

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

NEW ZEALAND KIWIFRUIT GROWERS INCORPORATED



**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.

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# 2,500

## 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

**4.5** 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

**A strong Grower advocacy organisation that leads Growers and engages with industry partners.**



# OUR STRENGTH IS IN OUR UNITY

Safeguarding the SPE (Single Point of Entry) remains a key focus and our unity remains our greatest strength in the face of global competition and risks to our industry.

**85%**  
 OF GROWERS  
 SUPPORT NZKGI  
 (2017)



**97%**  
 OF GROWERS  
 SUPPORT THE  
 SINGLE POINT  
 OF ENTRY\* (2015)



\* The Single Point of Entry or SPE is created by the Kiwifruit Industry Restructuring Act 1999 and the Kiwifruit Export Regulations 1999. Under the SPE, only Zespri and approved collaborative marketers can export kiwifruit to all countries around the world except Australia

# OUR STORY

## Aotearoa, New Zealand



Nikki Johnson — Chief Executive Officer | Doug Brown — 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 for Growers with community and local government
- **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

## Growing Regions and value to the Local Economy



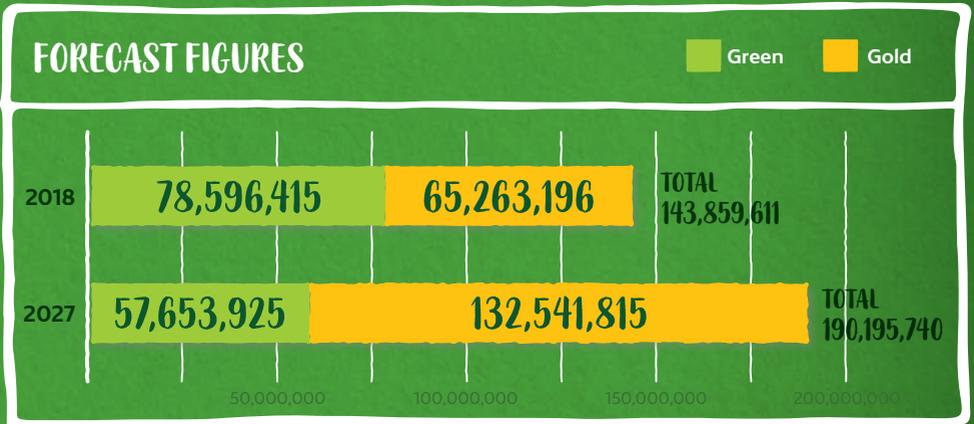
# THE FUTURE is bright

## 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



### Reaching these goals will require:

- 7,000 additional hectares by 2025
- Investment of up to \$1 billion in New Zealand post-harvest

November 2017

# NEW ZEALAND'S KIWIFRUIT GROWERS



# 2,5 GROW ACROSS ORCH

ORCHARD SIZE:

AVERAGE GREEN

3.5ha

AVERAGE GOLD

2.7ha

2-5 ha	0-2 ha
49%	25%
	5-10 ha
	20%
	10+ha
	5%



12,692 HECTARES  
PRODUCING

125,822,000 TRAYS  
OF KIWIFRUIT (2017/18)

500  
OWNERS  
AS 3,055  
FARMS



PRODUCTION  
PER HECTARE  
9,579



# 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 through avenues such as the Horticulture Capability Group, Young Fruit Grower competition and Future Leaders. The portfolio promotes careers in the kiwifruit industry through events and communication materials.





## NZKGI PORTFOLIO

# LABOUR

**NZKGI works to identify** future 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

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# EXTERNAL RELATIONS

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**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, whilst retaining and building community and local and national 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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**NZKGI Regional Representatives**

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