



# APATA KIWIFRUIT UPDATE

May 2008

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

In this issue:

- Technical Update
- Winter Field Days
- Shipping Update
- Grower Payments
- Seasonal Employee Update
- New Communications Role at Apata
- Apata Grower Trip to Japan
- New Southern Cross Scheme for Growers
- Kiwifruit Growers' Bulletin

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## Technical Update

### Water Stain

High levels of water stain are beginning to appear in some crops so is sure to be an issue later in the season.

There are a number of product options out there for stain removal but the biggest contributor to a poor result will be application. Water rates need to be high - 3000l per ha is recommended for most products and necessary to get the required coverage and achieve runoff.

For best results spray in both directions as a minimum, to ensure the job is not rushed. Everyone is under pressure to get the job done but a poor job is a wasted effort. If there is rain or heavy dew after application, be prepared to do it again before picking gets underway.

### Soil Tests

The best time to have a soil test taken on your orchard is immediately after harvest. Ideally soil samples are taken at the same time and from the same places each year. You should take a sample from each of the areas within the orchard that have significant differences in soil fertility. Your fertiliser supplier or your soils consultant will be happy to organise for the soil samples to be taken and forwarded to the laboratory for testing. Consider asking for a Mehlich 3 (mal-lick) test as this gives a lot more information about the Phosphate status and also some of the key trace elements (including Boron) at very little extra cost. Boron has been implicated in the growth of the pollen tube at pollination. Make sure your fertiliser recommendation has taken the Boron status of the orchard into account.

### Pruning

Don't be tempted to get into pruning too quickly. Take some time to walk the orchard and have a close look at how the vines have developed over the year. Are there large crowns that need to come out early? How did your structures cope with the year? What about upgrading the old males? Identify any weak/sick vines and tag for treatment or even replacement. Your Apata field rep will be happy to walk with you and offer some thoughts. Their contact details are at the end of this newsletter.

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## Winter Field Days

It may only be harvest time but already we are looking forward to the new orcharding year and have a series of winter field days planned for mid-to-late June.

The Bay of Plenty field days will be held from 16 – 18 June and will be presented by Mike Muller. Focus will be on vine structure, getting bud numbers right, wood selection and dealing with pests. It's all about setting the platform for future growth and profitability. Information on venues and times will be communicated to growers in the next few weeks.

## Shipping

The 2008 shipping season has had a vigorous start. As at the end of ISO week 18 (4 May 2008), Apata Limited has shipped:

	<b>Class 1 Green</b> 585,481 TEs		<b>K1W1 Green</b> 7,620 TEs
	<b>Class 1 Green Organic</b> 190,224 TEs		<b>K1W1 Green Organic</b> 3,132 TEs
	<b>Class 1 Gold</b> 568,899 TEs		<b>K1W1 Gold</b> 9,936 TEs
	<b>Class 1 Gold Organic</b> 57,531 TEs		

### Ordered but not yet shipped out to end of ISO week 22 (1 June 2008):

<b>Turntable Road Green Coolstore</b>	705 pallets Hayward Conventional
<b>Turntable Road Gold Coolstore</b>	761 pallets Hayward Conventional 74 pallets Hayward Organic
<b>Pyes Pa Coolstore</b>	59 pallets Hayward Conventional 262 pallets Hayward Organic 5 pallets Hayward K1W1

The focus is on prioritising movement of KiwiStart and Modified Brix inventory by week 24 for all fruit groups.

Gold carriage temperatures are switching to one degree for fully coloured protocol A and B, and hatches at five degrees for fruit which requires further conditioning on vessel.

On Wednesday this week the *Tropical Mist* left with fruit for Japan, and the *Brazilian Reefer* is due in port on Friday destined for Spain. Early next week we have the *Polarstream* for Zeebrugge, the *Sasanqua* and the *Sampaquita* for Korea and Japan. In between charter vessels there are containers vessels almost daily so it is a very busy schedule for our facilities.

The first two vessels destined for the Mediterranean and Zeebrugge arrive in market this week.

Shipments for April on charter vessels ex Tauranga this year exceeded 57,000 pallets, which is 9,000 pallets more than April last year. If you lined up all the trucks required to deliver that amount of cargo the line would extend for over 47 kilometers!

### Grower Payments – Apata Suppliers Entity Limited

The first ZESPRI grower standard advance payment for 2008 season was made on 4 April 2008 for a total of 209,084 trays packed in ISO week 12 (17 – 23 March 2008).

	2008 Season	2007 Season
 <b>Green Conventional</b>	133,098	0
 <b>Gold Conventional</b>	50,771	77,293
 <b>Gold Organic</b>	25,215	8,403
<b>TOTAL TEs</b>	<b>209,084</b>	<b>85,696</b>



The 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.

All growers should now have a copy of the Grower, Supplier and Supply Entity Agreement for 2008. We encourage you to familiarise yourself with the pool rules and payment arrangements. **If you have not yet signed and returned page eight of this agreement we urge you to do so as soon as possible.**

### **Grower Information 2007 Pool**

ZESPRI has announced that the final progress payment for 2007 will be made on 30 May 2008.

Indicative values are:

	ZESPRI™ GREEN	\$0.10
	ZESPRI™ GREEN ORGANIC	\$0.10
	ZESPRI™ GOLD	\$0.07

The Loyalty Premium will be paid on 13 June 2008 and the indicative rate is \$0.05 for all pools.

### **Non Standard Supply (NSS)**

*From the ZESPRI 2008 Grower Premiums Booklet*

Non Standard Supply (NSS) describes fruit outside the ZESPRI Class 1 specification because of size and/or taste. ZESPRI purchase NSS fruit by way of a Service Level Agreement(s) (SLAs) depending on market demand and the ability to provide commercially viable returns to growers.

<b>Taste Band</b>	<b>Y,T</b>	<b>M</b>
Gold Class 1 size 14-18	Standard Supply	Non Standard Supply
Gold Class 1 size 42	Non Standard Supply	Non Standard Supply
Green Conventional Class 1 size 46	All taste bands are NSS	
Green Organic Class 1 size 46	All taste bands are NSS	

- All fruit below the Minimum Taste Standard (MTS) is also NSS
- NSS required volumes are procured by SLA as required by market demand

### **Seasonal Employee Update**

Apata currently has a core staff of 103 permanent employees, based over our three sites.

For seasonal peaks we rely on a mix of both available local and contracted labour, people travelling on working holiday visas and employees recruited under the RSE (Recognised Seasonal Employer) scheme.

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For the 2008 kiwifruit harvest and repack season, our Tumtable Road site has 70 employees from our RSE approval. These employees were recruited directly by Apata in Malaysia with the aim that they will return to Apata in subsequent seasons to allow us to have a consistent and trained workforce.

The introduction of the RSE scheme has enabled Apata and other post-harvest facilities to have a stable work force with no employee turnover. The RSE workers have work permits for a fixed period of time (Apata's is six months) and can only work for the one employer, and employees must go home at the end of the visa term.

The caliber of the employees is excellent with many of them having professions in Malaysia ranging from finance accountants to IT professionals. We have had the opportunity to place a number of our RSE employees into key positions within our packhouses.

For 16 of the RSE employees, this is their second trip to Apata, having worked under the AIP (Approval in Principal) scheme in 2007. These 16 people appear to have acclimatised to New Zealand very well. Where we see many of our overseas visitors rugged up to the hilt due to the sudden weather change and drop in temperature, our 16 people from last year are in short sleeves!



**Shun Vettarayan** is just one of Apata's many success stories. Below is an article we recently published in our Apata employee publication 'Team Talk'.



*Shun Vettarayan is the sizer driver for the Green shed. This is Shun's second year working for Apata. Last year Shun started out in tray preparation, and this year he has a new role as sizer driver which oversees production, labelling and sizing.*

*Shun also has another important job, helping our HR Manager Kate Krom recruit 37 workers from the Penang area in Malaysia to come and work for Apata this season. He is also the liaison person for RSE employees based in the Green shed for pastoral care.*

*Back home in Penang, Shun owns a small business which fixes televisions, DVD players and other electronic equipment. He shuts down his business during the six months he is in New Zealand working for Apata.*

*Shun first heard about the opportunity to work at Apata through his friends who had travelled to New Zealand to work in the kiwifruit post-harvest. Shun really enjoys working at Apata and says the best part of working here is the team work. "New Zealand is a nice country, with very friendly people," says Shun. "You can also earn good money, more than what you can sometimes in Malaysia."*

*When the time comes for Shun to head back to Penang to join his wife J Lachmy. P and son S. Ramanan, he says he will miss the country and the friends he has made here.*

*"But I hope to be back again for the 2009 season," says Shun.*

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## **New Communications Role for Apata**

Cassandra Thurston is the new Communications Manager for Apata Limited.

This newly created role will focus primarily on improving and aligning Apata's communication and publication programme to Apata's growth strategy, and most importantly ensuring that our growers are receiving up-to-date and regular communications from the Apata team.

Cassandra joins us from ZESPRI International Limited, where she worked for five years in a variety of roles and areas including Grower Services, Innovation, Tours and Events, and since 2006 has been in the role of Communications Advisor. Cassandra has also worked at SCION (formerly Forest Research), and prior to that was a newspaper and radio journalist.



To contact Cassandra you can call her on 07 552 0535 / 027 500 8587 or email [cassandra@apata.co.nz](mailto:cassandra@apata.co.nz)

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## **Apata Grower Trip to Japan**

Join CEO Todd Muller and GM Grower Services Bevan Bayne for a tour around Tokyo and Ehime to see up close and personal ZESPRI's world renowned orchard to market system in place.

The tour will depart Auckland on 6 July for Tokyo and return to Auckland on 15 July. While in Japan the tour will be hosted by ZESPRI Japan Market Managers and will take in the sights and sounds of a variety of wholesalers and retail markets. Growers will also meet with key personal from ZESPRI Japan, visit wharf terminals where the fruit is unloaded, and spend time with Gold kiwifruit growers in Ehime who will demonstrate how they consistently produce excellent tasting kiwifruit.

There are 10 spaces available on this tour and the cost of the trip is \$6,566 per person and is inclusive of GST. The cost includes flights, all taxes, accommodation and meals.

Growers are asked to register their interest with Lynda Uttinger on 07 552 0530 **by 5pm 15 May 2008**. As there are limited spaces and to ensure the process is fair, the 10 spaces will be awarded using a ballot system.

Once selected, the 10 growers will receive a detailed pack with cost breakdowns and itinerary. *Please note that all prices and dates are subject to change. The final cost and dates will be confirmed as soon as possible.*

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## New Southern Cross Scheme for Growers

NZKGI and Southern Cross have launched the New Zealand Kiwifruit Growers Incorporated health care scheme.

The scheme offers reduced premiums for you and your immediate family, depending on the plan you select or if you are already receiving discounted member rates.

To qualify you will need to provide Southern Cross with your KPIN number.

For more information visit [www.nzkgi.org.nz](http://www.nzkgi.org.nz) to download the information brochure, or contact the NZKGI office on 07 574 7139 for a copy.

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## Kiwifruit Grower's Bulletin Proving Popular

Apata's weekly Kiwifruit Growers' Bulletin has been up and running since March. The bulletin is emailed to growers each week, and contains harvesting information and up-to-date packing and industry data.

If you are not receiving the Apata Growers' bulletin and would like to, simply contact Apata's Communication Manager Cassandra Thurston on 07 552 0535 or email your details to [cassandra@apata.co.nz](mailto:cassandra@apata.co.nz).



## Apata Contact Details

### Tauranga

Turntable Road RD2 Katikati  
Phone: 07 552 0911  
Fax: 07 552 0666

83 Pyes Pa Road RD3 Tauranga  
Phone: 07 543 1211  
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

### Grower Services Manager

Bevan Bayne 027 511 6666

### BOP Green Growers

Ross Mutton 027 648 5577

### Grower Services Office

Margaret Anderson 07 552 0512

### Organic Growers

Graeme Mead 027 426 5548

### Communications Manager

Cassandra Thurston 07 552 0535  
027 500 8587

### Northland Growers

Steve Brown 027 200 9954  
Graham Teal 027 285 0392

### Technical Support

Wade Hunkin 027 481 9905

### Grower Payments

Dinah Rutherford 07 552 0504

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May 2008 – Page 8

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