



Frankly Speaking - Week 17

Week ended Sunday 2 May 2021

Welcome to this Week 17 Seeka Grower and Stakeholder update. Seeka has now packed 17.2M trays and shipped 9.4M trays for the New Zealand kiwifruit harvest 2021. At last, we have a settled period of weather and for the SunGold category and we are pushing to complete the harvest. We have the capacity to have this crop off by the end of this week, and are motivated by softening lines and crops with wide brix variability. Our sheds will immediately progressively switch back to complete the Hayward harvest.

Our attention with SunGold will be very much on inventory management. Ensuring that we understand the characteristics of the fruit so that we make the right decisions on what fruit to load when. Dry matter is lower than we predicted at the beginning of the season and as an industry the average SunGold conventional TZG is 0.69 compared to the TZG average of 0.66 packed over the last 7 days. The widespread use of Benefit has also delivered us a softer fruit across the catchment. SunGold organic has an average TZG of 0.71 compared to the TZG average of 0.65 packed over the last 7 days. Fruit pressure for the SunGold conventional at time of packing continues to track approx. 0.5kgf than the same time last year, a phenomenon observed across the industry.

Labour continues to be a challenge and over the weekend many of our sheds were short of people, one line was short 50 people. Had it not been for the RSE's productivity over the weekend would have been impacted more than it was. Over the next couple of days picking has been rescheduled to balance the supply to the sheds and keep the curing times in line with best practice.

Operationally it is another busy week with 300K trays remaining to load from last week (due to the supply chain disruptions) and a scheduled 1.6M trays for loading this week. Despite all the challenges with fruit availability and shipping delays, the demand from Zespri remains strong and we are seeing increased demand from Europe, Japan, Korea and China for period 2 supply.

Last week we alerted you to a complaint we had made to NZKGI which they had failed to respond to. We are pleased to report that they now have taken the time to meet with us to hear our concerns. Our issues were specifically related to the interface in relation to the RSE program and to advocacy. Simply bullying and sexist behaviour is not acceptable in our industry. We are encouraging this behaviour if we don't call it out, and accordingly we have done so.

To the numbers:

SunGold Conventional

Industry Submit: 61,829,084 trays	Industry average size: 27.59
Seeka Submit: 11,804,661 trays	Seeka average size: 27.26

SunGold Organic

Industry Submit: 1,995,335 trays	Industry average size: 27.94
Seeka Submit: 253,286 trays	Seeka average size: 28.81

Hayward Conventional

Industry Submit: 19,875,599 trays	Industry average size: 32.66
Seeka Submit: 5,110,259 trays	Seeka average size: 32.68

Hayward Organic

Industry Submit: 897,167 trays	Industry average size: 34.50
Seeka Submit: 263,714 trays	Seeka average size: 34.55

Sweet Green

Industry Submit: 261,467 trays	Industry average size: 37.07
Seeka Submit: 58,278 trays	Seeka average size: 37.59

Happy and safe harvesting.

Kind regards

Michael

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