

APATA KIWIFRUIT UPDATE

February 2009

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2009 Apata Grower Summit

We have had an overwhelming response for the 2009 Apata Grower Summit, with over 250 Apata kiwifruit and avocado growers registered for the event.

The Apata Grower Summit is being held on Tuesday 17 February at the Sebel Trinity Wharf Tauranga, starting at 2pm.

We have an impressive line up of speakers including former Prime Minister of New Zealand the Rt Hon Jim Bolger and notable business journalist Rod Oram. They will be presenting exclusively to Apata growers on future world trends and the impacts on our industry and our businesses.

By attending this event growers will hear first hand from some of New Zealand's most sought after experts on the potential challenges and opportunities that the current global conditions might have for New Zealand, our industry and our businesses.

We look forward to seeing you on Tuesday.

Important - All Sites Closure

Please note that all Apata sites will be closed on Tuesday 24 February 2009 for an employee meeting.

For urgent matters please phone 07 552 0911 for a list of options.

2009 Pool Rule Changes

On Tuesday this week the Apata Suppliers Entity Limited Board of Directors approved changes to the 2009 Entity Pool Rules.

For the 2009 season there are some significant changes to the pool rules. The ASEL Board have been working closely with Apata Management in the development of these new rules over the past three months.

There are changes to the rules regarding KiwiStart, the new Market Delivery Premium and Class 2/Non-Standard Supply.

The changes are detailed in your February Grower Payment letter, which you will receive shortly. In the meantime, here are they key highlights:

KiwiStart Pool

For 2009 the Entity will administer separate Fruit Loss and Incentive Pools for KiwiStart volume and Main Pack fruit. This decision will bring Apata Suppliers Entity Limited in line with the majority of the industry in regards to having a separate pool for KiwiStart fruit.

Market Delivery Premium

- In 2009, after extensive industry consultation, ZESPRI will pay a Market Delivery Premium (MDP) which will replace the Low Pest, OK Korea and Supply Taste Payment (STP).
- The MDP will be comprised of 3 sub-pools, by Class 1 fruit variety, being
 1. Lorsban Free Market – Qualifying trays to be established at the time of packing with an EDI indicator.
 2. Korean Market Pest Free – Qualifying trays to be established at the time of packing with an EDI indicator
 3. Japan Market – Qualifying trays to be established at the time of packing with fruit that meets the Japan market access restrictions and Taste Band restrictions set by ZESPRI.

Class 2 and Non-Standard Supply (NSS)

ZESPRI announced late-last year that they will not be procuring any Class 2 (K1W1) Green or Green/Green Organic 46s this season, and that Green 42s will become NSS to an indicative market demand volume of 4.5m TEs.

For the 2009 season for Green and Green Organic all Class 2 revenue will be pooled and paid out over Class 1 submit trays. This is to more fairly recognise and reward those Growers who have focussed on achieving higher Class 1 packouts, and in line with ZESPRI's announcement this would be for this season only.

Note that there will be no change to the way payment is made for Gold and Gold Organic Class 2/NSS fruit for 2009.

If you have any questions about these changes, we encourage you to contact a member of the ASEL Board, or your Packhouse or Grower Services Representative.

Rodger Bagshaw (Chairman)	goldwood@netsmart.net.nz	027 222 6929
Graham Cathie – grower representative	grahamcathie@xtra.co.nz	027 448 6385
David Farr – grower representative	dfarr@netsmart.net.nz	021 638 492
Stephen McTurk – grower representative	smcturk@ihug.co.nz	027 244 2080
Kelvin Reynolds – grower representative	s.k.reynolds@netsmart.net.nz	027 533 1608
Howard Strahan – grower representative	hlstrahan@xtra.co.nz	027 444 2984
Dave Goodwin - Settlor of the Apata Suppliers Entity Trust representative	harvest@xtra.co.nz	027 433 3358
Paul O'Brien - Apata Limited Coolstore representative	paulao@clear.net.nz	027 285 7242
Sean Carnachan - Western Orchards Limited Coolstore representative	westernorchards@xtra.co.nz	027 486 9381



Change in Registered Supplier

For the 2009 season, Apata will be contracting directly with ZESPRI as a Registered Supplier. This means that the 5th digit of your grower number will change this year.

Apata has contracted the services of Tauranga Kiwifruit Logistics Limited (TKL), to provide transport and stevedoring services. Apata has also contracted Linda Mills, former head of G6, to provide logistic services and inventory opportunities.

Linda will be based at ZESPRI's Mount Maunganui office, enabling her to work closer with the ZESPRI Supply and Planning Team. She will also represent Apata at industry forums, including the Industry Supply Group (ISG).

ZESPRI Registration Process

2009 Grower Contracts

Growers will start to receive their ZESPRI Grower Contact pack this week. To ensure a smooth start to the season, all forms must be completed and returned to ZESPRI by Friday 27 February.

ZESPRI Supply Agreement

Once you have completed the ZESPRI Supply Agreement form, please send your 2009 ZESPRI Supply Agreement to Apata **FIRST** so our team can process this contract. We will then forward this form onto ZESPRI.

The Name of Registered Supplier is: **Apata Suppliers Limited**

Name of facility is: **Apata** (not the Packhouse you pack with) as Apata administrates the grower pool.

Please send your form to Apata Limited, Turntable Road Katikati RD2, attention Barb Wilsher. If you require assistance in completing your forms please contact Barb on 07 552 0508.

2009 Grower Numbers

This year the fifth digit on your grower number will change as Apata will be contracting directly with ZESPRI this season.

BioGro Certificates – Organic Grower Reminder

To complete our pre-harvest administrative requirements please ensure copies of both BioGro certificates (Green and Yellow) are forwarded to Tracy de Chaby at our Pyes Pa site. It is essential we receive copies of these certificates prior to the harvest season.

If you have any queries please contact Tracy de Chaby at our Pyes Pa site on 07 543 1211 or Andrew Wood on 027 475 1323



Technical Update: Wade Hunkin

The weather has continued to be settled with the exception of hail that hit the Omanawa and Katikati area in mid-January. Orchards are generally looking good, most crops appear quite clean although in Hayward crops the flat fruit are beginning to show through and will need attention as the season goes on.

With Class 2 and small fruit unlikely to return useful value it is important to continue to maximise the value of the remaining crop by removing the unwanted fruit early. For Gold crops where numbers are already low and fruit large, there is merit in leaving the final thin a little later in the season to act as a check on excessive vigour.

We have completed a round of sampling of Gold orchards, looking at profile and reject rates. Fruit size appears to be tracking significantly ahead of last year while reject rates and dry matter appear similar. For those with potentially large numbers of size 16 and 18 Gold fruit, a summer trunk girdle is a must to ensure the dry matter is high enough at harvest.

Apply the summer girdle on both Green and Gold mid-February. Ensure the girdle is clean with no bridges and of the correct depth. There is a handy KiwiTech Bulletin on Trunk Girdling available from The Canopy (www.zespricanopy.com) or call the ZESPRI Grower Contact Centre on 0800 155 355 to request a copy to be sent to you.

It may be tempting to think that the summer canopy work is done but in a good growing summer and autumn, canopy growth will continue so it is important to keep eliminating the dark areas within the female canopy and ensure males are kept in check. Any work done now will pay dividends in the winter as well as maximising the benefit of the summer trunk girdle.

The KiwiGreen teams are observing that scale levels are increasing but the leafroller peak has passed. If scale levels are exceeding the 4% threshold on Green, spray with oil.

Our autumn Field Day in the first week of March will be looking at on-orchard innovation and will take the form of a tour of a number of orchards that are leading the way. Look out for full details in the next kiwifruit growers' bulletin.

Pest Monitoring Team

Over the past few months you would have seen the Apata Pest Monitoring teams out and about on your orchard.

The team of 16 have been working hard since December checking orchards for bugs, and collecting leaf samples to take back to Apata for analysis.

From December onwards, the team will visit over 200 orchards 2-3 times – that's a lot of leaves to collect in this Summer heat!



Rachel Cummings checking a leaf sample



A Reminder About Hail Damage

If your kiwifruit orchard receives hail damage, please ensure you call the ZESPRI Grower Contact Centre urgently on 0800 155 355 to report your damage. Damage must be reported within 48 hours of it happening.

Please also remember to contact your Apata Grower Services Representative to report your damage.

Shipping Update: Barb Wilsher

Happy New Year everyone, it is good to be back at work after the holidays.

The first full season shipping schedule will be available week 11 (9 March 2009). It is intended that there will be additional 1-2 Europe vessels in week 14 carrying Green and Green Organic fruit. The 2 vessels in week 15 will likely carry Green and Gold fruit.

The early Taiwan, China, Korea (and other Asian markets) will initially be a charter vessel switching into containers later in the season as happened last year.

As mentioned at the start of this Kiwifruit Update, we are a supplier in our own right again this season.

There will be some changes in the way orders are sent to coolstores and EDI. Details will be confirmed to you later but will be compatible with KiwiPlus.

This season we will be doing our own reconciliations of the transport invoicing, detail to be provided directly from Tauranga Kiwifruit Logistics rather than through Southlink who have provided this service to us previously.

Cash Dividend to Be Paid

The Apata Board has approved a cash dividend to be paid to Apata shareholders of 8.5 cents per share fully imputed, on Wednesday 25 February 2009.

This payment will be made based on shareholdings held as at 4 February 2009.

Apata Site Developments

Building progress is motoring along at Turntable Road. As you can see in the photos below, the foundations are being laid and the steel columns for coolstore 8 have started to go up.

You can see all the building action in person at the Apata Grower Open Day on Wednesday 11 March 2009. Invites for this event will be in the mail soon.





Help us find our apata bins this summer

We are on the look out for missing Apata bins this summer!

If you have seen any Apata bins in disguise hanging around your orchard, or know where some are, please contact us and we will come and get them from your orchard, so we can return these into our bin inventory. You can call us on 07 552 0512 or email csadmin@apata.co.nz to arrange pick up.

Please note: if you have any old bins that are in disrepair please **mark these clearly**, as we do not want to return these bins into inventory for harvest.

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

Kiwifruit Grower Services Manager Damian Young	027 500 8586	GM Grower Services Bevan Bayne	027 511 6666
Grower Services Barry Penellum	027 453 6423	Technical Manager Wade Hunkin	027 481 9905
Grower Services Ross Mutton	027 648 5577	Grower Payments Dinah Rutherford	07 552 0504
Organic Category Manager Andrew Wood	027 475 1323	Communications Manager Cassandra Thurston	07 552 0535 027 500 8587
Northland Growers Steve Brown	027 200 9954	Grower Services Office Gaye Sycamore	07 552 0512

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