

ZeaNews

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

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Zeafruit Xmas Wishes for 2006

Come New Year's day the snapper
are biting,
Picnics and fishing, all so exciting;
But out in the citrus, they could quietly hatch out,
Thrips larvae in thousands with no one about!

Keith Pyle



Dear Grower and Industry Partners

Another year of challenges and change, but also some wins for most growers. For those orange growers (Valencia and Navels) that have reaped the benefits have a 5 year high in returns.....spend it wisely!

A year of change for the team at Innofresh and a new set of challenges as we adapt our business to the changing consumer needs. The consumer has an ever increasing choice of what they can spend money on in the produce department. Our task as marketers is to always be part of that consumer spend with the fruit that our growers produce weather whole, pre-packed or value added.

On behalf of the management team at Innofresh we would like to wish all growers, service providers and customers the very best for the festive season and thank you all for your support this season.

Merry Xmas

Lance Eagle
Managing Director

THE TECHNICAL SIDE

Keith Pyle

Export Residues and Good Agricultural Practice

This is now a much bigger issue in Japan than previously- spray diaries need to be kept religiously and pre-export residue testing may be required depending on what products have been used. We are having to be extra cautious on some residues so please don't use the products below after the indicated date. This is subject to change but at present my guidelines are as follows:

Nustar all varieties – Not after 31 December.

Dithane on lemons--- Allow a Japan export withholding period of 40 days -to be on the safe side this has been increased from last year.

Dithane on Satsuma- 21 days.

Malathion on Satsuma– Don't apply after end February.

Ovation/Applaud on Satsuma - Don't apply after end February.

Ovation/Applaud on lemons- 21 days

Diazinon on mandarins- Best not to use at all but not after mid December. A residue test may still be required if it has been used.

Diazinon on lemons- 30 days

Flint- still not registered in NZ where more rigorous MRLs are proposed than Japan on Satsumas and Clementines! If you have used off label, the following are preliminary:-

On Satsumas and Clementines – DON'T use after end November.

Lemons- Use a 28 day WHP before picking summer crop lemons.

Orthene, Success, and Phaltan can, in theory, be used using the same withholding periods as for NZ, but good practice should not see these products being used within a month of harvest which will give more certainty that residues will decay to below the MRL for Japan. If you are exporting and unsure of any product please ask!

Australian Citrus Whitefly confirmed in Gisborne

Juan Ferrere has found a number of sites in Gisborne with suspected Australian Citrus Whitefly. This has now been positively identified. Growers should familiarize themselves with this pest (see page 38 of the NZCGI IPM handbook). The pest has spread steadily since first being identified near Auckland in 2000. It was positively identified in Kerikeri in 2005. The extent of economic damage

that it causes has still to be confirmed but it can cause some alarming honeydew and sooty mould on inside leaves.

Lets face the Truth this Christmas---
Or is it inconvenient??- If so ask WHY!

In the last newsletter a message in the Charlies column introduced me to Al Gore's movie- An Inconvenient Truth- all about the Global warming crisis. **Thanks.** I think more needs to be said and if you haven't seen it DO SO SOON. This may not be much of a Christmas good cheer message but the message put out by the movie should give us all something to think about and also we should think what we can do to help- at least growing citrus trees consumes carbon dioxide- growing them with good science and good planning will generate less carbon dioxide!

One of the most thought provoking quotes to me was this:-

"It is difficult to get a man to understand something when his SALARY depends upon him NOT UNDERSTANDING it." – Upton Sinclair

How much new technology and constructive change has been suppressed by this sort of attitude. Should the world be spending so much on space exploration when our own planet is under such threat from global warming?

We're seeing major changes that are increasing exponentially. The vast majority of scientists agree that global warming is real, it's already happening and that it is the result of our activities and not a natural occurrence. The evidence is overwhelming and undeniable.

If you want to know more – and you should- see the movie and look at the website www.climatecrisis.net



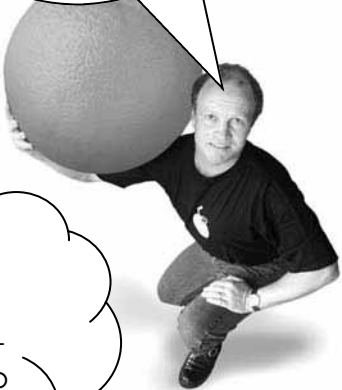
Words of Zeafruit Wisdom



And Juan said..... **"Let there be Citrus"**..... and there was Citrus..... and it was good

That lion, I decided it was a moa, I could not see the feet the last time, you should see the size of them!

Really guys, its about time, I gave this orange away, its cute but I think its putting on weight!



The mating ritual of the Steel Blue Ladybird is fascinating to behold.



XMAS CHEERS FROM THE REGIONS



Gisborne Report

Well What Can We Say!!!!!! Xmas is upon us so please someone tell us where has 2006 gone, it just seems like yesterday that we were celebrating the start of a new year and now we are heading into celebrating the end of the year. What a Year 2006 has been for us All. So what really did happen in 2006.....The 12 Months to Xmas.....



On the 1st Month - January 2006

Well it's hard to imagine, but yes, we would say that most people were soaking up the Gisborne sun by the pool or down the beach with family and friends, as this is the month of relaxation and fun. We were all still very much in holiday mode at this time, but there were crops that still needed attention even if we can not get out of the Summer Holiday mode. **Yen Ben** was the lemon for the Month with very small tail end volumes of **Meyer** creeping in as well. **Encore** was a happening thing, although we all were faced with the challenge of re-greening fruit. Tail end **Navel**s were still coming up the drive way in this month with both a very good supply of **Valencia** and **Tangelo** too. And, on top of all that Growers were alerted to White or Chinese Wax Scale Crawler Release.....not really something you want to pay attention to when on holiday!!!!



On the 2nd Month - February 2006

Yep, February is the month when we all pretty much should be back at work and hard out in the field doing our orchard thing. More Grower reminders were issued in this month covering Diazinon, Mancozeb and Gibberellic Acid recommendations. Crops this month were more **Lemons** of all three varieties, and more **Encore** and **Valencia**. We saw the end of our **Tangelo** season, but then it also became the start of our **Lime** season.



On the 3rd Month - March 2006

More **Lemons**, tail end **Encore** and the peaking of our **Valencia** volume. A steady increase in **Limes** was also the flavour of the month. We sent a Spray Diary reminder notice to Growers and a flyer on Glomerella due to our wet humid weather we were experiencing.



On the 4th Month - April 2006

April saw the start of the **Satsuma** season with still a steady supply of **Yen Ben** and **Meyer** lemons. **Valencia** volumes reached its highest level and **Limes** were still on the increase. Yet another Spray Diary reminder notice was sent out as well.



On the 5th Month - May 2006

This was certainly the "Bring It On" month for **Satsuma** as well as for **Meyer** lemons. **Valencia** volumes were slowly decreasing and our **Lime** supply had reached their peak. We also held a very informative Grower Field Day on Young Tree Management at Paul & Jo Shanks property, our appreciation goes out to Paul & Jo. This was also a very busy month for Grower alerts covering Picking Management, Pre-Harvest and Harvest Fungicide, 1st Stop Drop Application and Fungicide Application.



On the 6th Month - June 2006

Pretty much our **Valencia** season was all but over by this month, but to our surprise our **Navel** season was looking early. We also saw the start of our **Grapefruit** season. **Satsuma** volumes were steady and **Meyer** volumes had peaked. **Limes** were also nearing the end of its season. There was an NZCGI Special Meeting & Field Day for Orange and Tangelo Product Groups. And, just in case you needed it we sent out a 2nd Stop Drop Application flyer to Growers.



On the 7th Month - July 2006

Lemons were still very strong and **Grapefruit** volumes were on the increase. **Satsuma** volumes reached their peak in this month with **Clementine** coming on stream. **Navel**s were also on a steady increase.



On the 8th Month - August 2006

This month saw the end to our **Satsuma** season but the start of our **Richard Special** season. We also saw another month of **Clementine** supply. **Cutlers Red** joined our **Grapefruit** supply as well. **Lemons** were still going strong and although the crop was lighter this year our **Navels** were hitting very high volumes.



On the 9th Month - September 2006

Early in the month we had another very informative Grower Field Day on Crop Regulation through Flower Pruning with Juan and Nutrition with Keith. Our hosts this time round were Simon and Carolyn Mills. A big thank you goes out to Simon and Carolyn. Also, NZCGI held their Annual Conference and you guessed it further Grower alerts were issued covering Greenhouse Thrip (GHT) and Kelly Citrus Thrip (KCT). The next **Tangelo** season also begun with some very good early volumes. **Navels** were steady and yes, our next **Encore** season also started. We saw another month of **Richard Special**, some small volumes of **Limes**, but by now any coloured **Lime** was up for grabs. **Lemons** were still ticking away and **Grapefruit** was reaching its high.



On the 10th Month - October 2006

Another busy month with more **Navels**, **Tangelo** and **Encore**. **Richard Special** was a very short but sweet end to the season. **Grapefruit** and **Cutlers Red** still steady in supply. There was an increase in **Yen Ben** volumes as our **Meyer** season drew to an end. A warning to all growers was also released as most varieties, on most orchards were showing heavy flowering.



On the 11th Month - November 2006

A lot more of the same as we work through the last of our **Navels**, but the next season of **Valencia** made a start. **Tangelo** and **Yen Ben** both peaked in this month. **Grapefruit** and **Cutlers Red** came to an end.

Some not too bad looking **Limes** were supplied also. And, if you have not heard of them some **Ugli Fruit** and **Star Ruby Grapefruit** were packed as well. On a technical note, yet another Grower alert was issued, covering Chemical Thinning.



On the 12th Month - December 2006

Probably the most challenging of all months. **Encore** had rapidly re-greened, **Valencia** and **Tangelo** crops are lighter this season and **Yen Ben** had also re-greened. But Hey!!!! It's now time to crack open the bubbly and raise our glasses. Congratulations to all our Growers, Kaiaponi, Service Providers and Customers!!! What a Year It Has Been For Us All!!!!

Wishing Everyone a Safe and Fantastic Xmas and here's to a Great 2007!!!



The Gisborne Team

Pete, Mo, Sharon & Juan



innofresh



Northland Xmas Cheer

Summer has hit with a vengeance. The temperatures are well into the 20's and not a drop of water in sight. Irrigation has well and truly started.

The Satsuma crop in general is heavier than last season and the trees have responded with a natural fruit drop of up to 30% in some cases. Unfortunately, in some orchards, this was not enough and a good thin is still required. It would be a good idea to plan staff requirements for this job now before people head to holiday spots over the statutory holidays.

The other citrus crops of navels, clementines, Richard Specials, lemons and encores have a good flower set and most growers have put the effort in with a good prune over winter. This, along with regular monitoring, should ensure a larger percentage of Tag 1 fruit for marketing next year. This makes everyone a winner.

The monitoring will continue over the holidays. Kellys citrus thrips are being found but mainly at low levels. If you are lucky enough to be heading off on holiday, make sure somebody will be on hand to spray if necessary and your monitor knows who to contact.

I would like to take this opportunity to wish all growers, past and present, a safe and happy Christmas and may Santa bring all you asked for. If he doesn't, you didn't say it loud enough and I also hope it wasn't a holiday to Fiji.

To Zeafruit's service providers, Turners, Alcom, Status and Turners Transport, a big thanks for your support and help throughout the year. I am sure next season will throw a few surprises at us to keep us on our toes but nothing, together, we can't handle.

Remember over summer to SLIP, SLOP, SLAP and I will see you all in the New Year.

Carolyn Price
Northland Area



BOP Xmas Cheer

"To all growers, I wish you a Merry Christmas and a happy new year and may the new year be fruitful!

All the best for the festive season, Smithy"



Thank you to all in the supply chain from growers, pack houses, freight companies, domestic markets and our valued retail customers.

It has been an excellent year with record sales, backed with good returns and very few issues to hurdle though-out this season. Because of the performance of all parties, I think I could safely say its been a very enjoyable 2006 Charlie's citrus season. Merry Christmas and all the best for 2007 to you all.

Steve Henderson
National Sales Manager





Hi to you all, from all of us here at Charlie's! We hope you've had a splendid year and you are no doubt looking forward to your summer break and the New Year. Well it's now time to say farewell to '06, hello to '07 and beyond....! We're looking forward to catching up again in the New Year. So a huge Merry Christmas from the Charlie's Team to you all at Zeafruit!

Drive to arrive, Merry Christmas and Happy New Year from all us here!

**GROWERS PAYMENT SCHEDULE
PLEASE NOTE CHANGE**

Cheers
Sandra McLean
General Manager, Innofresh

Period Ending	
31 Oct	16 Nov
15 Nov	1 Dec
30 Nov	18 Dec
15 Dec	9 Jan
31 Dec	16 Jan
15 Jan	1 Feb
31 Jan	16 Feb
15 Feb	1 March
28 Feb	16 March

MISS PIGGY RULES

"Margaret Rogers; as head harvest person; at Paul Smiths estate in Gisborne, has selected this fruit as 'Pickers Pet of the Month Entry'. Named affectionately Miss Piggy, it is the result of some exciting new trial work on the property; to develop new marketing opportunities for the humble Tangelo. Market response has been enormously encouraging. The main effort to date has been; to reliably train the microscopic Bud Mite insects to consistently influence the bud shape in manner consistent with what the market requires. Work is ongoing but promising at this stage"



"I can't imagine what the fuss is all about—beat this one in 2007"

