



Frankly Speaking - Week 13

Week ended Sunday 4 April

Welcome to Seeka's grower and stakeholder update bringing you the latest news on harvest 2021.

Our strong start has continued. We have focussed on finding, safely harvesting and packing the maximum volume of fruit by each of the respective midnight cut-offs as we have progressed through kiwistart. Aided by our technical information we have managed to pack above market share in each of the varieties, generating excellent early start premiums for our growers, along with the certainty of having the shipping for this fruit with strict ship-by rules in place. The team has managed to find non-traditionally early Hayward orchards and this has resulted in Seeka packing well above market share. The first Hayward weekly kiwistart rate change was midnight last night.

Other companies who have not been able to find fruit have had to hand back their SunGold allocation, which Seeka has picked up (either for itself or OPAC).

The sheds have continued to be short of labour and we have swung the RSE crews in and out depending upon where labour is short; this is a lottery on any given day. The RSEs have been a god-send complementing the regular kiwi crews that have attended, making up for those who have been "irregular".

The sheds applaud the many lines of excellent fruit that have made their lives easier, and curse the occasional line that has needed more attention that they have struggled to keep in grade. Early Hayward fruit has tended to have more flats and shape issues. On the positive side, sooty mould has not been as prevalent in the crops harvested so far this year.

The weather looks unsettled later in the week – my advice to growers is not to muck around when you get cleared. Prolonged periods of unsettled weather could create havoc for the industry – its best we keep the pace on. While we are ahead of our capacity plans, a timely close is dependent on us to keep pushing.

This is the line-up for the next cut-off points and weekly rates (effectively the numerous caps the industry is chasing):

- SunGold conventional kiwistart allocation 1.3m trays (picked up an extra 95k trays) average rate \$1.66 to Wednesday midnight. This is fully allocated now and crews are pushing to complete this volume on time.
- SunGold conventional early mainpack allocation 500k trays with an average rate of \$0.80 until midnight Tuesday 13 April and we have around 300k trays open still. Then our focus will be on SunGold conventional mainpack.
- SunGold organic first past the post for Y and T band remains open with an average rate of \$1.49 until midnight Wednesday and then the rate changes to \$1.05. It is likely this cap will expire before it is closed with the \$1.05 rate through until Tuesday 13 April.

- Hayward Conventional first past the post continues as the Industry pushes to 10m trays. You should expect the 10m to be increased with Seeka so far out front. The current average rate of \$2.18 changes on midnight Friday midnight and the rate changes to an average of \$1.83.

To the numbers:

SunGold Conventional

Industry Submit: 25,826,250 trays	Seeka Submit: 5,500,090 trays
Industry average size: 27.60	Seeka average size: 27.11
Shipped: 2,895,182 trays	On Order: 1,661,327 trays

SunGold Organic

Industry Submit: 596,359 trays	Seeka Submit: 166,960 trays
Industry average size: 28.09	Seeka average size: 28.86
Shipped: 47,952 trays	On Order: 38,289 trays

Hayward Conventional

Industry Submit: 3,438,283 trays	Seeka Submit: 1,308,968 trays
Industry average size: 33.22	Seeka average size: 33.08
Shipped: 190,269 trays	On Order: 1,119,106 trays

Sweet Green

Industry Submit: 148,782 trays	Seeka Submit 19,818
Industry average size: 37.07	Seeka average size: 36.02

Happy and safe harvesting.

Kind regards

Michael

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This email was sent to joe.ngatai@seeka.co.nz from Seeka Communications

34 Young Road, RD 9
Te Puke 3189
P.O. Box 47
Te Puke 3153