

# APATA KIWIFRUIT UPDATE

November 2008

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## Post-Harvest Report Meetings

This year we wanted to improve how we distributed your post-harvest report to ensure that you are fully briefed and understand the information in your report.



In the last week of October we held two post-harvest report meetings in the Bay of Plenty. On the Tuesday around 20 growers attended the Organic meeting, with 40 growers attending the Green and Gold meeting on Wednesday.

Kiwifruit Grower Services Manager Damian Young, and Technical Manager Wade Hunkin presented a summary on the 2008 kiwifruit season, and guided growers through their post-harvest report. A

new introduction this year was a table of Apata's top 5 growers and the on-orchard methods they used, which prompted some great discussion.

David March from the National Bank attended Wednesday's meeting, and gave a presentation on the current worldwide financial crisis and what this means for our industry.

On Tuesday last week we hosted ZESPRI's Acting CEO Lain Jager, and Industry Liaison Manager Neill Malcon at our Northland Post-Harvest report meeting. The Northland meeting had a good turnout, and it was beneficial for the Apata team and our growers to spend time with Lain and Neill



It was great being able to catch-up with all of our growers after the meetings. Thanks to those growers who have provided feedback on the meeting format.

For those growers who were unable to make the meeting, your Grower Services Representative will be in contact shortly to take you through your post-harvest report.

## Pest Monitoring Contract Out Now

Growers are reminded that their 2008/09 Pest Monitoring Contract (PMC) will be in the post this week.

By completing the PMC, Apata's Pest Monitoring Centre will complete systematic inspections of your orchard blocks using the guidelines outlined in the ZESPRI KiwiGreen Manual. Inspections will be carried out to determine the extent of insect infestations.

We ask that growers complete their contact and post it back to us as soon as possible. Remember to write down your full bloom date as soon as you know it, and put it somewhere handy. Having this date handy will help you to complete your PMC.

## GLOBALGAP Audit Packs

Growers are reminded that their GLOBALGAP audit must be completed by Christmas. Please contact our QA team on 07 552 0525, and speak to either Paula, Jan or Val to book in your audit.

**To help make your audit run more smoothly, we've put together a pack with some handy guides and tips for your audit. Contact our Grower Services Office on 07 552 0512 to request a copy to be posted to you.**

Please also remember to get CAV's from your contractors and have these on record.

## Introducing – Gaye Sycamore



Growers who have rung through to our Grower Services Office would have been greeted by a new voice this week. Gaye Sycamore is our new Grower Services Administrator and will be your point of contact for general Grower Services queries.

So you get to know the face behind the voice on the phone, we asked Gaye about her new role and her thoughts on what life is like working at Apata.

### **So what is it you do in your role as Grower Services Administrator?**

I provide administrative support to our General Manager Bevan Bayne and our Avocado and Kiwifruit Grower Services teams. I am told I am to keep


## Apata Grower Christmas Party!

With a successful kiwifruit season behind us, and Christmas less than eight weeks away, it's time for Apata's kiwifruit growers to get together to celebrate.

Join the Apata Grower Services team on **Wednesday 10 December** for a day of fun and celebration at Omokoroa Harbour. Growers can choose to take part in the 2008 Apata Fishing Competition, which will conclude with prize giving and a delicious BBQ at the Omokoroa Fishing Club.

Fishing not your thing? Then join us for a pre-dinner drinks and nibbles in the beautiful afternoon sun on the deck overlooking Omokoroa Harbour, while the teams head back to the club to boast about the 'one that got away'.

Further details will be confirmed as soon as possible, so for now we ask you to book the date in your diaries.



them all organised! I am the point of contact for all parties seeking to contact Bevan and the Grower Services team. I also liaise with growers on behalf of Bevan, and am responsible for the co-ordination of meetings, functions etc. I will also be heavily involved in maintaining our new grower database and harvest preparation.

**What is your work experience?**

My background is in Sales, Marketing and Administrative roles in the financial services sector, publishing and media, along with the building sector.

**So what do you think about working at Apata so far?**

I love it! Everyone is very friendly and helpful. Already I have met many growers, and along with the support of the team here at Apata I am learning what is important to them. The first week was a challenge, with having to learn about what is a new industry and product for me, along with meeting a lot of new people, but with the great support we have this is going to be a journey I will really enjoy. In week two I feel I have settled into the role and am excited with being part of a company that is determined to go forward with great success.

**What do you do in your spare time?**

My hobbies are my kids and grandkids! I have three grown up children and an 11 year old son James, who is a sports mad kid. He keeps me busy with swim meets, tennis and softball during the summer, along with swim coaching and football in the winter. Personally I am sports mad, and yes I am one of those Mums who yell out encouraging support from the sideline. I also have three gorgeous grandkids and enjoy spending time with them as well.

Apart from that I enjoy gardening, walking, reading and fishing when I am lucky enough to be invited out on a boat (no hints here) or simply off the Omokoroa Beach wharf where we have had some success with catching Kingi's and Kawhai.

You can contact Gaye on 07 552 0512 or email [csadmin@apata.co.nz](mailto:csadmin@apata.co.nz)

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## Technical Update


### Hayward

Flower numbers appear to be the big issue across the industry.

On orchard observations are of a good budbreak and 6-8 flowers per shoot translating into very high overall flower numbers 80-90 flowers per m<sup>2</sup> and in many cases accompanied by a decrease in flower quality. Canopies are quite variable with very good and quite poor development. We have seen a number of examples of canopies stalling out due to pressure from high flower numbers.

Overall the situation appears similar to the spring of 2006, which produced a crop for the 2007 harvest of less than optimum size and high reject rates.

Excessive flower numbers are best addressed prior to flowering as the vine is putting valuable stored resource into developing flowers that are destined for the orchard floor or the reject bin.



What do you need to be doing?

- Count a typical bay or two. If you are observing 60+ flowers per m2 thinning is required. (A simpler, but less thorough way, is to count the shoots in a square metre then multiply by the typical number of flowers you observe on those shoots)
- Develop a strategy to reduce flower numbers. It may be as simple as removing two flowers from every shoot, it may be to remove the obvious poor quality flowers, it may be to remove half the flowers on all the short terminated spurs and the top and bottom flowers on the non-terminated shoots. Try not to get too detailed.
- Get the job done as a priority – other work can wait.
- Keep a close eye on the job being done.

Historically in a small fruit year the reward for large fruit is even greater than usual so the risk is in too many flowers rather than too few.

Don't forget about crop protection. The second pre-blossom scale control spray should go on 10 -14 days before flowering. Our recommendation this time around is for Calypso + 1% oil.

#### **Hort16A**

On completion of pollination canopies fill rapidly and will soon need managing if they don't already.

The best strategy is one of little and often (7-10 day intervals). Just deal with the shoots that are causing problems by zero leafing. The beauty of zero leafing is that the problem is fixed permanently but the downside is that leaf area is being sacrificed so limit to a maximum of two cuts per cane to start and focus on the shoots that have dropped or are beginning to tangle.

Areas of low vigour should be left but be prepared to lighten crop load early.

#### **Full Bloom Dates**

Growers are reminded to write down their full bloom dates as soon as they become available.

By doing this now, it will make the process easier when we come to conduct your pest-monitoring.

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### **Shipping Update: Barb Wilsher**

Apata is currently working to meet the following vessels:

- MSC Kiwi to Australia, 5 pallets, MB – 10 November
- Antwerp – final Japan vessel for 2008, 128 pallet CK and 85 pallets OB, a mix of MB and IT – 12 November
- MOL Mauao to China, 14 pallets, IT – 20 November
- Cap Portland to China – 70 pallets, IT – 20 November




The majority of the above vessels require the product for them to be pack transferred from MB to IT trays (Layered tray). Where pack transfers are taking place we have a label dispensation. Being transferred from an MB with a PL label into an IT, a JB or GR fruit label

is required depending on the fruit's size. The label dispensation means we do not have to re-label each individual fruit with the correct label nor remove the incorrect label.

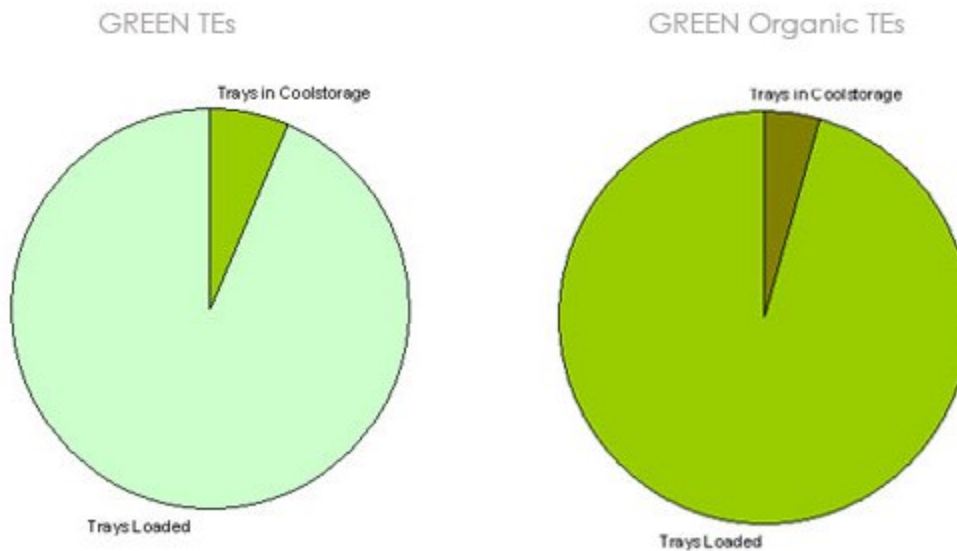
With resources being switched between Kiwifruit and Avocados it is a very busy time. Pyes Pa staff have assisted at Turntable Road where possible. We continue to push for orders for the remainder of the inventory, though the orders currently released extending out from 20 November are for China which only takes Lorsban free.

### Coolstore Progress

Onshore fruit loss as at ISO week 44:

	<b>Green - Apata</b> 4.86%	<b>Green – Industry</b> 5.44%
	<b>Green Organic - Apata</b> 2.37%	<b>Green Organic – Industry</b> 2.20%
	<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 2 November 2008. Excludes GREEN 46s and GOLD 42s.

## ZESPRI Preferred Size Profile

ZESPRI has released their preferred crop profile for 2009.

Acting Chief Executive Lain Jager has highlighted the importance of factoring in the tightening global economy when planning next year's crop volume. "We understand there is a heavy flower count for GREEN this year and in a normal market environment a very high volume of small fruit is a challenge to sell. When faced with the likelihood of constrained consumer demand next season, this challenge will be intensified. I urge growers to take this into account when planning their orchard management."

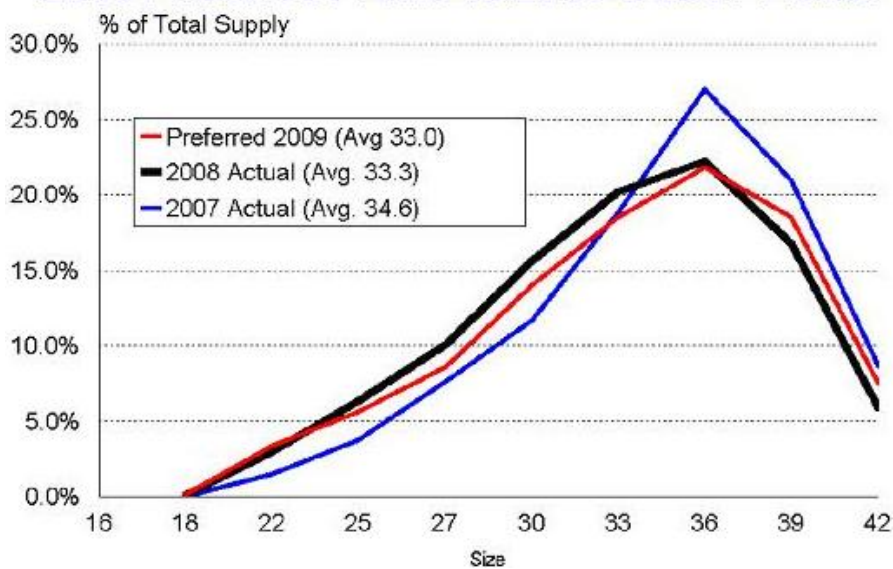
On-orchard thinning is crucial for GREEN as ZESPRI does not want a high volume of small fruit in 2009. The size profile of 33.3 achieved by GREEN growers in 2008 has delivered a \$23.8 million premium to the GREEN pool.

ZESPRI is requesting the following average size profiles for the 2009 season:

- ZESPRI™ GREEN: 33.0
- ZESPRI™ GREEN ORGANIC: 35.0
- ZESPRI™ GOLD and GOLD ORGANIC: 32.0

For the 2008 season, ZESPRI had requested an optimum GREEN profile of 33.0, compared with an actual of 34.6 delivered in 2007. It was estimated this would deliver an Orchard Gate Return gain of more than \$20 million. Lain said the most recent data shows that the actual 2008 average profile is 33.3, a significant movement from the previous year which is forecast to deliver \$23.8 million to the GREEN pool, or an average of 32 cents per tray.

### ZESPRI™ GREEN Class 1 2009 Preferred Profile vs 2008 & 2007 Actual



## Apata Contact Details

### Tauranga

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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

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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> Gaye Sycamore	07 552 0512

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