



**12 July 2023**

Hi everyone,

We're making good progress with this season's sales programme.

As of last week, we had delivered 62.1m trays across all fruit groups, or 45% of our full year crop.

SunGold Kiwifruit sales are at the halfway mark, with 46.3m trays delivered and Green is now 37% sold through, with just over 15m trays delivered. This compares to 17m trays or 27% at the same time last year. After a later start, Organic SunGold and Organic Green sales are tracking well with 49% and 16% delivered respectively, compared to 41% and 18% last season.

Despite the difficult growing season with unusually high rainfall and significant weather events, the focus the industry has put on improving quality has meant we are tracking significantly better than last season and at a level more comparable with 2021. We're seeing a moderate increase in defects on both Green and SunGold Kiwifruit at our enhanced onshore and offshore quality checking. This was planned for and we're using the additional checking capacity to assess more fruit, with a focus on specific grower lines and facilities. We are also working with Suppliers to manage fruit quality challenges.

To help manage fruit quality and reduce fruit loss which worsens as the season progresses, we're also driving strong sales rates to sell faster and deliver an earlier finish to the season. This includes regularly reviewing the supply of fruit in market against demand levels and adjusting allocation plans so fruit is moved to where it is selling well. Inflationary pressures have been significant across all markets and particularly in Japan where we are also seeing earlier competition from higher volumes of competing summer fruit. While pricing has been strong across all major markets, we are continuing to assess and change allocations to focus on selling through as early as possible. This helps us maximise the value we return to growers by securing earlier sales and reducing end of season storage and quality costs.

We are now over 70% through the full season shipping schedule which continues to run smoothly, with 98m of the 135m trays shipped on 40 vessels. This includes 66.2m trays of SunGold Kiwifruit and 27.6m of Green. This is 73% and 66% of this season's respective volumes.

I'll be providing more detail on the above and how this season is progressing and be available to answer questions at our next **Grower Virtual Town Hall on Monday 24 July from 4:00pm-5:00pm**. Log in details are available on Canopy where we'll also provide a recording for those who can't join live.

All the best for the next few weeks and we hope to see you online for the Grower Virtual Town Hall.

Best regards

Jason Te Brake  
Chief Operating Officer