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# THE VOICE OF NEW ZEALAND'S *Kiwifruit Growers*

NEW ZEALAND KIWIFRUIT GROWERS INCORPORATED

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**NZKGI**  
NEW ZEALAND KIWIFRUIT GROWERS



## **Kiwifruit Growers Independent Advocate**

NZKGI works to advocate, protect and enhance the commercial and political interests of New Zealand Kiwifruit Growers.

# WHO WE ARE

NZKGI was formed following the downturn in the kiwifruit industry in 1994 to give Growers their own organisation to develop a secure and stable kiwifruit industry. NZKGI represents kiwifruit Growers and gives Growers their own voice in industry and government decision making.

# WHAT WE DO

NZKGI is a Grower advocacy body for New Zealand's kiwifruit Growers. To ensure we are providing the best support available to the kiwifruit industry, we support Growers under six portfolios – Industry Stability, Performance, Communications, Labour & Education, External Relations and Organisational Management.

## **CONTENTS**

NZKGI VISION	2
OUR MISSION	3
OUR STORY	4
GROWING REGIONS	6
THE FUTURE	7
NZ'S KIWIFRUIT GROWERS	8
NZKGI PORTFOLIOS	10



# 2,792

## KIWIFRUIT GROWER MEMBERS

Represented by the NZKGI Forum consisting of:

17

REPS. OF  
12 GROWING  
REGIONS

1

MĀORI  
REP.

9

REPS. OF  
SUPPLY  
ENTITIES

The activities of which are managed and operated by:

6

EXECUTIVE  
MEMBERS FROM  
THE FORUM

7.5

FTE  
STAFF  
MEMBERS

NZKGI is funded by a levy whereby the organisation receives 1 cent for each tray of kiwifruit exported (excluding Australia).

# OUR VISION

**Innovative leadership  
succeeding through change.**



# OUR VALUES

**Integrity, respect,  
accountable, independent.**

**Kiwifruit is New Zealand's largest  
horticultural export.**

Strong demand means that the kiwifruit industry is experiencing rapid growth. In order to reach forecast volumes and revenue, significant challenges in areas such as labour, water and land-use must be overcome. NZKGI plays a strong role leading the industry in these areas.

# OUR STORY

## Aotearoa, New Zealand



Mark Mayston — NZKGI Chairman

## Our story begins in the early 1900's when a small number of orchards were formed, however it wasn't until the 1960's when the commercial kiwifruit industry really started to take off.

In the 1980's production was booming. But with an abundance of kiwifruit and declining demand overseas, the Kiwifruit Marketing Board was set up with the power to buy all kiwifruit for export.

In 1992, the kiwifruit industry experienced significant disruption through poor marketing decisions made by the Kiwifruit Marketing Board. Growers had enormous debt and concern. Something needed to change. A review of the industry was carried out and NZKGI was formed to support and represent Growers.

NZKGI represents all Growers around New Zealand through our Forum, Executive Committee and staff members.

We divide our work into six portfolios:

- **Communication** to and for Growers
- **External Relations** to advocate on regulatory impacts for Growers
- **Organisational Management** to run NZKGI efficiently and effectively
- **Industry Stability** to maintain relationships amongst industry players
- **Performance & Supply** to report on industry performance
- And our **Labour & Education** portfolio to attract and retain members of the industry as well as identify future labour requirements

The future of the kiwifruit industry is bright and an essential part of New Zealand's economy. Growers sell millions of trays of our high-quality fruit to markets around the world every year.

The industry is projected to grow significantly, creating jobs and generating substantial revenue. With such huge growth predicted, there's an even greater need for the Growers' voice to be heard and NZKGI will be there to advocate, support and protect New Zealand's Growers.



*Together, we're successfully growing the New Zealand kiwifruit industry.*

# NEW ZEALAND'S KIWIFRUIT

Almost \$2 billion  
of direct payments  
to NZ's regions.



# THE FUTURE is bright

## FORECAST FIGURES By 2030

- **GDP to triple to over \$6 billion**
- **29,000 jobs** added to the economy  
(14,329 to the Bay of Plenty, 506 to Northland)
- **Māori Grower** revenue estimated to grow  
**from \$271m to \$638m** per year

University of Waikato Report 2017

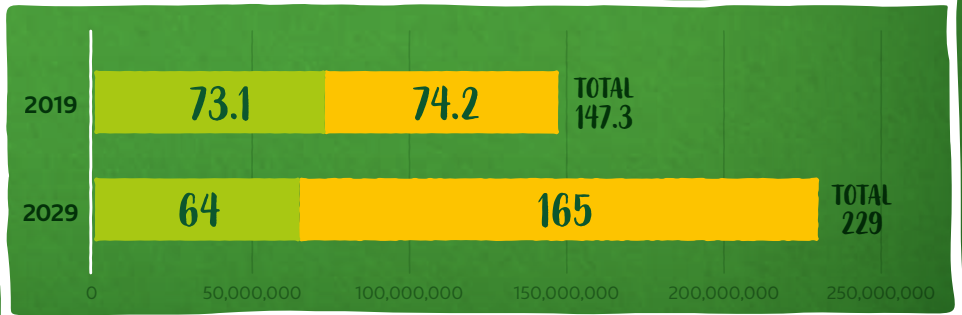
### FORECAST FIGURES (Tray equivalents – millions)



Green



Gold



# NEW ZEALAND'S KIWIFRUIT GROWERS



2.7  
GROW  
ACROSS  
ORCH

ORCHARD SIZE:

AVERAGE GREEN

3.3 ha

AVERAGE GOLD

3.3 ha

2-5 ha  
48%

0-2 ha  
23%

5-10 ha  
22%

10+ ha 6.6%



12,905 HECTARES  
PRODUCING

150,341,000 TRAYS  
OF KIWIFRUIT SUBMITTED (2019/2020)

92  
OWNERS  
AND 3,201  
HARDS



PRODUCTION  
PER HECTARE

11,650

(TRAYS SUBMITTED)



# PORTFOLIOS

- **INDUSTRY STABILITY**
- **PERFORMANCE & SUPPLY**
- **COMMUNICATIONS**
- **EDUCATION & LABOUR**
- **EXTERNAL RELATIONS**
- **ORGANISATIONAL MANAGEMENT**



## NZKGI PORTFOLIO

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# INDUSTRY STABILITY

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**Through the Industry Stability portfolio, NZKGI supports** the marketing structure of the Single Point of Entry (SPE) as requested by the vast majority of New Zealand kiwifruit Growers. The portfolio does this by developing strong relationships with Government, industry and international counterparts while identifying and mitigating threats.

## NZKGI PORTFOLIO

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# PERFORMANCE & SUPPLY

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**NZKGI monitors** Zespri and industry performance to ensure the industry works in the best interests of all kiwifruit Growers.

NZKGI works with all industry players to understand the operational and economic dynamics and establish and maintain important industry relationships thereby positioning NZKGI as a credible voice for effective representation of Growers.

## NZKGI PORTFOLIO

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# COMMUNICATIONS

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**NZKGI Communications portfolio is the voice** to and for New Zealand's kiwifruit Growers.

NZKGI gathers Grower views and presents them externally to give NZKGI a strong, collective representative voice. We also communicate important information to kiwifruit Growers to support the growth of a profitable and sustainable business.

## NZKGI PORTFOLIO

# EDUCATION


**NZKGI works to attract,** retain and develop new and existing members of the industry by working with schools, training providers and industry organisations. The portfolio promotes careers in the kiwifruit industry through events and resource materials. The Young Grower competition and Future Leaders provide further career development opportunities.





## NZKGI PORTFOLIO

# LABOUR



**NZKGI works to identify** future seasonal labour requirements and represent the industry within working groups and to a broad range of stakeholders, including Government. This includes coordination of the Recognised Seasonal Employer scheme, advocating worker welfare and focusing on areas such as transportation and accommodation.





## NZKGI PORTFOLIO

# EXTERNAL RELATIONS

**NZKGI's External Relations portfolio enhances** the commercial and political interests of New Zealand kiwifruit Growers and works on the industry's behalf to lobby change in policy and wider issues such as Health & Safety and resource management, while maintaining community, local and central Government relationships.



## NZKGI PORTFOLIO

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# ORGANISATIONAL MANAGEMENT

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**The Organisational Management portfolio ensures** the organisation is professional and well run, with maximum benefit for the levy investment received. Communication of Member responsibilities, review of rules and management of NZKGI's finances all ensure seamless advocacy and the enhancement of New Zealand kiwifruit Growers interests.



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