

# APATA KIWIFRUIT UPDATE

June 2008

## Welcome to the June issue of Apata's Kiwifruit Update

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### 2008 Harvest Success

In an interview with The Orchardist Magazine last year, I was quoted as saying:

*"It takes growers all year to develop a crop and maybe just a day to pick it. After that, grower returns depend on how it is treated through packing, coolstorage, shipment and ultimately distribution to any one of 64 countries. I suspect a lot of people don't understand the huge amount of trust involved. But I do, and I'm making it my goal to ensure that growers are appropriately rewarded for that unique confidence they have in us".*

Now we are coming to the end of what has undoubtedly been one of our most early and successful harvests to date, it is now our responsibility to ensure we are focused on handling your kiwifruit with the utmost care, which will end in outstanding results for you, and an exemplary product delivered to the markets.

I would like to take this opportunity to thank every single Apata grower and their families for giving us your trust and confidence. I know it is not an easy ride being a kiwifruit grower, it takes a lot of hard work and dedication to ensure that the kiwifruit you are producing meets the ever increasing demands of world fruit consumers. By working together, we will ensure this continues.

Bevan Bayne and I are looking forward to hosting Apata growers in Japan during July. Seeing the power of the ZESPRI™ System first hand in the markets is an extraordinary experience, and we hope it inspires our growers to continue to produce this industry's best tasting kiwifruit.

Remember our relationship doesn't end when the bins leave your orchard. Apata is committed to ensuring you are kept up-to-date with the performance of your fruit as it goes through the supply chain, easy-to-understand payment details, and providing you innovative on-orchard advice by way of Field Days and technical events. The Winter Field Days are taking place this month; see over the page for details of a Field Day near you.

Thanks for your ongoing support

Todd.

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## Winter Field Days

If you attend just one Field Day this year, make sure it's this one!

Mike Muller and Wade Hunkin will be presenting Apata's Winter Field Days at an orchard near you in June. All orchards have both Green and Gold vines.

Topics covered:

- Bud selection, quality numbers and spacing
- Controlling scale, dealing to the crowns
- HiCane™ decisions



Winter pruning may be 'old hat', but the work you do in winter will set up your orchard for the year. Get it right now, and the season will flow.

### Tuesday 17 June

9.30am Colliers International Orchard  
Te Mete Road  
**Te Puna**

1.30pm Te Awa Family Trust Orchard  
Steve Martin  
591 Main Highway (opposite Tuapiro Road)  
**Katikati**

### Wednesday 18 June

10.00am Ohau 2 Orchard  
Reynolds Family  
61 Te Tumu Road  
**Te Puke**

### Friday 20 June

1.30pm Stoneloch Orchards  
John and Nesta Hackett  
Mannington Road  
**Maungatapere, Northland**

Refreshments will be served and technical handouts will be available at each Field Day.

We will be holding a Winter Field Day in Levin in late June. Details for this Field Day will be published soon.

If you have any questions regarding Apata's Winter Field Days, please contact the Grower Services Office on 07 552 0512 or email [csadmin@apata.co.nz](mailto:csadmin@apata.co.nz)








## Shipping

Final vessels for KiwiStart product have been issued and are currently being worked on by all facilities. This will not totally clear our stocks but we are in a good position.

There is discussion this week on one vessel to the USA which is potentially being cancelled by ZESPRI. This is a KiwiStart vessel which we have product on and we have expressed our concern.

Apata, G6 and IFSL are consolidating final pallets of Gold Organic. This consolidates almost all remaining Japan product to full pallets for which an order has been requested and is expected within days.

### Year-to-date shipping:

	<b>Class 1 Green</b> 1,207,219 TEs		<b>K1W1 Green</b> 18,319 TEs
	<b>Class 1 Green Organic</b> 497,826 TEs		<b>K1W1 Green Organic</b> 14,939 TEs
	<b>Class 1 Gold</b> 1,027,394 TEs		<b>K1W1 Gold</b> 23,924 TEs
	<b>Class 1 Gold Organic</b> 89,824 TEs		

### Currently ordered, but not shipped:

<b>Turntable Road Green Coolstore</b>	467 pallets Hayward Conventional 2 pallets K1W1 Green
<b>Turntable Road Gold Coolstore</b>	282 pallets Gold Conventional 18 pallets Gold Organic 31 pallets K1W1 Gold
<b>Pyes Pa Coolstore</b>	22 pallets Hayward Conventional 312 pallets Hayward Organic 9 pallets Hayward K1W1



**Vessels loading for the remainder of week 23:**

*Cap Palmerston* to Japan, *Cape Martin* to US and Mexico (US leg is the one ZESPRI may cancel), *Cape Martin* (Nature and More Collaborative Market) to Antwerp, *CMA CGM Charcot* to Malaysia, and the Charter *Hansa Visby* to Europe. An additional Europe vessel has been released for week 25 as the market there is short of fruit.

Apata will be providing fruit for the Mystery Creek Field Days next week. We are sending over display product and also fruit for sampling at the ZESPRI site.

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**Grower Payments 2008 Pool – Apata Suppliers Entity Limited**

The ZESPRI grower standard advance payments for 2008 season continue to be received on a weekly basis and are being on paid to growers, less deductions as per Schedule 1 Pool Rules and Payment Arrangements from the Grower, Supplier and Supplier Entity Agreement 2008 (GSSA).

Growers can expect payment of their portion of the Standard Advance two weeks after packing, though currently payments are being made as close as possible on the day that funds are received from ZESPRI.

These standard advance payments will continue to be made on a weekly basis until mid-June, with the first progress payment expected from ZESPRI mid-July 2008.



**Total trays received from all Apata facilities as at 30 May 2008:**

	<b>2008 Season</b>	<b>2007 Season</b>
GOLD Conventional South Pool	1,384,466	930,145
GOLD Organic South Pool	100,794	115,742
GOLD North Pool	140,543	126,869
GREEN Conventional Pool	3,382,771	2,569,170
GREEN Organic Pool	799,236	653,521
<b>TOTAL TEs</b>	<b>5,807,810</b>	<b>4,395,447</b>

Note that the CA/Bin Store tray estimates are included in these totals.

## **KiwiStart 2008**

KiwiStart rates apply to fruit submitted into inventory during Period 1 and loaded out by ISO week 24 (15 June) of the season.

 <b>GREEN and GREEN ORGANIC</b>	 <b>GOLD and GOLD ORGANIC</b>
<b>50% paid by ZESPRI in June 2008</b> based on the December 2007 forecast fruit value	<b>60% paid by ZESPRI in June 2008</b> based on the December 2007 forecast fruit value
<b>Balance paid by ZESPRI in September 2008</b> adjusted for the August 2008 forecast fruit value	<b>Balance paid in September 2008</b> adjusted for the August 2008 forecast fruit value

The Entity will receive the KiwiStart revenue for growers 'first past the post' directly from ZESPRI. The contracted volumes for ISO weeks 16, 17, 18 and 19 will be paid via our Supplier (Southlink Supply Limited). In 2008 the growers with KiwiStart volume will be paid all KiwiStart revenue via the Entity as soon as practical after receipt of information and funds.

Thank you to all those growers that have signed and returned the Grower, Supplier and Supply Entity Agreement for 2008. We will follow up any outstanding Agreements over the next few weeks.

## **Grower Payment Information 2007 Pool**

- The final 2007 progress payment from ZESPRI was paid on 30 May 2008.
- The Loyalty Premium has been increased to \$0.10 per class 1 tray supplied and this will be paid on 13 June 2008. Remember that those growers who have contracted directly with ZESPRI for their Enhanced Three Year Rolling Grower contract will receive this payment on a ZESPRI Tax Invoice. Those growers that have assigned their payment to the Pool will receive funds direct from the Entity.
- The only outstanding payment for 2007 is the Supplier Taste Payment (STP) for the GREEN Pool. At the end of each season a reconciliation and subsequent adjustment is applied to ensure that all suppliers receive an equitable share of the Japan supply, based on their share of Taste band product by fruit group and size. This payment will be made to growers as soon as it is received from ZESPRI.

If you have any queries regarding grower payments, please contact Entity and Grower Payments Manager Dinah Rutherford on 07 552 0504 or email [Dinah@apata.co.nz](mailto:Dinah@apata.co.nz).

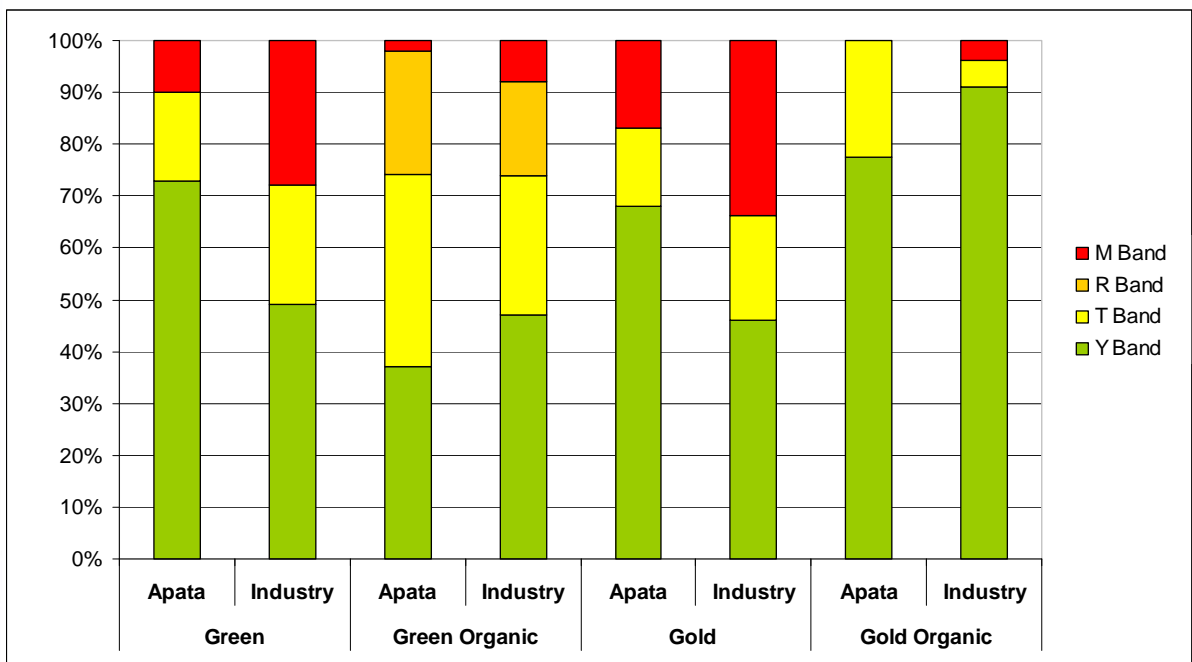


## Taste Profiles

We've always been proud to state that Apata growers have good taste – and this season has been no exception.

Apata GREEN growers are doing remarkably well in regards to taste, with over 70% of fruit in the Y band, compared to the industry average of just under 50%.

Apata GOLD growers are also doing well, with close to 70% of fruit in the Y band, compared to just over 45% for the industry average.



Industry data sourced from AgFirst BOP website

Although our GREEN Organic Y band result is lower than the industry average, overall our Y and T bands are just about spot on with the industry averages, and we have no Gold Organic fruit in the R or M bands – a great result.

## Kiwifruit Bulletin

Has your Kiwifruit Grower's Bulletin been missing the past few weeks?

Some growers may be experiencing technical difficulties when receiving the Apata Kiwifruit Growers' Bulletin. Your ISP (internet service provider) may be putting the bulletin into your 'junk' or 'spam' folder.

## Outlook 2003 Users

Add 'cassandra@apata.co.nz' to your Safe Senders list.

1. On the Tools menu, click Options.
2. On the Preferences tab, click Junk E-mail.
3. On the Safe Senders tab, click Add.
4. In the Add Address, put cassandra@apata.co.nz
5. Click OK.

If you use Outlook, and can't see any 'images' (photos, graphs etc) in your Apata email, 'right click' on one of the image areas and select 'always allow images from this sender' or similar.

If you would like to change the 'default' setting on Outlook so you always see the images in all newsletters, 'right click' on an image area then:

1. Click on "Change Automatic Download Settings"
2. Untick "Don't download pictures or other content automatically in HTML email"
3. Untick "Warn me before downloading content when editing, forwarding or replying to email".

If you are still experiencing difficulties, please call Cassandra Thurston on 07 552 0535 or email [Cassandra@apata.co.nz](mailto:Cassandra@apata.co.nz) for help.

## Apata Contact Details

### Tauranga

Turntable Road RD2 Katikati  
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83 Pyes Pa Road RD3 Tauranga  
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Fax: 07 543 0096

### Northland

37 Southend Avenue Whangarei  
PO Box 1507 Whangarei  
Phone: 09 430 8003  
Fax: 09 430 8006

reception@apata.co.nz  
www.apata.co.nz

## Grower Services Contact Details

### BOP Gold Growers

Barry Penellum 027 453 6423

### BOP Green Growers

Ross Mutton 027 648 5577

### Organic Growers

Graeme Mead 027 426 5548

### Northland Growers

Steve Brown 027 200 9954  
Graham Teal 027 285 0392

### Grower Payments

Dinah Rutherford 07 552 0504

### Grower Services Manager

Bevan Bayne 027 511 6666

### Grower Services Office

Margaret Anderson 07 552 0512

### Communications Manager

Cassandra Thurston 07 552 0535  
027 500 8587

### Technical Support

Wade Hunkin 027 481 9905

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