



Frankly Speaking - Week 15

Update to Hayward conventional and organic rates

Please accept this “Stop Press” update to Seeka’s Growers and stakeholders. The weather continues to interrupt harvest and therefore the submit of Hayward conventional has been impacted. The Hayward conventional supply cap closed last Sunday night and with 8.2M trays of submit, it was 1.8M trays short of the 10M cap. Across the industry since the cap closed 1.5M trays of Hayward has been packed. Zespri has identified that there is a risk of being short of Hayward conventional fruit through until the end of week 20 as the harvest focus turns to the main pack SunGold harvest.

To address this the Hayward conventional and Hayward organic rates have been increased for supply in weeks 16 by \$0.20 per tray. These rates are valid from Monday 19 April until Sunday 25 April.

Hayward Conventional

ISO Week	Calendar Dates	16/18/22	25/27	30/33	36	39	42	Total Average
Week 11/12	20-Mar - 26-Mar	\$3.57	\$3.97	\$4.32	\$3.69	\$2.37	\$0.00	\$3.67
Week 12/13	27-Mar - 04-Apr	\$2.61	\$2.91	\$3.16	\$2.70	\$1.73	\$0.00	\$2.69
Week 13/14	05-Apr - 09-Apr	\$2.10	\$2.41	\$2.68	\$2.19	\$1.33	\$0.00	\$2.18
Week 14/15	10-Apr - 18-Apr	\$1.74	\$2.09	\$2.39	\$1.84	\$1.03	\$0.00	\$1.83
Week 16	19-Apr - 25-Apr	\$1.42	\$1.70	\$1.94	\$1.50	\$0.90	\$0.00	\$1.49
Week 17	26-Apr - 02-May	\$0.77	\$1.00	\$1.20	\$0.84	\$0.41	\$0.00	\$0.83
Week 17/18	03-May - 09-May	\$0.43	\$0.63	\$0.80	\$0.49	\$0.17	\$0.00	\$0.48

Hayward Organic

ISO Week	Calendar Dates	16/18/22	25/27	30/33	36	39	42	Total Average
Week 12/13	27-Mar - 04-Apr	\$4.26	\$4.57	\$4.86	\$4.65	\$4.59	\$4.27	\$4.65
Week 13/14	05-Apr - 09-Apr	\$3.35	\$3.68	\$3.98	\$3.76	\$3.70	\$3.36	\$3.76
Week 14/15	10-Apr - 18-Apr	\$2.65	\$3.01	\$3.34	\$3.10	\$3.03	\$2.66	\$3.09
Week 16	19-Apr - 25-Apr	\$2.07	\$2.38	\$2.66	\$2.46	\$2.40	\$2.08	\$2.45
Week 17	26-Apr - 02-May	\$1.23	\$1.49	\$1.72	\$1.55	\$1.50	\$1.23	\$1.55
Week 17/18	03-May - 09-May	\$0.65	\$0.87	\$1.07	\$0.93	\$0.88	\$0.66	\$0.92

As well as changes to the rates and the weekly rate period a new mechanism has been introduced. This mechanism provides Zespri with the ability to redistribute Hayward Conventional allocated volumes that have been handed back, to suppliers who signal they have capacity to supply more. There is currently 2.3M trays of Hayward conventional available through this mechanism.

Having packed 33% of the Hayward conventional submit our focus remains on completing our Hayward allocation (1.7M to go) and the harvest of SunGold mainpack; which includes finding our storage superstars and harvesting them at the right time. Over 50 growers joined the technical webinar on Tuesday where the criteria for SunGold mainpack was discussed along with a fantastic presentation from the technical team sharing with our growers what they are seeing in the data. If you didn’t attend [view the webinar recording](#) or [download the presentation](#).

To the numbers:

SunGold Conventional

Industry Submit: 33,027,210 trays	Industry average size: 27.53
Seeka Submit: 6,855,074 trays	Seeka average size: 27.08

SunGold Organic

Industry Submit: 890,376 trays	Industry average size: 27.59
Seeka Submit: 166,976 trays	Seeka average size: 28.86

Hayward Conventional

Industry Submit: 9,757,100 trays	Industry average size: 32.95
Seeka Submit: 3,286,620 trays	Seeka average size: 32.77

Sweet Green

Industry Submit: 194,198 trays	Industry average size: 36.94
Seeka Submit: 19,818	Seeka average size: 36.02

Happy and safe harvesting.

Kind regards

Michael

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