



# apata ● KIWI link

JULY 2009

## 25<sup>th</sup> Anniversary of Apata Limited

Twenty five years ago, Brian Earp, Peter Mayston and Mike Muller, together with Jack Tangney, made the decision to build a single coolstore beside the railway siding at Apata that would cater for their rapidly growing packhouses.

Twenty five years on, their vision, underpinned by personal values of honesty and integrity, has built a post harvest business that supports kiwifruit and avocado growers from Hauhora to Wanganui. Apata today stands for quiet achievement and commitment to quality delivery through ZESPRI and Primor to the all important in-market customers.

On Wednesday 9 September 2009, over 400 special guests, including Apata shareholders, past and present Board of Directors and special members of our industry will gather at Bay Park Events Centre in Mount Maunganui to celebrate a very special event - the 25<sup>th</sup> Anniversary of Apata Limited.

During this special night, we will be celebrating and honouring our founding Directors, including the late Brian Earp, noting the part Apata has had in the success of both the kiwifruit and avocado industries.

It is with great pleasure that we invite Apata shareholders to attend this celebratory dinner on 9 September. Tickets are limited to 350, and cost just \$25 per person. This includes dinner, drinks and an evening of entertainment with New Zealand's premier entertainers The Lady Killers.



To purchase tickets to this memorable evening, please complete the form that is being posted to Apata Shareholders this week. Return it in the self addressed envelope, along with your cheque by **21 August**. For shareholders who purchase tickets prior to **7 August**, you will be entered into a prize draw for a luxury night at the Sebel Trinity Wharf on 9 September, which includes accommodation for two, a bottle of champagne and breakfast.

For queries regarding the 25<sup>th</sup> Anniversary Dinner, please contact Apata Communications Manager Cassandra Thurston on 07 552 0535.

On behalf of the Apata Board of Directors and Executive team, we look forward to celebrating with you on Wednesday 9 September.

### ZESPRI AGM – 22 July 2009

The Apata Board and Executive Team strongly encourage all Apata growers who are ZESPRI shareholders to attend what will be a critical AGM on 22 July. We are expecting a material debate on ZESPRI's strategy and Turners and Growers to dominate the meeting.

There has already been a lot of interest in the Director elections, and the Apata Board are strongly endorsing Tony Marks candidacy for vacancy 3. We look forward to seeing you there.

### WHAT'S INSIDE:

- Farewell to Rosco Mutton
- On-orchard advice
- Hail Contribution Update
- Picking Audit Evaluation
- Binstore Programme
- 2009 Apata Grower Tour

partners for growth

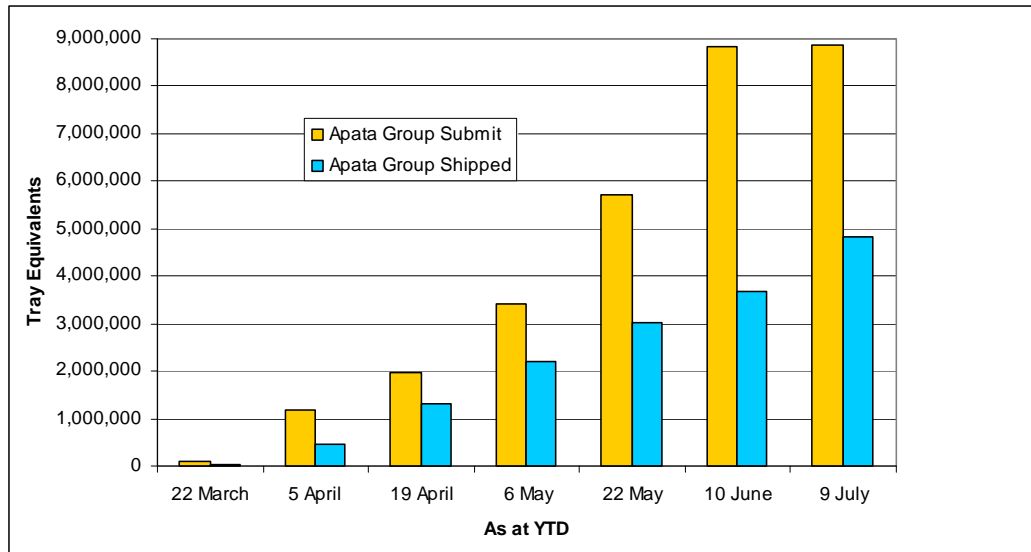


# Apata 2009 Season Update

## Apata Group 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 9 July 2009, Apata has submitted 8.8 million TEs of kiwifruit, and ZESPRI has shipped 4.8 million TEs of Apata's submitted fruit.



## Mark Your Calendar: Upcoming Industry Events

### ZESPRI AGM

1.00pm, Wednesday 22 July, Baycourt, Tauranga.

### Apata AGM

1.00pm, Wednesday 9 September, Sebel Trinity Wharf Hotel, Tauranga.

### ZESPRI Grower Meetings

24 August – 3 September

## KiwiLink Email Bulletin

Apata's KiwiLink 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](mailto:cassandra@apata.co.nz).

## Farewell to Rosco Mutton

Earlier in the year Rosco Mutton signaled his intention to move up to Northland with his family to focus on his avocado orchard.

Sadly this means that after five years of being an integral part of the Apata Kiwifruit Grower Services Team, Rosco will be leaving the Apata Turntable Road team after this season. His last day will be Friday 10 July.

On behalf of the wider Apata team, we'd like to express our sincere thanks and gratitude to Rosco for the five years he's spent at Apata – he is going to be very much missed by both his fellow Apata colleagues, and the BOP grower community.

On a much happier note, Rosco is not lost to Apata as his talents and experience will be put to (part time) good use as an Apata representative in the Far North focusing on avocados.

We are pleased to announce that Neale Cameron will start on 3 August in the role of Te Puke Grower Services Representative.



## 2009 Picking Auditing Evaluation: Piers Zajac-Wiggert, Harvest Manager

This season we continued to strengthen our auditing process in combination with continued collaboration with our picking contractors, to be able to provide the best practice picking for our growers. Although it was a difficult harvest season with the demanding weather conditions we experienced, we found the picking contractors to have done their job well. As not all of our orchards are picked by our contractors, we wanted to pass on a summary of the main observations made by our picking auditors while out in the field.

There were a number of points that were prevalent over the season that we felt were important to pass on.



### Picking

- Auditors are only able to make “Visits” to the orchards, and deal to issues when presented on orchard. There is a need for there to be supervision on orchards at all times when the orchard is being picked. The best way that we feel that this can be achieved, even if there is a picking supervisor present, is for the grower and/or orchard manager to be present during picking at all times. It is the continuous presence of a supervisor, whether a grower or a gang supervisor, which eliminates any issues with picking, especially “raining”, and better safeguards the fruit from damage at harvest. Supervisors should be checking the techniques of the team regularly.
- Please remember that all fruit that falls on the ground should stay on the ground.
- Proper technique of well trained staff is important, as this will result in minimal stalks being left on the fruit and going into the bin. Stalks may seem benign, but when in a bin of fruit can cause a great deal of physical damage. Although not all stalks can be avoided, best efforts and good technique can minimise the issue.
- Fruit transfer from picking bags into bins and bin levelling is also an important step in the chain to ensure the fruit is handled with care. Proper care when delivering the fruit to the bins is important, no matter what variety, to assist with prevention of physical damage and bruising, and the levelling of bins to prevent compression is also essential.
- Machine operators also play an important part in protecting the fruit with the care they demonstrate while transporting, loading and unloading bins, especially when we are talking about Gold. Inadequate care taken during the movement, loading and off-loading of the bins can result in a great deal of damage being done to the fruit.

### Orchards

- Access and load-out areas are perhaps one of the most predominant issues identified by our picking contractors and transporters. Although most growers do make an effort to provide adequate loading areas and access, there are a few that leave a lot to be desired. Not only does a suitable load-out area and site access assist in the prevention of any physical damage, bruising or soiling of the fruit, but it also makes it more efficient for all parties involved. Issues like grassed load out areas that just turn to mud in wet weather, areas that are too small, areas that are not level, overhanging trees and branches, and access that is not suitable for trucks, were all issues that were noted during the season.
- Toilet facilities were also found to be inadequate on a number of orchards. There were even instances where contractors had to shuttle pickers from the site to be able to find a toilet at a local petrol station, due to the toilet facilities being completely unacceptable. It is only reasonable that decent toilet facilities are provided that are acceptable to both genders while working out on the orchard. It is also a Global GAP requirement.
- Identification of orchard hazards is important. Something as simple as poor weed control under the vines where there are slicing holes due to Armillaria has caused an incident where a picker was hurt when they fell into the hole. Many contractors may not be familiar with the orchard and are not aware of the dangers. Proper identification of these hazards can prevent any serious issues.
- We have also seen some physical damage this year that has been caused by orchard machinery like mulchers, fertilisers and sprayers, especially in orchards that are bowing and the fruit is hanging down low, exposing them more to this type of damage. Tying up this fruit prior to machinery going through the orchard is the best way to avoid damage.

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After reviewing the season and the feedback that we received from a number of areas, we will be bringing initiatives that encourage growers to present load out areas and access that meet standard acceptable levels. Also in the future if toilet facilities are not open, accessible or acceptable, a port-a-loo will be hired and charged to the grower.

We feel that the efforts by our auditors on assisting pickers were well received and the great collaborative attitude from everyone was excellent. It clearly defined the need to have auditors and constant supervision, and that the understanding that we are all working together to achieve the same goal, “...by helping our growers achieve the highest possible returns.”



## On-Orchard Advice: Wade Hunkin

### Winter Pruning

It's pretty easy really – all that is required is that the best buds you can find are spaced evenly across the canopy!

However that begs lots of questions.

The best canes to tie down are those that have grown in full sunlight from early in the season. They may or may not have fruit stalks on them, are relatively smooth, have prominent buds and are moderate in size.

Everyone will have a target number in mind but for conventional Hayward 25 per square meter is a good place to start. More for Organic, around 33, and 35-40 for Hort16A but the quality of the buds is the first concern and cannot be compensated for by quantity! In fact too many buds are seldom a good idea, it just creates work removing fruit and vegetative growth.

Watch the spurs they should be cut back to one bud or removed completely.

With more buds a smaller proportion fire and they tend to become less floral. The plants reserves are finite so there is a limit to the numbers of fruit that can be established. Aim for an even spread across the canopy. For Gold the canopy needs to be as flat as possible.

Spacing is important too with 35cm as a minimum between canes.

With opposing female avoid intermingling the canes. Stop short of the male in a strip male setup.

### Trunk Girdling

This was certainly a hot topic at our recent round of Field Days.

We have gradually begun to make observations that suggest all may not be well below ground. Some growers do not see any increase in dry matter despite girdling, occasionally a distinct lack of vigour in the canopy and girdles that heal only from the top down (rather than in both directions seen in earlier years). The volume of fine feeding roots in girdled vines is invariably less than those of ungirdled vines.

It's probably too soon to say back off universally but certainly the technique needs to be applied with care and after consideration of the overall health of the vine.

### Crop Protection

We saw this year significant improvement in the level of scale in conventional crops without the use of Lorsban, but the work needs to continue through the winter. In the first instance target large crowns for removal as they provide ideal overwintering sites for scale.

As far as sprays are concerned best practice is clearly to apply at least two sprays for scale pre-blossom and at least one oil post flowering.

We will update you on more closer to the time.



## Hail Contribution Fund Update

On behalf of the Industry, ZESPRI is facilitating a **voluntary contribution process** whereby growers can elect to rebate up to 2 cents, 3 cents or 4 cents per tray supplied FOBS from their total 2009 season fruit payments.

Significant feedback to NZKGI from growers has identified that they wish to support those growers who have been adversely affected. Contribution to the fund is not compulsory and growers can identify how much they wish to contribute per tray.

Because of the need to address this issue quickly and as efficiently as possible, ZESPRI asks ALL growers to elect whether they wish to contribute to the GREEN Variety Hail Relief Scheme, (and if so at what level) by completing the form that was posted to them on 23 June 2009. Whether you decide to contribute to the fund or not, it is important to return the form.

Once ZESPRI has had a response from all KPINs, or in any event by 31 August 2009, ZESPRI will calculate and communicate to contributing growers their final contribution amount per tray supplied FOBS (this will not exceed the 2 cents, 3 cents or 4 cents per tray supplied FOBS respectively, as elected by each contributing grower).

The voluntary contribution per tray will be subject to the amount of total contributions available to the GREEN Hail Pool and the agreed caps to compensation. This means that the amount of voluntary contributions will be scaled back on a pro-rata basis if contributed funds exceed the total required to fund the compensation of \$3.00 per tray to those growers who have lodged claims.

For the latest Hail news and information please visit [www.zespricanopy.com](http://www.zespricanopy.com) or contact the ZESPRI Contact Centre on 0800 155 355.

## 2009 Apatia Grower Trip: **China and Korea**

Join CEO Todd Muller and GM Grower Services Bevan Bayne for a tour around China and Korea to see ZESPRI's world renowned orchard to market system in place.

The 12 day tour will depart Auckland on 12 September and return on 23 September. While in China and Korea the tour will be hosted by ZESPRI Market Managers and will take in the sights and sounds of a variety of orchards, wholesalers and retail markets.

There are 10 spaces available on this tour and the approximate cost per person is \$8,600.

The cost will include flights, all taxes, accommodation and meals. Final cost and dates will be confirmed as soon as possible. Please note that all prices and dates are subject to change.

Growers are asked to register their interest with Lynda Uttinger on 07 552 0530 by 5pm 20 July. As there are limited spaces and to ensure the process is fair, the 10 spaces will be awarded using a ballot system.

Once selected, the 10 growers will receive a detailed pack with cost breakdowns and itinerary.



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