

Kiwifruit Quick Facts



#1



THERE ARE APPROXIMATELY
2,800
KIWIFRUIT GROWERS IN
NEW ZEALAND

#2



KIWIFRUIT REPRESENTS
37% OF THE TOTAL
HORTICULTURE EXPORT REVENUE

#3



THE WORLD'S TOTAL PRODUCTION OF
KIWIFRUIT HAS INCREASED BY
50% DURING THE LAST DECADE

#4



ZESPRI SUNGOLD CONTAINS
MORE THAN THREE TIMES
THE AMOUNT OF VITAMIN C
FOUND IN ORANGES

#5



NEW ZEALAND EXPORTS KIWIFRUIT TO
59 COUNTRIES WITH THE
LARGEST MARKETS BEING
JAPAN, GREATER CHINA, SPAIN,
PORTUGAL, GERMANY, TAIWAN & FRANCE

#6



80% OF KIWIFRUIT
IS GROWN
IN THE BAY OF PLENTY

#7



OVER \$20 MILLION A YEAR
IS INVESTED BY THE KIWIFRUIT INDUSTRY
AND NZ GOVERNMENT IN THE
NEW VARIETIES BREEDING PROGRAMME

#8



ZESPRI GLOBAL REVENUE
FORECAST TO REACH
\$4.5 BILLION
REVENUE BY 2025



FOREWORD

Welcome to the 2020 edition of the Kiwifruit Book. This book is intended as an open-access, up-to-date resource for new growers and secondary school teachers. The Kiwifruit Book is updated annually and covers all aspects of the industry - from orchard practices and the industry structure, through to relevant data related to international marketing and the exportation of kiwifruit.

2020 can be characterised by the global pandemic caused by Covid-19. The New Zealand Government's swift response to the pandemic, shutting borders and restricting movements, eventually led to the Level 4 lockdown on March 25. At that time, harvest in the kiwifruit orchards was already underway and the industry was suddenly facing a huge challenge:

- Although food production was deemed an essential business so picking contractors and packhouses could continue to function, this meant considerable change in their operations to meet new protocols intended to keep all workers safe from the virus.
- There were fears of labour shortages when the border closures prevented the entry of RSE workers from the Pacific Islands and tourists on Working Holiday Visas.
- The laboratory responsible for maturity testing was unable to accommodate the new protocols, necessitating a quick

change in the way orchards gained clearance to pick.

- There were concerns about logistics and transportation of fruit as countries in our markets suffered high levels of infection and restrictions on movement were in place.

However, the industry inevitably rose to the challenge - they successfully picked and packed a record number of trays for export, providing a lifeline of employment for many workers displaced from other industries. Please see Ch 1.9 for more on how this was achieved.

My role as Education Co-Ordinator with NZKGI began in November 2019. It is the result of recognition by the kiwifruit industry that for the projected levels of industry growth to occur we need more skilled workers at all levels. Mine is a dual role: I am also one of six Career Progression Managers, spread across the major growing areas in the country. Please see Ch 9.1 for more on our roles within the horticulture industry.

I hope that you enjoy using this book and find it to be a valuable resource. If you would like more information on featured topics in this book or can contribute to the next edition, please contact New Zealand Kiwifruit Growers Incorporated on 0800 232 505.

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CONTRIBUTORS

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