

Growers' options for direct sales of Zespri licensed class 2 and 3 kiwifruit

Zespri licensed variety growers have the opportunity again this year to derive revenue from their Class 2 and Class 3 (reject) fruit via gate sales, or via Registered Suppliers who have domestic market Service Level Agreements (SLA) with Zespri.

The options available are:

1. Class 2 and class 3: Fruit sold at the orchard gate or by the grower at farmers markets (*growers must first request a gate sales agreement from Zespri*).
2. Class 2 only: Sales via their Registered Supplier on the domestic market (*Registered Suppliers must sign a SLA with Zespri*).

It is important to note that class 3 retail sales are prohibited.

Zespri is required to pay royalties to Plant & Food Research on any Zespri licensed varieties sold.

Gate sales agreement (class 2 and class 3)

Key conditions that apply include:

1. Gate sales are to cease by 30 November 2015.
2. Growers are permitted to sell kiwifruit at their orchard gate, growers own roadside stalls, or at farmers markets provided the grower, not a third party, is selling the fruit at the farmers market.
3. All sales of kiwifruit will only be made to individual end-consumers and that any such individual sales will be in quantities no greater than 5.0kg per sale.
4. Royalty: Growers are required to submit an estimate of the number of kilograms they expect to sell at their gate over the season. An invoice equating to 1.5 percent of Hort16A or 3 percent of Gold3, Gold9 and Green14 gate sales received by the grower will be issued by Zespri at the end of the season, once the parties ascertain the actual sales volumes and revenues.

Sales via Registered Suppliers through a domestic market SLA (class 2 only)

All fruit sold under this arrangement must comply with Zespri's annual Supply Agreement and Quality Manual including quality, food safety requirements and crop protection specifications consistent with the supply of class 1 and class 2 fruit. Growers who have been approached regarding retail sales arrangements are urged to contact their Registered Supplier to find out what is required.

Does Zespri permit sales programs direct from orchard to retailer?

No, retail sales are permitted only via a Registered Supplier under a domestic market Service Level Agreement.

To register your interest in obtaining a gate sales agreement please contact the Zespri Grower Contact Centre on 0800 155 355 or email contactcanopy@zespri.com.

For alternative domestic sales arrangements please contact your Registered Supplier.