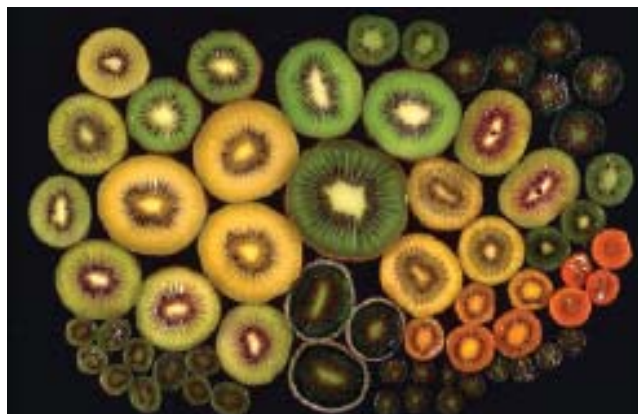


## SPECIAL EDITION: NEW VARIETIES

Welcome to this special edition of KiwiLink – **New Varieties.**

In this newsletter we will be bringing you the latest information on ZESPRI's New Varieties programme and keeping you up-to-date on Apata's involvement in the programme, and how you can take part.

If you have any questions regarding the New Varieties Programme, please contact Damian Young on 07 552 0536 or 027 500 8586.



### New Varieties Field Days: February 2010

ZESPRI are hosting New Variety Field Days during February. For this round of Field Days there will be visits to both conventional and organic trial sites. This is an exciting opportunity for Apata growers to learn more about the new cultivars coming through the programme.

#### Conventional Growers: Monday 8 February, starting at 9.00am

As we are unable to publish the address of the Field Day due to confidentiality reasons, growers will need to meet at one of our pick up points listed below prior to travelling on to the trial site near Te Puke. Please ensure that you arrive at least 15 minutes prior to departure.

#### Pick Up Points:

**7.30am** – Depart Turntable Hill Road Site; **8.00am** – Depart Pyes Pa Site; **8.30am** – Depart Top Club Te Puke (meet behind the Top Club).

#### Organic Growers: Friday 12 February and Tuesday 16 February

*Please note that the site will only have two of the four varieties, the Hybrid Green and Early Gold, so growers wanting to also see the Long Storing Gold's will need to attend the Apata conventional session in Te Puke on Monday 8 February.*

As we are unable to publish the address of the Field Day due to confidentiality reasons, growers will need to meet at our Pyes Pa Site, 83 Pyes Pa Road first prior to travelling on to the trial site.

Apata organic growers have two dates to choose from:

- Friday 12 February – 2.30pm until 4.30pm. **Meet at Pyes Pa site at 2.00pm.**
- Tuesday 16 February – 3.00pm until 5.00pm. **Meet at Pyes Pa site at 2.30pm.**

After each Field Day we will be hosting growers for refreshments where we will discuss the information presented at the Field Day. During this time you will have the opportunity to register your interest in Apata's New Variety programme.

Spaces are limited so if you would like to book a spot, please contact our reception on 07 552 0911 or email [reception@apata.co.nz](mailto:reception@apata.co.nz) by 5pm Friday 5 February.

## New Varieties: An Introduction

One of the ways ZESPRI aims to increase returns to growers in the future is through the development of profitable new cultivars. ZESPRI (in partnership with Plant & Food Research) has developed the world's largest development programme of new kiwifruit.

Developing the world's best cultivars is critical to the future of the New Zealand kiwifruit industry. Because we are far away from our markets, and are relatively high cost producers compared to our overseas competitors, the only viable future for our industry is the development of high premium, value products that no one else can supply. Sold under the ZESPRI® Brand, these new cultivars will generate the levels of return required to provide future profitability to the New Zealand kiwifruit industry and maintain its world leader status.

### The Breeding Programme

ZESPRI are currently assessing four new cultivars which are at the final stage of being evaluated in pre-commercial trials. New cultivars must meet strict performance criteria (such as high yield, early harvest, long storage, outstanding taste etc) in order to be considered for commercialisation. The programme has over 50,000 potential cultivars under evaluation.

### Plant Variety Rights (PVR)

New Cultivar varieties can be protected by Plant Variety Rights (PVR). This means that ZESPRI can grow and market a particular variety unless it is licensed to another party. ZESPRI® GOLD kiwifruit is protected by PVR and this has allowed us to control supply of the fruit, thereby creating demand and producing higher returns for growers.

### New Rootstocks

Whilst kiwifruit is the tangible end product which is sold, the rootstock onto which new varieties are grafted can have a big impact on many factors contributing to the success of an orchard. Rootstocks are currently being trialled and evaluated with the aim of reducing demands for pruning, fertiliser and water, whilst improving fruit yield and quality. Growers will have the opportunity to view the rootstocks on orchard at the February New Variety Field Days.

### Cultivar Sports

In rare cases a "bud sport" can occur that results in a change to a cultivar which is commercially desirable. If you have identified a sport on a vine, please mark it and then contact your ZESPRI Grower Liaison Manager who will then contact Plant and Food Research.

### 2010 ZESPRI Programme

Robust orchard, post-harvest and in-market trials are planned for this 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.

It is anticipated that there will be a high demand for GPS mapping services during this time so ZESPRI urges growers to start thinking about their mapping requirements should there be new varieties commercialised and grafted in 2010 and whether they require updated maps of areas that are intended to be planted/grafted with new ZESPRI varieties.

ZESPRI, in partnership with grower and supplier industry groups, is currently considering the fairest process for allocating new variety licences, with wider industry consultation to take place early next year.

## Apata's New Variety Programme: Bevan Bayne

Apata growers have been very proactive in participating in the new variety programme.

All four varieties are being grown by Apata growers under both conventional and organic regimes. We believe this will give our pool of growers outstanding information and access to real stories and techniques of how to successfully grow the new varieties.

Apata is currently developing a new variety programme to provide support and information for those currently in conversion, and for those intending to convert.



The programme will include in-depth cost models, cultivar information, site and cultivar selection, peer and industry focus group interaction, and high level technical support if required.

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While it is early days as to what we know about the new varieties, Apata is convinced that new varieties are critical to the on-going success of our industry, and we intend to be a leader in this field.

I encourage you to attend the New Variety Field Days in February. This will be a great opportunity for growers to discuss what we see on the day over a cup of coffee with the Apata Grower Services team.

**During this time you will have the opportunity to register your interest in Apata's New Variety Programme.**

For any queries regarding the Field Days or New Varieties, please contact our reception on 07 552 0512 or email [reception@apata.co.nz](mailto:reception@apata.co.nz)

## GPS Mapping – Important Reminder for Growers

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 this 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 ASAP 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.

## Resources for Growers

Information is starting to become readily available for growers interested in taking part in the New Varieties programme.

Apata aims to provide our growers with the latest information on ZESPRI's New Varieties programme and keep you up-to-date on Apata's involvement in the programme, and how you can take part.

We will do this by publishing special editions of KiwiLink such as this one, and regular KiwiLink and OrganicLink email bulletins. Our Grower Services team will also be organising a series of grower Field Days and hand outs to help educate you on the new varieties.

We are committed to ensuring that Apata growers have access to the latest information at all times. Other industry resources that growers may find useful are:

- The Kiwiflier
- The Kiwifruit Journal
- ZESPRI's industry website The Canopy [www.zespricanopy.com](http://www.zespricanopy.com)
- Plant and Food Research's website [www.plantandfood.co.nz](http://www.plantandfood.co.nz)

If you have any suggestions for content, technical advice or grower events, please let your Apata Grower Services Representative know, or contact the Grower Services office on 07 552 0512.



## Contact Us

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## Grower Services Contact Details

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<b>Technical Manager</b> Wade Hunkin	027 481 9905	<b>Harvest Manager</b> Piers Zajac-Wiggett	027 426 5548
<b>Northland Growers</b> Steve Brown	027 200 9954	<b>Grower Payments</b> Dinah Rutherford	07 552 0504
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