

KIWIFRUIT

INTRODUCTION

“Kiwifruit” is a word synonymous with our country, New Zealand, land of the ‘kiwis’. New Zealand is one of the world’s largest producers of kiwifruit and a huge force behind the growth in consumption of this product. Under current New Zealand law, the majority of kiwifruit export sales are managed through Zespri but a few other companies, Freshmax included, are licensed to export kiwifruit to global markets.

To best serve our domestic and international customer base, we operate a joint venture company, Fruitlynx Marketing. Aongatete Coolstores, one of New Zealand’s largest independent kiwifruit pack houses, is our supply partner in this joint venture: <http://www.coolstore.co.nz>.

Fruitlynx Marketing holds collaborative marketing licenses to export Class I kiwifruit to several countries in Asia and the EU. Fruitlynx Marketing also ship kiwifruit into the Australian market for major retail programs. Fruit is packed under our ‘YESS’ brand.

New in the 2009 season is YESS Golden Kiwifruit. Freshmax have the exclusive rights to export this exciting new fruit to Australia. YESS golden kiwifruit is yellow fleshed, with a slightly tart flavor. The fruit is similar in shape to the green Hayward variety.

Our fresh markets around New Zealand also offer a full range of domestically grown green, gold, or imported kiwifruit.

AVAILABILITY

Kiwifruit supply is available almost year round. The early crop is harvested in late March/early April and packing continues through to November.

PACK TYPES

A full range of pack types are available – Single layer trays, double layer trays and bulk packs (loose packed) and palletized for export. Cartons or crates for the domestic market.

Growing Regions The majority of fruit is grown in the Bay of Plenty. Other areas of production are in the northern part of New Zealand and the top of the South Island.

VARIETIES

Domestic sales	Green Hayward, Zespri Gold (NZ wholesale only), Yess Golden
Export sales	Green Hayward, YESS Golden (Australia only)
Imported Varieties	Green Hayward, Gold

CONTACT DETAILS

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