	\$0.40	\$12.78	91%
Jan-26			\$0.00			\$12.78	91%
Feb-26		\$0.00	\$0.00	\$0.63	\$0.63	\$13.41	95%
Mar-26			\$0.00	\$0.37	\$0.33	\$13.78	98%
Apr-26				\$0.10	\$0.09	\$13.88	98%
May-26						\$13.88	98%
Jun-26				\$0.22	\$0.10	\$14.10	100%
Paid YTD	\$2.95	\$0.03	\$0.61	\$4.37	\$5.82	\$13.78	
Balance to pay	\$0.00	\$0.00	\$0.00	\$0.00	\$0.32	\$0.32	
Total fruit and service payments - 2025/26 Forecast							\$14.10

Note 1: The submit and progress payments detailed in the tables are based on net submit trays.  
 Note 2: Rates per TE of \$0.00 have values of less than \$0.005.

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

## 2025/26 SEASON GROWER PAYMENT PORTIONS - TOTAL FRUIT AND SERVICE PAYMENTS

2025/26 FEBRUARY FORECAST





# SHARES UPDATE: APRIL

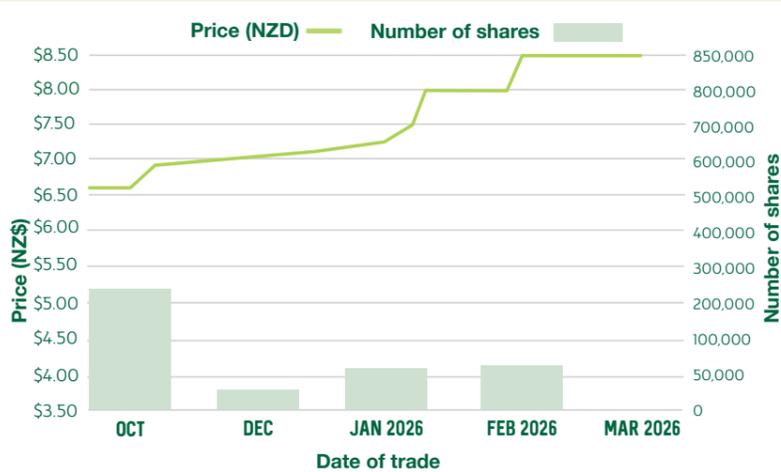
## WHAT'S HAPPENING IN THE MARKET

BIDS (BUYERS)		
Orders	Quantity	Price
1	10,000	\$8.55
1	21,000	\$8.50
1	3,000	\$8.30
1	11,000	\$8.00
1	3,000	\$8.00
1	16,410	\$6.00
1	24,836	\$5.00

OFFERS (SELLERS)		
Orders	Quantity	Price
1	3,000	\$8.70
1	3,000	\$8.90
1	5,000	\$9.00

LAST 10 TRADES			
Date	Quantity	Price	Value
20/02/2026	5,301	\$8.50	\$45,058.50
13/02/2026	5,309	\$8.50	\$45,126.50
13/02/2026	50,240	\$8.50	\$427,040.00
12/02/2026	2,000	\$8.20	\$16,400.00
23/01/2026	10,000	\$7.90	\$79,000.00
22/01/2026	3,000	\$7.90	\$23,700.00
22/01/2026	3,000	\$7.70	\$23,100.00
21/01/2026	3,000	\$7.50	\$22,500.00
13/01/2026	39,930	\$7.30	\$291,489.00
19/12/2025	29,744	\$7.20	\$214,156.80

## ZESPRI GROUP LIMITED SHARE TRADES: OCT 2025 TO MAR 2026



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

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

## SHARES AT A GLANCE AS AT 24 MARCH 2026

### OVERSHARED SHARES WITH A SANCTION IN APRIL 2026

NUMBER OF SHARES  
**7,332**

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  
**2.56M**

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

### DIRECTOR SHARE TRADING AS AT 24 MARCH 2026

NUMBER OF SHARES BOUGHT  
**0**

NUMBER OF SHARES SOLD  
**0**

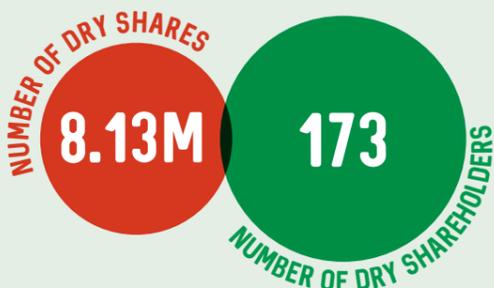
Shares traded by entities associated with Zespri Directors.

## OUR SHAREHOLDERS

Shareholder Producers  
Non-shareholder Producers

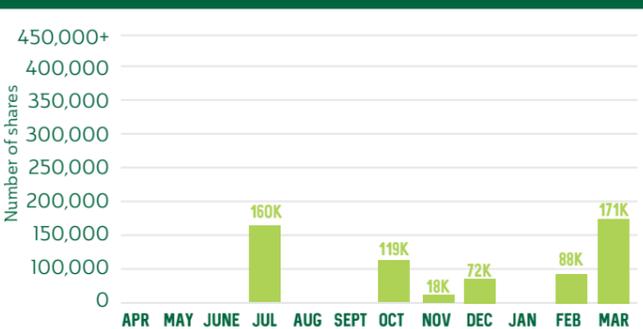


## DRY AND OVERSHARED SHARES

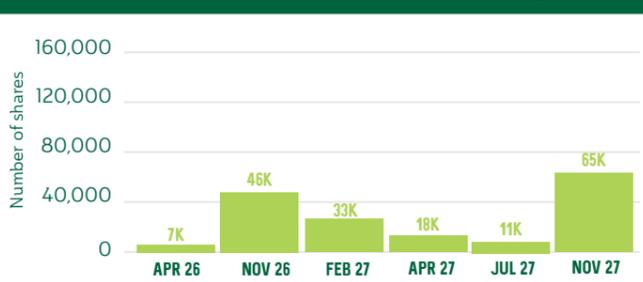


DISCLAIMER: The above figures are a snapshot in time and are subject to change at any time due to shares being traded.

### DRY SHARES CONVERTING TO B CLASS FOR THE NEXT 12 MONTHS



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

There are currently no sellers with shares listed for sale, and there are 23 buyers seeking 2,939,500 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.

# ORCHARD RESEARCH AND TRIALS TEAM UPDATES

## THE MONTH AHEAD: APRIL



### HARVEST

#### GOOD PRACTICE

For a comprehensive overview of harvest, *the Good Practice Harvest Guide*, one each for [growers](#) and [contractors](#), should be your constant companion this autumn. The guides were compiled in response to fruit quality concerns and a collective desire to do better. Developed in collaboration with the industry, these guides incorporate insights from growers, harvest contractors, and post-harvest representatives. They consolidate essential techniques and good practice that enable you to attain top-notch fruit quality throughout harvest. You'll find them on [Canopy](#) via the search function.

#### SELECT PICKING

Select picking is an option when considerable differences in maturity/dry matter by size are present. It allows for mature fruit to be picked and sub optimal or low dry matter fruit to be left on the vine to reach clearance criteria. You can discuss select picking with your post-harvest entity and find more information including a [Guide to Select Picking](#) on Canopy.

#### FRUIT QUALITY

Things you can do to maximise your fruit quality this harvest:

- **Orchard prep:** Take the time to tie up or remove low hanging fruit before pre-harvest clean-up sprays. Low hanging fruit can be hit by tractors, resulting in bruising, or cuts. This compromised fruit can be detrimental to your entire crop if picked and packed. Remember to fill in holes and make sure structures are easy to navigate.

While harvesting, key tips to remember are:

- **Gloves:** If using gloves, encourage your team to keep the gloves clean. Have them change gloves immediately if they get juice on them. Fruit juice can be spread via gloves and lead to non-pathogenic fungal growth (NPF), so make sure there are spare pairs on stand-by.
- **Bare hands:** When picking with bare hands to mitigate the impact of juice, ensure rings are removed and nails are cut. Again, juice is the enemy so keep hands washed and clean.
- **Picking bags:** Keep juice out of bags – clean all juice out immediately if present.
- **Be gentle:** When picking, place fruit gently in your bags. When unloading into bins, put the bottom of the bag close to the surface of the bin/fruit when emptying.



### CROP PROTECTION – PRE AND POST HARVEST

#### THRIPS

Thrips remain a concern for the Australian market, especially flower thrips (*Intonsa*) found in many flowers. Harvest activities often disturb their habitat, making them a passenger pest. To minimise risk, avoid placing bins on flowering swards and mow four to five days before harvest to allow thrips time to resettle before bins are set.

#### WHEAT BUG

For the management of wheat bug (see image above), another passenger pest, make sure your load-out pad is clean and weed-free paying particular attention to sandspurry, cudweed, wireweed and allseed. This can be done via manual weed removal or by spraying at least 20 days before harvest. Also consider mowing grassy areas that are adjacent to the loading zone.

#### PSA

Autumn protection against Psa reduces levels of secondary symptoms the following spring.

- Apply protectant sprays after harvest to protect fruit stalk wounds and leaf scars.
- Take care to avoid spray drift to unharvested fruit in nearby blocks.
- Multiple sprays are likely required over leaf fall, especially in high-risk orchards and wintery weather.
- Add Actigard® to copper sprays once we start getting high risk periods as defined by the [Psa risk model](#), provides extra protection. The Actigard® takes seven days to be effective, while copper is immediately effective. For Actigard® to be effective, live leaves are required typically [defined as at least 50 percent of leaves being green](#).
- Remove dead or infected shoots and canes to reduce Psa inoculum loads.
- Cut out late growth from males as it's easily infected during wet cold conditions.

#### SCALE

When you have a heavy scale infestation, you can apply Movento® after harvest. You'll get excellent control when you have good spray coverage and at least 50 percent of the leaves are green. Remember to combine Movento® with penetrant oil such as Kwickin® and a super-spreader. Be mindful when spraying near blocks with fruit still to be harvested to avoid spray drift and associated residues. A good option for organic growers is a postharvest oil in April and May.



### SOIL AND WATER

To make the most of your fertiliser investment and to help care for water quality, two lab tests to consider before harvest include:

- A **late season leaf test**. This can indicate how well your fertiliser plan has worked this season, and how much nitrogen will return to the soil as leaf fall.
- An **at-harvest fruit test** (minimum 20 fruit random sample) for nitrogen content. This allows an accurate calculation for your nitrogen balance to inform next season's fertiliser recommendations.

After harvest, but before you collect this year's soil samples, talk to your fertiliser advisor about adding tests such as organic matter and available nitrogen to your basic soil test package. These tests can help you to monitor physical and biological soil health and refine nitrogen and compost decisions.

#### NO PRODUCTION BENEFIT FROM POST-HARVEST UREA

Multiple trials conducted over several seasons have not demonstrated any production benefits from applying foliar urea after harvest. By avoiding this unproven method, you can reduce expenses, greenhouse gas emissions, soil compaction, and the risk of nitrogen leaching.

#### PLAN AHEAD FOR SOIL MOISTURE SENSOR INSTALL

While irrigation won't be top of mind in autumn, most soil moisture sensors need a 'settling in' period, so start planning for install over winter to have reliable readings this spring. [Soil moisture sensors](#), used alongside orchard observations, are useful for [efficient irrigation scheduling](#).

## INTRODUCING THE ORT TEAM

At the end of 2025, the team previously known as GET realigned our priorities in line with Zespri's 2035 Strategy and became the Orchard Research and Trials (ORT) team. Our focus is now on accelerating the success of new varieties and sharing insights from innovation and trials that support the future of the industry.

As part of this shift, this will be the final 'Month Ahead' section in *Kiwiflier*. Good practice information for established varieties hasn't gone away – it's all still available on Canopy, our go-to knowledge hub. We encourage you to look there first for answers, or to connect with your postharvest representative or trusted consultant for orchard specific advice.

Going forward, you'll see quarterly, seasonally relevant updates from ORT in *Kiwiflier*. These will focus on pointing you to the most useful, timely resources on Canopy, with occasional updates on important new innovation learnings when they matter most.

We're still here, still working alongside growers – just with a sharper focus on where we can add the most value. If you don't yet have access to Canopy, we encourage you to sign up via the Canopy homepage. Simply click 'Register' in the top-right corner of the homepage to start making the most of the growing knowledge available.

## HERBICIDE USE

Herbicides are commonly used for weed control under vines, but market expectations, particularly in the EU, are tightening. Some herbicides have withholding periods of up to 28 days. These withholding periods are set by the Ministry for Primary Industries when the product is registered to ensure any risk of drift and/or residues is well mitigated.

Careful planning and good spray practice are key to protecting fruit quality, market access, and grower confidence.

#### WHAT CAN I DO NOW?

- Check product labels and withholding periods before spraying
- Spray only in suitable conditions and actively manage drift risk
- Keep spray diaries accurate and up to date
- Review whether non-chemical or reduced spray options could work in some areas

Taking a cautious, well-planned approach helps protect both your orchard and New Zealand kiwifruit's reputation. If you have any questions, email [spraydiary@zespri.com](mailto:spraydiary@zespri.com).

# 'GIVE IT A GROW': NATIONAL YOUNG GROWER CHAMPION URGES OTHERS TO BACK THEMSELVES



**Bay of Plenty's reigning Young Grower of the Year – who went on to win the national title – is calling on young people in horticulture to 'take the leap' and enter the 2026 Bay of Plenty Young Grower Competition, with applications now open.**

The competition celebrates the region's top young horticulture professionals. Contestants compete in practical and theory-based challenges that test their skills, knowledge, and leadership in the horticulture industry.

Phoebe Scherer, a rural professional working in technical horticulture, says she once sat in the audience and hoped she might one day have the courage to compete herself.

Six years later, nearing the competition's age limit and encouraged by friends, she finally entered – despite feeling unsure of herself.

"Everyone experiences impostor syndrome at some level, and I was no different, but I had so much support around me – that made me realise it was the right moment to give it a go."

Phoebe says the competition pushed her well outside her comfort zone. While her day-to-day role focuses

on technical advice in fertilisers, agrichemicals, and biosecurity, the practical modules were daunting.

"Learning to drive a tractor and reverse a bin trailer was absolutely terrifying – I'll never forget the moment I got off that tractor and realised I hadn't completely messed it up.

"I almost cried with relief – that was when I thought, I can actually get through this."

She prepared intensively for the Gala Dinner speech, practising in front of colleagues, family, and with help from a speech coach.

"It was a topic I really cared about, so I wanted to deliver it well – performing in front of 500 people was scary, but by then I was prepared and grounded."

When her name was announced as the winner, Phoebe says it felt surreal.

"It was pure shock and disbelief, I genuinely didn't expect it."

Winning the regional competition – and then the national title – has been career-defining. It broadened her outlook on what horticulture offers and strengthened her belief that she belongs in the sector.

"It made me realise how broad my skill set actually is," she says.

"It also opened doors I'd assumed were closed, because I didn't have the confidence to knock on them."

Phoebe says the competition highlights how the definition of a "grower" is evolving.

"As orchard ownership becomes more difficult for young people, we'll see more rural professionals, consultants, and advisers stepping into that space.

"We're all part of the same growing system, making decisions that contribute to better, bigger, tastier fruit."

Her message to those considering entering is simple: "Give it a go."

"Even if you don't have support immediately around you, the competition itself is full of people who want you to succeed – module runners, previous contestants, organisers. You just need to commit and give it 110 percent."



2025 winner, Phoebe Scherer.

**Applications for the 2026 Bay of Plenty Young Grower Competition are now open and close on Friday 24 April at 12 pm.**

For more information or to apply, visit:  
<https://www.bopyounggrower.co.nz/apply-to-be-a-contestant>

## DISCOVER YOUR FUTURE IN KIWIFRUIT: EXPLORE NZKGI'S NEW INTERACTIVE CAREERS MAP



NZKGI has launched a refreshed website, built with growers, industry partners and the next generation of talent in mind. One of the features we are most excited about is the new **Interactive Horticulture Careers Map**, which brings the many career pathways in kiwifruit to life in a way that is simple, engaging and practical.

Whether you want to help showcase the opportunities our industry offers, support students who are exploring their options, or you just know someone who is curious about where kiwifruit could take them, this tool makes it easy to get a clear picture of what a career in our sector can look like.

The Careers Map includes more than 70 real profiles from people working across the kiwifruit industry. Each one features a short video and written story. You will meet orchard managers, post-harvest technicians, scientists, engineers, marketers, logistics specialists and plenty of others who help keep our industry moving.

These stories offer an honest look at what their day-to-day work involves, the skills they have picked up along the way and the paths that brought them into horticulture. One of the strongest themes is that there is no single way into the industry. People join from all kinds of backgrounds and stages of life, and many discover opportunities to grow that they never expected.

To make exploring easier, the Careers Map groups roles into five areas:

- **Commercial careers:** Covering everything from marketing and communications to business development and leadership.
- **Engineering and IT careers:** Featuring roles focused on innovation, automation, technology and systems.
- **Orchard careers:** Showcasing hands-on work with vines, land, people and seasonal teams.
- **Post-harvest careers:** Highlighting operations, quality, logistics, coolstorage and packhouse work.
- **Science careers:** Featuring researchers, lab technicians and specialists focused on improving the fruit, the environment and the future of the industry.

Users can explore how roles connect, how careers can progress and how skills can transfer across different parts of the sector. It is a great way to show that horticulture offers long-term, meaningful careers with plenty of room to develop.

We encourage growers, industry members and anyone interested in joining the sector to take a look at the new Interactive Careers Map on the NZKGI website. It is a simple but powerful way to highlight the diversity and energy of our industry, and we are proud to make it available to our community.

Start exploring at: [www.nzkgi.org.nz/schools-training/careers-map/](http://www.nzkgi.org.nz/schools-training/careers-map/)



## KVH UPDATES

# GROUNDBREAKING NEW ZEALAND PRODUCT SET TO TACKLE YELLOW-LEGGED HORNETS

**Biosecurity New Zealand has deployed a new tool in the fight against the Yellow-legged hornet in Auckland.**

The response has started using a locally developed protein-based insecticide bait that has proven extremely successful on wasps and is expected to be effective against the hornet.

Targeting hornets with this product, called Vespex, is a world-first, as unlike in other countries, New Zealand has no native wasps that are attracted to this bait, so native species won't be harmed. Research has also shown that the product does not affect honeybees.

Vespex has low toxicity to mammals and birds, and they would need to consume a large amount of bait to show any symptoms of poisoning. The active ingredient, fipronil, is used in pet flea and tick products in higher concentrations than what will be used in this response.

The bait is placed in special stations and visiting hornets then roll it into small balls and take it back to the nest where it poisons others.

The stations are set in the response B and C Zones, which are the surveillance areas furthest from where hornets are being detected on Auckland's North Shore. These outer areas are being targeted first to destroy any hornets that have so far evaded traps or sightings by the public. This gives us an extra layer of insurance. In time, the Vespex

will be used in the central A Zone where the hornets are concentrated, but for now there is great success tracking hornets to nests using visual inspections and radio trackers.

In addition, there has been a new breakthrough using drone-based thermal imaging. Using this technology over an area where a suspected nest was present, it has been possible to locate a new secondary nest.

The Yellow-legged hornet response is progressing well, and the end goal remains eradication. Read the latest here: <https://kvh.org.nz/biosecurity/yellow-legged-hornet>



Yan Chen, Biosecurity New Zealand scientist, with a secondary Yellow-legged hornet nest.

# TACKLING WILD KIWIFRUIT TOGETHER

**The KVH and Kiwifruit Breeding Centre (KBC) Boards recently visited a long-running wild kiwifruit control site in Te Puke to review progress and discuss future strategy.**

The group toured a section of gully between No. 1 Road and No. 2 Road, which has been under active wild kiwifruit control for several years. The site is overseen by KVH contractor Vegetation Management, whose consistent and ongoing work has significantly reduced wild vine presence in a challenging environment.

The visit provided a valuable opportunity to acknowledge the high standard of work delivered on-site and to reflect on the importance of long-term control. Wild kiwifruit management requires persistence, repeat follow-up, and experienced contractors, particularly in difficult terrain where regrowth pressure remains high.

Discussions focused on the challenges of wild kiwifruit control, ongoing risks, and the need for continued surveillance to protect and maintain progress. The site clearly demonstrated that effective control is not a one-off exercise, but a sustained effort over time.

The visit highlighted the strength of collaboration between KVH and KBC. Both organisations share a commitment to protecting the kiwifruit industry, and seeing these efforts firsthand reinforced the value of working together to manage biosecurity risks.

KVH thanks Vegetation Management for their continued hard work and commitment, and KBC for their engagement and support.

## Q&A FROM THE FIELD

### KEY CONTACTS

**Grower & Industry Relations Manager**  
Malkit Singh:  
027 665 0121

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

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

**Grower Relations Managers**  
Sue Groenewald – GRM Red:  
027 493 1987

**Jemma Pryor – Te Puke:**  
027 283 6192

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

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

**Sasha Avery - Organics:**  
027 467 9789

#### Q. I want to know what time my clearance or residue sample will be collected. Who do I contact?

Sampling routes are determined by the sampler to ensure their day is as efficient as possible. For this reason, we cannot guarantee that a sampler will visit your orchard in the morning.

We understand the time pressures that come with harvest. However, samplers plan their routes carefully, taking into account travel distance between orchards and the need to return samples to the laboratory for testing within required timeframes.

Our service providers support their samplers in organising these routes. As a result, we are not involved in route planning and are unable to confirm a sampler's location, route, or expected arrival time.

#### Q. How do I log a hazard for my orchard?

To log a hazard for your orchard, follow these steps:

1. Log in to Canopy.
2. Open the Maturity Clearance System (MCS) through your Quick Links.
3. From the homepage, click 'Orchards'.
4. Select the orchard you want to update.
5. Go to the 'Orchard Hazards' section.
6. Add the hazard details and save your changes.

If the hazard relates to a dog on the property, make sure this is recorded in the 'Dog Information' section so samplers are aware before visiting the orchard.

Keeping this information up to date helps ensure samplers can access the orchard safely.

#### Q. I have recently purchased or sold an orchard – who do I need to contact?

Please contact the Grower Support Services Team as soon as possible. During harvest it is important that we are notified as early as possible (even prior to settlement). This allows us to begin the process on our end and minimise any disruption to harvest.

Once a Supply Agreement (Schedule 5) is received, the team will allocate a nominated crop owner based on the Grower Legal Name listed on the agreement. This grower number is the number the fruit will be packed against and determines who is entitled to the Loyalty or Loyalty as Shares initiative (and other fruit and service payments)

Unless we are otherwise advised, payments will continue to be made to the nominated crop owner, regardless of any change in orchard ownership.

If you have recently purchased or sold an orchard, please contact the Grower Support Services Team who will be happy to support you through the process. You can email [contact.canopy@zespri.com](mailto:contact.canopy@zespri.com) or phone 0800 155 355.

## NEW DIGITAL PLATFORM COMING FOR KIWIFRUIT GROWING COMMUNITY

Through the Horizon Programme, Zespri is developing a new digital platform designed to make life easier for the kiwifruit growing community.

*My Growing Portal*, launching in the second half of 2026, will bring together orchard activities, compliance tracking, reports, maps, and business tools into one modern, mobile-friendly platform.

The new portal will replace several existing systems, including *Spray Diary* and the Industry Portal, consolidating their functionality into a single digital home for growers, contractors, orchard managers, and post-harvest organisations.

"Our goal is to enhance our digital platforms, making them easy to use, adding valuable insights for our industry, and saving time," says Chrissy Stokes, Business Lead, Grower Engagement.

"We want our growers to be able to focus on what they do best – growing kiwifruit."

### WHAT MY GROWING PORTAL WILL INCLUDE

*My Growing Portal* will offer features for recording orchard activities like spray applications and fertiliser use, accessing reports and insights, viewing orchard details on interactive maps, managing business information, and controlling user access and preferences. Over time, new features and functions will be added, evolving the tools to meet changing grower and industry needs.

### DELIVERED VIA THE HORIZON PROGRAMME

*My Growing Portal* is a key initiative of Zespri's Horizon Programme, which is transforming Zespri's core business processes and digital technology to optimise fruit quality, maintain market and customer access, keep payments flowing and help you succeed as our industry grows.

Since Horizon started in 2020, it has been progressively replacing ageing systems with modern digital platforms from orchard to plate.

### WHAT'S NEXT?

Zespri will be communicating regularly with industry participants in the lead-up to the launch of *My Growing Portal*. In the coming weeks, growers and industry participants will be asked to verify key information to ensure a smooth transition to the new platform.

More information about *My Growing Portal* and the Horizon Programme is available on Canopy here: [Canopy > Tools and resources > Horizon > My Growing Portal](#)

## CANOPY AI: WHAT IT IS (AND WHAT IT ISN'T)



Canopy AI is a support tool available through Canopy, designed to make it easier to navigate key grower and compliance information. It's a useful tool, but it's important to understand what Canopy AI is designed to do and where its limits lie.

### WHAT CANOPY AI DOES

Canopy AI is a question and answer tool that searches a defined set of approved Canopy documents. It provides responses based only on what's written in those documents, with links back to the original source. You can access Canopy AI via the Quicklinks or under the 'Tools' section.

Canopy AI works best when you ask clear, plain-language questions and include enough context.

### WHAT INFORMATION CANOPY AI INCLUDES

Canopy AI currently searches information from approved documents across:

- **Share alignment and payments**, including LaS & DaS scheme offer documents, the Product Disclosure Statement and the Grower Payment Booklet
- **Licensing**, including the Licence Allocation Overview and Rules (LOAR) and Variety Information Guides
- **Maturity Clearance System**, including navigating the MCS guides, map and hazard information, understanding clearance reports and sampling processes
- **Grower and compliance manuals**, including the Grower Manual, Quality Manual, Crop Protection Standard, KiwiGreen, Pest ID, EDI and Packaging manuals

- **GAP resources**, including biodiversity, continuous improvement, contractor and welfare requirements, recycling options and GRASP resources
- **Corporate information**, including the Five year Outlook.

More content will be added over time as the tool continues to develop.

### WHAT CANOPY AI ISN'T

Canopy AI is not the same as public AI tools like ChatGPT. It:

- Doesn't search the internet
- Doesn't give opinions or advice
- Can't answer questions about your specific orchard or postharvest site
- Doesn't replace expert or technical advice.

**If information isn't included in the approved Canopy documents, Canopy AI won't be able to answer it.** For orchard specific guidance or support, contact Grower Support Services at [contact.canopy@zespri.com](mailto:contact.canopy@zespri.com).

### A BETA TOOL – STILL LEARNING

Canopy AI is currently in beta testing stage. Answers are generated automatically so some responses may be incomplete or not perfectly worded. Always check the linked source document to confirm details.

Your feedback is helping us understand what's working and where we can improve. We appreciate everyone already using Canopy AI – your input is shaping the next stage of the tool. We'll keep adding more content and refinements over time, so it becomes even more useful for you.

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FOR FURTHER INFORMATION OR FEEDBACK, PLEASE CONTACT: ZESPRI GROWER SUPPORT SERVICES, P.O. BOX 4043, MOUNT MAUNGANUI 3149. PHONE: +64 7 572 7600 OR 0800 155 355, FAX 07-572 7646. EMAIL: [contact.canopy@zespri.com](mailto:contact.canopy@zespri.com). WEBSITE: [www.zespri.com](http://www.zespri.com) | [canopy.zespri.com](http://canopy.zespri.com).

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## SUPPLY OF HORTICULTURAL AGRICHEMICALS

Zespri is monitoring the supply of horticultural agrichemicals and is in touch regularly with key importers on areas of concern.

To plan for success, a request has been made that growers place orders with their retailers as soon as possible. This will allow retailers to provide importers with an accurate forecast so that products required up until December 2026 can be ordered now.