

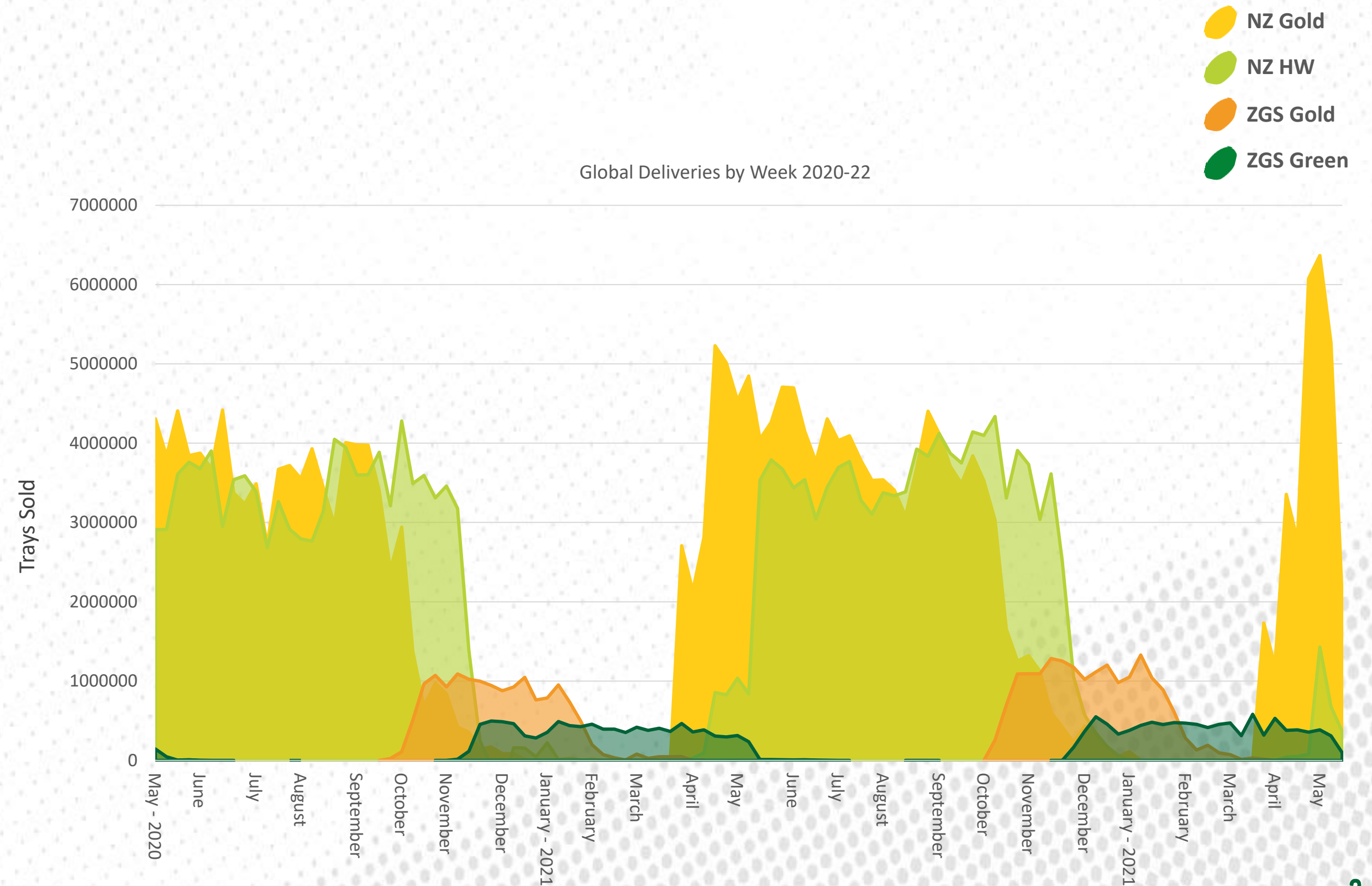


ZGS PRODUCER VOTE 2022

CURRENT ZGS SUPPLY

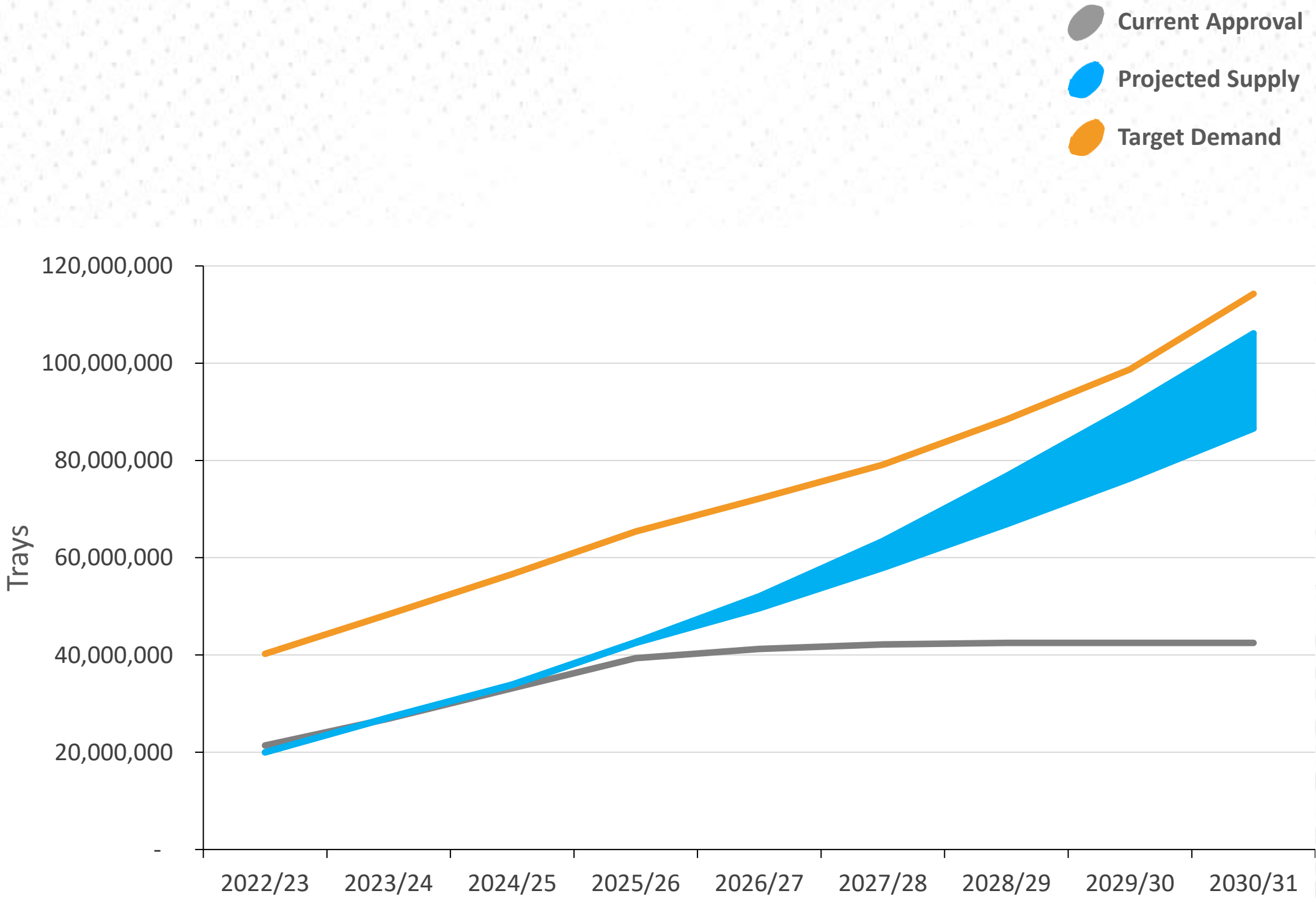
2019 Approval

- 5,000 ha SunGold
- 1,000 ha new varieties
- 20m trays green kiwifruit



ZGS SUPPLY WITH EXPANSION PLAN SUNGOLD KIWIFRUIT

- Current approval achieves only 35% of target demand
- Expansion provides up to 93%



12-MONTH SUPPLY

- Provide fruit to markets when NZ fruit is not available
- Efficiency in sales and marketing investment
- Holds shelf space for Zespri
- Builds a stronger brand
- Protects brand investment



Zespri SunGold – NZ

Zespri Green - NZ



Green - Italy



Dori Gold - Chile



BENEFITS

- **Financial Benefits to all NZ Growers**
 - \$56m (22 c/tray) in 2030
 - Promotional cost savings (12-16 c/tray)
 - Overhead cost savings (6 c/tray)
- **Other Benefits**
 - Trade relationships (tariff removal)
 - Research
 - Biosecurity

RISKS

ZGS HAS 20 YEARS OF EXPERIENCE, ESTABLISHED STANDARDS & SYSTEMS

- **Brand reputation**
 - Food safety
 - Quality standards
- **Financial risks**
 - Season cross-over
 - Overhead cost sharing
- **Intellectual Property**
 - On-orchard knowledge, standards
 - PVR



THE VOTE

- **Resolution 1 – additional 10,000 ha SunGold***
 - up to 6,000 additional hectares by 31 March 2028
 - up to an additional 4,000 hectares by 31 March 2031 – subject to an annual review by Zespri Board that demand >10 million trays above supply.
 - **Resolution 2 – additional 1,000 ha new varieties***
 - New Varieties = increase in approval from 1,000 to 2,000 ha
- * Excludes planting in China & Chile**
- **All NZ producers can vote – by post or online**
 - **28 July - 24 August 2022**



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