



**6 October 2023**

Hi everyone,

Planning for the 2024 season continues to progress as the industry prepares for an expected increase in crop volumes next year.

A critical driver in the success of the season will be our industry's ability to provide good quality fruit throughout the season that meets our customer and consumer expectations.

This includes providing sufficient high quality early-season fruit to meet strong early market demand and secure strong early sales rates, as well as supplying fruit that stores well later in the season so that we are maximising the value we're returning to growers.

A key aspect in achieving this will be avoiding unnecessary delays to harvest next season and ensuring we are not harvesting fruit later than optimum maturity or harvesting a significant volume of fruit late due to industry capacity constraints.

We must also continue to provide fruit that meets our customers' taste expectations. Taste is a key driver in the value we can return to growers, including in our ability to secure repeat purchasers, attract new consumers to the kiwifruit category and maintain strong pricing for our fruit.

The Industry Advisory Council (IAC) has approved changes to the Taste Zespri programme ahead of the 2024 season. This review considered how we can best establish the right balance of commercial incentives to ensure that we produce consistently great-tasting and great-quality fruit throughout the upcoming season.

The recommendations, which were also approved by the NZKGI Forum and the Industry Supply Group (ISG), were a result of comprehensive pan-industry discussions which considered the potential impact of current taste settings on this coming season's expected larger crop. The settings will remain an important commercial driver with volumes forecast to continually grow over coming seasons.

**Key Taste Changes for 2024:**

- Change the SunGold Conventional Maximum Taste Payment (Fruit Value + Taste) from 60% to 45%
- Revert to the 2022 season SunGold (Conventional and Organic) TZG curve (removing the steep part of the curve up to 17% Dry Matter)

**Other Key IAC Taste decisions for 2024:**

- The SunGold Organic Maximum Taste Payment (Fruit Value + Taste) of 60% will be retained

- The Green Conventional and Green Organic Maximum Taste Payment (Fruit Value + Taste) of 60% will be retained

Minimum taste standards will remain in place as an important guard rail to support the ongoing alignment of taste to consumer preferences and sales and it's important this is reflected in on-orchard and harvest decision-making.

The confirmed changes highlight the importance of taste and quality continuing to work together. In establishing taste settings, we are looking to balance market feedback and supply signals, with the move to 45% for the SunGold Conventional Maximum Taste Payment identified as the most appropriate and conservative change to make. We will continue to review the impact of these changes in future seasons to assess if we have the commercial drivers in the right place.

We'll share more about these changes and the wider preparations for the 2024 season including KiwiStart and time rates in upcoming Kiwifliers. In the meantime, if you have any questions, please let me know or get in touch with your Grower Relations Manager.

Regards

Jason Te Brake  
Chief Operating Officer