

Zespri Industry Update- Amended KiwiStart Rates



31 March 2023

Dear Industry Colleagues

I would like to update you on the season start and on an increase to KiwiStart rates. Thank you for your continued efforts to ensure that this season's harvest is successful, particularly the focus we can see you are putting on delivering better quality fruit this year.

Our initial view of this season's crop indicates that dry matter is lower than previous seasons, following the high rainfall and lower sunshine levels we've encountered in late 2022 and early 2023.

Many SunGold Kiwifruit orchards have accumulated good levels of dry matter, and we encourage growers who have received clearances to work closely with their post harvest supplier to schedule picking and packing.

We have strong demand in the market for early supply of good tasting fruit, and early season vessels that are waiting to ship our fruit to our expectant customers.

Early season sales opportunities are valuable for our industry and allow us to take advantage of lower levels of other fruit in the market and the strong demand for Zespri Kiwifruit.

We are currently running behind our season start. This has resulted in missed opportunities to fill ships and delayed loading of vessels. Accelerating the build of available fruit to meet these market opportunities is becoming critical to avoid impacts on value later in the season through later season sales.

We encourage growers to harvest fruit once it is cleared to pick, to help optimise our early sales opportunities and make efficient use of our shipping programme, including avoiding demurrage and dead freight costs on vessel delays.

To support this, KiwiStart rates have been amended on March 20 and again on March 30, following a recommendation from ISG to increase GA1CK and GA10B rates. Details of the rate changes can be found on the Standard Cost Models page on Canopy [here](#).

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

Regards

Jason Te Brake
Acting Chief Global Supply Officer