



August Technical Advice

HiCane applications

As the peak time for application of HiCane approaches we need to remind ourselves of the challenge we have in keeping HiCane available to use. The industry has put considerable effort into reducing spray drift, through the development of air inclusion nozzles and improved chemistry, but in past years the greatest proportion of issues that arise are with neighbours not being kept informed about intentions to spray.

Keeping neighbours informed is a grower responsibility so don't rely on your contractor to make the call. Know who your neighbours are and ensure they are aware of your intention to spray HiCane, the period spraying is likely to occur and appropriate precautions to take well in advance. Follow up with a call shortly prior.



Winter Chill update

While there is still some of the winter to go, temperatures to date suggest we can expect the timing of natural bud break for Hayward to be similar to last year and 2006, perhaps even a little ahead. Natural budbreak for Gold does not appear to be impacted so much by the amount of winter chill.

If you do not have your own data the Hortnet website (<http://www.hortnet.co.nz/news/2009/chilling.htm>) has some graphs of chill accumulation at the Crop and Food Research Stations in Te Puke and Kerikeri that provide an historical comparison.

On Orchard

If your winter pruning is complete now is the time to review the job

On Hayward vines reassess the cane spacing. A 30-40 cm gap around each cane or spur is the target. Crowded areas tend to become more vegetative and ultimately produce less fruit and lower dry matter as the vegetation competes for resources. Clean up the leaders, perhaps make some saw cuts the pruners should have and paint with a wound dressing such as Baceal. Remove any weak spurs and canes.

The ideal Gold canopy is one that is flat and even. Check cane spacing and remove canes from crowded areas. Fruiting spurs and those close to the leader should be reduced to a single bud to encourage extension for next year. Weak spurs should be removed. Following bud break identify any vigorous canes growing from high points in the canopy and cut or break them out. We are seeing green tip in a number of Gold orchards in warmer spots already, so make sure your frost protection system is ready to go.

Get any structural repairs completed and wires tightened if needed. Its easy to forget how low the canopy can get at harvest time and damage to fruit on vine from machinery can be a significant cause of packing rejects.

Now is the time to apply base fertiliser dressings as soil temperatures have begun to climb.

Hail Impact

Like most post-harvest facilities in the Bay of Plenty Apata has growers with orchards damaged in May's hail event. While the volume of fruit was not great, there were lingering concerns over possible impact on the storage pool. At this stage such fears appear ungrounded as we have loaded out two thirds of the affected fruit with only 0.3% additional loss so we do not expect any significant impact on the pool overall.

WHAT'S INSIDE:

- Shipping and Quality Update
- Change to Apata Board of Directors
- 25th Anniversary of Apata Limited

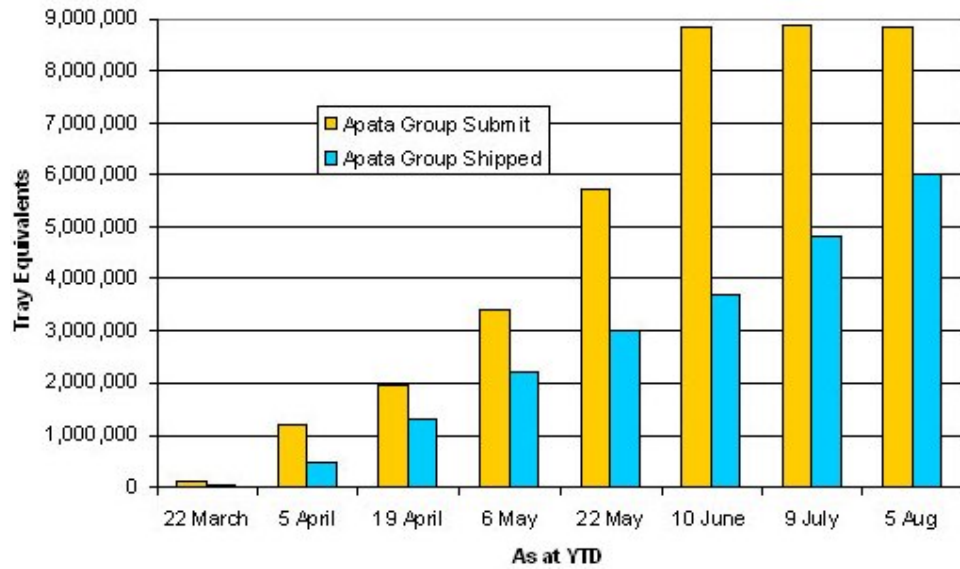


Apata 2009 Season Update

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 6 August 2009, Apata has submitted 8.84 million TEs of kiwifruit, and ZESPRI has shipped 6.01 million TEs of Apata's submitted fruit.



Shipping Update: Barb Wilsher

All orders for Gold have been issued to Suppliers. There are many requests for assistance with meeting last pallets from Suppliers industry wide, whether this is a full shortage or a top up to finish a pallet to meet a container. Suppliers are working with ZESPRI to obtain orders for any final pallets which are not covered by an order. The final Gold orders are majorly shipping to Japan with the odd container going to China and Z9 markets. Hayward Organic focus is on Japan shipments other than the Royal Klipper to Europe this week.

Whangarei Gold has loaded out with the final remaining Gold inventory being consolidated to Turntable Hill Road to make way for avocado storage. The final Hayward Green loadouts from Marsden Point will be on the Royal Klipper with final Green inventory being consolidated to Turntable Hill Road.



Quality Update

GOLD

There are a large number of container loadouts over the next two weeks – 50,400 trays. Gold fruit that remains in store has very few rots or softs being found during condition checking.

GOLD Organic

Load outs have been very slow for GOLD Organic. Fruit that remains is in good condition.

GREEN

Fruit quality to date is in good condition. We are repacking small sizes (42s, 39s) for soft fruit.

Condition checking of pallets shows that the fruit is in firm condition with few failures. Our ECPI rating for GREEN remains at 0.0% and GOLD at 2.50%.

Supplier Scorecards

Supplier Scorecards to ISO week 26 (28 June) are now available.

To request a copy of Apata's latest scorecard, please contact Gaye Sycamore on 07 552 0512 to have a copy posted to you. Alternatively request a copy via your Apata Grower Services Representative. Their contact details are listed on the back page.



Change to Apata Board of Directors: Dave Goodwin

On behalf of Apata Board, I announce the resignation of Apata Director Max McGreevy.

Max has recently sold his coolstore assets, and has decided that it is time to resign from Apata Limited to pursue other business and personal interests.

Max has been a Director of Apata Limited for over 16 years during which time he has made a significant contribution to the business. Max's resignation is effective immediately.

I will update you on the process of identifying a replacement for both Max McGreevy and Tony Marks who is to resign to take up his ZESPRI directorship, at our Annual General Meeting on 9 September 2009.

We will be paying tribute to both Max and Tony's contribution to Apata at our Annual General Meeting and our 25th Anniversary Dinner on 9 September 2009. We look forward to seeing you there.

25th 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 300 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 25th 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 and growers 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 was posted to shareholders in July. For growers who are non-shareholders, please phone Gaye Sycamore on 07 552 0512 to request an order form. Return it in the self addressed envelope, along with your cheque by **21 August 2009**.

For queries regarding the 25th 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.

Mark Your Calender: Upcoming Industry Events

Apata Suppliers Entity Limited

3.30pm, Tuesday 1 September, Omokoroa Boat club, Omokoroa. AGM packs will be in the mail by Friday 14 August 2009.

Apata AGM

1.00pm, Wednesday 9 September, Sebel Trinity Wharf Hotel, Tauranga. AGM packs will be in the mail Friday 7 August 2009.

ZESPRI Grower Meetings

24 August – 3 September. Please see the latest Kiwiflier or www.zespricanopy.com for meeting information.



Contact Us

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 Neale Cameron 027 453 6423 027 582 6364	Organic Category Manager Andrew Wood 027 475 1323
Technical Manager Wade Hunkin 027 481 9905	Harvest Manager Piers Zajac-Wigggett 027 426 5548
Northland Growers Steve Brown 027 200 9954	Grower Payments Dinah Rutherford 07 552 0504
Communications Manager Cassandra Thurston 07 552 0535 027 500 8587	Grower Services Office Gaye Sycamore 07 552 0512

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