

NZKGI LABOUR ATTRACTION STRATEGY 2020 – EVALUATION

1. OVERALL ASSESSMENT

The 2020 Labour Attraction Campaign on behalf of NZ Kiwifruit Growers Inc. very much picked up on the strategies and activities of the previous year and season, with consideration also given to identifying new approaches to ensure the campaign stayed fresh.

The potential for a labour shortage was still real, and possibly greater than in 2019 given the forecast increase in fruit to be harvested.

A key change in the 2020 strategy was to emphasise and focus on attracting New Zealanders, especially those living close to orchards and packhouses, to work in the industry as a priority, ahead of WHV-holders, though that worker segment still remained important, accounting for around 25% of workers. New collateral material was also proposed including posters and leaflets for use with New Zealand audiences such as tertiary students.

The campaign prepared thoroughly in the lead-up to the harvest commencing, with key activities being the updating of the *Little Green and Gold Book*, preparation of the collateral material noted above, and the organisation of a number of profiles to be prepared on New Zealand workers within the industry, which were also incorporated into a short video, enhancing the 2019 video.

The social media programme, which had run continuously from the previous season, increased in activity as the 2020 season arrived, while the traditional media preparations included a release announcing the launch of the 2020 strategy. Outreach to other key audiences – students, retirees and sports clubs – also kicked into action.

Then the COVID-19 crisis struck and within a short time New Zealand was in lockdown with borders closed and industries reliant on overseas visitors and free movement of NZ citizens, such as tourism and hospitality, were massively affected. The crisis occurred right on harvest commencement and had the potential to severely affect the industry's ability to complete the harvest successfully, given border closures not only halted the inflow of WHV-holders but also restricted the numbers of RSE workers available and clearly limited the number of kiwis who could take part. The COVID-19 health risks meant many retirees, in particular, wisely avoided working in the industry, as they were at high risk of contracting the disease, while New Zealand worker movement within NZ in general was also heavily restricted.

Serendipitously, the kiwifruit sector was able to offer many of those in areas such as tourism, hospitality and forestry (the log trade was badly affected by the lockdown) work in the orchards and packhouses – and that unexpectedly available workforce certainly helped meet the labour requirements of the 2020 season. The requirements around social distancing also meant packhouses had to reduce the number of workers in their facilities, slowing the throughput of fruit, which actually smoothed the peak of the workforce requirements.

When the impact of COVID-19 became clear, NZKGI requested an urgent review and revision of the Strategy and Wright Communications moved quickly to adjust the Labour Attraction campaign accordingly – focusing on making as much information available about kiwifruit roles as possible to those sectors and organisations badly affected by the crisis, such as Air New Zealand, and reviewing the target audiences for labour and channels to reach them. NZKGI (Gavin Stagg) also set up a Labour Co-ordination Centre in conjunction with Zespri to handle the requests for work from New Zealanders and kiwifruit employer requests for workers.

Despite the severely compromised labour market, the outcome in terms of the harvest was a relatively positive one. Growers and packhouses were able to harvest and prepare the 2020 crop for marketing and Zespri successfully received and (at time of writing) had shipped more than 77 million trays to markets crying out for a product seen as healthy in the face of COVID-19.

The underpinning principles of the 2019 Strategy held true in 2020: provision of good information on roles, pay and other aspects of working in the industry; provision of effective channels to get the information out to key targets; and robust media activity – both traditional media and social media – to get the NZKGI messages to its target audiences and respond promptly to any queries about work or criticism of the sector.

2. ACHIEVEMENTS AGAINST OBJECTIVES

From the Strategic Communications Plan for 2020

Organisational objectives

1. Ensure NZKGI's growers have sufficient seasonal workers to harvest the 2020 crop, ensuring as a result none of the kiwifruit goes unpicked past its optimal picking time.
2. Achieve a targeted number of workers from selected countries and worker groups in NZ
3. Avoiding a Government emergency labour shortage declaration.

Communications objectives

Objective	Outcome
Inform targeted potential seasonal workers (unemployed Kiwis, students, retirees, WHV-holders) of the types of work available, pay rates, conditions, processes to become involved and accommodation and transport options within the kiwifruit growing and processing sector – 90% awareness by end of season	Seasonal Worker survey data shows that from those new to the industry: <ul style="list-style-type: none"> • 79% saw the Facebook page • 30% saw the NZKGI website • 17% saw the Little Green and Gold Book • 39% saw news articles
Increase awareness of the other attractions of working in the sector in NZ,	No longer relevant because of COVID-19

such as tourism activities available – 90% familiarity by end of season.	
Provide those key audiences with opportunities to ask questions, find out more information and apply for jobs – channels in place by February 2020; high utilisation (queries per week) through season; 90% awareness of channels	2,409 Facebook comments and messages managed 108 private messages sent to job seekers Gavin responded to over 700 contacts from people looking for work from 1 April to June 30 - approximately 20% of these enquiries were New Zealanders. <i>These numbers do not include any contacts made through the Labour Co-Ordination Centre (LCC).</i>
Promote supplementary seasonal employee scheme in a positive way	No longer relevant because of COVID-19
Ensure positive stories and messages concerning the sector and harvest are promoted strongly and regularly – 2 significant stories per month, 5 key media placements	Three press releases issued, 20 media coverage pieces landed
Ensure any potentially negative media discussion concerning the industry is countered and addressed fully and quickly – all such stories 100% response within 24 hours	Achieved (Managed primarily by Mike Murphy)
Overall to achieve significantly more positive or neutral media coverage than negative (80%)	Achieved

Organisational objectives

1. Maintain a positive brand reputation for NZKGI in terms of anticipating, preparing for, and managing potential labour shortage issues
2. Ensure NZKGI members are full informed and supportive of the Labour Attraction Strategy

Objective	Outcome
Ensure positive stories and messages concerning the sector and harvest are promoted strongly and regularly – 2 significant stories per month	No longer relevant because of COVID-19
Ensure any potentially negative media discussion concerning the industry is countered and addressed fully and quickly – all such stories 100% response within 24 hours	Achieved (Managed primarily by Mike Murphy)
NZKGI CEO Nikki Johnson identified as prime commentator on kiwifruit industry labour issues – 90% of stories	Nikki Johnson featured 46 times across media with potential to reach almost 1.4 million people

Ensure other key stakeholders including government audiences are kept regularly informed of initiatives and developments – regular updates to key contacts	Achieved (Managed primarily by NZKGI)
Achieve increased industry coverage in the media and buy-in of growers in all regions (clippings target in regional media and grower satisfaction via survey end-of-season)	A total of 661 general industry clips generated over the season

3. CHANNEL OVERVIEW

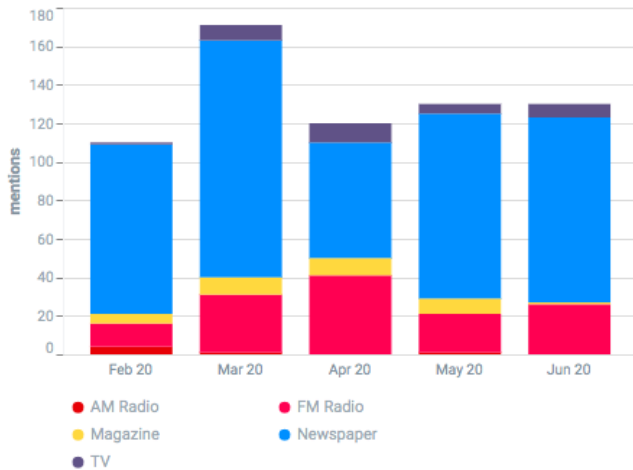
Traditional media

To leverage the proposed activities for the 2019-20 campaign, a media story plan and media target list were prepared for implementation. The list was collated during the outset of the campaign to support relationship-building with key industry journalists.

The disruption from the pandemic resulted in a change of tack, however, particularly through the need for an increase in outreach initiatives as opposed to media engagement. Additional media planning was performed by Wright Communications to meet the demands of COVID-19; however, a more ad-hoc approach was taken because of the uncertainty surrounding the virus.

While some possible news stories such as the planned German NZ Chamber of Commerce educational outreach project, worker profile stories and international outreach stories couldn't be progressed, three proactive media releases were issued during the campaign season. Key topics included the launch of the strategy and demand for kiwi workers, Dame Susan Devoy packing kiwifruit and PRINZ recognition for the 2018-19 harvest season communications.

The production of these releases garnered 20 media coverage pieces* (See Appendix) throughout the season with pieces across print, online and broadcast media – particularly radio. Print and online were the most prominent coverage channels.



**Coverage by media type during the campaign*

THE COUNTRY | Horticulture

Kiwifruit industry needs 20,000 seasonal workers

17 Mar, 2020 7:00am 4 minutes to read



The kiwifruit industry estimates it will need 20,000 seasonal workers. Photo / Supplied

By Carmeen Hall
Multimedia journalist
carmen.hall@nzme.co.nz

Recruiting New Zealanders into seasonal kiwifruit jobs is a top priority as the industry grapples to fill thousands of positions amid a labour shortage and the Covid-19 pandemic.

**The Country, NZ Herald*

Kiwifruit industry latest to offer jobs to workers affected by coronavirus pandemic

WED, MAR 18 • SOURCE: 1 NEWS



The kiwifruit industry is the latest to reach out to workers whose jobs have been impacted by the coronavirus pandemic.



Source: 1 NEWS

More kiwifruit pickers and packers are needed, and workers from Covid-19 impacted hospitality, tourism and forestry industries have been invited to join the harvest.

**TVNZ, 1 News*

Dame Susan Devoy tries her hand at kiwifruit packing

20/05/2020

James Fyfe



It is estimated that the primary sector will need around 50,000 more people post-COVID-19. Photo credit: Getty

While many of us spent our lockdown overeating and watching ridiculous amounts of Netflix, one famous New Zealander opted to use the time to try something a little

**Newshub*

Kiwifruit strategy wins gold award

Labour attraction initiative receives top recognition at ceremony

A kiwifruit labour attraction strategy by New Zealand Kiwifruit Growers Inc and Wright Communications has won a gold prize at the Public Relations Institute (PRINZ) Awards. The strategy received top recognition at the virtual awards ceremony, coming first place in the 2020 Special Project or Short-term Campaign Award category. It was also shortlisted for the Supreme Award, being recognised as an outstanding and impactful project by the communications industry body. Presented with the challenge of communicating with job seekers to support the seasonal kiwifruit

kiwifruit work to visitors without a work visa, enabling the industry to recruit an additional 477 workers. Wright Communications senior account director Ron Murray said the PRINZ award was "the icing on the cake" for the agency.

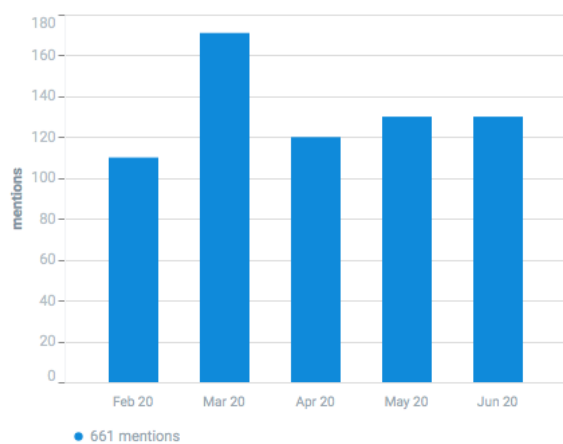
"For us, the bottom line was – did the strategy work? And the answer was yes – a critical labour shortage didn't eventuate, which was very

satisfying. Much of the kudos for this achievement should also go to the team at NZKGI, however – they were fantastic to work with."

An integral part of the campaign was identifying a communications

**Katikati Advertiser*

During March, May and June 2020 when the press releases were published there was an increase in media mentions relating to the industry. This likely arose because of both increased proactive media activity by other stakeholders and other developments throughout the pandemic, including announcements around kiwifruit work as an essential service, successful sales, and boosted Government funding for kiwifruit orchard work.



**Media coverage volume over time*

At the end of the 2020 season, a survey of seasonal workers was carried out which found that news articles on the kiwifruit industry were seen by almost 40% of those who were new to the industry. Almost 60% of those just entering the industry said they found the articles informative. Those already in the industry found the news articles more informative with almost 70% saying this was an informative channel during the season.

Throughout the lockdown, organic pick up was also generated for the kiwifruit industry with many outlets running items quoting NZKGI CEO Nikki Johnson. These interviews and media responses were well-managed by Mike Murphy and presented opportunities to share key campaign messaging. Like last season, the campaign continued to successfully position NZKGI (and Nikki) as a calm, authoritative representative voice for the industry.

Kiwifruit sees COVID-19 silver-lining



New Zealand Kiwifruit Growers Incorporated CEO Nikki Johnson. File photo.

**Coast & Country News*



Te Puke's golden promise:
Harnessing the post-Covid
potential of a furry little fruit

**The Spinoff*

Throughout the campaign period Nikki Johnson was featured 46 times across media with the potential to reach almost 1.4 million people. Coverage was mainly positive with key topics covered around the kiwifruit industry management as an essential service, increase of kiwi labour during the campaign and celebration of the success of the industry, positioning the sector as heroes despite COVID-19 disruptions.



**Media coverage key words during campaign*

There was some moderately critical media coverage during the campaign relating to kiwifruit employers and the wage subsidy; however, these articles were generally balanced and included comments from NZKGI and other industry people.

Social Media

Following on from a successful digital campaign in 2018/2019, the kiwifruit industry continued using digital communication to support the 2019/2020 Labour Attraction Strategy.

This season, the management of the Facebook page – Kiwifruit Jobs New Zealand - and Facebook group monitoring was continued. A few additional strategies were also developed and adopted to help achieve the overall objective of the campaign:

- improve engagement with, and between, kiwifruit employees and employers through Facebook job features
- update website content to reflect the shifted campaign focus.

Further strategies were proposed and developed but not completed because of the changes in the campaign strategy arising from COVID-19:

- improve engagement with, and between, kiwifruit employees and employers through Facebook groups
- create an Instagram and/or YouTube page to raise brand awareness
- invest in Facebook group advertising
- utilise ongoing giveaway and competition opportunities
- increase the use of sponsored content throughout the whole campaign.

Facebook jobs feature

To streamline the job-posting and application process for job-seekers, the Facebook jobs feature was used to post vacancies this season. This meant that current vacancies could be posted and saved under the jobs section and be auto-removed after 30 days. Alongside the jobs section, other job posts were re-shared from employer pages specifically.

A template was created for employers to complete with all the relevant information required to share their jobs via Facebook including key offerings from employers. The contact lists for employers saved within the Facebook notes section also included additional things offered by employers such as accommodation, transport and flexible work arrangements.

Applicants were diverted from applying through Facebook and encouraged to apply directly to potential employers via phone, email or online. Any applications that came through Facebook were sent automated messages asking users to apply to kiwifruit employers directly.

Branded tiles were also created to match each job to make posts clearer to job-seekers.

Facebook page/website update

How-to guides were developed for the Facebook "Our Story" section and labour web pages on the NZKGI website. These were targeted at job-seekers and employers to encourage their engagement with the campaign.

Messaging on the labour pages was also tweaked to be more suited to a kiwi workforce and simplified through the use of FAQs and branded images detailing a kiwifruit job checklist and location as well as roles.



During the beginning of the campaign a webpage targeted at retirees was created to support outreach activity.

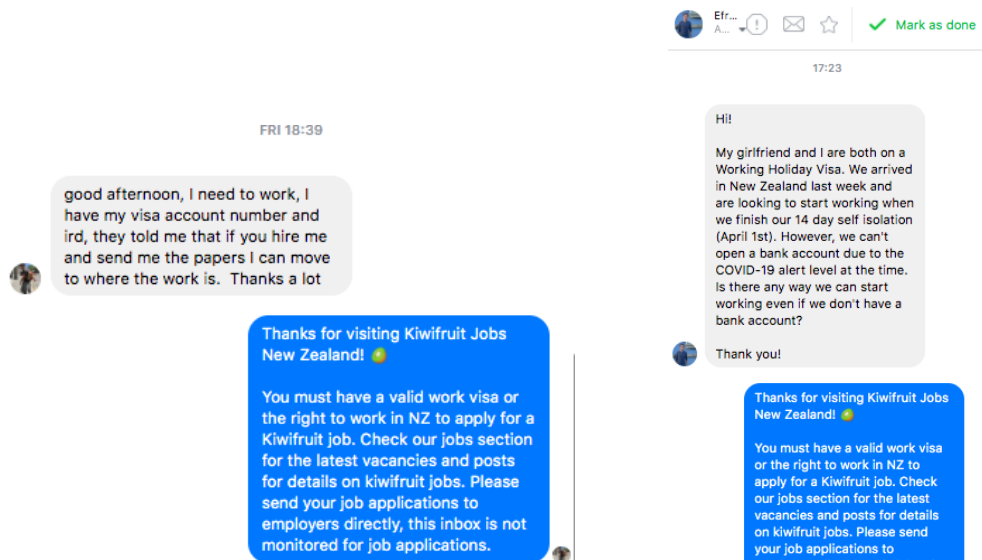
Group engagement

Because of limited capability on Facebook for business profiles to interact with Facebook group users, there was less engagement conducted via this platform through group comments and posts. A total of 108 private messages were sent to job-seekers through the page, encouraging them to follow KJNZ. Facebook has recently allowed business pages and profiles to post jobs within groups.

Follower engagement

To build effective two-way communication, page messages and post comments were monitored and responded to efficiently. A total of 2,409 comments and messages were received via the KJNZ page and managed appropriately.

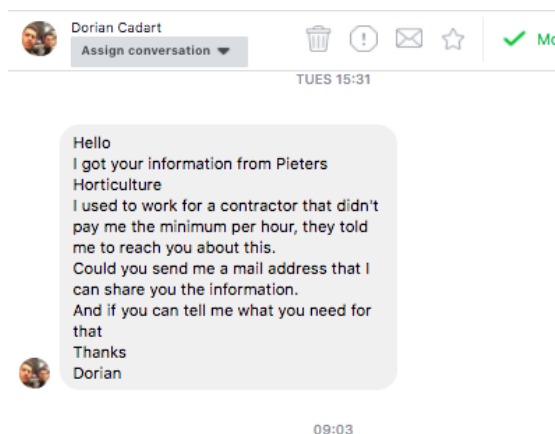
Common queries related to the process to apply for kiwifruit jobs, job vacancies in specific areas, and how to contact employers directly. Throughout the lockdown a surge of queries came through from job-seekers looking for clarification around kiwifruit work as well as other general queries around visas and bank accounts, which were managed. Two automated messages were set up to respond to both generic messages and job applications that came through Facebook.



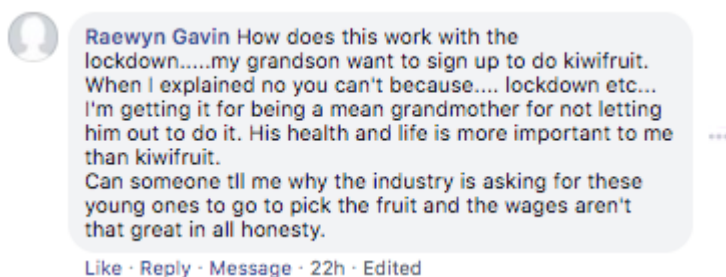
Key information was provided to followers who contacted the page including branded templates, links to the job section and informative resources including the NZKGI website and Facebook notes, as well as contact details for suitable, approved employers. Throughout the season, ongoing updates were made to the orchard and employer list on Facebook and the website.

A total of five escalations were managed throughout the campaign. These were focused on issues with pay and job applications.

Please see examples:



Example 1



Example 2

Results

The Kiwifruit Jobs New Zealand page increased in over 4,000 likes and followers this season. By June 2020, the page had over 7,000 followers and 6,589 likes. The total number of people reached through the page was almost 350,000 with content from the page landing on 522,564 newsfeeds (as impressions). An additional 3,496 users viewed the page during the campaign compared to last year.

Season Comparison	2018-19	2019-2020
Page followers	2,343	7,077 (+4,734)
Page likes	2,268	6,589 (+4,321)
Total page views (logged-in users)	5,718	9,214 (+3,496)

During the campaign 96 posts were published and these received a total of 26,162 engagements. Throughout the messenger platform, 1,989 messages were managed. 51 groups were monitored throughout the season.

Page demographics

New Zealand continues to be the location with the highest audience demographic with 3,307 kiwi users following the page. This is followed by users from the Philippines, France, South Africa and Australia. The growth in audience followers in the Philippines was caused by a reshare of the NZKGI video within a NZ Philippines visa group. Followers in the 25-34 age bracket make up over 54% of the audience and there is a balance of male and female users who follow the page. The top three city locations were Auckland, Tauranga and Christchurch.

Country	Your Fans	City	Your Fans	Language	Your Fans
New Zealand	3,307	Auckland, New Zealand	1,244	English (US)	3,479
Philippines	908	Tauranga, New Zealand	660	English (UK)	1,379
France	219	Christchurch, New Zealand	142	Spanish	478
Fiji	194	Suva, Fiji	137	French (France)	402
Malaysia	140	Rotorua, New Zealand	129	German	105
Argentina	124	Wellington, New Zealand	116	Filipino	103
Papua New Guinea	108	Hamilton, New Zealand	112	Spanish (Spain)	84
Australia	98	Queenstown, New Zealand	89	Vietnamese	79
Saudi Arabia	93	Port Moresby, Papua New Guinea	84	Portuguese (Brazil)	67
Samoa	84	Apia, Samoa	84	Czech	66

Top Country, City and Language used by followers

Posts

Throughout the campaign 96 posts were shared on the KJNZ page with content being a mixture of job vacancies, branded tiles with key industry messaging and programme promotion, as well as news articles and reshares. One giveaway for a forklift certification course was run, garnering several entries and two winning recipients.

Posts received a total of 420 comments and 2,790 reactions. In general videos and photo posts had the highest average reach. The kiwifruit jobs promotion video was shared via a sponsored post and gained the highest reach. A post sharing a message of thanks from Jacinda Ardern to horticultural workers during the lockdown had the highest organic reach. Posts promoting kiwifruit pruning courses and details about kiwifruit jobs were also content with a high reach.

Content during the campaign had a click-through rate of 22,353. Branded tiles with key facts around the industry continued to do well on the page this campaign, showcasing the importance of transparency and education around kiwifruit work and the industry.



**Kiwifruit Jobs promotion video*



** Jacinda Ardern industry shoutout*



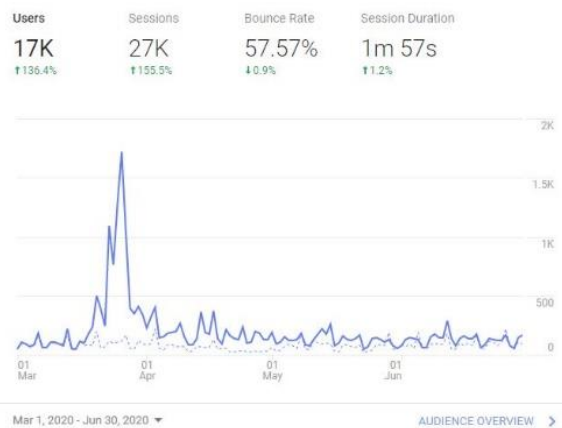
**winter pruning courses*



**Did you know? Kiwifruit job locations*

Website

Throughout the campaign period the NZKGI website saw a large increase in users and sessions with 17,000 people using the site, and a large surge of visitors appearing from 17–26 March. Over 80% of the sessions came from New Zealand followed by the United States and Australia. During the campaign period, the labour pages on the website received a total of 6,797 page views followed by the industry pages which received 1,791 views.



**NZKGI website session summary*

Outreach

The proposed strategic approach to again seek to connect with key target worker audiences (New Zealanders – including retirees, unemployed and students, and WHV-holders/backpackers) was somewhat affected by the COVID-19 pandemic and resultant closure of the borders and lockdown under Alert Level 4.

Any outreach overseas ceased immediately given the targeted WHV-holders would no longer be coming to New Zealand, along with the expected RSE workers from the Pacific Islands and elsewhere.

Outreach to retiree organisations was also curtailed for a period given the vulnerability of the older age group to the virus.

Efforts continued to take the message to local tertiary institutions in the Bay of Plenty once lockdown restrictions were relaxed.

A very significant shift in terms of outreach occurred, however, as a result of the impact of the COVID-19 pandemic on the economy and employment. Border closures and some restrictions on economic exports such as forestry products meant major job losses occurred in the tourism and hospitality sectors in particular, with major employers like Air New Zealand laying off large numbers of employees.

Those employees almost immediately became a primary source of seasonal labour, and ironically this saw the “aggregation” strategy proposed by Wright Communications in its NZKGI 2018 Labour Attraction Strategy actually be realised as large numbers of workers from those sectors were recruited *en bloc*.

The labour issue was also lessened to an extent by reduced worker numbers allowed in the packhouses, given social distancing requirements and reduced speed of fruit throughput.

4. COLLATERAL PROMOTIONAL MATERIAL

Little Green and Gold Book

The 14-page guide to seasonal work in the kiwifruit industry, the *Little Green and Gold Book*, proved a valuable information tool for the 2019 season – a verified, trusted repository of the facts about the industry and advice for potential workers on all aspects of the harvest and post-harvest, as well as a guide to regional tourism attractions (with WHV-holders/backpackers in mind).

Understandably, this was retained for the 2020 season and more importantly updated in the 2020 context in respect of:

- any changes to regulations, pay rates and other aspects of employment in the sector
- updated links and contact details
- a broader regional description of tourist attractions.

The *LGAGB* was again made available via social media and other channels, with 3,000 initial copies being printed off for distribution to outreach groups, and a further run of 1,000 copies subsequently printed. It is, and will continue to be, a core communications tool into the future. Findings from the seasonal worker survey showed that around 63% of those who joined the industry this harvest found the *LGAGB* informative, while around 19% of these first-time workers said it was a very informative collateral tool. An increased push to promote the *LGAGB* could be encouraged, however, as it had lower awareness among respondents compared to other channels.



Worker testimonials

Worker stories are an important promotional tool to tell the kiwifruit seasonal work story, and a number of stories were commissioned through a freelance writer in the Bay of Plenty. These were made available on social media and wider media use was anticipated but did not arise because of COVID-19, e.g. the retiree profile was no longer

relevant to the situation as people over 70 were advised to not participate for health reasons.

Other worker testimonial stories did arise during the season, however, and one in particular, involving former Race Relations Commissioner Dame Susan Devoy, who worked for a while in a Katikati packhouse, proved effective. Her story was used to good effect to demonstrate the wave of Kiwis chipping in to support the industry but also being given employment by the kiwifruit sector at a time when many Kiwis had lost jobs and were struggling financially and emotionally.



Revised worker video

The 2019 season promotional video was principally developed to tell the kiwifruit jobs story to potential workers on Working Holiday Visas (backpackers) from Europe in particular.

Before COVID-19, the 2019 video remained relevant, but even before the pandemic arrived it was decided to revise the video to include more Kiwis working in the industry, given the strategic change to make Kiwis the primary and priority target workforce of the strategy.

The revised video incorporated three Kiwis of different ages working in both seasonal and longer-term roles, as well as retaining some footage of the backpackers from the earlier video. It was launched online before COVID-19 and supported via social media.



New posters and brochures

A new departure from the previous set of collateral material supporting the strategy was the development of a series of posters and brochures derived from the *Little Green and Gold Book* and targeting students, sports groups and retirees as well as backpackers - but telling an abbreviated story. These were finalised pre-COVID-19 and distributed to the tertiary sector, sports clubs, retiree organisations and backpacker hostels.



5. FINDINGS AND RECOMMENDATIONS

Reviewing and evaluating the 2019-2020 kiwifruit Labour Attraction Strategy, the bottom line is whether the sector suffered from a labour shortage to any serious extent.

The circumstances of the 2020 harvest were exceptional because of the sudden arrival of COVID-19, which required a substantial rethink of the Strategy given the changes to worker availability – and a need to move quickly, since COVID-19 arrived right on harvest commencement.

Evidence shows the harvest was completed successfully and Zespri completed a successful export programme.

Worker attraction was profoundly affected by the pandemic because overseas workers were barred, but those missing numbers appear to have been met by the influx of workers from other industries that were badly affected by COVID-19 – in particular, tourism and hospitality.

Most aspects of the planned Strategy for 2020 did play a part, however, in helping avoid a labour shortage:

- The Social Media campaign continued to provide good information for potential workers and respond to queries and job requests.
- The traditional media programme kept an informative and positive narrative going about the job situation through the harvest and post-harvest, taking the COVID-19 disruption into account.

- Existing collateral materials such as the guide to seasonal work, the *Little Green and Gold Book*, and a promotional video were revised and redeployed.
- Other useful collateral materials were also developed and deployed to support the attraction and recruitment process.

Recommendations

Looking to the future and the 2021 harvest in particular, it is clear that the prospect of gaining overseas seasonal workers remains uncertain. Therefore, the Labour Attraction Strategy for 2021 will likely need to take into account very similar circumstances to those prevailing currently. That is to say, New Zealanders will continue to be the primary source of seasonal labour for the industry.

Wright Communications believes the current Strategies, Tactics, Tools, Channels and approaches remain relevant and effective and recommends that the Strategy for 2021 build on the current framework.

We also recommend that considerable effort continue to go into the development and enhancement of relationships with outreach groups such as students, retirees, and unemployed Kiwis and work industries impacted by COVID-19 to ensure they fully understand the potential work opportunities within the kiwifruit sector, the nature of the roles and the working conditions operating.

We also recommend that the Social Media programme continue to maintain an online presence and dialogue through the off-season to ensure seasonal kiwifruit work is in the mindset of people looking for work in 2021.

6. Appendix

Media Coverage Summary*

Date	Outlet	Channel	Title
18-Mar	Voxy	Online	Kiwifruit industry wants more pickers and packers
18-Mar	The Country	Online	Kiwifruit industry needs 20,000 seasonal workers
18-Mar	Newshub	Online	Coronavirus: Jobless invited to join kiwifruit harvest
18-Mar	TVNZ	Online	Kiwifruit industry latest to offer jobs to workers affected by coronavirus pandemic
18-Mar	Newstalk ZB	Broadcast	How covid-19 pandemic is affecting kiwifruit industry
18-Mar	Meeting Newz	Online	Pickers and Packers needed for Kiwifruit industry
18-Mar	MSN News	Online	Coronavirus: Jobless invited to join kiwifruit harvest
18-Mar	Scoop	Online	Kiwifruit industry wants more pickers and packers
19-Mar	Gisborne Herald	Online	Unbelievable harvest
20-Mar	National Business Review	Print	We'll take your laid-off workers, kiwifruit industry
24-Mar	Whakatane Beacon	Print	Local kiwifruit pickers and packers sought
19-May	SunLive	Online	Dame Susan Devoy's short stint in kiwifruit
20-May	Newshub	Online	Dame Susan Devoy tries her hand at kiwifruit packing
20-May	The Country	Online	Dame Susan Devoy packs kiwifruit like a champ in lockdown job
20-May	The Country	Broadcast	Dame Susan Devoy packs kiwifruit like a champ in lockdown job
21-May	Katikati Advertiser	Print	Enjoying fruits of two weeks' labour
21-May	Bay of Plenty Times	Print	Dame Susan enjoys the fruits of two weeks' labour
12-Jun	M+AD News Daily	Online	PR finalists
12-Jun	StopPress	Online	Wright Communications take out top spot for PRINZ awards
18-Jun	Katikati Advertiser	Print	Kiwifruit strategy wins gold award