



APATA KIWIFRUIT UPDATE

April 2009

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2009 Harvest Underway: Bevan Bayne

A big thank you to all our growers for working in with our Harvest Team. Our Grower Services and Operation Teams, and our new Harvest Manager Piers Zajac-Wiggett have combined to achieve approximately 105% of the Organic Gold supply cap, approximately 12% of the Gold Y band cap, and prior to the Gold ROW cap closing, we are looking to achieve at least our industry share or better for our growers.

Vast volumes have been placed as UFI Gold to get the best financial outcome for growers during these high premium early start weeks and our EDI and Packhouse Teams have responded brilliantly. As I write this we are packing the first of our Organic Green crop at Pyes Pa and look to have some good clearances this weekend to follow on. In Whangarei we are picking our first clearance of Green conventional fruit in the allocated volume for the ROW cap.

Maturity has been slow for our conventional Green crop with very little Y band product available; however we have filled our M and T band caps of conventional Green comfortably.

Picking audits have been carried out and we are closely monitoring for any picking damage on orchard and through the packhouses with the result being good product to pack.

We are waiting for our allocated volumes for weeks through to week 19 and protocol B Gold fruit so will be working with growers on an individual basis to consider best picking options and optimum maturity.

Please contact a member of our Grower Services Team should you have any question regarding harvest. Our contact details are at the end of this newsletter.


Crop Management

You may be aware that ZESPRI has signaled their intent to reduce Green Hayward supply to the market this year by an initial 1.5 million trays. This process of reducing supply is called 'crop management', and Apata's share of the crop management volume is approximately 100,000 trays.

25 Years of Apata Limited

Apata will be celebrating its 25th birthday in September this year, and we are on the hunt for old photos, documents and newspaper clippings etc that showcase Apata's journey over the past 25 years.

If you have photos/documents etc that you would like to share, please contact Cassandra Thurston on 07 552 0535.



There are two approaches available to fulfill our crop management quota - on the vine and over the grader. The 'off the vine crop management' is the most cost efficient for the industry, but of course all sizes get put on the ground. 'Off the grader' is more expensive, but can be targeted to specific sizes – likely to be 18s to 30s.

Process (summarised):

- Maturity areas identified for crop management are required to be notified to ZESPRI via Apata by 1 May 2009.
- ZESPRI auditors will oversee a 1000 fruit sample to be taken from the orchard to confirm expected yield and size, and a standard clearance sample confirms the taste profile.
- The grower would then receive their fruit value as determined by their taste and size profile, less a margin for costs not incurred.
- To encourage growers to participate in the off the vine crop management regime, a 20 cent premium will be paid in addition to the payment listed above.

We intend to focus our efforts on 'off the vine crop management'. Our Grower Services Team will identify potential candidates for this management.

ZESPRI has suggested orchards that have had high rejects, poor dry matter and low yields could be likely candidates. If you have any interest in being part of the crop management programme please contact your Grower Services Representative.

The Apata Suppliers Entity will meet next week to discuss the pool implications (if any) for the growers who participate.

Class 2

In light of the over supply of Class 1 scenario outlined above, ZESPRI has significantly reduced their Class 2 demand for Green kiwifruit for 2009. They intend to take Class 2 in limited volumes in sizes 33 – 42s, and no Class 2 in sizes 18-30s.

Apata's Australian programme will now consist of a small volume of Class 1 and Class 2 (size dependant). Obviously with such a large volume of fruit available domestically the New Zealand local market is not expected to deliver much value. Therefore Apata will take only limited volumes of Class 2 for these programmes and will dump fruit in excess of this programme. As noted in the entity rules we intend paying any Class 2 receipts less costs over your class 1 trays.

At this stage the demand for Class 2 Green Organic and Gold remains unchanged from 2008, so we will continue with our marketing campaigns.

If you have any questions regarding this information, please contact your Grower Services Representative. Their contact details are listed at the end of this newsletter.

Getting Ready for Harvest

2009 Kiwifruit Services Agreement

The 2009 Kiwifruit Services Agreement is printed and ready, and our Grower Services Representatives will be in contact shortly to discuss this agreement with you. If you have not received your copy please contact the Grower Services office on 07 552 0512 urgently.



Grower Entity Agreement

The 2009 Grower Entity Agreement is ready to go and is being distributed to growers this week. Please complete and return this agreement to us ASAP.

Getting Ready For Harvest

Prior to harvesting, please ensure you have the following completed:

- Your ZESPRI Spray Diary audit is completed.
- You have completed your ZESPRI contracts – including getting your Supply Contract signed by Barb Wilsher at Apata Limited.
- You have checked your details, including your orchard map, and signed the 2009 Apata Kiwifruit Services Agreement.
- You have completed a final thin of non-class 1 fruit. This will help you save on transport and packing costs.
- Please ensure loadout areas are clean and structures are clear for harvesting.
- Toilets must be available and **open** during harvest.

Remember your Apata Grower Services Representative is on hand to answer any questions you may have.

Notes from the North: Nicki Paget

It's the "hurry up and wait time" at the packhouse as preparations are made for the start of our packing season – and we are all itching to make a start!

We are struggling to clear crop before the caps close, which has happened very quickly this year. Despite our best efforts, our slight lag in maturity behind the Bay of Plenty means we are just missing out on volume. Black seeds are still holding us back with Green and we could have squeezed a tiny bit of Gold through in Protocol A if the caps had not closed.

Crops are looking good. The only small concern being the size of Green fruit and the number of flats. Most crops are looking clean and should make for good packing. Check your 100 fruit results as a loose indication of any thinning you may need to do.

Make sure your orchards are ready in preparation for picking. For example your maps are up-to-date, the packhouse is notified of any new hazards and the orchards are mown and tidy for the pickers.

Don't forget to register on the AgFirst website if you haven't done so already (www.agfirstbop.co.nz). This will allow you to monitor your results from monitor and clearance tests carried out on your orchard. You can do this by going through the ZESPRI Canopy website – www.zespricanopy.com

The clearance and protocol system can be very complicated. Please do not hesitate to ask if you are unsure of anything.

Shipping Update: Barb Wilsher

We are currently packing Green Conventional Y band and Gold Conventional at Turntable Road, both toward allocated volumes and Supply Caps, and Gold Organic from UFI.

Green Organic has started at Pyes Pa and will be mostly loaded on Friday 3 April.

We have loaded to the following vessels:

Sasanqua: Gisborne loading, we sent 72 pallets there at a special request to complete that vessel.

Ice River: Bound for Europe, this vessel sailed on time and will arrive in Zeebrugge for week 18 – the earliest arrival ever.

Atlantic Erica: Bound for China and Japan, this vessel sailed on Wednesday afternoon out of Tauranga.

Kota Permata: Containers bound for the Asia markets. We are assisting with industry shortages.

Josephine Maersk and the Ivory Ace: These vessels will load at the weekend.

The **Sunbelt Spirit** is arriving in Tauranga for loading on 6 April. If you have the time we recommended you go to visit her. This vessel is a big carrier and it's quite different to some of the vessels we have seen visit the Port of Tauranga.



Non Standard Supply for 2009 Season

ZESPRI have made some changes to Non Standard Supply fruit for the 2009 season. The information in this table clarifies what is Non Standard Supply for 2009.

Gold and Gold Organic

Taste Band	Y and T	M
Gold size 14-18	Standard Supply	TZG \geq 0.42 = Standard Supply TZG <0.42 = Not Procuring
Gold size 42	Non Standard Supply	Not procuring
Gold class K	Non Standard Supply	Not procuring

Green and Green Organic

Green Class 1 size 42	Standard Supply
Green Organic Class 1 size 42	Standard Supply

Apata Kiwifruit Growers' Bulletin

Apata's weekly Kiwifruit Growers' Bulletin is a convenient and fast way to stay up-to-date with the latest information.

The bulletin is emailed to growers fortnightly, and contains Apata and Industry event details, technical advice and up-to-date packing and industry data.

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.

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
Harvest Manager Piers Zajac-Wiggett	027 426 5548		

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