

Picking for Size

The dry summer and early picking season are producing an industry Kiwistart Green size profile that is smaller than the market is demanding.

To match Kiwistart inventory to the loadout plan, Seeka has reprioritised week 14 and 15 picking programmes to target orchards with larger sizes. This includes a limited amount of select picking to further increase inventory volumes of larger fruit.

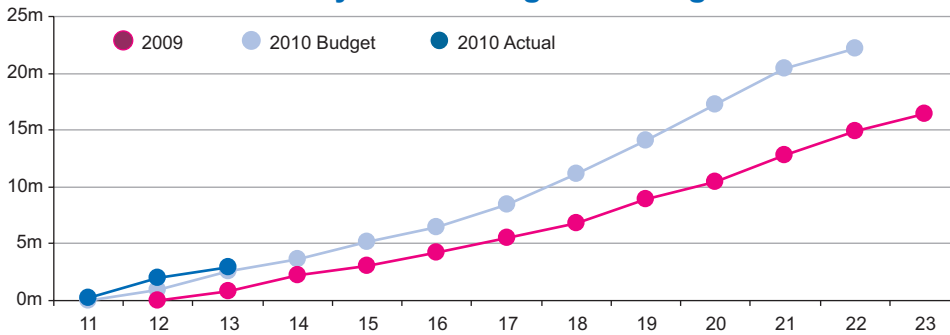
This balancing of Kiwistart inventory to market demand will benefit all supplying orchardists. Our priority must be to maximise loadouts from the period 1 product pool. Seeka, like the rest of the industry, is holding an inventory with an average count size of only 35. With a 714,000 bin allocation for week 14, there is considerable scope to improve the size profile available to the markets. This will allow Seeka to meet its loadout commitments, and provide an inventory able to fulfil shortfalls from other suppliers.

Supply Cap Report

PRODUCT	JAPAN	ROW*
Green	Closed	
Green Organic	Open	
Gold	A Closed ¹	Open
Gold Organic	Closed	Open

* Rest of World 1 = Protocol B closing

Total Trays Packed Against Budget



Production to end week 13

	Trays	Size	Rejects
Green	1.76m	35.10	15.2%
Green Organic	41k	36.13	13.4%
Gold	1.10m	33.18	21.3%

Last Chance To Get Your Tickets!

★★★★★ Rating

In the best tradition of world harvest cultures, we'd like to celebrate the end of the growing season, and the commencement of harvest, with a charity get together of all supplying orchardists.

Seeka is fully sponsoring the **Wellington International Ukulele Orchestra** in a one-off performance at The Orchard, Te Puke, on Monday 12 April. With a light supper included, you're guaranteed a night of music, fun, and friendship.

And to celebrate the cycle of growing and giving, an essential part of any harvest festival, all money from ticket sales is going to local charities. So not only will you have a great time, you'll be helping others in our community.

We truly look forward to seeing all Seeka supplying orchardists at this end of the growing season get together. And look forward to making this an annual event on your calendar.

