



apata kiwifruit link

DECEMBER 2009

Season Greetings: CEO Todd Muller

What a year 2009 has ended up being. Amongst record crop volumes, freak hail storms, deregulation attacks and the global recession, the New Zealand kiwifruit industry has battled against all odds and produced some stellar results for New Zealand growers.

Here at Apata, the 2009 season will be remembered for many positive things, in particular our 25th Anniversary Celebrations. The values of our Founding Directors Brian Earp, Peter Mayston, Mike Muller and Jack Tangney were based on trust, belief and honesty – a drive to be the best, not necessarily the biggest. It was about creating something to help their fellow growers grow and prosper. Thank you to all our shareholders and growers who have been involved in the research, planning, and delivery of our 25th Anniversary Celebrations. We've discovered many great stories and photos along the way, and it's been a real honour to be part of such a significant part of Apata's history.

2009's crop from you, our growers, has been some of the best kiwifruit we've seen in our 25 year history. This goes to show that all the hard work you have put in at the orchard level has produced some fantastic results.

Coupled with our enhanced supply chain management, which has seen extensive investment in people, plant

and systems, I am proud to say that Apata kiwifruit growers are right up there in terms of fruit quality, taste, and financial returns. Well done everyone.

Our industry will continue to shift and grow, and there will always be challenges for everyone involved. The 2010 season will bring its own challenges for one and all, but at the end of the day it's an extremely exciting and dynamic industry to be a part of. Above all, ZESPRI's new variety programme will bring forth the most exciting opportunities for us starting in 2010. Apata is committed to making the most of this opportunity, partnering with our growers to maximise the potential value.

On behalf of the Board, Executive, and the entire team here at Apata, we wish you all a very safe and enjoyable festive season. Enjoy the time with your family and friends, and we look forward to working with you, and for you all, in the New Year.

Happy Holidays from Apata!

Just like Santa and his elves, Apata will be busy over the Holiday season with packing of avocados. There will be some days our packhouses will be closed, and the details are as follows:

Turntable Hill Road: Closed Friday 25 December, Monday 28 December, Friday 1 January and Monday 4 January.

Pyes Pa: Closed Monday 21 December through to Friday 8 January.

Whangarei: Closed 25 - 28 December and 1 – 4 January.

If you need to urgently get hold of a Grower Services Representative, please contact Damian Young on 027 500 8586.

On-Orchard during December

Hayward

- Fruit thinning - aim to finish this month
- Male pruning round one
- Oil spray for scale control in January
- Watch out for leafroller and spray if necessary.

Hort16A

- Fruit is now in sensitive phase, so please take care with any canopy work
- Watch out for leafroller!

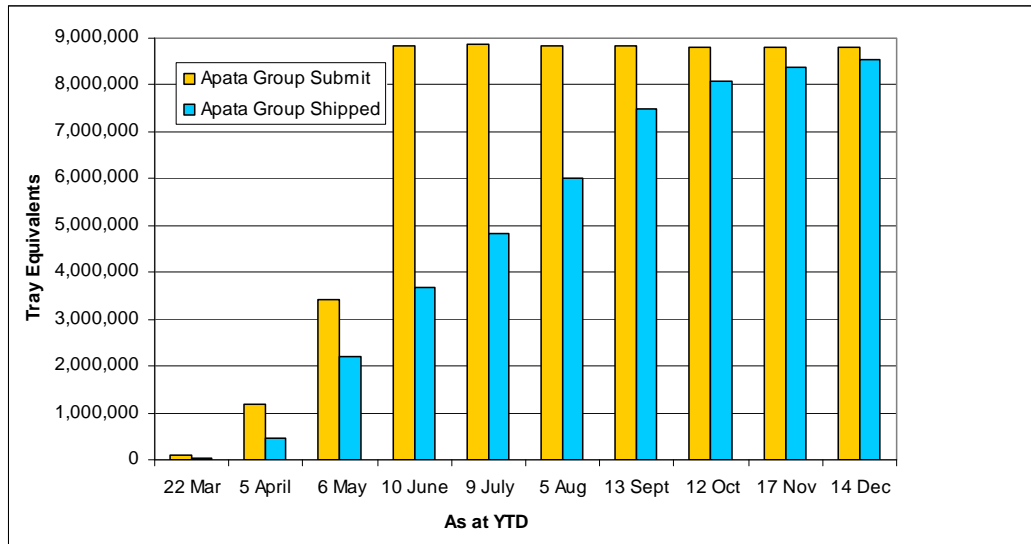


Apata 2009 Season Update

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 14 December 2009, Apata has submitted 8.79 million TEs of kiwifruit, and ZESPRI has shipped 8.53 million TEs of Apata's submitted fruit.



Fruit Loss Update: Gerry Schumacher

The season is almost finished with just local market orders being filled and facilities closing out their inventories. Apata shipped late in both Green and Organic, so we had a higher fruit loss on this late fruit and higher storage incentive payments. Green fruit loss is sitting at 3.8% vs industry at 4.91%. Organic fruit loss is at 2.65% vs industry at 3.65%.

Week 48 loadouts was the last week for export with low volumes. Apata shipped 28k trays and the industry shipped 79k trays. Proud of our inventory results, we are confident it will deliver very strong payouts for the grower pool.

We currently have no fruit in our main stores and very small volumes of Class 2 and local market fruit at Coolpack.

From the Apata Operations Team, have a very merry holiday season, and we look forward to packing your fruit next season.

Week 49 YTD Fruit Loss %

	APATA YTD	INDUSTRY YTD	APATA 2008
GREEN	3.80%	4.91%	6.67%
ORGANIC	2.65%	3.65%	3.65%
GOLD	2.48%	3.77%	2.75%



On-Orchard Observations: **Wade Hunkin**

Hayward

Pollination is over for another year. Late flowering orchards had a poor end to pollination being caught up in the weather of last week, but low and mid altitude orchards appear to have had a good run.

We have noted high numbers of sclerotina spores on flower remains. Iprodione (Rovral etc) can be applied up to 28 days after fruit set, so is an option if nothing was applied at flowering.

Male pruning has started in the earlier orchards with a focus on keeping the spur wood and removing high points and, if needed, the extension of the male plant. Measure the male area as some orchards have up to 30% more male area than what is recommended (10-12% of the total canopy). This has a huge impact on production area of the orchard. Look to retain short early grown canes that can be kept in the sun. Follow up rounds are important – see below for information on our Field Day focusing on male management.

For maximum impact on size, the first round of fruit thinning needs to be complete by the end of the month. Overall numbers do not appear to be the issue they were last year, so target the obvious flats and fans before looking at numbers.

The recent rain will have given the canopies a boost and these will need to be monitored in the next few weeks. Light is critical at this time of the year for fruit sizing and dry matter accumulation.

Crop protection wise there are a number of options for Leafroller control including Proclaim, Avid, Success and BT. Up to three sprays are allowed before monitoring commences but watch the withholding intervals. If more than one spray is necessary it is good practice to vary the product. Target an oil spray for scale control in the window from 35 to 56 days after fruit set.

Hort16A

Gold is at the highly sensitive stage and any work in the orchard needs to be kept to a minimum. From late November 'till early January there is higher risk of fruit damage so growers should have set themselves for being able to leave the canopy for this period.

Growers are starting to weigh their fruit and where needed are planning a thinning round. We have been on orchards where the fruit is tracking well below last year size. This could be a reaction to growers not doing the spring girdle or because of the cool start to the growing season. Hopefully the rain added some weight. Fruit thinning is orchard specific at the moment as some growers are leaving the rejects on in the hope that it will hold the canopy and will then thin when canopy growth has stalled, while other growers need to target specific areas for excess numbers.

The Gold canopy is starting to fire with the nice amount of rain and the warm weather. The growth will become a shading issue if not kept under control.

Crop Estimates

In the latter part of January teams from Apata will be visiting Green and Gold orchards to count and sample fruit to assist in the development of our crop estimate. Not all orchards will be assessed in this way but where they are, we will forward a copy of our calculations when they are complete.

Male Pruning Field Days – *Males Need Some TLC Too!*

Follow up treatment of males is often an area of vine management that is neglected. To get the best out of them at pollination time males need the right attention over the Summer.

Join us at this Field Day on Thursday 14 January

9:00am	Te Awa Family Trust	581 Main Highway, Katikati
11:00am	Wedgehill Orchard	Vernon Rd (off Crawford Rd), Te Puna
2:00pm	Baldock Orchard	Milford Park, Te Puke

We look forward to seeing you there!



New Varieties and GPS Map Requirements

ZESPRI have recently published an article on New Varieties and the requirements growers will need to have completed to be able to take part in the grafting.

Seeing the flower buds on the vines shows that ZESPRI is one step closer to providing either an early and/or long storing GOLD variety and/or a sweeter earlier-harvesting GREEN.

Robust orchard, post-harvest and in-market trials are planned for next year with the ZESPRI Board hoping to be in a position to make a commercialisation decision on one or more of the varieties in June 2010. If the Board approves a variety to be commercialised and grafted, there will be a tight window in which the following activities will need to be completed:

- Licence released and allocated;
- GPS maps collected;
- Budwood collection and distribution; and
- Issuing of licences.

What does this mean for Apata Growers?

Those growers who are seriously considering changing over to new varieties **MUST** have an orchard GPS map.

Apata has been in discussions with a trusted GPS Supplier. There will be a huge demand for these GPS services in a fairly tight window next year.

Our Grower Services team is generating a list of growers who will need to have their orchards GPS mapped. We will then be seeking a group price for this service on growers behalf from the GPS mapping provider.

If you would like to have your orchard GPS mapped, please contact us **NOW** to be included in this group price. Contact your Grower Services Representative or the Grower Services Office on 07 552 0512 to register your details.

Please be aware that if we don't get the volume of growers interested in mapping, we will be unable to secure the desired price or the delivery of service in a timely manner for the applications for New Variety licenses.

2009 Apata Fishing Competition

After a week of intense praying to the Gods for beautiful weather, we must have forgotten to put our order in for plentiful fish for the 2009 Apata Fishing Competition!

Despite the lack of fish snapping at hooks, 74 growers and industry partners enjoyed a beautiful day out on 22 boats around Tauranga Harbour. Some even ventured to Mayor Island but alas came back without the big catch.

Apata Director and grower Paul O'Brien predicted that the heaviest fish would be caught before 7.30am, according to his Maori fishing calendar, and blow me down me hearties, he was right! Gavin Dyer hauled in a 12 kg King Fish, winning heaviest fish of the day.

Other claims to fame:

- Snapper - 1st place: John Barker, 3.1 kg
- Snapper - average weight: Tony Trubshaw, 1.49 kg
- Tarakihi - 1st place: Brian Carlyle, 0.895 kg
- Tarakihi - average weight: Tony Carlyle, 0.735 kg
- King Fish - 1st place: Gavin Dyer, 12.1 kg
- Trevelly - 1st place: Dave Nelson, 2.43kg
- Trevelly - average weight: Shane McNeil, 1.54 kg
- Kahawai - 1st place: Mark Mayston, 3.02 kg
- Kahawai - average weight: Phil Reed, 2.19 kg
- All Fish - average weight: Shane McNeil, 1.6 kg
- Ladies Heaviest Fish: Claire, King Fish 4.46kg

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Back at the Omokoroa Boat Club over 200 guests celebrated the 2009 season with a delicious BBQ.

Thank you to everyone who attended, you made it a really enjoyable day and evening. Also a big thank you to our generous sponsors of the day:

John Ward Electrical, National Bank, Trevor Thompson Consulting, Western Orchards, Primor Produce, Fruit Sorting Systems, Radfords, Tumu Timbers, Carter Holt Harvey, Crown Forklifts, The Grove, Alarm Service and Installation, Sinclair Jenkins Group, United Travel.

To view the full set of photos from the day keep an eye out for this weeks KiwiLink email.



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