

COLLABORATIVE MARKETING - STATISTICS

PREPARED: 30 JUNE 2024

Year	Applications received (number)	Net applications (number)	Zespri opposed (number of net applications)	% opposed	Approved (number)	Declined (number)	Appealed / Reviewed (number)	% approved	Third party cultiar approved	Volumes exported (note 1)	Incremental returns (note 2)
2009-10	22	19	7	37%	16	3	3	84%	1	1,714,748	\$682,789
2010-11	24	23	2	9%	23	-	-	100%	-	2,533,912	\$907,755
2011-12	27	27	5	19%	25	2	-	93%	1	3,576,698	(\$597,545)
2012-13	36	31	3	10%	29	2	1	94%	5	2,406,157	(\$341,222)
2013-14	35	31	1	3%	30	1	2	97%	10	1,742,572	\$279,834
2014-15	38	32	11	34%	27	5	3	84%	12	1,630,448	\$548,220
2015-16	29	28	4	14%	27	1	0	96%	11	1,475,891	\$457,629
2016-17	30	30	6	20%	22	8	4	73%	8	2,748,045	\$1,007,127
2017-18	30	30	9	30%	24	6	1	80%	4	2,310,675	(\$591,537)
2018-19	27	27	4	15%	25	2	1	93%	4	3,163,846	\$732,719
2019-20	24	24	1	4%	23	1	0	96%	0	2,917,984	\$446,899
2020-21	23	23	1	4%	22	1	0	96%	0	3,533,103	\$324,565
2021-22	25	24	1	4%	23	1	0	96%	0	4,117,231	(\$45,406)
2022-23	24	24	2	8%	24	0	0	100%	0	2,825,710	\$1,080,718
2023-24	24	24	1	4%	24	0	0	100%	1	3,156,990	\$571,634
Total (15 years)	418	397	58	15%	364	33	15	92%	57	39,854,010	\$5,464,179
TEN YEAR SUMMARY:											
Last five years	120	119	6	5%	116	3	0	97%	1	16,551,018	\$2,378,410
Previous five years	154	147	34	23%	125	22	9	85%	39	11,328,905	\$2,154,158
Total (10 years)	274	266	40	15%	241	25	9	91%	40	27,879,923	\$4,532,568

Note 1: Trays exported for 2006-07 to 2014-15 inclusive are as delivered.

The 2016-17 trays onward are the number of trays approved.

Note 2: The incremental returns measurement was changed from the 2012-13 seson from measurement of incremental TFSP to measurement of the increment:

Note 3: On average, over the last five years of approvals (including 2020-21 season applications):

-87% of net applications have been approved, and 13% declined

-Zespri have opposed 16% of net applications

Note 4: In 2014-15, one appeal was discontinued by the collaborative marketer