



KIWIFRUIT INDUSTRY STRATEGY PROJECT

Developing a sustainable and long-term plan to maximise the wealth of New Zealand kiwifruit growers

19 December 2013

Dear growers,

Final Kiwifruit Industry Strategy Project Principles

I am pleased to report the first phase of the Kiwifruit Industry Strategy Project (KISP) is now complete, with the Project's Principles being finalised by the Project Group. **The Final Principles are attached.** If you want to discuss these Principles please contact one of the Project Group members. The members are:

NZKGI representatives: Neil Trebilco, Doug Brown and Mike Smith

Grower entity representatives: Doug Voss, Peter Ombler and Ray Sharp

Zespri representatives: Peter McBride, Craig Greenlees and David Pilkington

Iwi Representative: Neil Te Kani

In 2014 the Principles and a short explanation about them will be posted to you. I have sent out the final principles electronically so that you can review them over Christmas. You will note that a number of changes have been made to the principles. This is as a result of the Project Group considering the 400 submissions that were received and the views put forward in those submissions.

One of the key changes made to the principles is the addition of a framework, or overarching statement of principle, at the start of the list of principles. Many submissions raised the issues of responsible and ethical governance, management and operations within the industry linking this to the need for the industry to take a sustainable approach in these areas. This framework statement is applicable to every principle and establishes the benchmark for the project and the industry strategy that results from the project. Other amendments made to the principles include:

- Amending the Single Point of Entry Principle to focus on performance and enhancement so the best outcomes are achieved for New Zealand kiwifruit growers.
- Adding a principle covering innovation commercial marketing that incorporates collaborative marketing.
- Removing Zespri from the innovation principles to allow for consideration of all options.

- Consistently focusing all principles on the New Zealand kiwifruit industry and New Zealand kiwifruit growers.

The Principles will now be expanded into issues by the Project Group and a further round of consultation will be carried out around April 2014. The development of the issues will be informed by appropriate external expertise to ensure that all issues that are put out for consultation are supported by appropriate legal, management, economic and financial expertise.

Following the issues phase, there will be two more phases of the project:

- Mid-year 2014 the Project Group will develop options and seek your views on those options; and
- Finally, there will be a grower vote seeking a mandate on the strategy.

As you read the principles, please record any further ideas and issues come to mind, so that you can submit these ideas in the next round of consultation around April 2014.

A good start to the project has been made with your input on the principles. Your continued active involvement in all phases of this project is vital for the project to result in a sustainable strategy for the future prosperity of the industry.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Neil Richardson', with a stylized flourish at the end.

Neil Richardson
Independent Chairman
Kiwifruit Industry Strategy Project