



29 October 2026

Hi everyone,

We're continuing to progress well towards the end of the New Zealand season, with 95% of our total crop now sold and approximately 11 million trays remaining. We're expecting to be largely sold out across our fruit groups by the end of November, with this season representing our largest ever crop.

Difficult global economic conditions, increased competition and softer fruit pressures have made this a challenging season, but our in-market teams are continuing to work hard to ensure we finish the New Zealand season strongly. As we close out our New Zealand supply, we are continuing to transition to our ZGS fruit which helps us maintain shelf space and keep the Zespri brand in front of our consumers.

In Europe, we've now sold around 94% of our forecast volume for the season and will finish SunGold Kiwifruit sales this week and Green in a couple more weeks, which is earlier than previous seasons. Europe has performed exceptionally well over the past six weeks, with consecutive record sales weeks, and strong promotion activity driving a lift in demand. North America is at a similar point, and is now around 94% sold and in position to finish sales earlier than last season. Japan and Korea are progressing well too, with sales orders now committed to close the season and just awaiting delivery to customers in the coming weeks. In Greater China, around 93% of forecast volumes have been sold, with teams focused on maintaining sales momentum through the final stages of the season. China is our main watch out in the next few weeks, as consumer demand has slowed through October after a successful Mid-Autumn festival, with customers also noting poorer fruit quality.

From a quality perspective, SunGold performance is tracking below recent seasons, with increased levels of softer fruit and storage breakdown throughout the season. Green quality remains broadly comparable with last year, and looks on track to finish well. We will release our next OGR forecast in three weeks, which will provide an updated estimate on forecast returns by fruit group, including quality costs, as we near finishing the season.

Grower Town Halls

Next week I'll be hosting a **Grower Virtual Town Hall** online on **Tuesday 3 November at 6pm** where I'll provide an update on our season performance and be available to answer questions. We have received requests from growers and from NZKGI for more detail following our announcement last week regarding the Gold3 PVR expiry in Chile, which I'll provide, and cover any other topics on growers' minds. You can find the details to join on Canopy.

Our **Green Grower Town Halls** are also on next week, with both in-person and online options available. You can find more information and the registration links on Canopy.

Thanks again for all your continued efforts, and I look forward to catching up next week.

Jason