



apata kiwmlink

MAY 2009

Welcome to KiwiLink!

Doesn't time fly when you are having fun? It's the end of period 1 (week 18), so it's a good time to take stock of a pretty unique season to date.

We kicked off early in the middle of week 12 with a full crew and well trained and eager staff. Thanks to our third season of the RSE scheme out of Malaysia, our workforce is increasingly stable which gives us labour supply surety.

It was an early clean start and thanks to your efforts on orchard, the fruit quality has been pretty good, with Gold quality really only dampened by a higher propensity for physical damage for Protocol A this year.

The supply caps came down earlier this year, reflecting a great start across the industry which saw vessels leaving NZ bound for Europe and Japan early than ever before. Paradoxically, the good start coupled with the arrival of some variable weather then created fruit supply challenges at times during weeks 16-18 which saw us close over Easter for the first time in living memory.

We have had a pretty clean run at the wharf, meeting orders and gaining the opportunity to pick up shortages where others fall short.

As always there is a delicate balance between maximising fruit in the tray for the grower and delivering to ZESPRI's quality checkpoints both onshore (ECPI) and offshore (Intercheck)

The feedback from ZESPRI is that the market start in Asia has been strong and Europe started selling this week which is again, the earliest on record with solid prices in what is clearly a challenging market environment. It is a truism, but the single desk pays for itself ten fold in a year like this. Imagine being Chile with 180 exporters and a jump in supply - it reminds us of the value we have in working collectively in the growers' interest.

As I write this we are gearing up for binstore which will start this week, earlier than last year as brixes are rising. We are more determined than ever to ensure we pick your fruit at the optimum brix levels. We are tracking well and are working to a Queen's birthday harvest finish – weather permitting.

Go well, and good luck for the remainder of the season.

Todd.

New Design, New Name!



Welcome to **KiwiLink** – your monthly Apata newsletter full of Apata and industry information, news, events and much more.

KiwiLink replaces the Apata Kiwifruit Update, and has a fresh new design which should make reading our newsletter more enjoyable.

We'd like to know what you think of our new look – contact our Communications Manager Cass Thurston on 07 552 0535 or pass on your feedback to your Apata Grower Services Representative.

WHAT'S INSIDE:

- ZESPRI Europe Visit
- Maturity Testing
- Winter Field Days
- Meet our Commercial Team
- BRC Audit
- And much more!

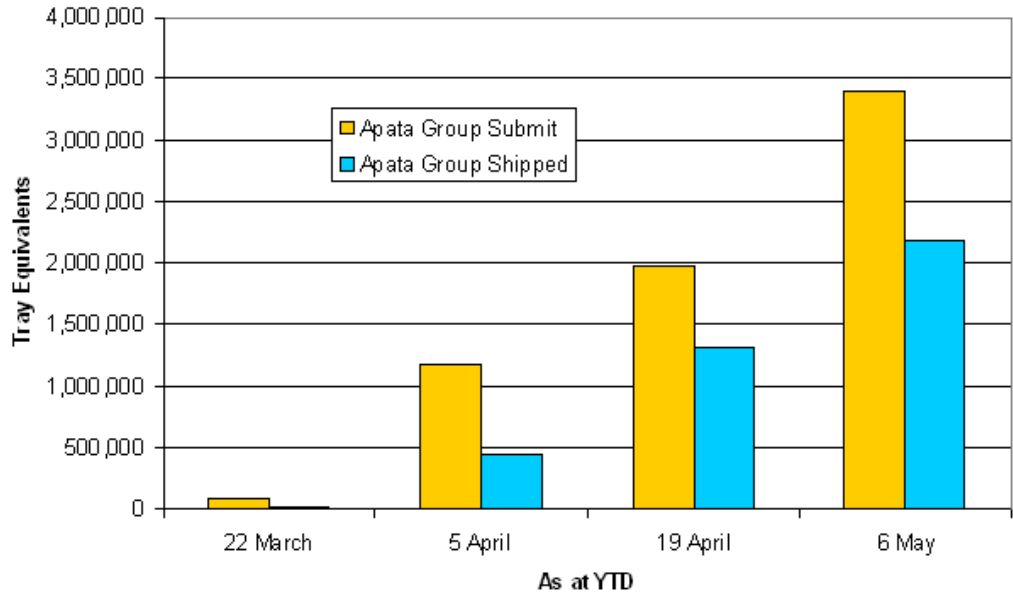


Apata 2009 Season Update

Apata Group Weekly Submit vs Shipped

This graph shows the total Year-to-Date that APATA Group has submitted into ZESPRI's Inventory, and what has been shipped by ZESPRI.

As at 6 May 2009, Apata has submitted **3,401,509** TEs of kiwifruit, and ZESPRI has shipped **2,187,285** TEs of Apata's submitted fruit.



YTD KiwiStart (as at 6 May 2009)

Class 1 Green	6% of industry
Class 1 Green Organic	47% of industry
Class 1 Gold	8% of industry
Class 1 Gold Organic	83% of industry

Average Reject Rates YTD (as at 6 May 2009)

	2009	2008
Green	12.2%	13.0%
Green Organic	15.0%	14.8%
Gold	18.3%	16.1%

Apata Shipping Programme Update: Barb Wilsher

Loaded to date as at 6 May 2009 for Apata Suppliers Limited

All fruit groups 2,187,285 TEs.

We are seeing more Y band inventory coming through which is consistent with industry.

Supplier Drawdown versus Industry

Submit and shipped to date as at 6 May 2009 (please note that neither Suppliers or Industry are at full submit - data supplied by ZESPRI)

	Apata	Industry
Class 1 Green	92%	85%
Class 1 Green Organic	97%	85%
Class 1 Gold	81%	83%
Class 1 Gold Organic	78%	54%

The first Marsden Point loading vessel has been released for Japan and Korea, this is the *Sampaquita* on 14 May 2009, and it will take both Green and Gold.



Winter Field Days Here Soon!

It's cooling down and harvest is underway – so that means our Winter Field Days will be starting soon.

Bay of Plenty Growers:

- Conventional: Thursday 18 June - afternoon
- Conventional: Friday 19 June - morning and afternoon
- Organic: Thursday 25 June - afternoon

Wanganui Growers - Monday 22 June

Whangarei Growers - Tuesday 23 June

Watch out for details of venues, times and programmes in our Kiwifruit Grower Bulletins, and June's KiwiLink.

Maturity Testing: Wade Hunkin, Technical Manager

In the lead up to harvest we undertake a large number of monitoring tests to keep track of overall fruit maturity and the maturity of individual crops. These tests are generally only on samples of 30 fruit. As a result of the small sample size, this can occasionally give an anomalous result. We try to identify those and retest.

Overall it's the trend that is important as we are looking to identify the best time to put the maturity area up for a full clearance sample. Remember that test results are available on the AgFirst website generally the day after the sample is collected.

This year in order to assist in the management of fruit in the coolstore we will be requesting some additional testing to be completed on the first clearance sample for maturity area. For Green we will be checking the brix on all 90 fruit as well as the firmness of all of the fruit and for Gold the brix of the fruit. There is a small additional cost but we believe this is necessary to properly characterise the fruit and will assist in maximising returns out of fruit storage.

If you have any questions regarding this additional testing, please call your Grower Services Representative.

ZESPRI Europe Visit

As the first lot of fruit arrives in Europe, early reports on the fruit quality and sales are positive. This is the earliest start for Europe on record, with solid prices in what is clearly a challenging market environment.

ZESPRI Europe Marketing Manager Jean-Louis Warnimont and ZESPRI's GM Supply Sally Gardiner visited our Turntable Road packhouse in late April to inspect Apata's allocation of the first Europe fruit.

Jean-Lois and Sally were impressed with the quality of the fruit, and the quality systems and packhouse processes we have in place for the 2009 season. They also had a sneak peek at our new coolstore 8 and canopy space, which is due for completion this week.



Apata CEO Todd Muller showing Jean-Louis through the Coast Packhouse.

Jean-Lois shared with Apata's Executive Team ZESPRI Europe's marketing plan for the 2009 season, which will focus on taste and nutrition.



British Retail Consortium (BRC) Success: Val Pope, Quality Manager

We have just had an intensive three day audit from the AsureQuality auditor who, although “did not look under stones”, sure did ask some leading questions!

The scope of the audit covered our three sites, approximately 350 people, three Pack houses and three Coolstore sites (incorporating many rooms).

At the end of the audit, only five minor issues were identified. This is a very impressive result. The most impressive part was the contribution made by “Team Apata”.

Everyone had a part to play in this important audit.

I felt proud to be the guide for Mr Finch as we walked around the sites.

Now that we have “raised the bar” the challenge is to maintain the standard.

The Quality Team will also be playing their part in this challenge and will keep you updated over the coming months.

Profiling Apata: Meet our Commercial Team

The Commercial Team is made up of:

- Peter Carter - Commercial Manager
- Dinah Rutherford - Entity & Grower Payments Manager
- Annette Bates - Global Data Manager
- Barb Wilsher - Commercial Administrator
- Trina Hawkins - Information Systems Manager
- Electronic Data Input (EDI) Team - Maxine Steward, Rose Smith, Julie Tangney, Sheryl Gibbons, Pip McCaslin

The team are responsible for a wide variety of information at Apata, from contracts to fruit payments, through to IT support. Like all Apata teams, they are a very busy bunch!

Contracts - The Commercial team takes care of the ZESPRI Supply Contract, Apata Services Agreement (Kiwifruit and Avocado), and seasonal service agreements with our satellites.

IS Administration - Trina takes care of our IS system across all sites (computer systems, programmes, hardware, phone systems, mobile phones and printers), including packhouse / coolstore daily, weekly reporting via the 'dash board'.

Growers - Dinah, Annette and Barb handle all fruit payments (kiwifruit and local market avocados), including KiwiStart and Class 2 / NSS, with grower yearly forecasting from September each year.

EDI Department - EDI is responsible for data integrity from the conception of the pallet to loadout with all the eventualities in between, for example condition checking, repacking, repalling, applying and removing holds and transmitting data to ZESPRI. Grower reports are reconciled and collated from data from the bin tip, QC's, and sizer drivers.



Back row: Dinah Rutherford, Barb Wilsher, Rose Smith, Peter Carter, Annette Bates
Front row: Trina Hawkins, Julie Tangney, Sheryl Gibbons, Pip McCaslin

Absent: Maxine Steward

EDI is also responsible for Non-Standard Supply (also know as Class 2 or Non ZESPRI Supply) and avocado packing, reporting and loading out.

Shipping - Barb's shipping role is very busy, as this role is the link between ZESPRI the exporter and the supplying packhouses and coolstores in the Apata Suppliers group and industry parties including Tauranga Kiwifruit Logistics (the wharf) and other industry suppliers.

Barb takes care of the allocation of orders between Apata Suppliers participants including our 3 Apata sites, and Western Orchards, instructions to pack to Claremont Packhouse and Bruntwood Packhouse who supply Apata Coolstores.

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Daily interaction with the Operations and coolstore staff of all facilities is important to know what each facility is doing or have coming up.

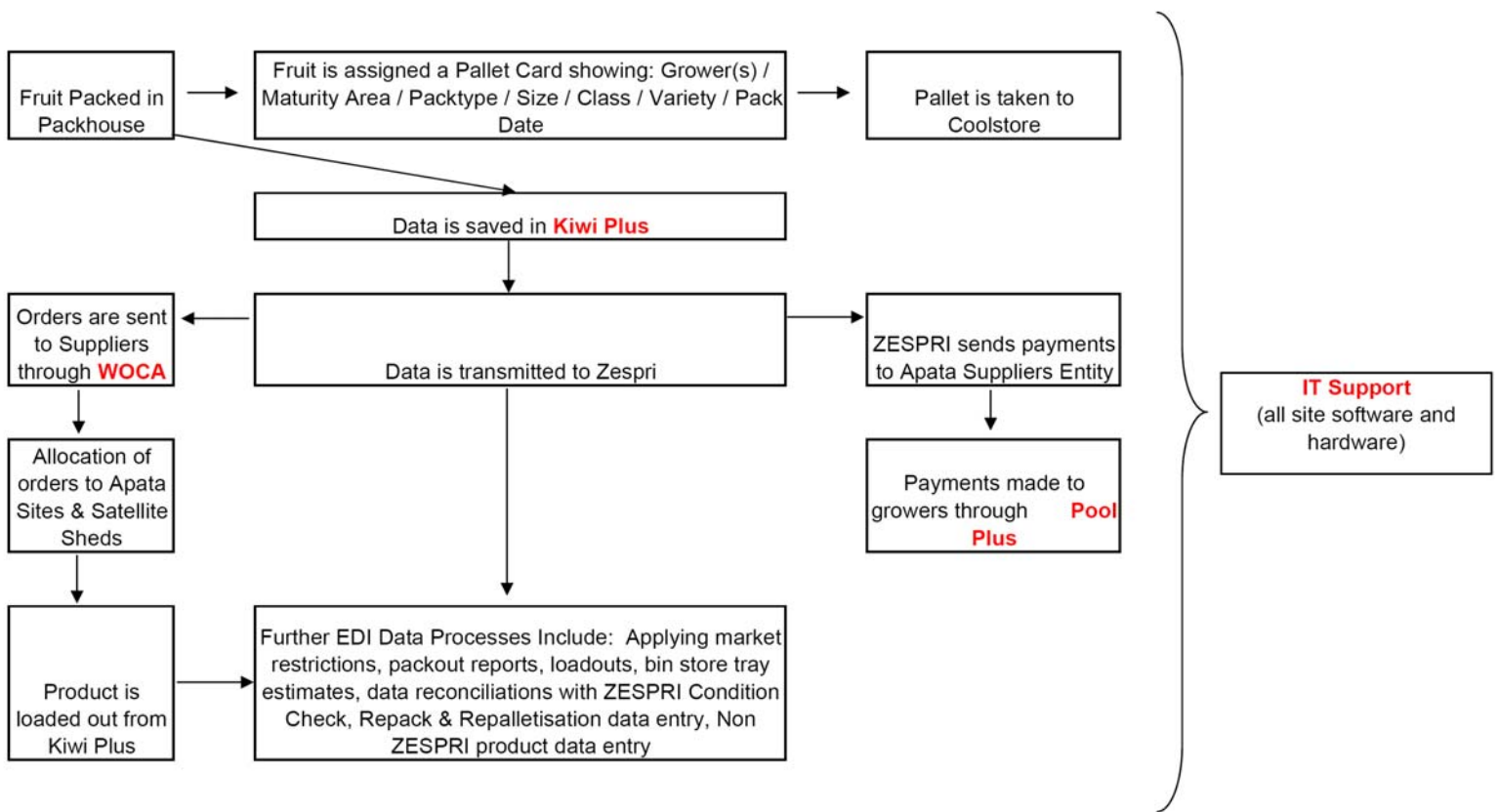
Orders are issued through Web Order Collaboration Application or "WOCA" as it is known, to EDI and coolstores for loadout. WOCA is used for receipt, issue and swap or orders between regions and other suppliers and opportunity to pick up others shortages or post our own shortages industry wide.

Vessel reconciliations then take place after completion of each vessel to ensure what we have ordered is delivered onto the ship and if not there is a justifiable reason – i.e. loaded into the buffer, damage or ECPI failure (we try to avoid these!)

Apata Suppliers Entity Limited - Dinah takes care of the full administration and financial management of the company.

EDI AND COMMERCIAL TEAM PROCESSES

("EDI" = Means Electronic Data Input)



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.

