

Zeafruit News

Z e a f r u i t C o m p a n y L i m i t e d

INSIDE THIS ISSUE:

Technical Side 2

Regional Reports 4

NZCG Press Releases 6

The Editor

Public Impressions Ltd

Prue Younger

021 2765484

**Zeafruit Company Limited
Management Team**

Lance Eagle: Marketing

Ph. 07 5491 263

Mobile 0274 371 078

Keith Pyle: Technical & Investment

Ph. 07 5520 215

Fax. 07 5520 214

Mobile 0275 675 259

Terry Peachey: Logistics

Fax. 07 5491 291

Mobile 027 276 3550

Lance Smith: Procurement

BOP/Auckland

Mobile 0274 782355

Peter Hoogerbrug: Procurement

Gisborne

Ph. 06 863 2157

Fax. 06 863 2155

Mobile 0274 484 433

Juan Ferrere: Technical &

Investment

Ph. 06 86842 89

Fax. 06 8682155

Mobile. 021 2220275

Sharon Johnston: Grower Liaison

Mobile. 027 2302247

Dave Potts: Procurement

Northland

Mobile. 027 2453080

Carolyn Price:

Mobile. 021 472708

Office: Ph. 07 5491 263

Fax. 07 5491 291

Field Day 7th December 2005 Gisborne

Honestly it had to be a lion I saw in there, I'm not going back!



I wonder if its hiding in here?



I saw it too, it was this big!



**Tree
Management/Pruning,
Thinning and Mulcher
Demonstration**
-guided by Juan Ferrere (left)
and
Peter Hoogerbrug (on the
camera!)

Check out the Zeafruit website for back issues of Zeaneews

www.zeafruit.co.nz

The Technical Side

Keith Pyle

Hi everyone! Hope you had a good summer so far and that the thrips didn't get carried away like the Cicadas- or maybe it is just the Bay of Plenty soils that they like so much!



NEWS!

1. SUCCESS has now been registered for control of Kellys Citrus thrips on all varieties and with a withholding period of 14 days.
2. Elsewhere in this Zeanews are press releases from NZCGI on access to the USA and news on the passing of the Navel commodity levy. All good news!
3. JAPAN has announced that the new Japanese Provisional MRLs (and their 'default' limit of 0.01 mg/kg for pesticide combinations not specifically listed) have now been finalised and come into force at the end of May 2006. In some respects this is good but it's a pity it wasn't in time for the mandarin exports. However they may adopt these standards in advance.

Its good news for lemon exporters because now we have clarity for Dithane and based on some residue tests done last year we can use Dithane up to 30 days prior to harvest. *The situation is summarised in the attached spreadsheet- please note the restrictions on use of Diazinon, Dithane, Applaud/Ovation, Nustar and Malathion if you are exporting to Japan - the withholding periods for export need to be observed to ensure we don't exceed the MRL limits set in Japan. We may also have to do residue tests to check some situations.*

REMINDERS

February/March is leaf analysis time. Ask for molybdenum as an extra. Ask for acid cleaning of leaves to ensure foliar sprays which give false readings are removed.

Plan now for harvesting - check the skirts of trees to ensure they are above knee height.

Check out pg 7. for Revised With-holding Periods for Agrichemicals as a Result of Japanese positive listing system

Zeafruit Pool Structure Changes

Over the past 6 months Zeafruit has been evaluating our inventory database and pooling structure. The evaluation process is now complete, and we are pleased to advise the following:

The current Zeafruit database is in the process of being revised. While some of the affects of the revision will not effect growers, there is a major change to our pooling system.

Zeafruit's pooling structure will change from 1st March 2006. We will move to 2 pools per month, these dates being 1st – 15th, and 16th to last day of month. Payment of the pools will move to the 1st & 16th of the following month respectfully. (If either of these dates is a weekend or statutory holiday the payment will move to the next working day following).

This change will enable Zeafruit to fully pay all product packed within the pool period, in other words there will be no carried forward kg's from pool to pool.

(The only exception to this rule is export product, which will be paid in full, on receipt of sale funds, in the next available pool).

Key points:

- 2 pools per month 1st – 15th, and 16th to last day in month
- Payment dates move to 1st & 16th of month following or first available working day
- No carried forward product – all product ZF commits to at packing will be paid. (export product being the exception).

Our sincere thanks to the growers who have been part of the evaluation process. Your input has been invaluable. We are excited about these changes and are confident all growers will appreciate them.

If you wish to discuss the changes please contact :

Sandra on
07 549 1263



**Our new company car
in Gisborne
- not too obvious !**



G'Day all

Its been a heck of a busy time for all the team at Charlie's over the last few months! But here are a few of the highlights:

On the 2nd of December we announced the purchase of Phoenix Organics Ltd offering us a great new range of premium beverage brands. The guys at Phoenix are choice and this'll be great for us all! Not long after, 42 Below Ltd decided to take a 4.7% stake in Charlie's, so we're all looking forward to new Friday cocktails!

In late January the Charlie's and Zeafruit teams sat down for a pow wow on how to better understand each other's challenges and improve communication now and in the future. It was a very positive day and we continue our combined success.

PRIZE TIME! Check out the latest additions to our fleet! We were hoping you could name them! The winning entry grabs a chiller bag full of your favourite beverage plus a handy Charlie's barby apron. Email your entries to claire@charlies.co.nz **by March 31st.**

Finally, for all you Charlie's shareholders out there, stand by for our interim report, due in your letterbox in April.

Zeafruit Pool Dates

	Open		Close		Payment	
	1st	March	15th	March	31st	March
	16th	March	31st	March	18th	April
	1st	April	15th	April	1st	May
	16th	April	30th	April	16th	May
	1st	May	15th	May	1st	June
	16th	May	31st	May	16th	June
	1st	June	15th	June	3rd	July
	16th	June	30th	June	17th	July
2006	1st	July	15th	July	1st	August
	16th	July	31st	July	16th	August
	1st	August	15th	August	1st	September
	16th	August	31st	August	18th	September
	1st	September	15th	September	2nd	October
	16th	September	30th	September	16th	October
	1st	October	15th	October	1st	November
	16th	October	31st	October	16th	November
	1st	November	15th	November	1st	December
	16th	November	30th	November	18th	December
	1st	December	15th	December	3rd	January
	16th	December	31st	December	16th	January
2007	1st	January	15th	January	1st	February
	15th	January	31st	January	16th	February
	1st	February	15th	February	1st	March
	16th	February	28th	February	16th	March



Northland Re- port

Still quiet on the northern front.

The weather has again settled down to summer like conditions though there is a morning chill now which indicates autumns approach.

Thinning of the Satsuma crop is complete and the crop is looking good.

Fruit is clean and size is up on last year.

Initial crop estimates would indicate growers will either match last seasons production and in many cases exceed it. Overall we expect volumes to be 20 to 25% up on last year. We are starting maturity testing and indications are an earlier start to the season than last year but this is still largely in the lap of the gods.

Lemons are slow to change colour but the cooler nights should now see the process move along quicker. Limes are getting underway and the Northland crop is well up on last season. Pest pressure has been low and growers who have adopted a programme using the less disruptive, targeted sprays are enjoying the benefits of increasing populations of beneficial bugs.

Let the good times roll

Dave P, Carolyn Price, Debby P and Pauline Cartwright



What can be certain is that **no** nurture or **no** strategy is not a recipe for success.

This is equally important to all varieties because like rust, Citrus trees never sleep. So even if you are not immediately leading up to the harvest of your particular variety, the chances are they still need your thoughts and vigilance.

Pete, Mo, Sharon & Juan

Bay of Plenty Report

I was fortunate enough to spend a couple of days in Melbourne with our Aussie importer of lemons. I was able to visit the Melbourne produce markets and some supermarkets which stocked our Lemons. The quality was excellent and fruit condition was the same when it left N.Z. and even colour hadn't changed much to my surprise as we sent fruit with a small amount of green on it to colour up fully on the journey.

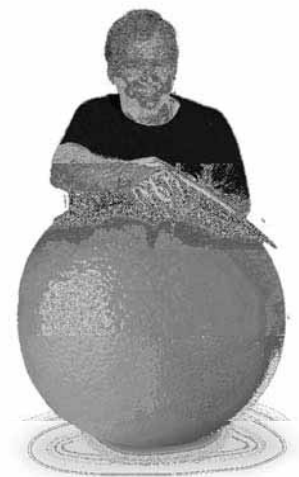
The following containers sent of lemons were nearer full colour to allow for this.

Exporting lemons in general to Australia is a very good way of reducing volume on the N.Z. local market thus hopefully increasing price here. At present in the BOP/AKL region we are picking a very large crop of summer lemon. We are having to degreen as colour is not advancing as fast as we all hoped and fruit is also sizing rapidly. Lemons should draw to a close by the end of March weather permitting.

Please note we are now using Citipac wooden bins in the BOP for picking into so if you have any green plastic bins on the orchard please contact myself and I will get them picked up.

That's about all from me and I wish you all the best for 2006 season.

Thanks, Smithy



Gisborne Report

As the New Year fog has long cleared, and the bonus long weekends fade in memory it can be common to pinch yourself and realise crikey it's March and where has the year gone. I guess this is relevant to the up coming Satsuma season and growers need to check off in their minds that best practise has occurred to prepare their crops. As always it can be perplexing to judge export vs. local market strategies, or both, when the uncertainty of nature plays such a large role with brix levels.

Did you know..

The New Zealand Citrus Growers Inc (NZCGI) is the national citrus growers' organisation. It operates to promote citrus grower interests and the sustainable growth and profitability of the New Zealand citrus industry.

NZCGI manages a research and development programme which is funded by grower levies. The organisation also acts as a forum for the exchange of information and the discussion of issues that are relevant to the industry. Citrus growers and those with an interest in the industry may join NZCGI, gaining access to the organisation's research and development programme and the expertise of its members.



Growers Payment Schedule

Period Ending 28/02/06	16 March 2006
Period Ending 15/03/06	31 March 2006
Period Ending 31/03/06	18 April 2006
Period Ending 15/04/06	1 May 2006
Period Ending 30/04/06	16 May 2006

Fact Sheet

The New Zealand Citrus Industry

☼ There are approximately 400 commercial citrus growers in New Zealand, with a total of 2000 hectares of citrus orchards across the country.

☼ New Zealand growers produce \$35 million of citrus fruit each year, with some \$10 million of this exported.

☼ The bulk of citrus is grown in the Northland, Auckland, Bay of Plenty and Gisborne regions, although a smaller quantity is also grown in the Waikato, Horowhenua and Marlborough.

☼ Seedless, easy peel Satsuma mandarins are predominantly grown in Northland and Gisborne, while Gisborne is the home of much of our Navel orange supply.

☼ In the year ended March 2005 New Zealand exported almost 400 tonnes of oranges, over 1000 tonnes of mandarins and over 1000 tonnes of lemons to markets around the world.

☼ Korea is currently New Zealand's largest overseas market for oranges, while Japanese consumers buy up to 90% of the lemons and mandarins that we export each year.

☼ The New Zealand citrus industry invests heavily in research with the primary aim being to increase the quantity of fruit that reach export standard so that we can better compete in the international market.

☼ The New Zealand climate means that fruit mature at different times to other countries. New Zealand is the only country in which Navel oranges are at optimum maturity in September to November and our early season Satsuma mandarins ripen just in time to fill a seasonal window into the Japanese market.





New Zealand Citrus Access to the USA

New Zealand Citrus Growers Inc (NZCGI) is pleased to announce that the proposed market access conditions for New Zealand citrus fruit into the United States have been published by United States Department of Agriculture (USDA) and New Zealand citrus is one step closer to gaining access to the United States. This project has been underway since 2000, with the pest risk analysis and phytosanitary measures approved in 2004 and the USDA's internal review processes completed in 2005. It is expected to be another 18 months before access is finally granted but the publication of access conditions marks the completion of a major step in the process.

Rick Curtis, Chairman of NZCGI says this is good news for the New Zealand citrus industry, "The New Zealand citrus industry has grown significantly in the last five years, we are export focussed and access to the US market is an integral part of our export strategy. We look forward to the completion of the process and the opportunity to market NZ citrus fruit in the USA."

Now that the USDA has publicly notified its intention to allow access there is a short period during which the public may submit comments, followed by a further administrative process and then publication of a final rule allowing access for New Zealand citrus fruit. Exports will be able to commence shortly after publication of this final rule in the US Federal Register.

"The year or so before we are granted access will give us time to carry out market research to make sure we know what US consumers want," Mr Curtis says. "We also need time to ensure that our growers, packhouses and exporters understand the USDA's requirements and are ready to act as soon as we are given permission to export."

Growers Vote in Favour of Navel Orange Levy

New Zealand Citrus Growers Inc is pleased to announce that growers have voted overwhelmingly in favour of the introduction of a Commodity Levy on New Zealand grown Navel oranges. The levy will initially be set at 1 cent per kilo and will be used to fund important research and development projects such as pest management and improving fruit size. It is hoped

that the levy will be in place by the start of the 2006 Navel orange season in June / July but the levy application must first be approved by the Ministry of Agriculture and Forestry, a process that can take several months.

Growers representing almost two thirds of New Zealand's Navel orange production voted in the postal referendum, with 83% of growers in favour of the levy. In terms of production, those who voted in favour represent 84% of the total production of those who voted.

"This levy is essential for the future of the industry and it's great that the proposal has been supported by Navel orange growers," says Mike Willis, Chairman of New Zealand Citrus Growers Inc's Orange & Tangelo Product Group.

At present there are approximately 8,000,000 kg of Navel oranges grown on commercial orchards in New Zealand and this volume is expected to almost double by 2012. New Zealand currently has limited opportunities for large-scale export due to inconsistent size and quality, while fruit imported from Australia and California is putting pressure on both ends of the supply window. Only 5% of the Navel oranges grown in New Zealand were exported in the 2004 season and with the predicted rise in production there will probably be a local market glut if this percentage does not increase dramatically. The New Zealand citrus industry has recently made progress on gaining US market access but a number of issues will need to be dealt with if the industry is to make the most of this opportunity.

"We will need to do a fair bit of market research so that we can be sure we're growing what American consumers want," Mr Willis says. "Our fruit will have to be the right size and we'll have to make sure it looks and tastes perfect. This levy will help us do that and I'm sure navel orange growers will see a significant return on their investment."

For further information contact:

Nikki Johnson, Executive Manager
New Zealand Citrus Growers Incorporated
PO Box 10 629
Wellington
Phone: 04 917 7163
Fax: 04 473 6041
Email: info@citrus.co.nz

Mike Willis
Orange & Tangelo Product Group Chairman
Phone: (021) 231 2055
Fax: 06 868 1171
Email: mikewillis@xtra.co.nz



Fruitfed Supplies



ZeaNews

Zeafruit Company Limited
Wharawhara Rd
P O Box 92, Katikati
Phone: 07 5491 263
Fax: 07 5491 291
Email:
zeafruit@zeafruit.co.nz