



The highly successful New Zealand kiwifruit industry owes its genesis to a handful of seeds which is why *“Seeds of Success – the stories of New Zealand’s Kiwifruit Pioneers”* is the appropriate title for this book commissioned by New Zealand Kiwifruit Growers Inc to mark its 25th anniversary. Written by award winning rural journalist Elaine Fisher, it traces the fascinating personal stories of growers who helped shape today’s \$1.7 billion dollars of sales of the NZ fruit, employing thousands of people and benefiting regional and national economies.

The seeds which began it all were brought from China by Wanganui school teacher Isabel Fraser in 1904 and propagated by Alexander Allison. Later Hayward Wright developed the green variety which bears his name with the taste and keeping qualities which launched the fruit on the international export stage.

By the early 1950s enterprising Te Puke orchardists were exporting the unique green-fleshed fruit to Europe and the USA.

The industry has grown from relatively small orchards, each with their own packhouse, to a highly sophisticated industry. How today’s major post-harvest companies evolved, and the stories of major exporters also feature.

The crisis years of the late 1980s to mid-1990s are recorded through the eyes of those who helped pull the industry back from the brink of disaster.

Attractively designed, with excellent use of images, this book is an engaging read and an important record of one of the world’s most successful, and newest fresh fruit industries.

