



# APATA KIWIFRUIT UPDATE

October 2008

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## Binstore Programme Completed: Bevan Bayne

The last bin from binstore has been tipped, signaling that we are close to wrapping up the season. Thank you for your support and patience – the binstore programme is vital to Apata success for two reasons. It allows us to harvest fruit at optimum maturity when production is at capacity, and get total usage of our packhouses and coolstores for a longer period, generating more return to our shareholders.

The last fruit from binstore held up well, with coolstore loss averaging 2.7% loss. We are now undertaking a full review of our binstore programme to find ways to further improve our performance and the returns we get for growers through it.

Our packed product is now being condition checked and re-packed to order with big shipping commitments over the next ten days, including the movement of approx 700 pallets.

With the inclusion of our binstore product we can confirm that the Apata combined result was 7,100,000 trays. This result meant we achieved our staged volume growth of 10% per year, a goal which we have again set for the next harvest.

We wish to thank you for your support and loyalty during the season. We are committed to working with you to help achieve another successful season in 2009.

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## Post-Harvest Reports Due out Soon

In response to grower feedback we have introduced some improvements to your kiwifruit post-harvest report. These changes are part of an ongoing improvement programme for Apata communications, so we welcome your feedback or suggestions.

This year we are also improving how we distribute your post-harvest report. To ensure that you are fully briefed and understand the information in your post-harvest report, we will be holding a series of meetings during October to take you through the information. At these meetings we will be handing out your post-harvest report and taking you through a short presentation which will expand on the information contained in your report, including some information on top performing orchards and some of their practices. This is also a great opportunity to catch-up with the Apata team over refreshments.

The proposed dates are:

ORGANIC Growers: 28 October 2008

BOP GOLD/GREEN Growers: 29 October 2008

Northland Growers: 4 November 2008

We will communicate more details of these meetings to you as soon as possible.

If you are unable to attend these meetings, your post-harvest report will be posted directly to you. If you have any questions about post-harvest reports, or any general queries, please contact your Grower Services Representative:

**Damian Young** – 027 500 8568  
**Barry Penellum** – 027 453 6423  
**Andrew Wood** – 027 475 1323

**Ross Mutton** – 027 648 5577  
**Wade Hunkin** – 027 481 9905

## RSE Team Heads Home to Malaysia

The strength of the kiwifruit industry is its single desk marketing structure which enables ZESPRI to market to over 70 countries. This diversity of consumers is matched by the diversity of nationalities within our packhouses – and in our view it makes for a distinctly fun and enjoyable place to work.

One of our special nationalities, our friends from Malaysia, head home this week. Our RSE workers from Malaysia have been an integral part of Apata for the last two years - indeed our business couldn't cope without their support. They have left families, friends, jobs and businesses behind to come and work for us.

As we know operationally it hasn't always been easy with a very wet and cold winter and long hours. On top of this some of our Malaysian family have lost their own family members, which is really tough when you are so far away. But through it all their 'one team' attitude has supported them and us. Their work attitude is fantastic – they have really made the culture of packhouses something to celebrate and our visitors and growers often comment on it. Thanks too to our HR Manager Kate Krom and their pastoral leaders and all the people who have opened their homes to our employees. This has ensured that Apata is seen as running one of the best RSE schemes in the country.

We are lucky we can have the opportunity to see them back next year, so I know you join with me wishing them safe travels, and enjoyable few months back home – as we all know, it won't be long to kiwifruit rolls round again and their smiling faces will be returning.



## Technical Update: Wade Hunkin

### Spring Field Days

Growers are invited to Apata's Spring Field Days during October.

These Field Days, presented by the Apata Grower Services Team and Mike Muller, will focus on pollination and early summer canopy management. They will also discuss post-flowering crop protection.



### GOLD Growers

9:30am Wednesday 8 October  
Vista Valley Orchard  
Inverness Drive  
Pyes Pa

**GREEN Growers** - Confirmed venues will be communicated to you shortly.

### Te Puke

9:00am Tuesday 21 October

### Katikati / Te Puna

1:30pm Tuesday 21 October

### Wanganui/Levin

Wednesday 22 October

### Whangarei

Thursday 23 October

### Organic

Wednesday 5 November

For further information on Apata's Spring Field Days, please contact Wade Hunkin on 07 552 0531 or email [wade@apata.co.nz](mailto:wade@apata.co.nz)

### Crop Protection – Oil Use

We would also like to remind you of the series of meetings ZESPRI have organised around application of oils after fruitset. HortResearch will summarise key oil research and an organic grower and spraying contractor will talk on oil use.

Date	Area/Venue	Time
<b>Monday 6 October</b>	<b>Katikati</b> - Katikati RSA, Corner Henry and Main Roads	1.30pm
<b>Tuesday 7 October</b>	<b>Tauranga</b> - Fahy's Motor Inn, 1237 Cameron Road, Greerton	9.00am
	<b>Te Puke</b> - Te Puke Sports Club, Atuaroa Avenue	1.30pm
<b>Wednesday 8 October</b>	<b>Te Puke</b> - Te Puke Sports Club, Atuaroa Avenue	9.00am
	<b>Katikati</b> - Katikati RSA, Corner Henry and Main Roads	1.30pm



## KiwiTech Seminars

HortResearch has been undertaking a number of ZESPRI-funded projects to investigate orchard management techniques to increase orchard yields, increase fruit dry matter content and decrease production costs. A series of KiwiTech seminars are planned to enable the industry to hear the key findings from the scientists involved.

Industry performance, research and survey findings in relation to the research programme will be discussed, including:

- An overview of the 2008 season;
- Findings from a survey of consistently high performing ZESPRI™ GOLD orchards; and
- Developments into various orchard tools such as girdling, canopy management, zero leaf pruning and other management techniques focused on producing high yields of high dry matter fruit.

**Apata's KiwiTech Seminar will be held on Thursday 16 October at the Omokoroa Boat Club starting at 9.00am.**

If you cannot make this particular seminar, please see the September Kiwiflier for details of other dates/times.

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## Final KiwiStart Payment Paid

The final KiwiStart payment was paid on Tuesday 30 September. It is the final 50% for Green and 40% for Gold, as well as the difference between the ZESPRI December 2007 forecast and the August 2008 forecast.

The next progress payment will be made on Wednesday 15 October 2008 and the pest free payment for Green Conventional and Organic will be made.

Growers will also receive an updated forecast along with their payment advice.

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## Shareholder Grower Rebates

A reminder, particularly for our new growers, that kiwifruit rebates will be paid in December.

The board has not yet confirmed this year's rebate rate, but for the last three years it has been 5 cents per tray, equating to 20 cents per share. Those same shares earn healthy dividends as well – currently 13 percent gross.

We encourage all our growers to become shareholders, and if you want to earn rebates, then you have to be a shareholder. If you want to maximise your rebate, then you need to maintain your shareholding at the ratio of 1 share per 4 trays of class 1 (export) fruit.




So, if your tray volume was 20,000, and you held 5,000 shares, then you would earn full rebates. If you only held 3,000 shares, then you would earn rebates on 12,000 trays, but not on the balance.

If you want to find out more about becoming a shareholder, please talk to your Grower Services Representative, or call Colin Reilly on 07 552 0911. If you are a new grower and wish to secure your rebates, we will need to receive your share application prior to 27 November 2008.

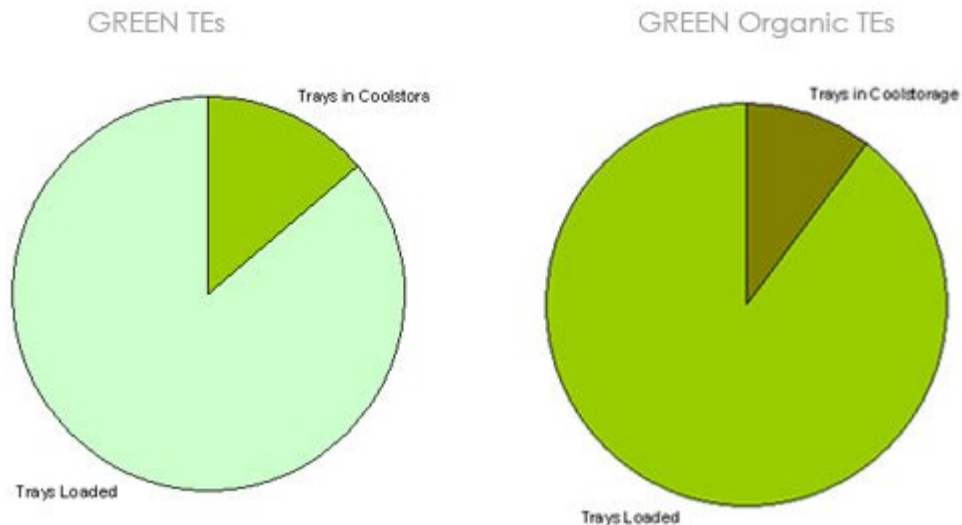
Also, for any existing growers who need to top up their shareholding to maximise their rebates, that same deadline applies – please contact Colin Reilly for a share application form.

### Coolstore Progress

Onshore fruit loss as at ISO week 39:

	<b>Green - Apata</b> 2.64%	<b>Green – Industry</b> 3.45%
	<b>Green Organic - Apata</b> 1.48%	<b>Green Organic – Industry</b> 1.48%
	<b>Gold - Apata</b> 2.75%	<b>Gold – Industry</b> 4.42%

The following graphs show the percentage of TEs (tray equivalents) loaded out (shipped), and what remains in coolstore.



All data for week ending 28 September 2008. Excludes GREEN 46s and GOLD 42s.

## Apata Publications Now Online

Missing a back issue of the Kiwifruit Update? Want to download our latest Annual Report? Now you can view Apata publications online at [www.apata.co.nz](http://www.apata.co.nz).

While you are there check out our media releases, Board and Executive profiles and our latest job vacancies.

Over the coming months we will be adding more content to our website to provide you with the latest information to ensure you are up to speed with what is happening at Apata and in our industry. If you have a suggestion for the website, contact our Communications Manager Cassandra Thurston on 07 552 0535 or email [cassandra@apata.co.nz](mailto:cassandra@apata.co.nz)



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### Welcome to Apata

We've established this website to help you find out about who we are and what we do. We are New Zealand owned and based, and our core business is based on providing quality post-harvest services to kiwifruit and avocado growers.

We provide packing and coolstorage services, and on-the-ground orchard support.

On the back of excellent results for our growers over several years, we have grown to become the fifth largest post-harvest operator in the kiwifruit industry, and are already the largest post-harvest operator in the avocado industry.

**Our Vision**  
Grow shareholder value by helping our growers achieve the highest possible returns.

**Our Mission**  
To offer our growers and marketers a range of innovative, cost competitive and value adding services.

**Our Goals**

1. Help our growers grow lots of high value fruit
2. Harvest our growers fruit at the optimum condition with utmost care and diligence
3. Pack for the best value, locking in quality and minimising waste
4. Support our marketers to achieve the highest possible returns

## Kiwifruit Bulletin

Apata's weekly Kiwifruit Growers' Bulletin has been up and running since March. The bulletin is currently emailed to growers fortnightly, and contains technical advice and up-to-date packing and industry data. It is a convenient and fast way to stay up-to-date with the latest information.

If you are not receiving the Apata Growers' bulletin and would like to, 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).

## SmartKiwi Innovation Fund

Have a great idea about how to improve profitability but not sure how to go about testing it?

ZESPRI is launching the SmartKiwi Innovation Fund to assist orchardists to meet the costs of running simple robust trials to test new ideas.

"Industry innovations have played a significant part in the success of our industry and this fund has been set up to encourage grass roots innovation," said Shane Max, ZESPRI Innovation Leader.



Last season Mike Currie from HortResearch developed the Kiwifruit Trial Designer, an easy-to-use software package created to allow orchardists to design and analyse their own trials. A number of orchardists and packhouse technical staff successfully trialled it on their properties last season. "It's a great resource and we want to build on this with the SmartKiwi Innovation Fund," said Shane.

Grants of up to \$5,000 to meet costs associated with trials will be made to successful applicants. The deadline for applications is Monday 20 October 2008. Further information is available from the ZESPRI Grower Contact Centre or The Canopy ([www.zespricanopy.com](http://www.zespricanopy.com)).

### Apata Contact Details

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Fax: 07 543 0096

#### Northland

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PO Box 1507 Whangarei  
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[reception@apata.co.nz](mailto:reception@apata.co.nz)  
[www.apata.co.nz](http://www.apata.co.nz)

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<b>Grower Services</b> Barry Penellum	027 453 6423	<b>Technical Manager</b> Wade Hunkin	027 481 9905
<b>Grower Services</b> Ross Mutton	027 648 5577	<b>Grower Payments</b> Dinah Rutherford	07 552 0504
<b>Organic Category Manager</b> Andrew Wood	027 475 1323	<b>Communications Manager</b> Cassandra Thurston	07 552 0535 027 500 8587
<b>Northland Growers</b> Steve Brown	027 200 9954	<b>Grower Services Office</b>	07 552 0512

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