



28 May 2026

Hi everyone,

Our SunGold Kiwifruit packing season is now complete with a record 156 million trays in submit. Green mainpack is well underway, with over 31 million trays packed, over half of the total expected crop. The focus over the coming weeks is on getting the rest of the crop off at the right time to give the most optimal fruit quality and storage utility.

Overall, we've sold almost 50 million trays and shipped close to 100 million trays. SunGold accounts for the bulk of that, with around 40 million sold and 73 million shipped, plus a further 826,000 trays of Organic SunGold sold and 2.7 million shipped. Green is progressing, with over 3 million trays sold and 15 million trays shipped, alongside 32,000 trays of Organic Green sold and 719,000 shipped.

The past week has been positive, with 7.6 million trays sold around the world, including more than 6.7 million trays of SunGold and 850,000 trays of Green. We're tracking around 1.4 million trays ahead of last year with SunGold following the disrupted start, though still behind where we had hoped to be at this point. We've now sold 26% of the SunGold crop, compared to 28% at this time last year, and have adjusted our sales plans to close most of that shortfall over the coming 4 or 5 weeks. On Green we're tracking about 3.4 million trays behind last year with around 6% of the crop sold compared to 11% at this time last year, so there's work to do to close that gap but we remain confident we can do so.

Europe continues to perform well with consistent sales weeks averaging around 2 million trays. North America is tracking well ahead of last year, with additional demand on the back of our season launch campaigns, supported by strong in-store presence and media and retail partnerships. We're also seeing very strong momentum in Japan and Korea in recent weeks. China is on plan at this stage, though we're still seeing much more competition with large volumes of imported durian, blueberries and early arrivals of summer fruit. We're continuing to monitor and respond to ensure we deliver the strongest sales we can.

Fruit quality is looking good in market, with early arrivals consistent with recent seasons and positive customer feedback. Maintaining that standard through the rest of the season is a focus for the whole industry.

A reminder that the Loyalty as Shares and Dividends as Shares offer period closes next week at 5pm on Wednesday 4 June. These initiatives are a key part of our work to lift grower share ownership and strengthen industry alignment, so if you're eligible and would like to take part, please opt in through the Industry Portal on Canopy before then.

Finally, I hope to see you at the Mystery Creek Fielddays, starting on Wednesday 10 June. Kok Hwee, our Chief Marketing Officer, and I will share a daily season update alongside our industry partners from 12pm, followed by lunch. Feel free to drop by the Zespri tent any time for a coffee and chat.

Thanks for your continued efforts, and I'll be in touch again soon.

Jason