



APPENDIX

Industry Statistics – Performance and Production by Cultivar, Region and Markets

	2023/24	2022/23	2021/22	2020/21	2019/20	2018/19	2017/18	2016/17	2015/16	2014/15
Distribution to growers/suppliers										
Fruit and service payments (excl loyalty premium)	16.45	13.22	13.47	13.72	12.94	11.52	11.53	9.21	9.27	9.57
Loyalty premium	0.29	0.29	0.30	0.39	0.31	0.30	0.27	0.25	0.24	0.24
Total payments per tray	16.74	13.52	13.77	14.11	13.25	11.83	11.80	9.46	9.51	9.81
Crop Volumes (000's)										
Trays submitted (gross)	138,856	175,301	183,973	160,977	150,341	157,715	125,822	148,902	123,763	97,304
Trays supplied	137,076	165,860	179,662	159,649	148,134	154,058	124,433	145,871	120,145	95,683
Trays sold	135,643	158,726	175,033	158,077	145,223	148,843	123,246	137,748	117,094	95,187
Trays sold as a percentage of trays supplied	99.0%	95.7%	97.4%	99.0%	98.0%	96.6%	99.0%	94.4%	97.5%	99.5%
General Statistics										
Production per hectare (trays submitted)	9,469	12,080	13,518	12,072	11,650	12,373	9,913	11,838	10,157	8,662
Producing hectares	14,664	14,512	13,610	13,334	12,905	12,747	12,692	12,578	12,185	11,233
Orchard Gate Return per hectare (average)	110,250	100,345	124,479	123,041	107,142	96,033	79,361	68,868	60,758	57,369
Number of producers	2,837	2,804	2,843	2,813	2,792	2,756	2,405	2,435	2,156	2,540
Average number of trays supplied per producer	48,317	59,151	63,194	56,754	53,057	55,899	51,739	59,906	47,752	37,670
Number of Orchards Registered										
0 – 2 hectares	714	698	713	734	738	717	774	791	807	834
2 – 5 hectares	1,556	1,550	1,527	1,544	1,540	1,575	1,509	1,508	1,499	1,428
5 – 10 hectares	797	774	743	720	693	702	607	589	568	515
Over 10 hectares	301	274	254	214	211	207	165	161	147	128
Total (KPINS)	3,368	3,296	3,237	3,222	3,182	3,201	3,055	3,049	3,021	2,905

	2023/24	2022/23	Variance
Zespri global kiwifruit sales	\$3.988 billion	\$3.916 billion	2%
Export earnings (New Zealand grown)	\$2.703 billion	\$2.608 billion	4%
New Zealand-grown fruit and service payments	2,294.8 million	2,242.0 million	2%
New Zealand-grown Orchard Gate Return (OGR) per hectare	\$110,250 (average)	\$100,345 (average)	10%
- Green	\$65,717	\$57,636	14%
- Organic Green	\$56,086	\$60,912	8%
- SunGold	\$146,987	\$137,524	7%
- Organic SunGold	\$113,449	\$133,548	15%
- Sweet Green	\$49,841	\$41,761	19%
- RubyRed	\$40,741	\$42,063	3%
Zespri global volume (trays sold)	162.9 million	183.5 million	11%
New Zealand-grown	135.6 million	158.7 million	15%
Non-New Zealand-grown	27.2 million	24.8 million	10%

Key figures from Zespri's Annual Results 2022-24

NEW ZEALAND INDUSTRY PERFORMANCE

Regional Production Analysis - NZ Grown Kiwifruit - Trays Supplied to Zespri - FOBS

	2023/24		2022/23		2021/22		2020/21	
Tray Equivalents (TEs) supplied to Zespri (FOBS)	Producing Hectares	TE Supplied per ha	Producing Hectares	TE Supplied per ha	Producing Hectares	TE Supplied per ha	Producing Hectares	TE Supplied per ha
Zespri Green Kiwifruit								
Northland	54	4,114	69	6,878	79	7,410	81	8,829
Auckland	210	6,489	226	7,919	237	9,332	243	8,030
Bay of Plenty								
Katikati	753	5,991	793	9,449	824	11,343	859	8,011
Ōpōtiki	403	6,677	424	7,245	433	11,363	436	10,735
Tauranga	859	6,004	912	10,149	987	11,711	996	10,625
Te Puke	2,725	7,886	2,863	10,359	2,969	12,672	3,079	11,551
Waihi	83	5,125	90	8,851	101	10,822	106	7,608
Whakatāne	211	5,535	254	7,479	279	9,153	309	7,434
Waikato	176	3,525	230	7,450	210	9,327	202	8,297
East Coast	20	5,626	31	7,671	31	7,035	40	6,054
Hawke's Bay	25	5,863	34	7,574	39	6,332	41	6,005
Lower North Island	69	5,718	70	8,321	69	6,482	69	8,623
South Island	168	6,318	183	7,339	133	6,903	197	6,226
Total producing hectares	5,757		6,180		6,390		6,659	
Average TE supplied per hectare		6,838		9,480		11,529		10,133

	2023/24		2022/23		2021/22		2020/21	
Tray Equivalents (TEs) supplied to Zespri (FOBS)	Producing Hectares	TE Supplied per ha	Producing Hectares	TE Supplied per ha	Producing Hectares	TE Supplied per ha	Producing Hectares	TE Supplied Per ha
Zespri Organic Green Kiwifruit								
Northland	-	-	-	-	-	-	-	-
Auckland	1	1,361	1	5,714	1	4,569	1	5,118
Bay of Plenty								
Katikati	36	4,863	39	7,206	29	8,862	29	6,427
Ōpōtiki	22	3,519	22	7,137	22	7,337	22	7,400
Tauranga	182	4,618	187	6,453	177	7,331	177	7,333
Te Puke	39	5,335	39	7,956	38	8,926	35	8,276
Waihi	23	4,059	21	6,582	20	6,207	22	3,961
Whakatāne	6	2,021	6	3,665	40	2,463	4	2,742
Waikato	142	4,151	145	6,377	142	5,226	147	4,875
East Coast	-	-	-	-	-	-	-	-
Hawke's Bay	-	-	-	-	-	-	-	-
Lower North Island	7	3,817	7	4,947	6	8,097	2	3,330
South Island	-	-	-	-	-	-	-	-
Total producing hectares	458		467		438		439	
Average TE supplied per hectare		4,425		6,601		6,805		6,296

	2023/24		2022/23		2021/22		2020/21	
Tray Equivalents (TEs) supplied to Zespri (FOBS)	Producing Hectares	TE Supplied per ha	Producing Hectares	TE Supplied per ha	Producing Hectares	TE Supplied per ha	Producing hectares	TE Supplied Per ha
Zespri SunGold Kiwifruit (Gold 3)								
Northland	575	6,913	528	10,602	430	12,461	386	13,251
Auckland	406	11,022	383	12,119	286	13,447	234	14,312
Bay of Plenty								
Katikati	753	10,422	755	13,542	707	16,072	597	13,285
Ōpōtiki	633	11,698	638	10,906	603	15,771	571	13,901
Tauranga	587	10,691	544	14,559	519	15,443	517	14,580
Te Puke	3,234	12,652	2,939	14,230	2,643	15,621	2,402	15,252
Waihi	95	10,262	91	13,483	82	15,412	97	12,256
Whakatāne	631	10,238	549	10,518	425	14,283	341	13,405
Waikato	205	8,415	213	10,754	194	14,204	185	12,773
East Coast	518	9,165	430	11,476	346	13,532	311	10,727
Hawke's Bay	85	10,081	171	12,710	167	12,522	165	11,034
Lower North Island	2	9,733	2	13,209	1	10,010	1	10,096
South Island	243	14,547	245	15,269	119	11,335	241	15,189
Total producing hectares	7,968		7,486		6,552		6,047	
Average TE supplied per hectare		11,198		12,998		14,964		14,130

	2023/24		2022/23		2021/22		2020/21	
Tray Equivalents (TEs) supplied to Zespri (FOBS)	Producing Hectares	TE Supplied per ha	Producing Hectares	TE Supplied per ha	Producing Hectares	TE Supplied per ha	Producing hectares	TE Supplied Per ha
Zespri Organic SunGold Kiwifruit (Gold 3)								
Northland	27	2,688	31	8,684	24	9,745	9	7,579
Auckland	3	1,724	3	7,701	4	4,877	4	8,687
Bay of Plenty								
Katikati	18	5,884	15	9,127	10	12,156	2	7,868
Ōpōtiki	15	5,893	14	8,616	11	12,335	11	7,939
Tauranga	45	6,539	52	10,346	41	12,613	30	10,618
Te Puke	122	9,311	113	11,281	102	11,643	52	12,350
Waihi	6	4,629	6	10,489	6	9,545	13	9,307
Whakatāne	14	9,182	11	13,143	-	-	-	-
Waikato	22	6,882	22	10,614	19	9,256	18	8,263
East Coast	28	10,103	19	10,749	4	11,702	3	-
Hawke's Bay	-	-	-	-	-	-	-	-
Lower North Island	-	-	-	-	-	-	2	4,871
South Island	-	-	-	-	-	-	-	-
Total producing hectares	299		285		222		142	
Average TE supplied per hectare		7,661		10,518		11,299		10,253

Tray Equivalents (TEs) supplied to Zespri (FOBS)	2023/24		2022/23		2021/22		2020/21	
	Producing Hectares	TE Supplied per ha	Producing Hectares	TE Supplied per ha	Producing Hectares	TE Supplied per ha	Producing hectares	TE Supplied Per ha
Zespri Sweet Green Kiwifruit (Green14)								
Northland	-	-	-	-	-	-	-	-
Auckland	8	4,454	8	5,324	9	4,957	12	3,088
Bay of Plenty								
Katikati	5	2,735	6	4,328	6	5,153	8	4,307
Ōpōtiki	3	4,732	5	4,026	5	8,653	5	5,687
Tauranga	1	7,409	1	5,406	1	9,330	1	5,771
Te Puke	5	7,285	7	8,472	8	10,775	9	8,719
Waihi	-	-	-	-	-	-	-	-
Whakatāne	2	2,352	2	4,352	2	6,670	5	5,844
Waikato	-	-	-	-	-	-	-	-
East Coast	-	-	-	-	-	-	-	-
Hawke's Bay	-	-	7	7,838	7	5,605	7	7,831
Lower North Island	-	-	-	-	-	-	1	2,471
South Island	-	-	-	-	-	-	-	-
Total producing hectares	23		34		37		48	-
Average TE supplied per hectare		4,666		6,025		6,969		5,608

Production area and trays supplied of kiwifruit varieties by region over the past four seasons.

Tray Equivalents (TEs) supplied to Zespri (FOBS)	2023/24		2022/23		2021/22		2020/21	
	Producing Hectares	TE Supplied per ha	Producing Hectares	TE Supplied per ha	Producing Hectares	TE Supplied per ha	Producing hectares	TE Supplied Per ha
Zespri RubyRed Kiwifruit								
Northland	19	1,404	2	2,342	-	-	-	-
Auckland	26	2,001	11	1,674	-	-	-	-
Bay of Plenty								
Katikati	15	3,220	4	3,142	-	-	-	-
Ōpōtiki	8	2,691	8	1,599	-	-	-	-
Tauranga	7	1,792	4	2,838	-	-	-	-
Te Puke	40	2,795	15	2,271	-	-	-	-
Waihi	2	377	1	1,857	-	-	-	-
Whakatāne	15	898	2	1,779	-	-	-	-
Waikato	11	2,672	9	959	-	-	-	-
East Coast	14	1,574	5	1,331	-	-	-	-
Hawke's Bay	1	966	-	-	-	-	-	-
Lower North Island	1	3,008	-	-	-	-	-	-
South Island	-	-	-	-	-	-	-	-
Total producing hectares	159		59		-		-	
Average TE supplied per hectare		2,158		1,882	-		-	

Production area and trays supplied of kiwifruit varieties by region over the past four seasons.