

## Kiwistart Supply

*2009 is providing a strong flow of early maturing fruit which is helping the industry fill the early start to the shipping programme. Anyone who saw Toyota's car transporter docked at the loading wharf would understand the sheer volume of fruit which left in week 15. It also underlines the state of the world economy that Zespri could charter a ship that is normally dedicated to carting Japanese cars to the United States.*

Kiwistart financial incentives produce massive tensions within the industry to beat the clock – that is getting as many orchards as possible cleared, picked and submitted, before the supply caps fall. The harvest planning team, your CRMs and Seeka's VLS laboratory service have been working hard to clear and schedule orchards, with the objective to meet or exceed our market share for each cap.

With our catchment area spanning from Coromandel to the Eastern Bay of Plenty, we've seen how climatic factors have effected regional fruit maturity. Katikati, which provided strong flows of Kiwistart in 2008, is experiencing a later season, while Te Puke is providing good flows of early maturing Green. By having multiple packhouses servicing such a large catchment area, Seeka is able to bring unrivalled packing power to clear fruit maturing in a specific region.

### Gold

The Japan supply cap fell on Wednesday 25 March, and due to the shortage of TY fruit, Seeka only managed to supply some 114k trays into the programme. The rest of world cap fell on Thursday 2 April, with 400k trays supplied, some two thirds of our market share.

Picking is now focusing on clearing protocol B to fulfil rest of world and Japan market allocation, with a limited amount of protocol A being sought to meet a cap adjustment made by Zespri.

The Gold Organic cap fell on Tuesday 24 March, with Seeka supplying a very small volume into what remains a niche product.

### Green and Green Organic

The Green Kiwistart all markets supply cap of 6.6m trays closed on Tuesday 31 March, with the half million tray cap for Japan falling on the Thursday.

Strong late product flow just before the caps closed saw Seeka achieve its market share with 1.3m trays supplied to the rest of world, and 125k trays to Japan. This is a rewarding result reflecting Seeka's decision to open as many sheds as needed to meet Sunday night cut offs.

For the second season in a row, Green Organics enjoyed an excellent start, supplying 126k trays, or some 25% of industry volumes into the supply cap before it was closed on Tuesday 6 April.

### Harvest programme

With the supply caps closed, harvest planning is currently working through the allocated volumes. Week 16 allocation is complete with week 17 to be picked over the Easter weekend and we are now seeking clearances for week 18. Both the pickers and the packhouses will be working the Saturday and Sunday, but not the statutory holidays of Friday and Monday. Seeka is rotating through approximately 1000 pickers, with only two thirds currently being used as we await the main pack programme.

### Supply Cap Update

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

\* Rest of World

