



ZESPRI INTERNATIONAL LIMITED

Kiwiberry Pre-Commercial Trialist Q & A

### **What is the Zespri MBIE Kiwiberry new variety programme?**

This is a partnership between Zespri and The Ministry of Business, Innovation and Employment to develop a new high-value fruit fresh fruit category by 2030 with aims to enhance community health, increase NZ export revenue, generate offshore revenue, create new jobs and support Māori and the governments regional growth programme.

### **Who are we looking for?**

We are looking for growers experienced with Kiwiberry or berries to help us cultivate our new varieties effectively. There is no guidebook on how to grow these vines, so we need experts to collaborate with us and learn how to get the most out of them on the orchard. Depending on their site selection and availability, growers can simultaneously trial with one or more varieties.

### **What sites are we looking for?**

We are looking for growers across New Zealand to trial varieties over a five-year period. Our preference is 0.16 hectare for each site in total for all varieties.

Potential trialists will be assessed on:

- The location and quality of the site – we need great sites! Good rootstocks on orchards with good production history are preferred; however, greenfield sites may also be considered.
- The site can develop a canopy and deliver high fruit yields in the shortest possible time after grafting.
- Site security.
- The ability and willingness to be part of a collaborative group of trialists.

### **What do growers need to do as trialists?**

Grow these new varieties as best you can, help us collect data on the orchard, share what you learn with other trialists where required by Zespri, and work collaboratively with Zespri to run trials. Confidentiality is a must and trialists must keep all trial information strictly confidential to those outside the trial or anyone other than authorised Zespri staff.

### **What are the benefits of being a trialist?**

Being recognised as an industry leader by developing and sharing new growing knowledge for the industry. Plus, there is an annual payment for actively participating in the trial.

### **How does the Kiwifruit Breeding Centre programme work?**

The breeding team goes through the promising varieties under development at the KBC site to judge whether any of them could succeed across the orchard, through the supply chain and in market. The Zespri Board then decides which one/s will be promoted to grower trials.

Varieties can be in grower trials anywhere from one to five years. Non-performing varieties will be removed more quickly from the programme as we look to prioritise investment and resources in varieties looking most likely to succeed.

### **How many growers are Zespri looking for?**

This is a small-scale trial. We will be selecting a small number of growers and sites spread across New Zealand.

### **Why is there no license entitlement for trialists?**

In the last few years Zespri has moved away from offering license for commercial varieties in favour of other payment structures to attract growers that are strongly interested in the development of the trial varieties. We will provide fair compensation and motivation for the costs and risks involved. We're looking for innovative growers interested in trialling these new varieties to support the growth of the New Zealand Kiwiberry industry.

### **Can growers choose what varieties they want to trial?**

No. We are looking for sites where growers can trial multiple varieties simultaneously.

### **KEY DATES**

March 11 - 22 | Grower EOI open.

June | Budwood collection and grafting.