

COLLABORATIVE MARKETING - STATISTICS

PREPARED: 25 JUNE 2025

Kiwifruit only - does not include Kiwiberry

Year	Applications received (number)	Net applications (number)	Zespri opposed (number of net applications)	% opposed	Approved (number)	Declined (number)	Appealed / Reviewed (number)	% approved	Third party cultivar approved	Volumes exported (note 1)	Incremental returns (note 2)
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
2024-25	25	25	0	0%	25	0	0	100%	1	5,134,867	\$3,345,265
Total (15 years)	421	403	51	13%	373	30	12	93%	57	43,274,129	\$8,126,655
TEN YEAR SUMMARY:											
Last five years	121	120	5	4%	118	2	0	98%	2	18,767,901	\$5,276,776
Previous five years	140	139	24	17%	121	18	6	87%	27	12,616,441	\$2,052,837
Total (10 years)	261	259	29	11%	239	20	6	92%	29	31,384,342	\$7,329,613

Note 1: Tray equivalents (TE) 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 season from measurement of incremental TFSP to measurement of the incremental returns.

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