



17 April 2025

Hi everyone,

I hope this email finds you well and you are weathering the storm. I know this will be worrying for those of you with fruit still on the vines and I hope the impact is not significant. Our team is available for any of you to contact if needed – you can find our contact details on Canopy.

Over the past eight days, I've been meeting with customers in Japan, China, Taiwan, Korea, and Singapore to thank them for their support last year and to discuss our focus areas for the upcoming season. Our goal is to increase early season sales rates by 10-15 percent in the first three months and finish earlier than last year to reduce late season quality costs.

Despite uncertainties like tariffs, customer confidence remains high due to strong early season fruit quality and confidence in our product and brand.

We've sold around 6.5 million trays so far, with SunGold accounting for 5 million and Zespri RubyRed Kiwifruit around 1.7 million. All in all, it puts us around 1.5 million trays ahead of where we were at this time last year, so a nice early start into the markets.

The first SunGold has also just arrived in Europe and Korea where we're about to get underway joining China and Japan. Our markets in Asia are showing strong demand and positive feedback on the quality of our fruit. We are also seeing promising signs in North America, where we're working through the impacts of the tariffs on pricing with a view to minimising their impact on returns and run rates with a long-term focus on continuing to grow the market. Of course, there is a degree of uncertainty however our view is the OGR ranges we released last month are still indicative of the OGRs we expect to see if we deliver the season well.

Onshore we continue to make really good progress with 97 million trays packed which is 19 million more than this time last year. We're now over halfway through packing this season's SunGold crop, along with almost half of this season's Organic SunGold crop, and nearly 30 percent through Green. The first shipments of Green are expected to arrive in market in the coming weeks.

We recently achieved our largest-ever shipping week with over 11 million trays loaded, trucked and shipped out of New Zealand, a huge effort across the whole industry. Overall our shipping programme is also off to a strong start, with 45 million trays already shipped and 16 charters on their way to various markets around the world. This early momentum is crucial as we aim to manage our largest crop ever of over 200 million trays.

Update on Crown Garnet insurance claim

I'm also pleased to share that we've secured a positive settlement in relation to the product contamination claim of \$3 million (actual recovery \$4 million less \$1 million deductible), related

to the Crown Garnet mice incident that occurred in April 2024. This follows the \$24.1 million settlement with our marine cargo insurers early this year and will be included in the remaining progress payments for the 2024/25 season.

The result is a total payout of \$27.1 million from insurers, benefitting SunGold Kiwifruit growers by approximately 18 cents per tray in the 2024/25 season. We're very pleased to have secured a positive result for the industry from this cost recovery process. These payments together cover 100 percent of the net fruit value and 96 percent of all costs (these costs exclude the insurance deductibles of \$2 million).

Thank you for your continued efforts as we continue to set ourselves up well for a successful season.

Thanks,
Jason Te Brake
Chief Executive Officer