



The Voice of New Zealand's Kiwifruit Growers



Kiwifruit Growers Independent Advocate

New Zealand Kiwifruit Growers Inc. (NZKGI) works to advocate, protect and enhance the commercial and political interests of New Zealand kiwifruit growers.

Who we are

NZKGI is the advocacy body which represents all of New Zealand's kiwifruit growers. NZKGI was formed in 1994 and is funded, under a Commodity Levies Order, to give growers their own organisation and promote a secure and sustainable kiwifruit industry.

What we do

NZKGI represents kiwifruit growers, giving them their own voice in industry and government decision-making. Our work to support growers falls under six portfolios – Industry Stability, Performance & Insights, Communications, Labour & Education, Environment & Policy and Organisational Management.



2,798 Kiwifruit Growers

Represented by the NZKGI Forum consisting of:

16 Reps. of 12 Growing Regions

1 Iwi Representative

8 Reps of Supply Entities

The activities of which are managed and operated by:

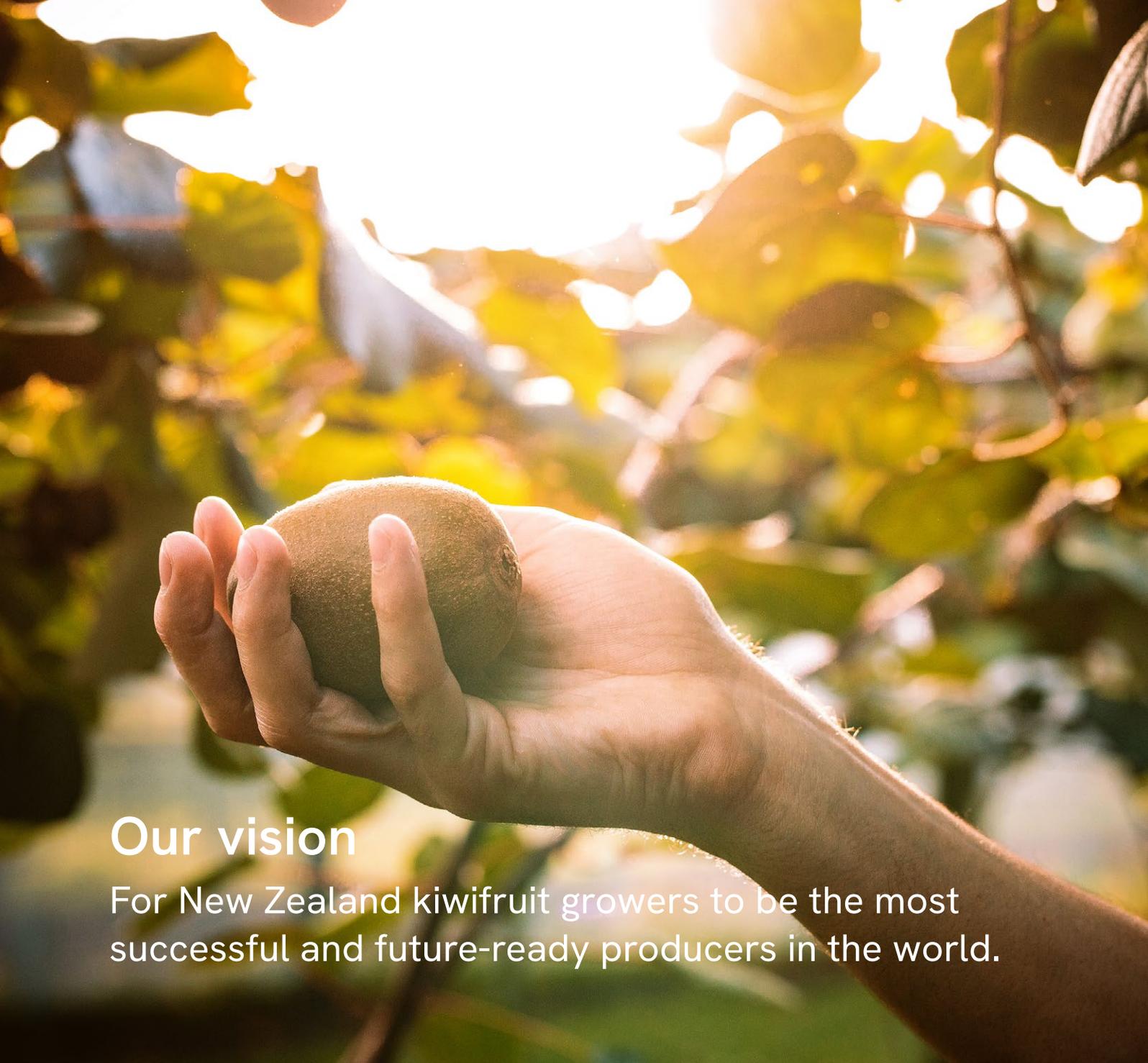
6 Executive Members from the Forum

8.5 FTE Staff Members

Growers can find their representatives, contact information on the NZKGI website. Scan the QR code with your mobile phone to visit www.nzkgi.org.nz



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Our vision

For New Zealand kiwifruit growers to be the most successful and future-ready producers in the world.

Values

1. Our success starts and ends with growers.

2. We are trusted and independent.

- We are here for all growers.
- We are invested in people, communities and our environment.
- Our voice is informed, balanced and guided by principle.
- We act with honesty, authenticity and accountability.

Our story

Aotearoa, New Zealand



Whetu Rolleston – Chairperson (left)
Colin Bond – Chief Executive Officer (right)

Our story begins in the early 1900s when a small number of orchards were formed. However, it wasn't until the 1960s that the commercial kiwifruit industry really started to take off.

In the 1980s, 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.

The future of the kiwifruit industry is bright and an essential part of New Zealand's economy. Millions of trays of our high-quality fruit are sold 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 grower voice to be heard, and NZKGI will be there to advocate, support and protect New Zealand's growers.

Together, we're
successfully growing
New Zealand's kiwifruit
industry.



New Zealand's kiwifruit

Growing regions and value to the local economy



Kiwifruit is New Zealand's largest horticultural export, accounting for



of total revenue for the sector and contributing ~\$2.9B to the economy

17,380 (2029)



15,425 (2025)

Strong increase in producing hectares forecast

The future is bright

Seasonal workforce required to increase by



14.5%

over the next 5 years driven by new hectares coming into production



Global sales of New Zealand kiwifruit forecasted to rise from \$4.8B (2024/25) → \$6.2B by 2030 (New Zealand Supply)

2,798 growers across 3,388 orchards

Orchard Size:

Average Green
3.3ha

Average Gold
4.4ha

20.4%
0-2ha

46%
2-5ha

24.1%
5-10ha

9.6%
10+ha

216,700,000 Trays of kiwifruit (2025/26)
(New Zealand Supply)

15,425 Producing
hectares

12,838 Trays per
hectare



Portfolios

Industry Stability



NZKGI supports the Single Point of Entry (SPE) marketing structure through the Industry Stability portfolio. The portfolio does this by developing strong relationships with government, industry, and international counterparts while identifying and mitigating threats.

Communications



NZKGI's Communications portfolio is the voice to, and for, New Zealand kiwifruit growers. NZKGI gathers grower views and presents them externally to give growers a strong collective representative voice. We also communicate essential information to kiwifruit growers to support the growth of a profitable and sustainable business.

Environment & Policy



The Environmental & Policy portfolio advocates for the interests of New Zealand kiwifruit growers at central and local government levels, ensuring the industry's voice is heard by engaging in policy discussions and responding to proposed changes. The portfolio collaborates with industry partners, including growers and local councils, and also offers growers practical guidance to help them understand and comply with national and regional rules.

Labour & Education



The Labour & Education portfolio focuses on building a resilient workforce and attracting future talent to the kiwifruit industry. The Labour subsection addresses seasonal labour requirements, advocates for worker welfare and manages the RSE scheme while prioritising and utilising New Zealand's workforce. The Education subsection promotes careers in the kiwifruit industry and works to attract, develop, and retain skilled people.

Performance & Insights



The Performance & Insights portfolio monitors Zespri and overall industry performance to safeguard growers' interests, providing them with a voice in decision-making and reporting outcomes back to the grower community. The portfolio achieves this by using data-driven insights to strengthen advocacy and help growers understand industry trends.

Organisational Management



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.



Further resources



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The Kiwifruit Book

The Kiwifruit Book serves as an up-to-date resource for those looking for more information about how our industry works. Updated bi-annually, the Kiwifruit Book covers all aspects of the industry – from orchard practices and industry structure to relevant data on international marketing and exporting of New Zealand kiwifruit.

Performance Report

The first edition of NZKGI’s Kiwifruit Industry Performance report was released in July 2025. This report enhances NZKGI’s previous industry reporting by providing more timely data, aligned with Zespri’s financial calendar. It also covers a broader range of data, accompanied by interpretation and commentary. This includes summaries, context and in-depth information to meet different growers’ needs. For the first time, NZKGI has also included a traffic light system to help readers quickly identify areas of concern in our industry.



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NZKGI Annual Report

Each year, NZKGI publishes an Annual Report to keep growers and industry members informed about our work. The report includes updates from the CEO and portfolio leads, highlighting key achievements and challenges. It also outlines financial performance and future budget planning.



25 Miro Street
PO Box 4246
Mt Maunganui South 3149
New Zealand

Toll Free: 0800 232 505
Phone: 07 574 7139
Email: info@nzkgi.org.nz
Website: www.nzkgi.org.nz

