

KIWISTART SUPPLY

With the Green and Organic caps closed, and only the Gold rest of world protocol B&N remaining open, Seeka has submitted 2.1m trays into the Kiwistart first past the post programmes. A strong start to the shipping schedule, and Seeka's policy to align Kiwistart harvest with shipping orders, has seen most of this product shipped, or on order for imminent loadout.

As at Thursday 16 April, Seeka had submitted a total of 3.5m trays (all varieties into Kiwistart capped and allocated programmes) compared to 2.8m trays last season. Of these 1.6m trays, or 46% have been shipped with a further 730,000 trays about to be loaded out. Only 1.2m trays are currently available to fulfil new Zespri orders.

The high percentage of Kiwistart product flowing direct to the market is very positive for Seeka growers, and closely follows the excellent start achieved last season.

Seeka submitted 1.4m trays of Green under the Kiwistart cap, the same level as last season, with a further 396,000 trays submitted under a rest of world market allocation.

Week 16 market allocation of 586,000 trays has been picked and packed, with Seeka's week 17 allocation of 500,000 trays being packed this week. This only leaves the week 18 market allocation of a further 500,000 trays to be packed under the Green Kiwistart programme.

As at Thursday 16 April, Seeka had submitted 661,000 trays under all protocols Gold Kiwistart, which was slightly down on last season mainly due to later maturities experienced in the Katikati region. Gold harvest planning is now focused on protocol B product to supply the remaining cap and the Japan supply allocation, with a further 100,000 trays of protocol A to be packed to fill Seeka's rest of world allocation.

Green Organic has once again been the standout crop for Seeka's Kiwistart programme, with 126,000 trays harvested, representing a quarter of the national supply. This is an excellent result for supplying orchardists.

With the early harvest programme drawing to a close, indications are that Green 6.2 brix fruit will come on early this season and main pack will commence as clearances become available.



2009 Trays Submitted, Shipped & On-order by Size

