



Taste Proposal Grower Survey Results

October 2020

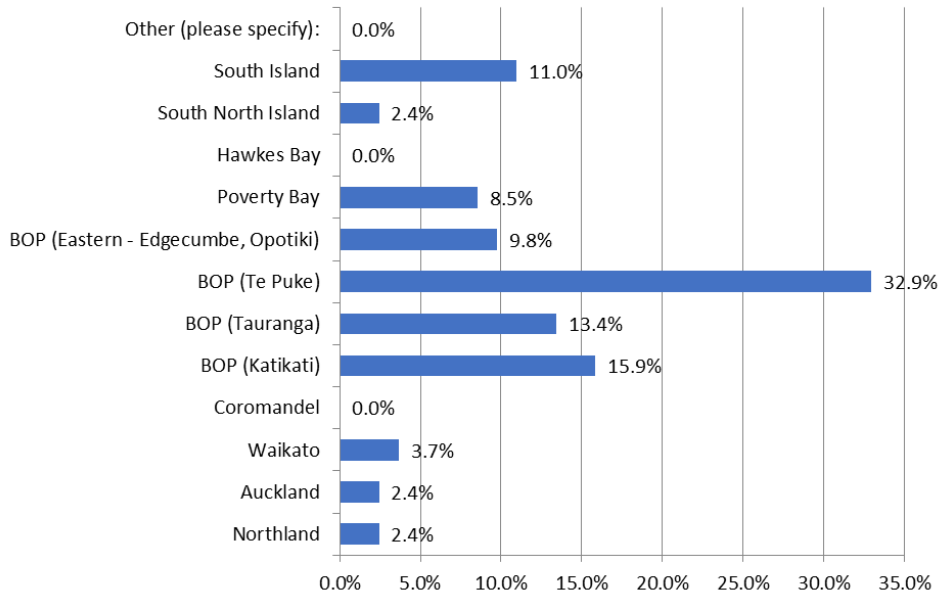


Survey overview

- Following the Taste working group's proposals to IAC NZKGI wanted to get wider grower feedback to take into their decision making
- Growers were sent a link to the survey via the NZKGI weekly update over two weeks - Friday 9th and 16th October
- 82 growers provided completed responses (by 3pm Monday 19th October)

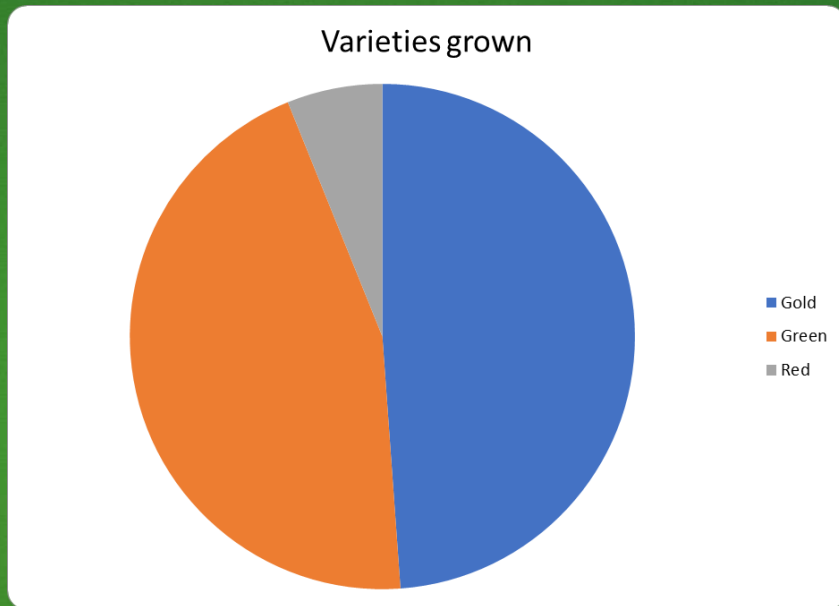
Region

Region



- Responses from most of the main growing regions

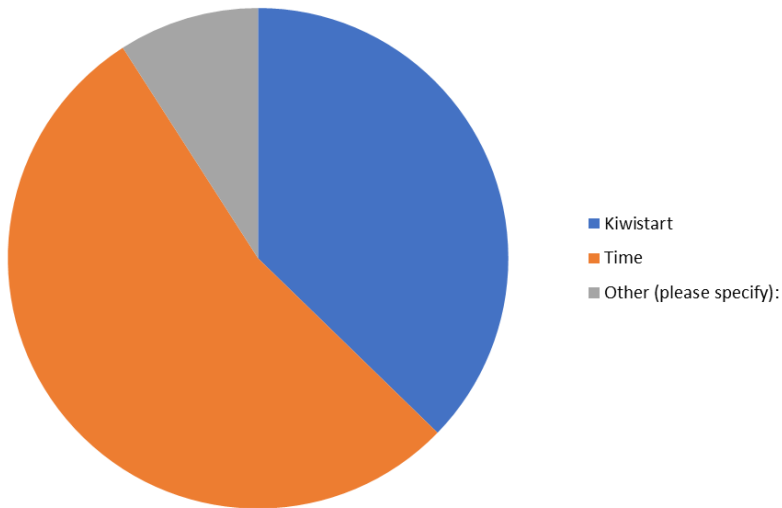
Varieties grown



Responses from Green, Gold and Red growers

Kiwistart or Time?

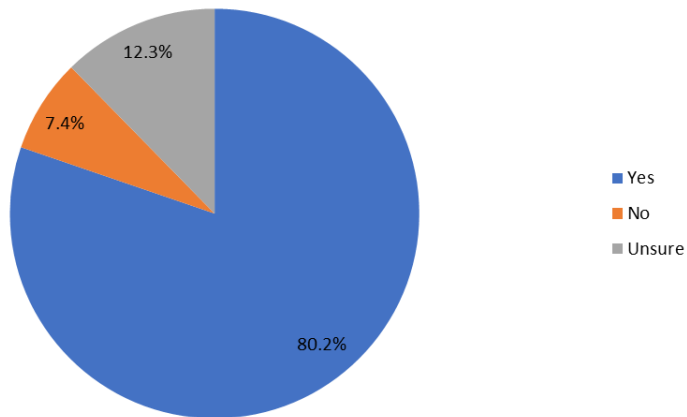
Do you grow for Kiwistart or Time?



- Responses from Kiwistart, Time and growers who do both
- Those who said “other” said:
 - Both
 - season dependent
 - leave it to the orchard manager
 - when the fruit is ready
 - Grow for high dry matter

MTS

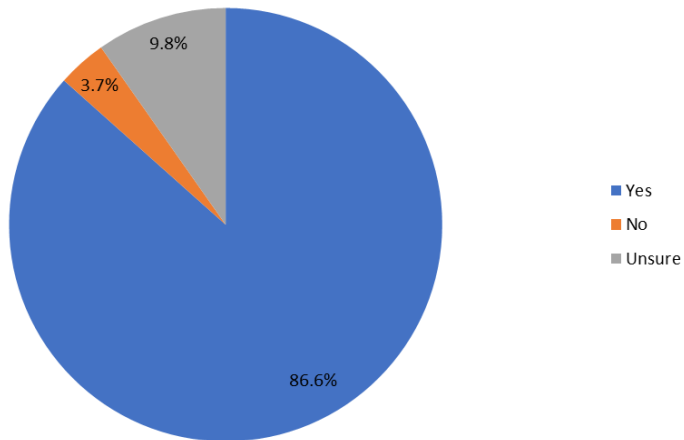
Do you agree that the MTS should remain unchanged?



- Majority agreed with retaining the MTS
- Several said it should be lifted to minimise the tail of poor fruit
- Smaller number said it should be lowered which could be dependent on the season.

TZG concept

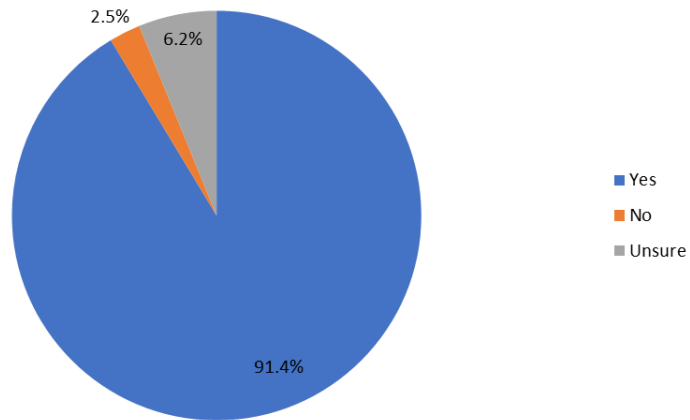
Do you agree that the TZG concept is retained?



- Majority agree to retain it
- Most comments were of support and some commented on the complexity of the calculations and dealing with variability
- Some said that it should be in line with market signals

Base Taste Incentive

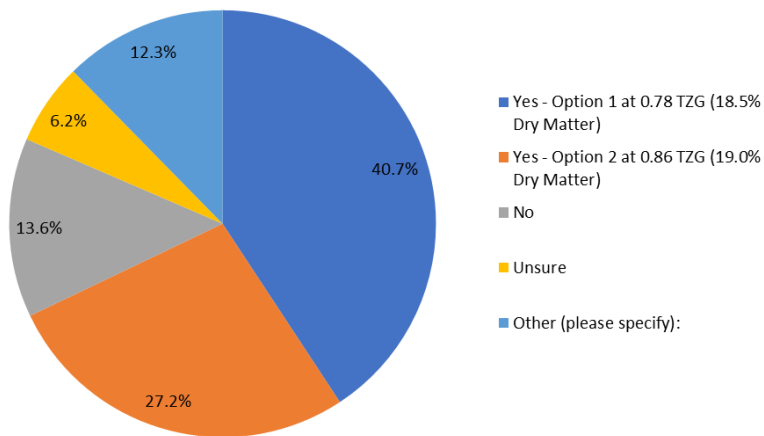
Do you agree that the base taste incentive remains?



- Majority agree to retain it
- Only small number of comments but of support with one saying it is unnecessary

Capping TZG for Gold 3

Do you agree with capping the TZG for Gold3?



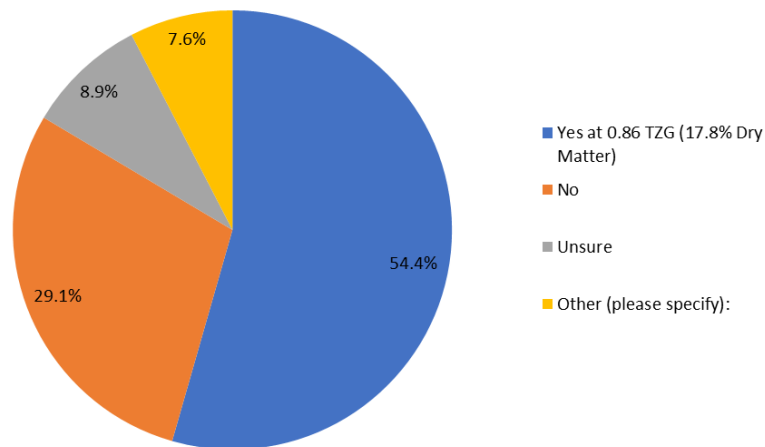
- 68% agree to cap TZG but 60/40 split on which option
 - 41% say cap at 18.5% DM (0.78TZG)
 - 27% say cap at 19% DM (0.86TZG)
- 13.6% disagree with the concept
- “Other” comments were
 - Didn’t grow Gold 3 so didn’t have an opinion
 - Keep all sizes at max TZG
 - Look to address high DM payments but not in this way
 - Need research to back up number

Capping TZG for Gold 3 comments

- Several agreed with the proposal
- Many said there needs to be more research done to assess impact before making changes to TZG
- Several commented that the smaller sizes shouldn't be capped at such a low level and they should have the opportunity to earn as much as other sizes
- Several said that growers will grow for more yield and less dry matter if standards were lowered
- Others said that there needed to be focus on vine health and reducing trunk girdling
- Others said these changes aren't for the benefit of growers.

Capping TZG for Green

Do you agree with capping the TZG for Green?



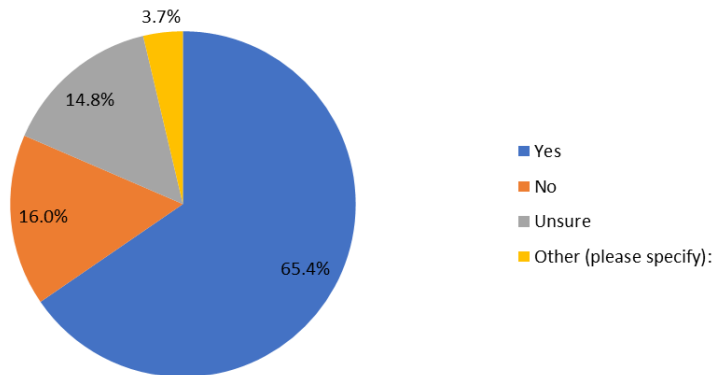
- 54% agree to cap TZG
- Almost 30% disagree with the concept
- “Other” comments were
 - Not a green grower
 - Make it 0.75 TZG
 - Leave it as is

Capping TZG for Green comments

- Similar general comments to Gold 3 comments
- Need more research before setting the cap
- Focus on vine health
- The proposed cap won't make much difference so why cap?
- Need to focus on increasing Hayward OGR

Capacity Utilisation Incentive (Week 15/16 rates)

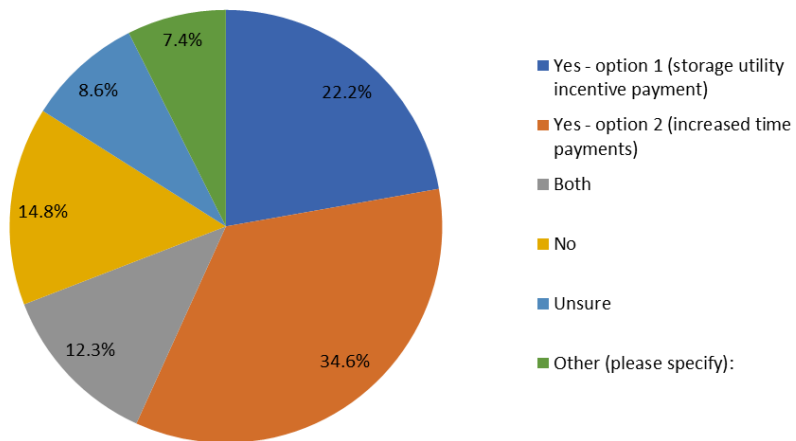
Do you agree that a capacity utilisation incentive be used to encourage growers to harvest Gold 3 in weeks 15 and 16 between kiwistart and mainpack?



- 65% agree that incentives should be in place to assist harvest of Gold 3
- Key comments
 - Several agree with the concept
 - Make it an extension of kiwistart with maturity criteria and ship by rules
 - Important to use this spare capacity but not at the expense of Green
 - Leave it to post harvest to manage
 - *“If the market requires fruit to be packed in this period then an extension of kiwistart is appropriate. If the benefit is only a capacity advantage to post harvest then the responsibility for the incentive rests with post harvest and their entity.”*

Storage Incentive

Do you support either of the suggested storage incentive mechanisms?



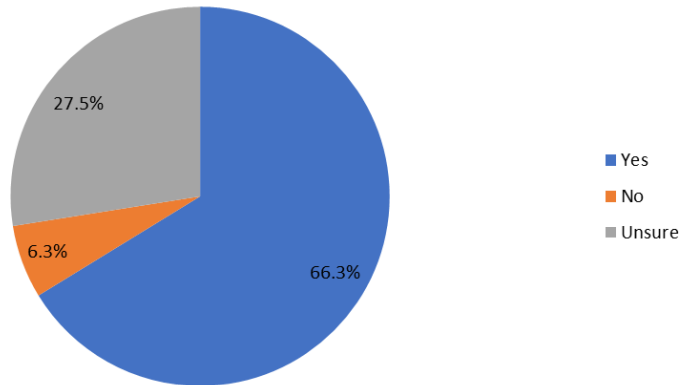
- Around 70% agreed that there should be a mechanism however half of these preferred only the increase to current time rates

Storage Incentive comments

- Regional growers will be disadvantaged
- Some like grower direct payment, shouldn't be pooled.
- Grower has control of harvest decisions, not loadout
- Firmness not only measure of storage - consider brix or % brix fully ripe
- Need some incentive but not sure if either method is the right one
- Should these be pool costs or post harvest?
- Could increase SBD risk

Updated Inventory Data

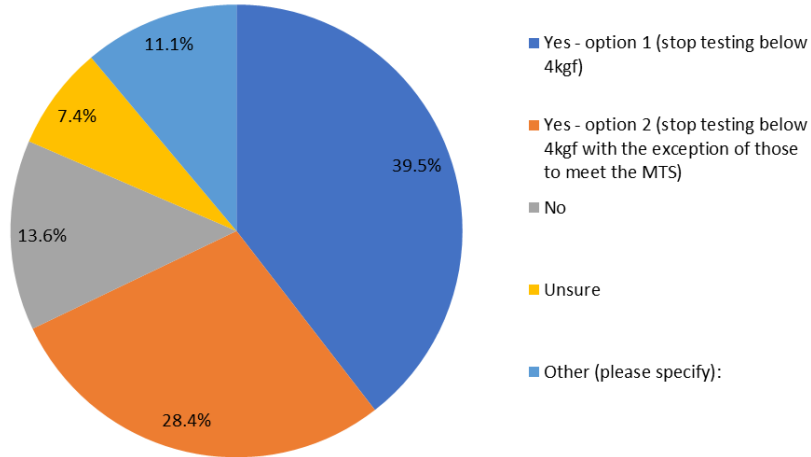
Do you support the updating of inventory data if latest clearance is more than 7 days in advance of harvest?



- Something needs to be put in place if sampling is restricted
- If higher taste band then the additional value should be paid to the grower/ entity
- If compulsory then who pays?
- Need to have a complete set of data

Stop testing rule

Do you agree with the stop testing rule?



- Around 67% support for the stop testing rule

Stop Testing comments

- Growers own fruit and pay for testing they are entitled to keep testing
- Post harvest could implement this
- We have an export grade standard. As long as the fruit meets this it should be allowed into inventory
- 4kgf is still quite high
- Yes need to prevent poor growers from impacting the rest of the pool
- Should use brix measurement as it's a maturity metric
- Larger GA sizes softer
- Have a harsher MTS standard

Overall Taste Feedback

- Too much money on taste, more focus needs to be on storage
- Taste incentive must continue
- Needs more work to make sure TZG level is correct
- Don't overcompensate for taste in kiwistart
- Keep it simple to link the reward with desired outcomes
- This year growers picked on storage brix and firmness. Brix is just as important
- Keep the current system and leave it to post harvest to manage with growers
- Proposals too complicated
- Proposals will undermine the excellent taste
- “Zespri relaxes fruit quality standards for Sungold”
- A lot of changes for next season that haven't been tested - high risk
- Need to explore options for independent testing
- Need to do more research on harvesting and storing lines above 6kgf vs below 4kgf
- Nature has more of an impact than anything else