

A FLYING START TO 2009

Seeka supplying growers have enjoyed their strongest start ever to a season with almost one million trays packed by the end of week 13.

This is three times the pre-season pack plan, and demonstrates the value of Seeka's packing capacity with 14 packlines operating by Sunday night to meet supply caps, 11 packing Green and 3 Gold.

The bulk of clearances this season have been in Green with 714,000

Kiwistart trays packed by Sunday 29 March, and 212,000 trays Gold.

Fruit quality for the early season crop has been good, with a Green average size of 34.29 and rejects of 9%, with Gold having an average size of 30.09. There are too few lines packed to give an accurate trend regarding reject rates.

Focus for week 14 is on maximising the volumes submitted into both the Green cap, and the Gold rest of world cap.

Visiting the packhouse?

It's the start of another season, and we're taking the opportunity to repeat last year's message about packhouse visits.

While we welcome, and indeed encourage you to visit the packhouse while your crop is being packed, you need to be aware that industry health and safety rules continue to evolve.

So your crop can be exported to our international markets, modern packhouses have to comply with increasingly strict food safety and personal health and safety regulations. These apply to all site workers and visitors.

As a visitor to the packhouse you'll need to report to reception so we can issue you with a high-visibility vest and a very fashionable hair net. Those blessed with beards will have the extra advantage of sporting a snood. All watches and jewellery must be removed, and the kiwi icon the jandel is a non-starter, closed footwear's a must. Once you've slipped off your wedding ring, lost your watch, encased your feet, and decked out in hair net,

snood and high-vis jacket, you'll be ready and revving to see how we're treating your fruit. And it's a see and not touch visit, the British boffins who drafted the BRC say it's OK to inspect your fruit on the vine, but once it's entered the packhouse it's hands-off for visitors.

Also, if you're not feeling top of the word, please keep your bugs at home, contagious diseases and packlines don't mix, never mind exporting your bugs to the unsuspecting consumer! And while your children may want to watch your crop pass over the grader, bear in mind that you must keep a close eye on them, remember you'll be entering a high-production site full of moving machinery and beeping fork lifts, close supervision of children is a must!

While our message may seem light hearted, safety is a serious issue. Compliance means you're welcome to the packhouse, and guarantees the wellbeing of yourself along with packhouse staff. It also ensures leading Asian and European supermarkets want your kiwifruit.

Supply Cap Report

PRODUCT	JAPAN	ROW*
Green	Closing	Closing
Green Organic	Open	Open
Gold	Closed	Closing
Gold Organic	Closed	

* Rest of World

