



**3 May 2023**

Dear Industry Colleagues

This update covers the results of today's Zespri Restricted SunGold Kiwifruit (Hayward/Green14 Cutover) Pool licence release which took place using the new open ascending-price auction release mechanism.

**199.5 hectares** of the 200 hectares available have been released at a price of \$678,000 per hectare including GST. After the auction's first round this morning, the category was oversubscribed by almost 430 hectares and there were 20 rounds of bidding in total.

The Restricted SunGold Kiwifruit (Hayward/Green14 Cutover) Pool was created to help ensure there is a spread of licence across our grower base, providing an opportunity for those Green growers wishing to transition to a new variety to purchase SunGold Kiwifruit licence.

The level of grower interest in today's licence release reflects the strong market demand for SunGold Kiwifruit we are continuing to see from our customers and consumers. The new auction mechanism in place this year provides greater price transparency to growers and means all growers pay the same price for licence.

Our final licence release will take place on Friday 5 May, with 150 hectares of SunGold Kiwifruit licence available through the Unrestricted SunGold Kiwifruit Pool auction. This pool will be open to all growers who have registered to bid, including those Green growers who were unable to secure licence in today's cutover pool licence release.

Growers with any queries about the final auction should contact the auction support team at Zespri on 07 572 6440.

Zespri will release its preliminary licence revenue range at the completion of this week's auctions.

Regards

Carol Ward  
Chief Grower, Industry and Sustainability Officer