



## FINAL RESULT

The final result for the Zespri Producer Vote 2021, for which online and postal voting closed at noon on Friday 25 June 2021, is as follows.

### Resolution 1: The Proposed Commercial Trial

*That the producers agree to Zespri conducting an orchard monitoring, procurement and sales and marketing trial over one season to 31 March 2022, involving the sale of up to 200,000 trays of Chinese-grown Gold3 kiwifruit which meet Zespri's Class 1 standards.*

	Producer Vote	Producer Vote Percentage	Weighted Production Vote (Kg)	Weighted Production Vote (Kg)Percentage
For	1,171	70.54%	278,149,441	68.12%
Against	489	29.46%	130,152,086	31.88%
	<b>1660</b>	<b>100%</b>	<b>408,301,527</b>	<b>100%</b>
Blank	1	-	816,105	-

### Resolution 2: Using the Zespri brand on trial fruit in the sales programme

*That the producers agree that a Zespri label\*, which identifies the fruit as Chinese-origin, can be used as part of the sales trial, in order to understand consumer response. \*The label would use the Zespri brand and logo.*

	Producer Vote	Producer Vote Percentage	Weighted Production Vote (Kg)	Weighted Production Vote (Kg)Percentage
For	1069	64.51%	252,196,073	61.74%
Against	588	35.49%	156,312,680	38.26%
	<b>1,657</b>	<b>100%</b>	<b>408,508,753</b>	<b>100%</b>
Blank	4	-	608,879	-

The voting return is 59.45% being 1,661 votes received from 2,794 eligible producers, which represents 75.85% of production.

Dated at Christchurch this 30<sup>th</sup> day of June 2021.

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