



MARKET DRIVERS – WHAT'S IN STORE FOR KIWIFRUIT



An aerial photograph of a lush green landscape. A prominent river flows vertically through the center of the frame. To the left of the river, there are several smaller, winding waterways and a larger pond. The land is divided into rectangular agricultural plots by thin lines, possibly roads or fences. In the upper right corner, there are several large, white-roofed industrial or agricultural buildings. The overall scene is a mix of natural water features and human-managed land.

OUR COMMON GROUND

**Community-led action to replenish the
whenua and health of Waihi estuary (Te Waihi)**

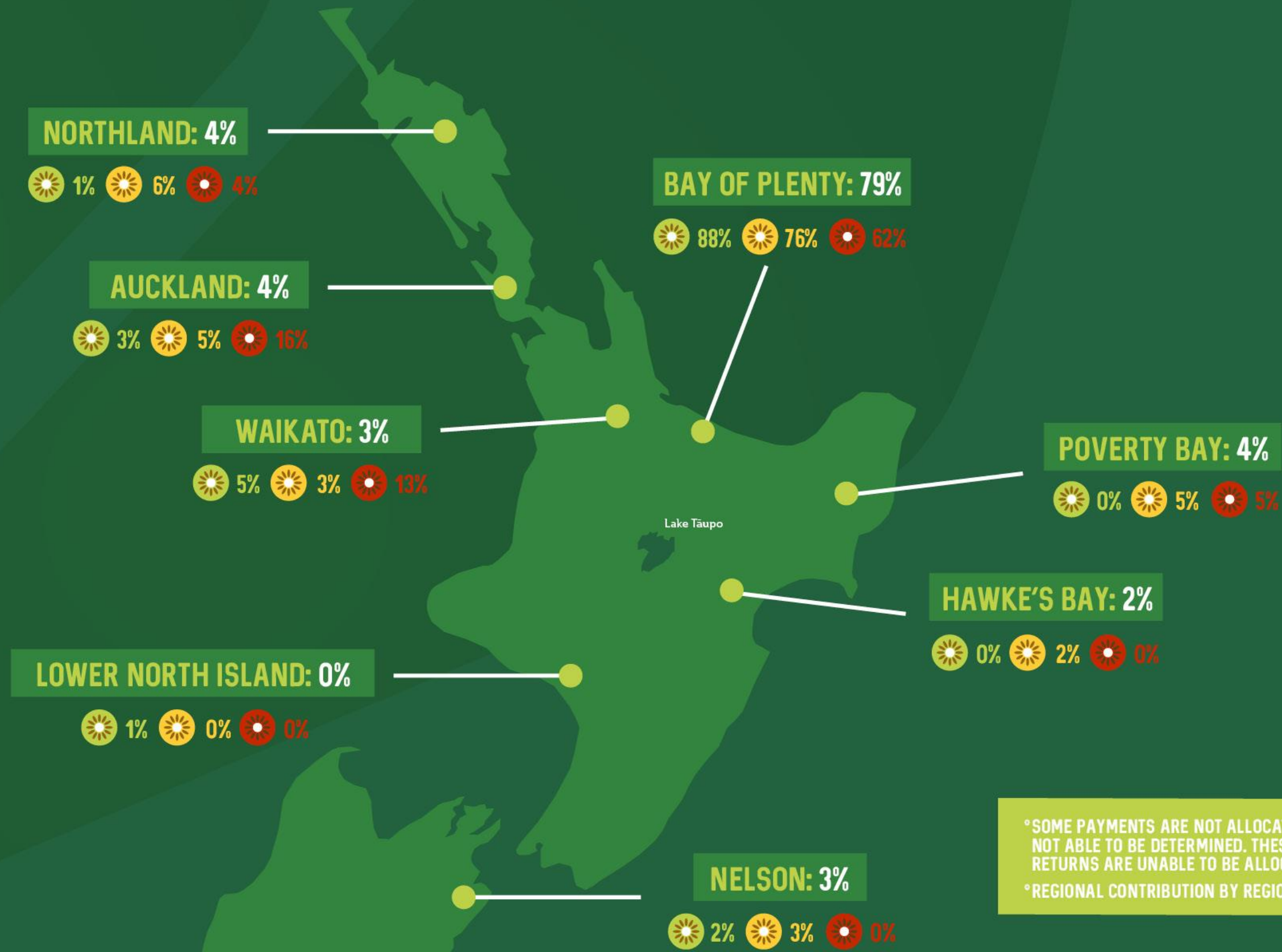
GLOBAL BRAND

-  Production in 5 countries
-  Offices in 17 countries
-  Sales in over 50 countries



RETURNS TO OUR

NEW ZEALAND KIWIFRUIT GROWING REGIONS



* SOME PAYMENTS ARE NOT ALLOCATED AT AN INDIVIDUAL GROWER LEVEL, AND A REGION SPLIT IS THEREFORE NOT ABLE TO BE DETERMINED. THESE PAYMENTS ARE EXCLUDED FROM THE NUMBERS ABOVE. 2% OF INDUSTRY RETURNS ARE UNABLE TO BE ALLOCATED TO A SPECIFIC GROWING REGION.

* REGIONAL CONTRIBUTION BY REGION INCLUDES LOYALTY PAYMENTS.

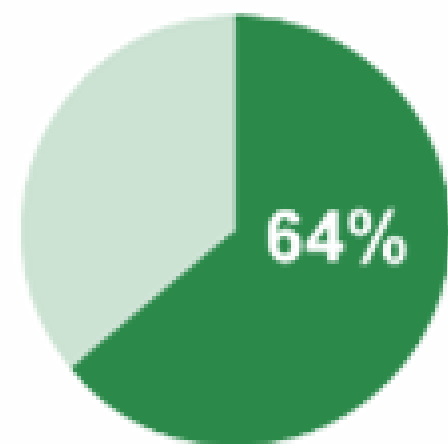
THE KIWIFRUIT INDUSTRY



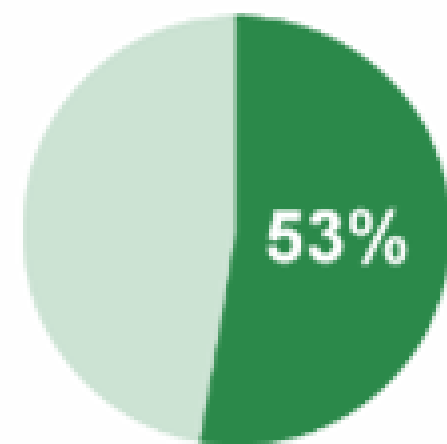
CONSUMERS HAVE GROWING EXPECTATIONS FOR A BETTER PLANET, AND A BETTER SOCIETY

THE ENVIRONMENTAL CONCERN IS GLOBAL – RAISING FAST IN ASIA

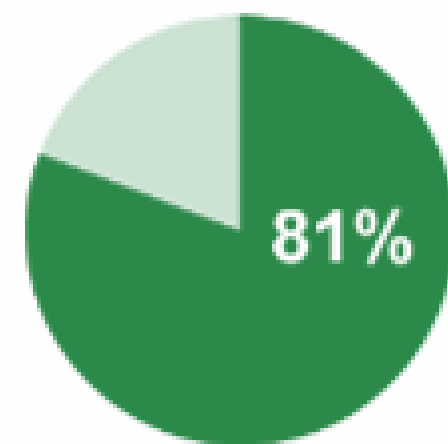
GLOBALLY, 64% OF CONSUMERS ARE HIGHLY CONCERNED ABOUT THE ENVIRONMENT, AND THEIR WORRIES ARE MOUNTING



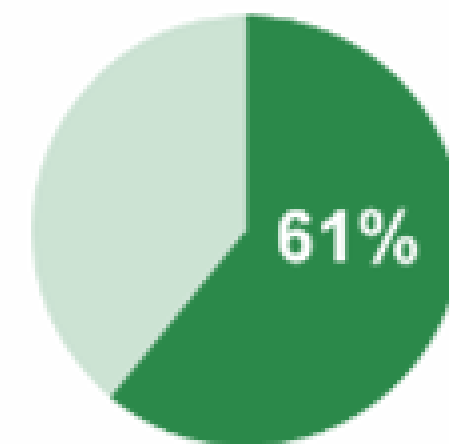
Global



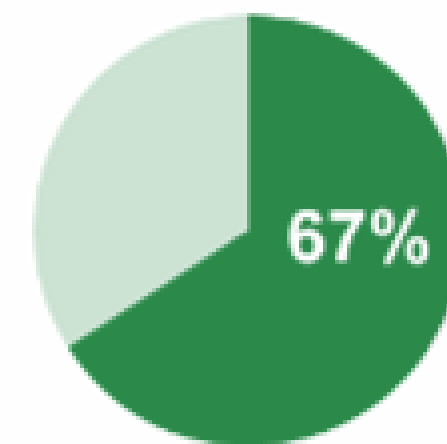
US



Brazil



Europe



Asia-Pacific

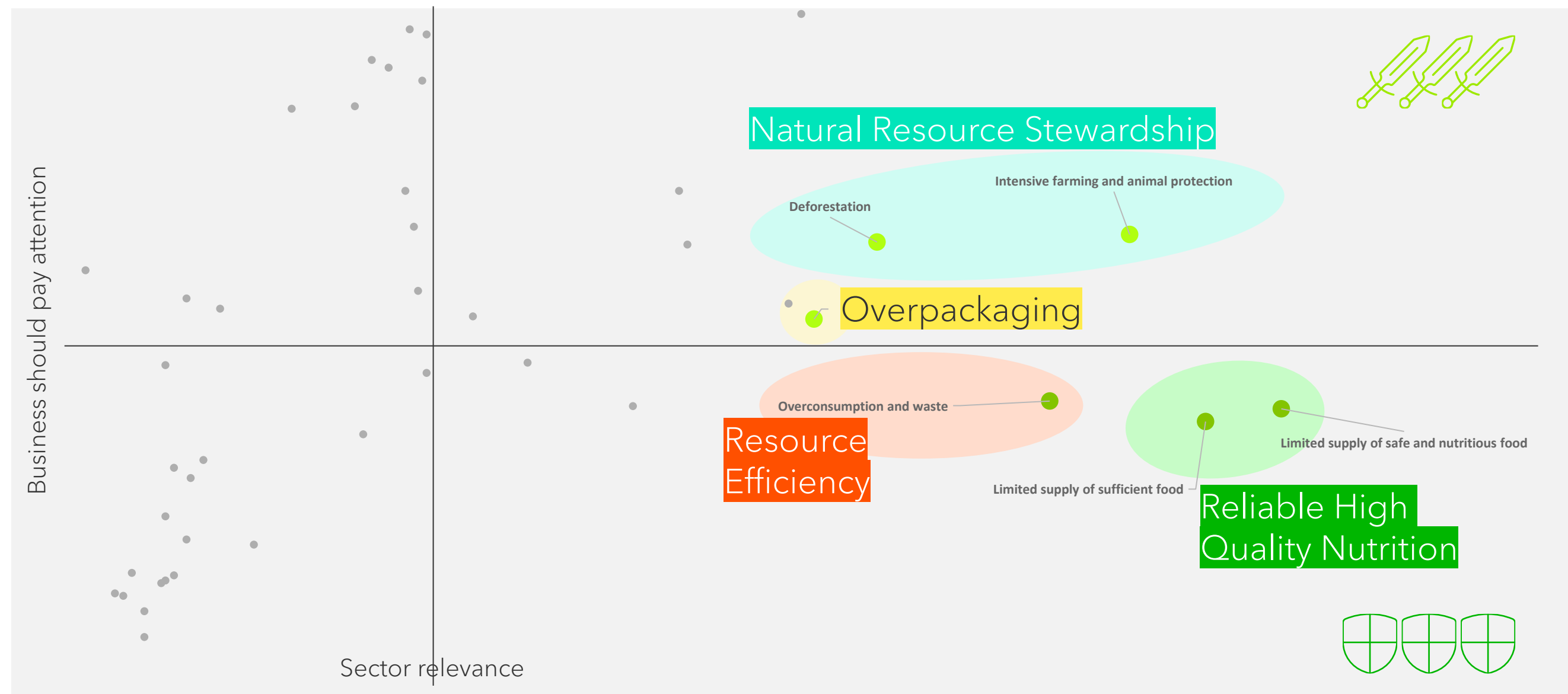
% of consumers who are very or extremely concerned about environmental sustainability

OPPORTUNITIES AND ISSUES IN PRODUCE

NATURAL RESOURCES, RESOURCE EFFICIENCY, OVERPACKAGING, NUTRITION

Category deep dive: Fresh Fruit and vegetables

Global: France, Netherland, Italy, Germany, Spain, Belgium, Vietnam, China, Japan, Korea, Singapore



2. SWORDS



MOST RELEVANT CONCERNS

Intensive farming

Deforestation

Overpackaging
(In EU markets this is a Shield)

1. SHIELDS



MOST RELEVANT CONCERNS

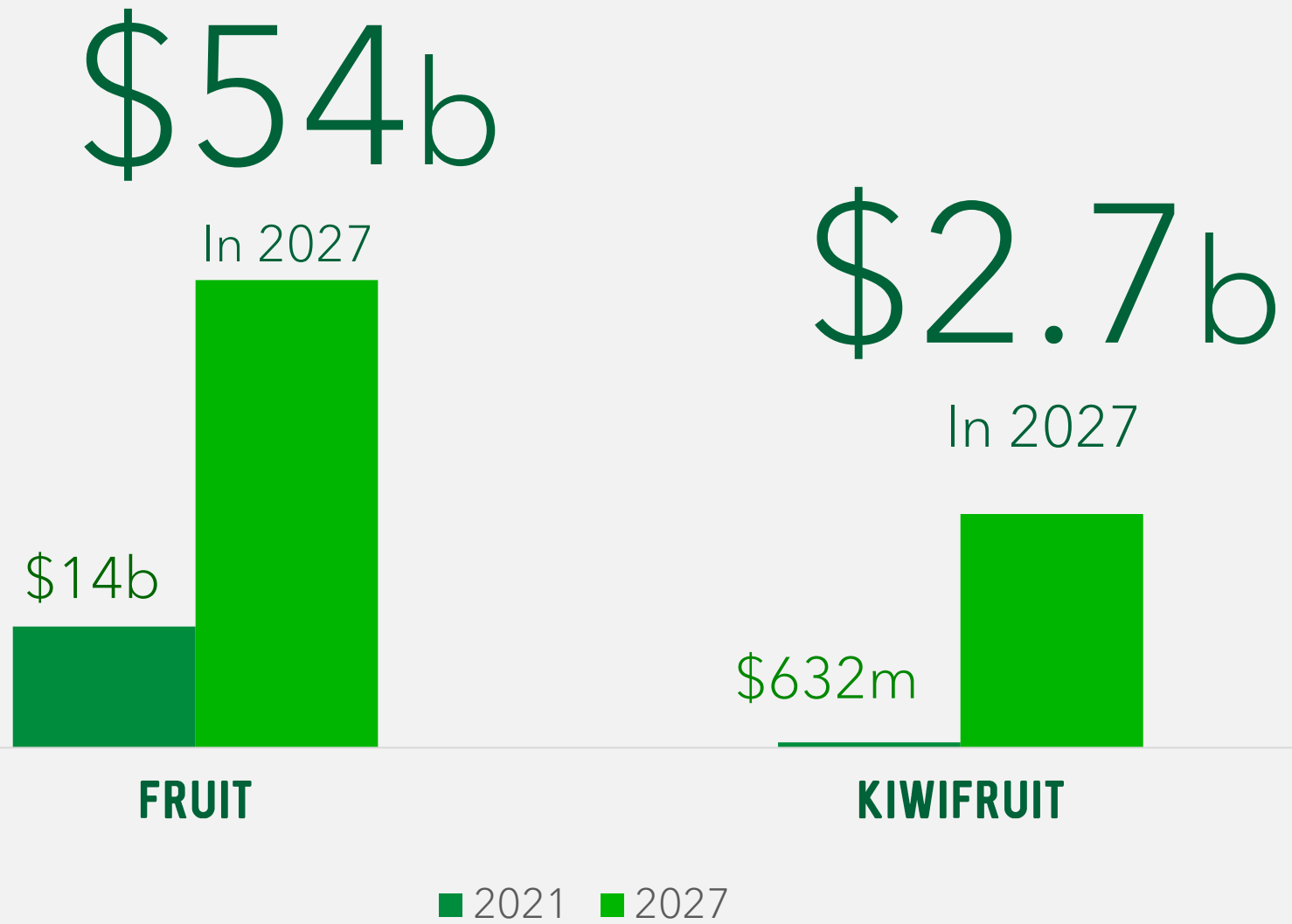
Limited supply of safe and nutritious food

Limited supply of sufficient food




Overconsumption and waste

THERE IS *POTENTIAL* VALUE FOR ZESPRI FROM ECO-ACTIVES WHO ARE BIG SPENDERS IN THE MARKET

MARKET SIZE OF ECO-ACTIVES IN FRUIT AND KIWIFRUIT IN USD, 2021-2027



ECO-ACTIVES ALSO PAY A PREMIUM FOR FRUIT WHICH TRANSLATES INTO MILLIONS IN KEY ZESPRI MARKETS

| | Netherlands  | China  | Spain  |
|--|--|--|--|
| Total Fruit 2021, Eco-Active Price paid per Kg v average | +3% | +7% | +2% |
| Eco-Actives share of market | 28% | 8% | 12% |

Source: Kantar Worldpanel Who Cares Who Does, 2023 / Driving Value through Sustainability for Exec Vision, Kantar 2023



MAJOR MARKETS ARE INTRODUCING REGULATION ON ENVIRONMENT AND SOCIAL ISSUES

REPORTING DIRECTIVE [EU]

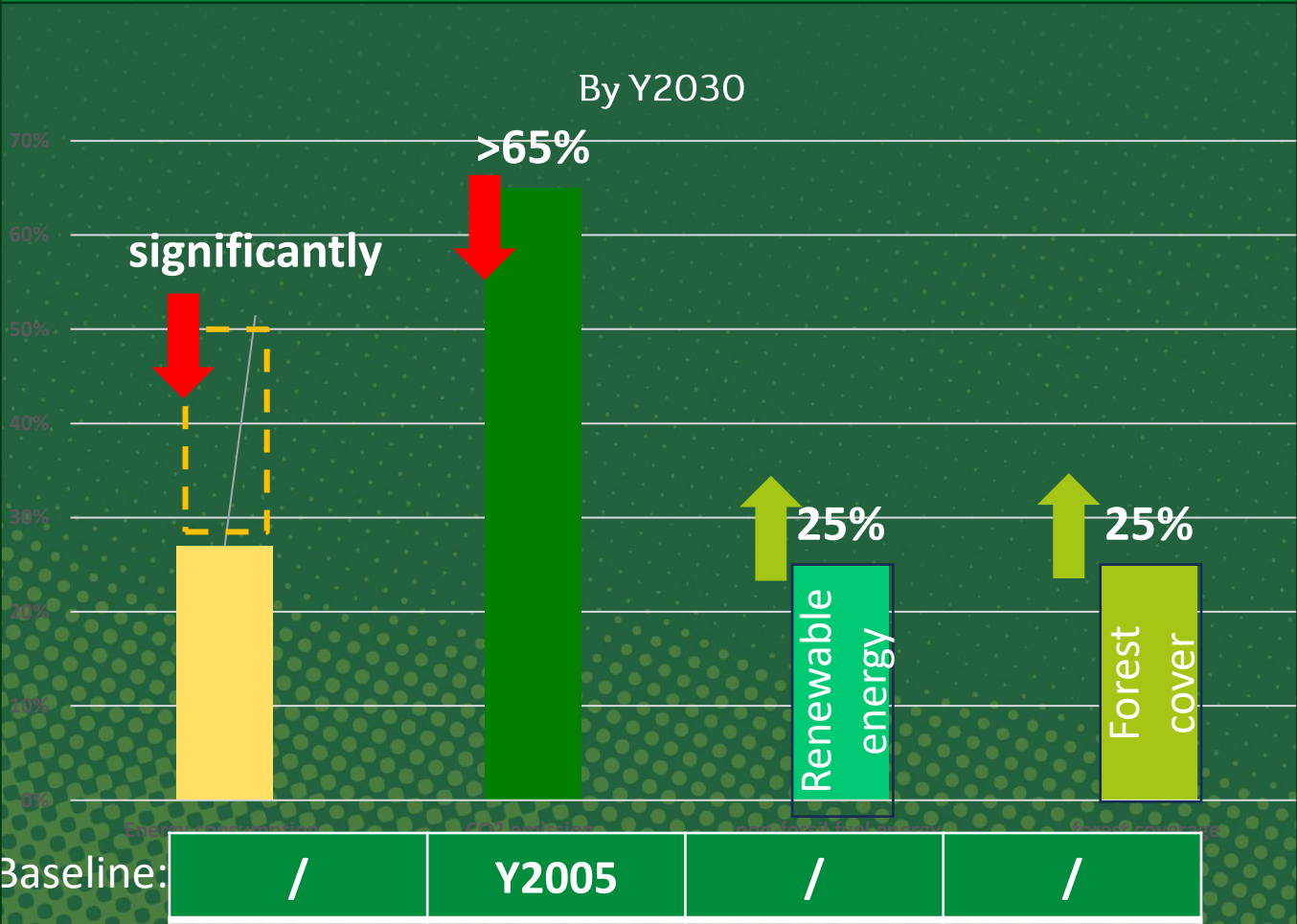
Impact for Zespri:

Large EU subsidiaries need to report a sustainability report from 2026 onwards

Corporate Sustainability Reporting Directive (CSRD)

Common European sustainability reporting rules to improve comparability.

EMISSIONS ENERGY TARGETS [CHINA]



- 19 billion cubic meters in forest stock volume
- Peak and stabilize CO2 emissions

PACKAGING TAXES & BANS [EU, CHINA, HONG KONG]



WHAT DO THE DRIVERS COVER?

ENVIRONMENT



SOCIAL



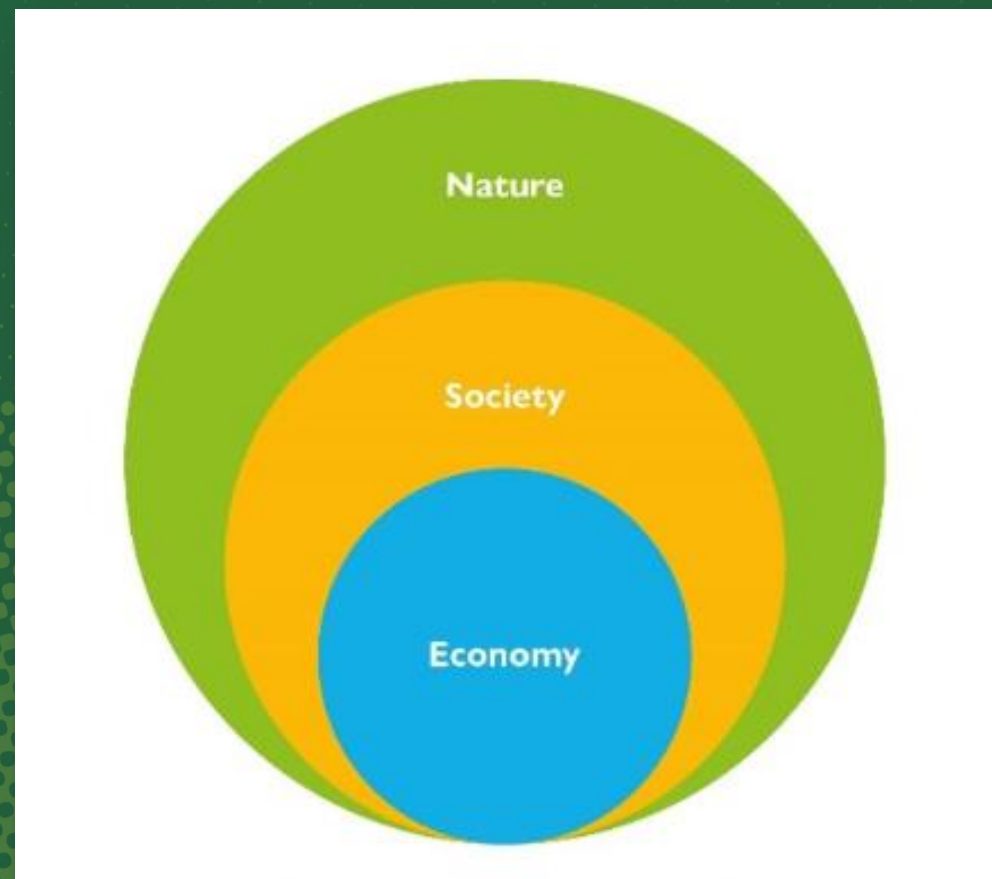
GOVERNANCE

CODE OF *Conduct*

OUR STATEMENT OF PRINCIPLES FOR CONDUCTING
BUSINESS IN A LEGAL AND ETHICAL MANNER

MOVING BEYOND EMISSIONS TO NATURE TOO

IMPACT ON NATURE AS WELL AS
YOUR DEPENDENCE ON NATURE



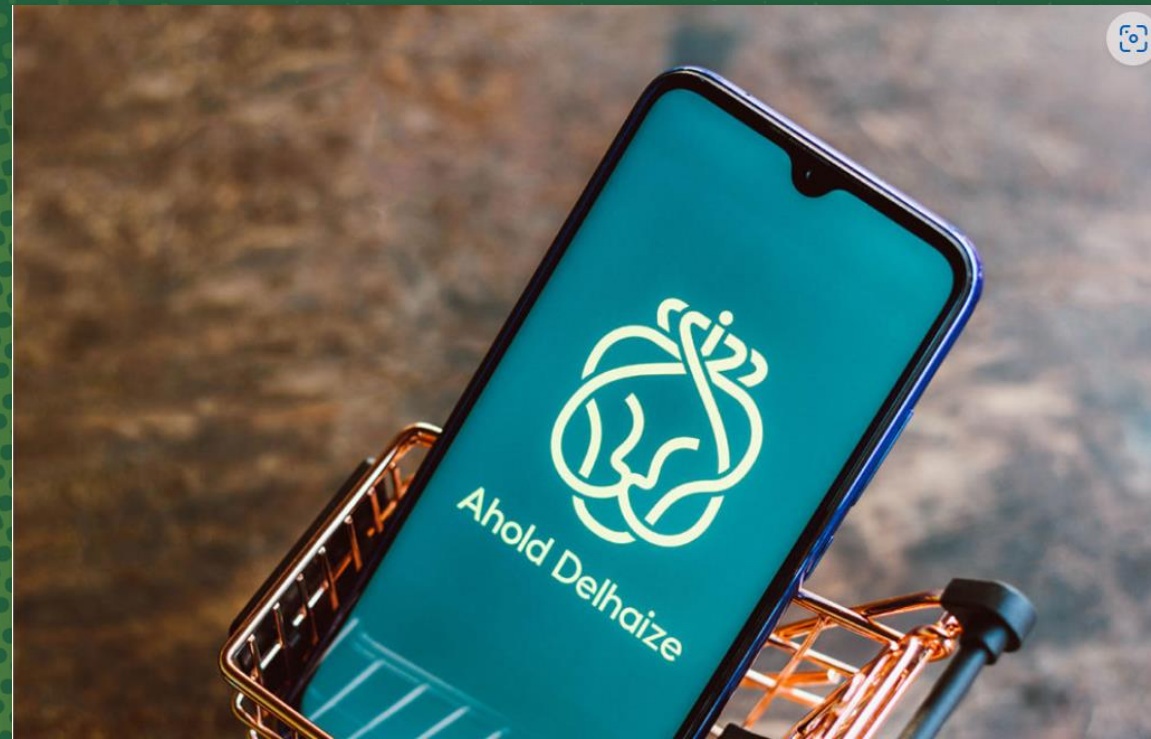
FINANCIAL IMPACT ON YOUR
BUSINESS

DOUBLE MATERIALITY
IDENTIFY MATERIAL TOPICS IN THE CSRD



CUSTOMERS ARE INTRODUCING REQUIREMENTS FOR DATA, TARGETS AND EVIDENCE OF REDUCTION

CUSTOMER SUPPLY AGREEMENTS



NEW PACKAGING TYPES

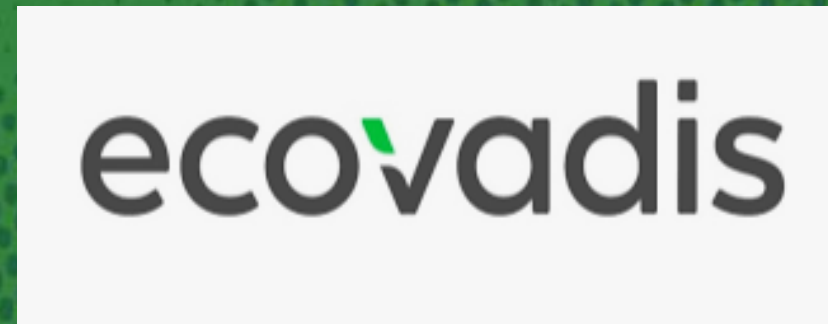
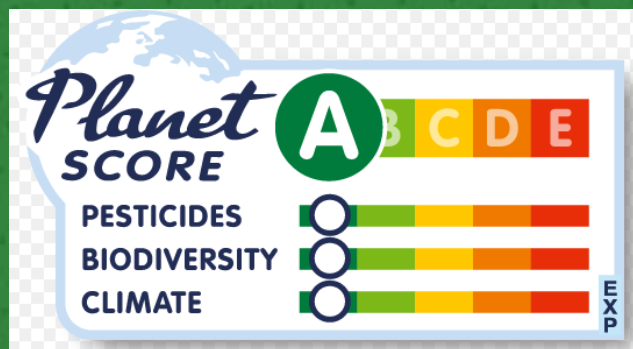


CLIMATE DATA





- Carbon emissions
- Water quality and availability
- Organics
- Packaging
- Biodiversity
- Integrated Pest Management
- Waste management
- Fertiliser and soil management
- Food fraud + security
- Greater traceability
- Environmental Footprint
- Social Responsibility



GIVING OUR MARKETS ASSURANCE

ZESPRI GAP



TAKING ACTION – WATER

INDUSTRY PARTNERSHIP APPROACH



1 RESEARCH & TOOLS



2 GROWER EXTENSION & ADVOCACY

TAKING ACTION - PACKAGING



100
CONSUMER PACK TYPES
FROM >300



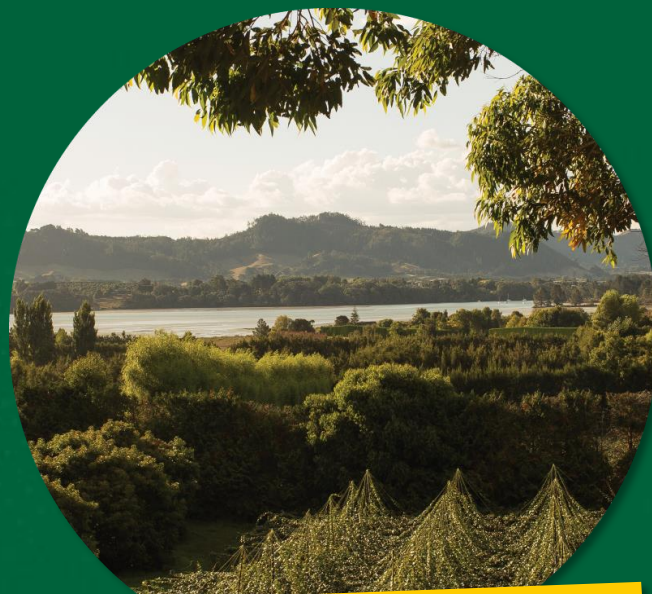
100%
RECYCLABLE, REUSABLE,
COMPOSTABLE



0%
COST INCREMENTAL
%NET SALES

TAKING ACTION – CLIMATE RESILIENCE

INDUSTRY PARTNERSHIP APPROACH



1 IMPACTS
MODELLING



MEASUREMENT &
2 REDUCTION



3 NEW CULTIVARS
INVESTMENT



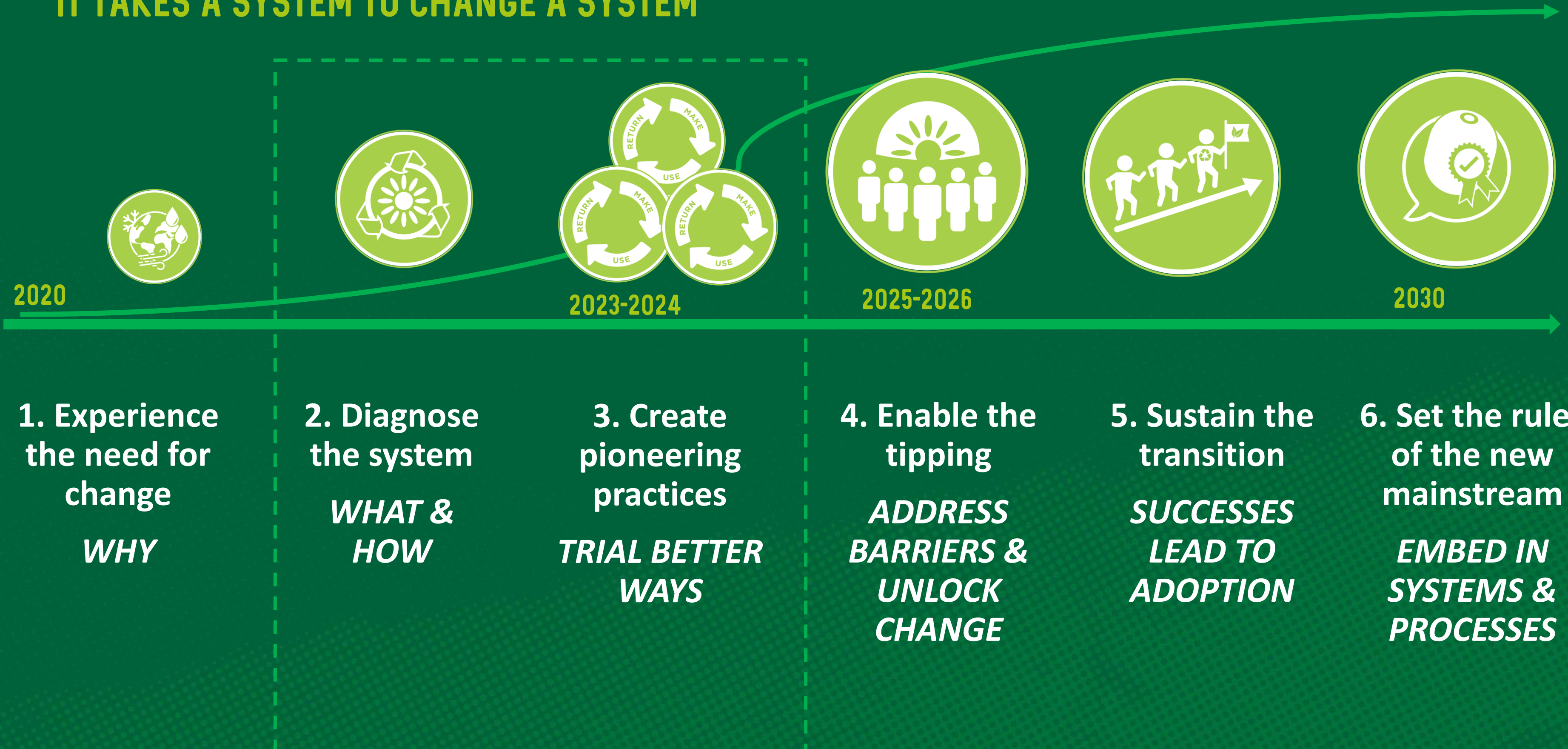
4 ALTERNATIVE
GROWING SYSTEMS

Challenges



LEADING CHANGE

IT TAKES A SYSTEM TO CHANGE A SYSTEM



Leadership matters

BILL GATES

HOW TO

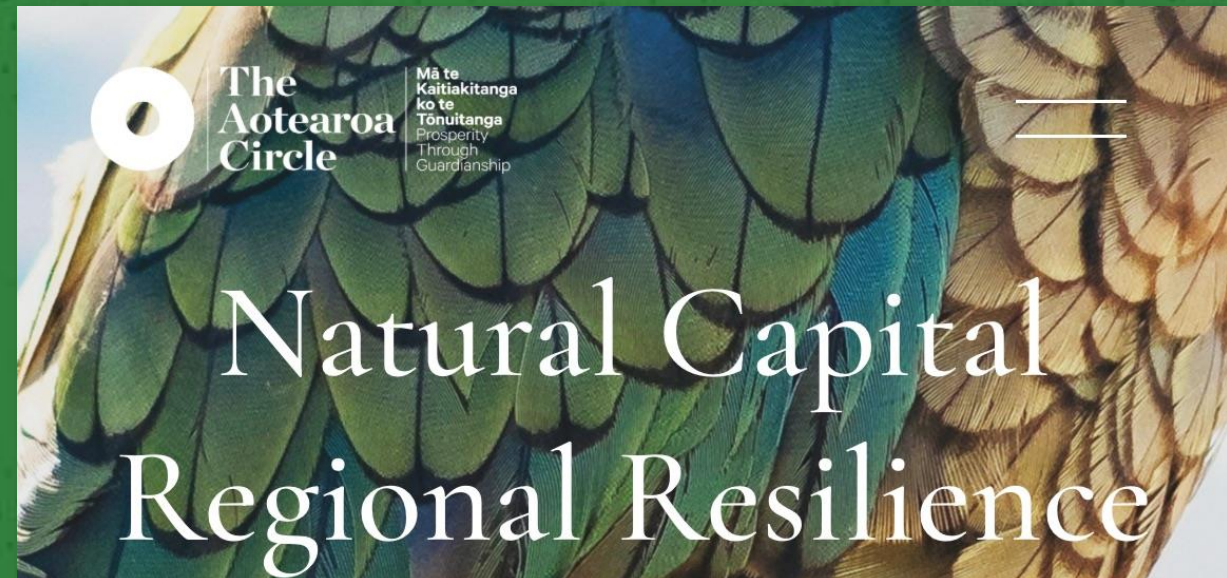
AVOID A

CLIMATE

DISASTER

**THE SOLUTIONS WE HAVE AND THE
BREAKTHROUGHS WE NEED**

allen lane



About this workstream

This project will help the Bay of Plenty protect itself from climate change and the degradation of nature by helping the region to understand its vulnerabilities, and showing where further action and support is needed. This workstream is a first-in-the-world attempt to take a systems approach to understanding the links between nature and society in a particular region, and then what climate change will do to that region. What we

learn in the Bay of Plenty will provide a



\$1.45M project breathes new life into BOP estuary

A \$1.45 million Jobs for Nature project in the Bay of Plenty is seeing dozens of farmers



FINDING THE

answers together



“Today our very survival depends on our
ability to stay awake, to adjust to new
ideas, to remain vigilant and to face the
challenge of change”

Martin Luther King Jr.

THANK YOU

