



Frankly Speaking - Week 15

Week ended Sunday 18 April 2021

Welcome to this edition of Frankly Speaking, Seeka's update to its growers and stakeholders.

The patchy weather continues and picking has been very stop start as we are only able to harvest once the orchards have dried out sufficiently to safely harvest. In spite of the weather, our harvest has proceeded smoothly and Seeka has packed above its Industry share in most varieties and we continue to pack well ahead in Hayward. Zespri is short of Hayward fruit and is having to slow Hayward shipping due to the slow supply so Seeka has got on with its work harvesting over 30% of the Industries fruit for the marketer.

Harvest 21

After 5 weeks of harvesting we have packed approximately 42% (7.1M trays) of the SunGold conventional crop compared to the industries 35% (35m trays). Our production is about to focus on SunGold as we are nearing our quota of packed early Hayward volumes. The SunGold organic crop is 42% (166K) packed compared to the industries 45% (947K). In SunGold we are looking for the good storing mainpack fruit now. The Hayward crop is still a few weeks away from being at mainpack maturity and the last of the kiwistart allocation of Hayward Conventional is being packed this week. The Hayward inventory will be used for orders through until the end of week 19. 27% (4.5M trays) of our Hayward conventional crop estimate has been packed compared to the industries 21% (15.2M trays). The Hayward organic first past the post supply cap remains open, with 64% packed of the cap (800,000 trays), we have packed 30% (151K) of the cap.

The loadout teams have continued to supply record volumes each week despite the supply chain disruptions due to container equipment not being available, ship schedules changing regularly and the congestion at the port. And our peak week, we delivered 2.5m trays of fruit on time and in spec. It seems that this may be ongoing for sometime.

Technical Update

Our technical team is running a webinar outlining what we are seeing from the Hayward monitor data with a focus on mainpack fruit maturity. Please join the team using the link below, the details are:

Wednesday 21 April 2021 at 3.30pm

Link: <https://seeka.zoom.us/j/83687920728>

Finally – there have been numerous adjustments made in the harvest arrangements this year. It's actually hard to think of something that has not been adjusted on the way to here. The latest batch of adjustments includes:

- Hayward Conventional week 16 allocation rate (\$1.49) cuts off on Sunday 25 April

- Hayward Organic week 16 rate (\$2.45) cuts off on Sunday 25 April, as long as the FPP cap remains open

To the numbers:

SunGold Conventional

Industry Submit: 35,096,656 trays	Industry average size: 27.55
Seeka Submit: 7,163,429 trays	Seeka average size: 27.11

SunGold Organic

Industry Submit: 947,107 trays	Industry average size: 27.61
Seeka Submit: 166,957 trays	Seeka average size: 28.86

Hayward Conventional

Industry Submit: 15,263,999 trays	Industry average size: 32.74
Seeka Submit: 4,552,417 trays	Seeka average size: 32.69

Hayward Organic

Industry Submit: 516,111 trays	Industry average size: 34.68
Seeka Submit: 151,276 trays	Seeka average size: 35.00

Sweet Green

Industry Submit: 204,364 trays	Industry average size: 36.92
Seeka Submit: 19,818	Seeka average size: 36.02

Happy and safe harvesting.

Kind regards

Michael

[Seeka.co.nz](https://seeka.co.nz) | [Contact](#)

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
New Zealand

4/20/2021

Seeka

+64 7 573 0303