



ZGS 2030 STRATEGY & EXPANSION

Grower Roadshows March 2022

CURRENT STATUS

ZGS has been operating for over

20 YEARS

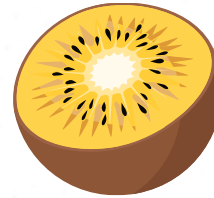


Italy, France, Japan, Korea
and Greece

Producer Vote in 2019 authorised

5000 HECTARES

of SunGold



Gold supplies have increased from

6-16 MILLION

trays in past 5 years



\$28 MILLION

ZGS profit in 2020/2021



2021
season



16M

SunGold



10M

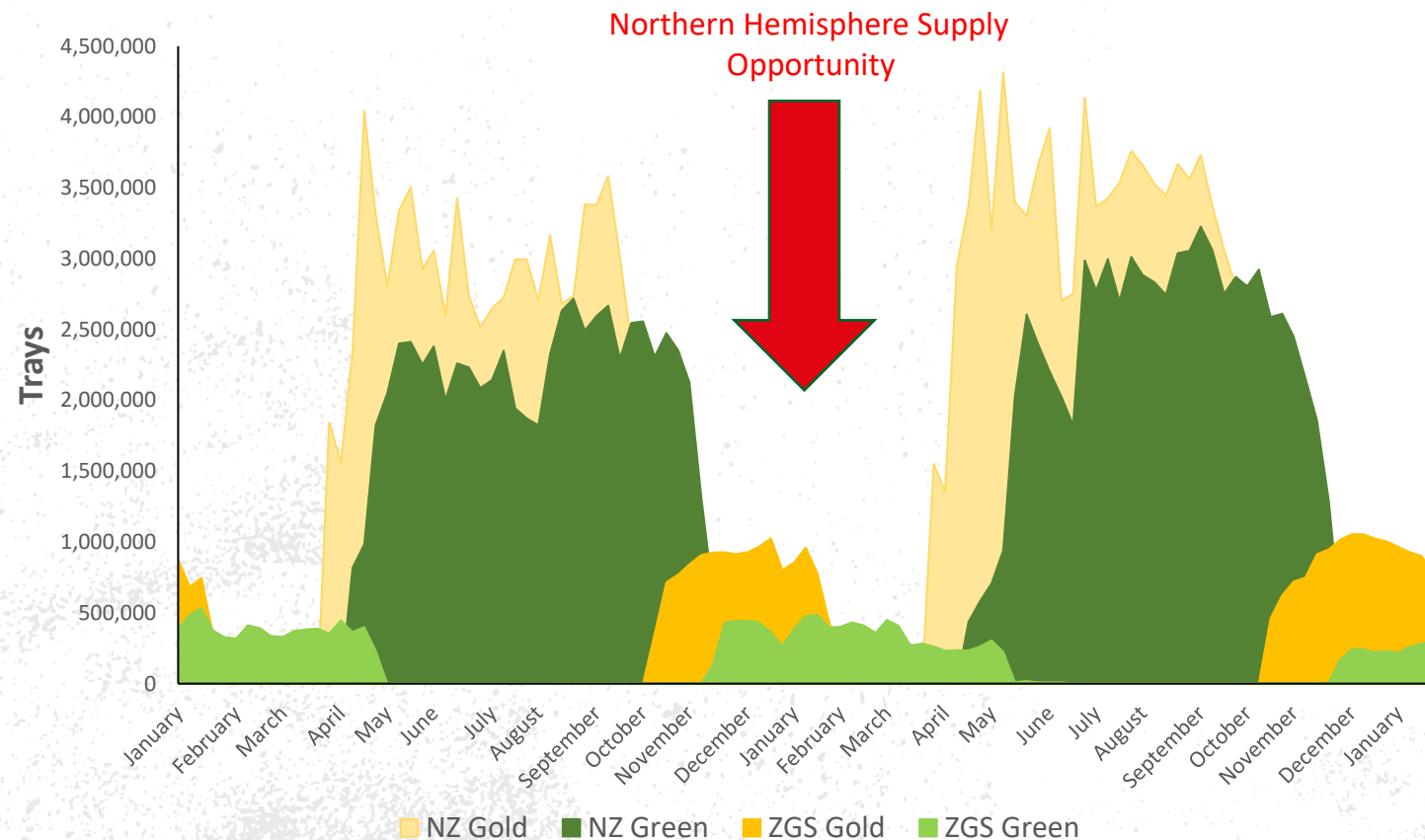
Green

STRATEGY REVIEW – ZGS IN 2030

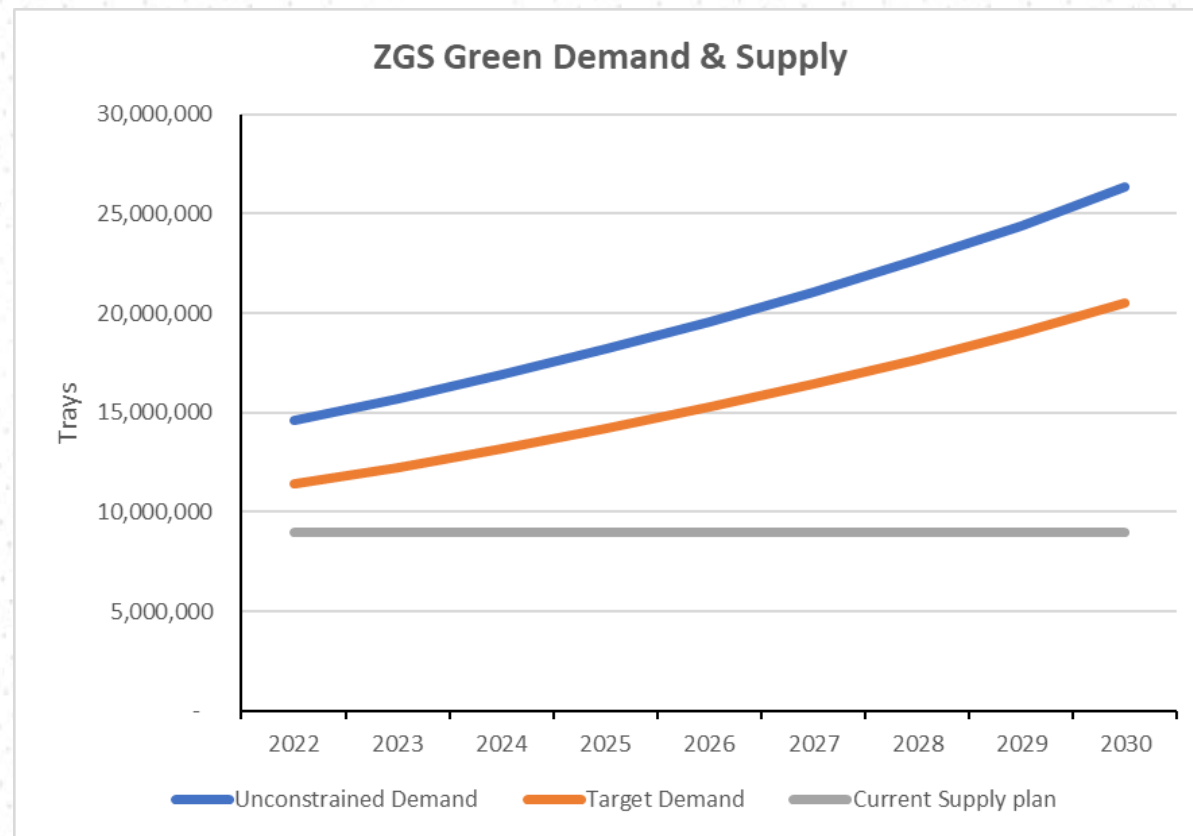
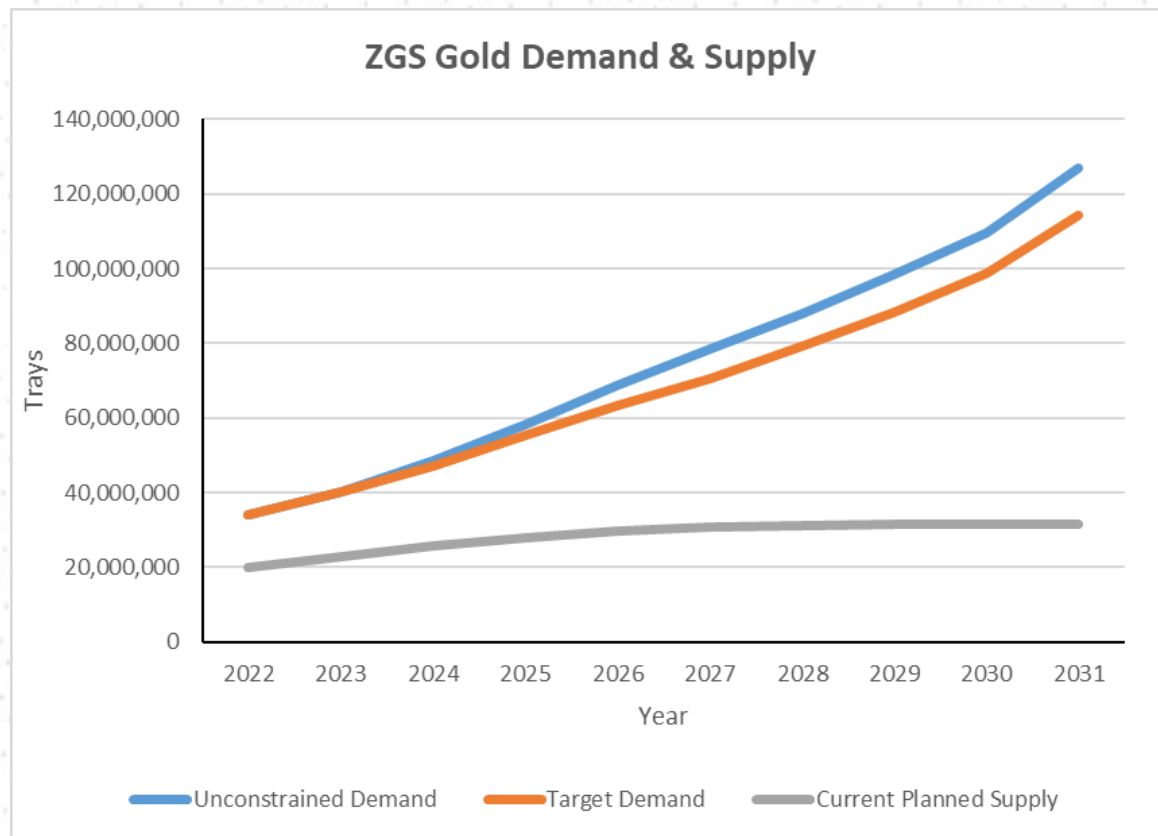


OPPORTUNITY FOR 12 MONTH-SUPPLY

Zespri Global Deliveries



ZGS DEMAND

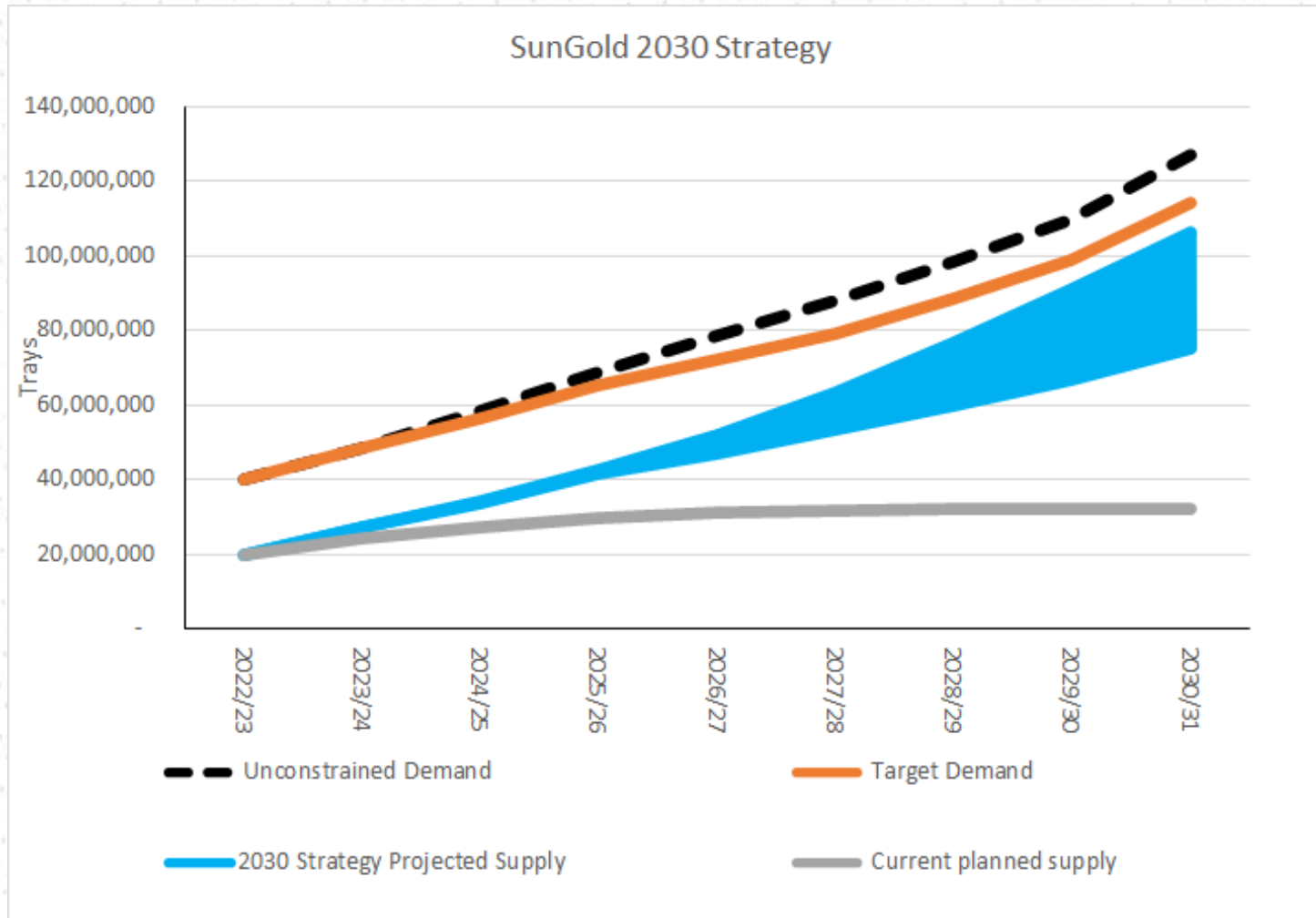


ZGS EXPANSION POTENTIAL

- **SunGold:**
 - Increase productivity (yield)
 - Increase development (hectares)
 - Achieve long term storage
 - Italy, France, Japan, Korea, Greece
- **Hayward**
 - Increase procurement



GLOBAL – 2030 STRATEGY



Target Demand

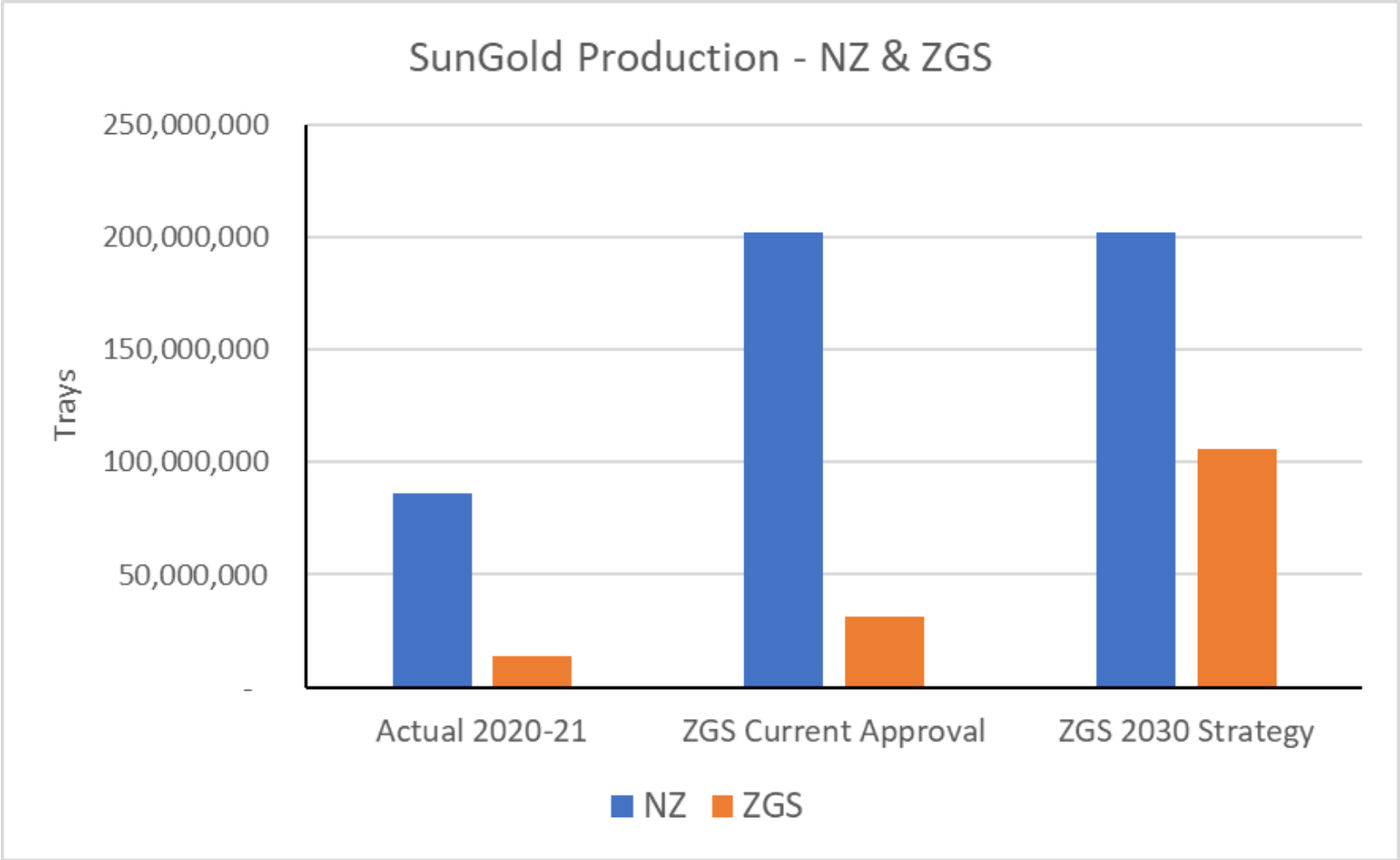
Current approval achieves:

- 28% - SunGold
- 44% - Hayward

2030 Strategy:

- Up to 66-93% - SunGold
- Up to 100% - Hayward
- Requires a further 10,000 ha of SunGold

SUNGOLD PROJECTED SUPPLY IN 2030 – NZ & ZGS



WHY DO WE WANT 12 MONTHS SUPPLY?

- Builds a stronger brand and customer loyalty
- Hold shelf space for NZ Zespri kiwifruit
- Prevents poor consumer experience
- Provides a stable relationship with retailers



FINANCIAL BENEFITS OF 12 MONTHS SUPPLY

KANTAR REPORT

- Improves brand health & brand awareness
- Reduced promotional spend to 'start the season' = 12-16c/tray
- Creates more predictable sales velocity
- Operating costs are shared



OTHER BENEFITS

SUB-HEADER

- **Trade benefits**
 - Economic benefit to local economies
 - Benefit to NZ's trade position
 - Support for FTAs like Korea and EU
- **Biosecurity risk mitigation**
 - Learn to manage pests not yet present in NZ
- **Supports Faster Research Outcomes**
 - Two hemispheres

COMMON QUESTIONS

Concerns/Risks	Management
Does ZGS fruit compete with NZ fruit at season cross-over?	Season cross-over principles are in place, managed & monitored
The risk of brand damage from ZGS fruit	Standards and auditing are in place
Unauthorized planting of Zespri owned varieties	Closely monitored by Zespri and partners, limited instances, legal action available.
Does the ZGS business costs NZ growers money?	ZGS covers all its own overheads and pays a share of NZ and global overheads

GROWER CONSULTATION

SUB-HEADER

- Seeking grower views on:
 - ZGS 2030 expansion strategy
 - 12-month supply
 - Potential for a Producer Vote
- www.zespriproducervote.zespri.com
- Email to producer.vote@zespri.com
- ZGS Advisory Board members
- Zespri Directors
- Zespri staff - GLMs