

Zespri Industry Update from Jason Te Brake: 20 April 2023



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Dear Industry Colleagues

I'm pleased to report that with the 2023 season now well underway, market conditions and demand for our fruit remain positive and we're receiving promising feedback from our distribution and retail partners about the improved fruit quality we're seeing this season.

Some of the feedback Dan has received in his early season market visits has included customers noting "this is the Zespri Kiwifruit we are used to", reflecting the hard work that has been undertaken right across the industry to improve quality as part of our Quality Action Plan. While this is positive feedback, it's important that we maintain our focus on delivering great quality fruit throughout the season.

Our first charter vessels have arrived in China, Japan and Korea, and our first container shipments have also landed in Taiwan and Singapore. Europe, North America and the rest of our markets are preparing to commence their retail programmes and campaigns shortly. Zespri RubyRed Kiwifruit sales have been tracking well, with all fruit now shipped to market and more than 50 percent of this season's Zespri RubyRed Kiwifruit crop now sold.

From a supply perspective, while we've had a slower start than last season, we're tracking well with approximately 56.1m trays of fruit submitted as of week 16, with a daily average submit of 2.3m trays per day for weeks 15 and 16. This is largely in line with our expectations given this season's later fruit maturity, and the reduced volumes and greater labour capacity to support harvest we have this season gives us confidence we can deliver the season in a timely manner.

To avoid delays to harvest which can compromise fruit quality on larger size fruit and miss utilising early season packing opportunities, growers are encouraged to talk to their post-harvest operator in order to harvest fruit once it is cleared to pick, or to consider select picking as an alternative. Many growers have already reached good levels of dry matter, and those with larger sized fruit which have reached clearance are encouraged to prioritise harvesting this fruit rather than delaying in order for dry matter to develop in their smaller sized fruit. Some growers will be faced with small size fruit not meeting Minimum Taste Standard this season, and are asked to not compromise larger fruit which has already matured.

This is particularly important as we head into mainpack harvest season, where any delay in harvest can potentially impact fruit firmness. To compare your orchard maturity status and to learn about industry and smart monitoring trends, growers should visit the Maturity Clearance website (mcs.zespri.com).

It's pleasing to see some promising initial feedback from the market around this season's improved quality, so again a big thank you for all of your efforts to date.

All the best for your on-orchard activity over the coming weeks.

Regards

Jason Te Brake
Chief Operating Officer