



1 May 2023

Dear Industry Colleagues

This update covers the results of today's Zespri RubyRed Kiwifruit licence release which took place using the new open ascending-price auction release mechanism.

A total of **125.8 hectares** of the 150 hectares available has been released at a price of \$38,000 per hectare including GST. The category was undersubscribed by 24.2 hectares.

All growers who wanted licence were able to receive it this year. The new auction mechanism provides greater price transparency to growers and all growers will pay the same price for licence.

We're continuing to see strong market demand for Zespri RubyRed Kiwifruit which is helping bring new and younger consumers to the kiwifruit category, and these newly released hectares will support the category's ongoing growth in high value markets.

As a newer variety in the establishment phase, we recognise that growers are still developing their understanding of the best growing techniques to optimise RubyRed Kiwifruit productivity and quality. RubyRed Kiwifruit is naturally a smaller and generally softer variety and more challenging to produce, including maximising its yield potential. We look forward to continuing working with growers on building industry knowledge of the variety in the years ahead so that we can meet strong demand for the variety.

Our next licence release will take place on Wednesday 3 May, with 200 hectares of SunGold Kiwifruit licence available through the Hayward/Green 14 Cutover Pool. This will be followed by the Unrestricted SunGold Kiwifruit Pool auction on Friday 5 May where 150 hectares of licence is available and will be supplemented by any remaining licence from the cutover pool should it be undersubscribed.

Growers with any queries about the upcoming auctions 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