

An Innovative Partnership

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Chairman - ZESPRI International





ZESPRI International Limited

Exclusive marketer of

- ZESPRI™ GREEN
- ZESPRI™ GOLD and
- ZESPRI™ ORGANIC Kiwifruit

Acknowledged global category leader

Turnover NZD\$1 billion plus

Global marketing company,
consumer and customer focused

100% grower owned

Unique ZESPRI™ System

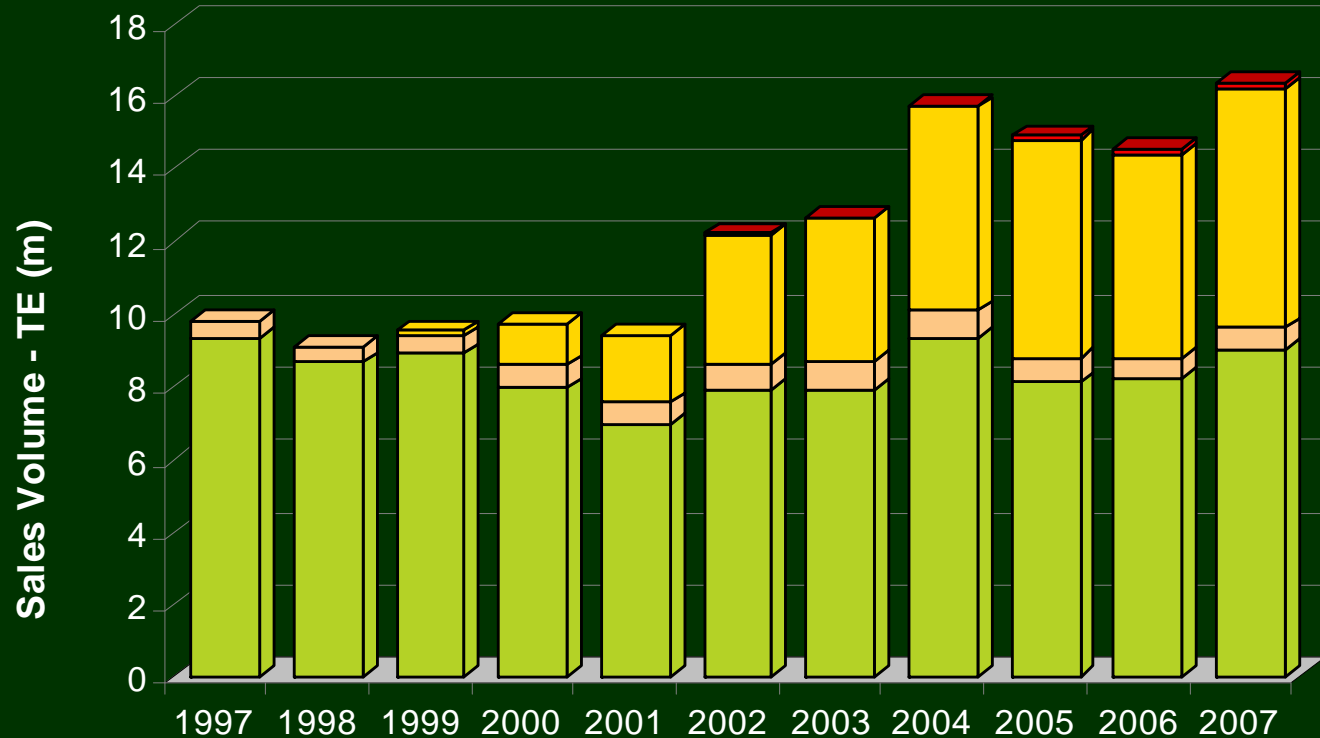


ZESPRI™ Kiwifruit Salesキウイ販売 2007 Top 10 Markets All Varieties トップ10市場 全ての品種合計

Japan	•	17%
Spain	•	14%
Germany	•	11%
Netherlands	•	8%
South Korea	•	8%
China / Hong Kong	•	5%
Taiwan	•	5%
France	•	5%
Italy	•	4%
United States	•	4%



Japan Sales 日本におけるキウイ販売推移 1997 - 2007

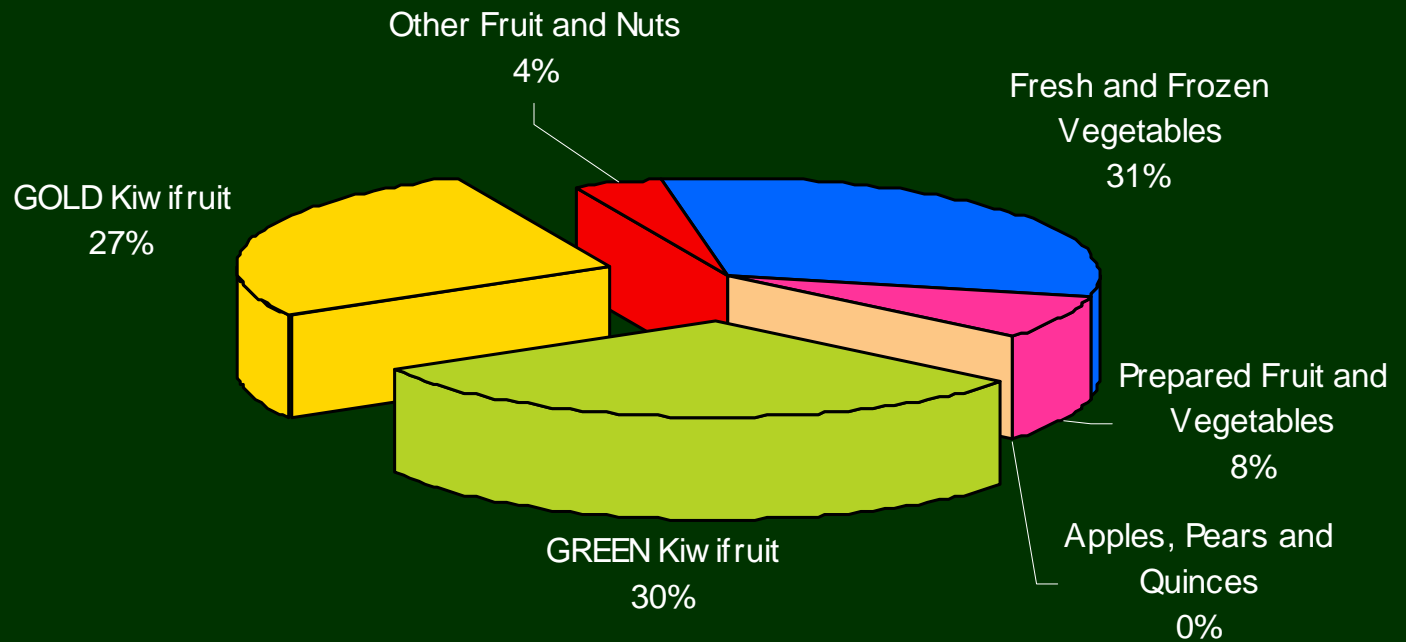


- GOLD ORGANIC
- GOLD
- GREEN ORGANIC
- GREEN

(ZESPRI™ Kiwifruit sales only)



NZ Horticultural Exports to Japan NZの輸出産業（農業作物） FOB Return to November 2007



Total Horticulture NZD FOB : \$371m

Total Kiwifruit NZD FOB : \$212m



12-month Marketing Strategy



朝のビタミン。
www.zespri-jp.com

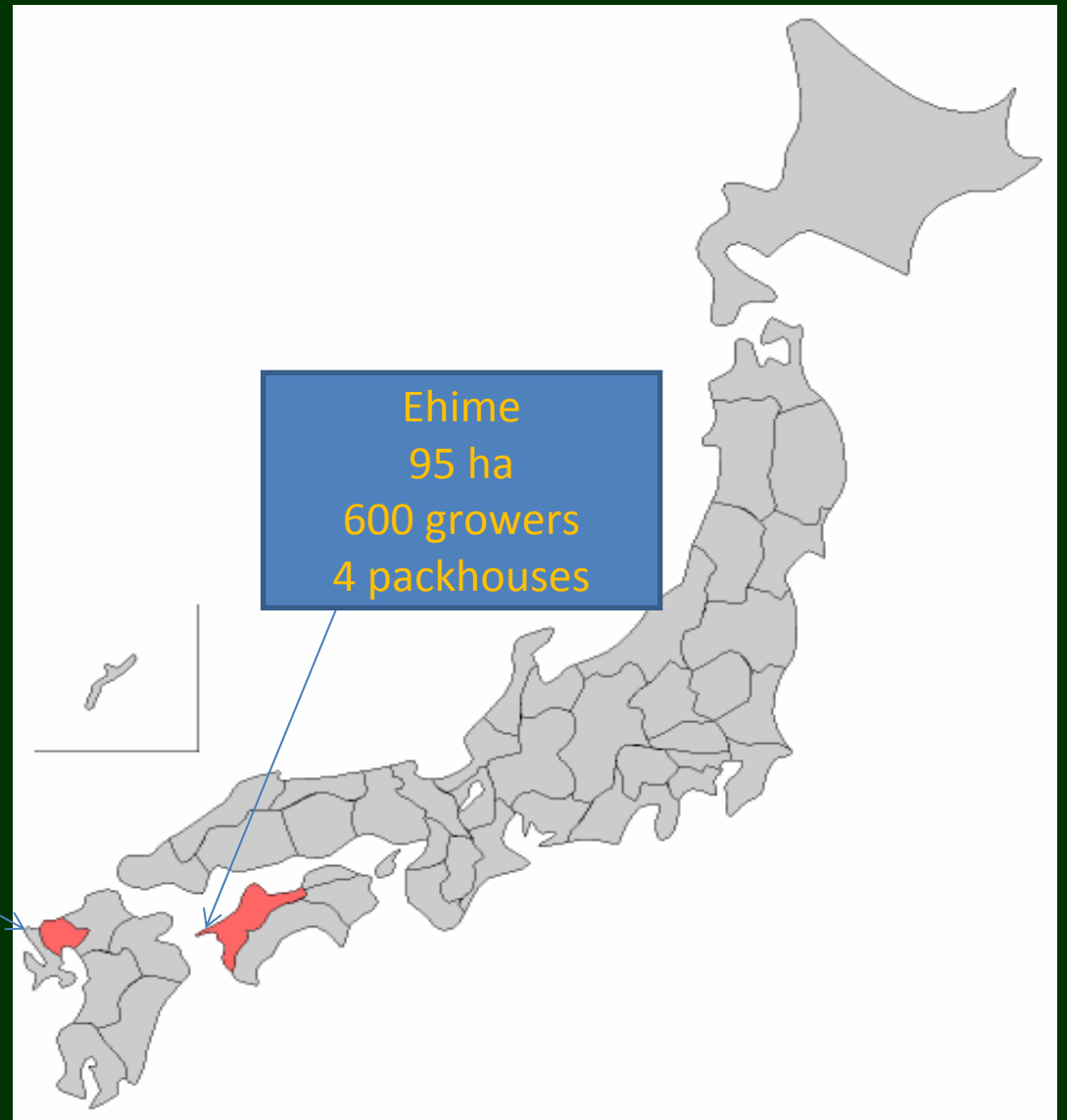
ビタミンC・ビタミンE・食物繊維・カ
ゼスプリ・ゴールドキ
〈ニュージーランド産〉



150 hectares within Japan

Saga
55 ha
220 growers
1 packhouse

Ehime
95 ha
600 growers
4 packhouses





Working with local growers

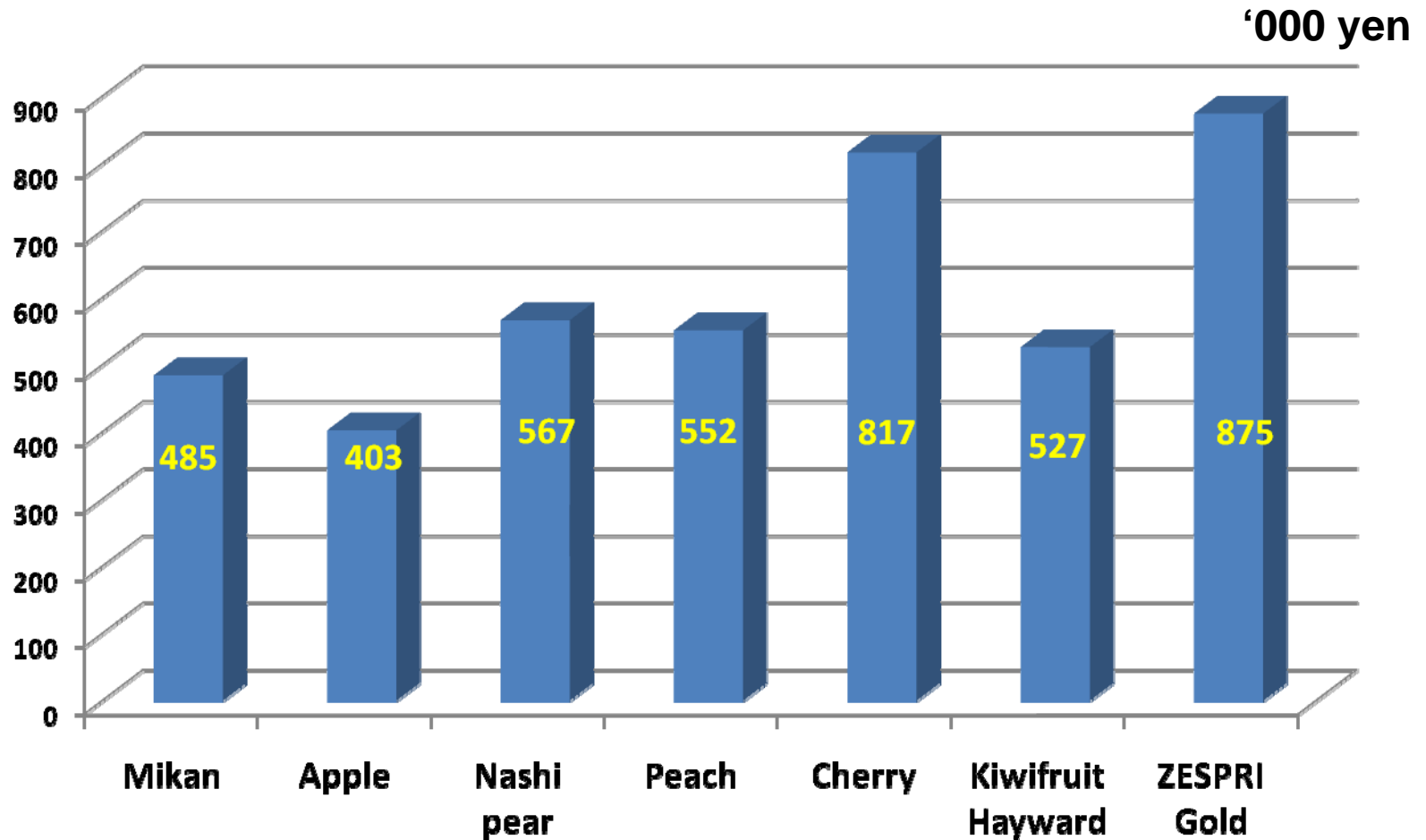






Support Growers' sustainable orchard management

OGR per 0.1 ha (2006)



Source: ZESPRI Gold – Ehime grower report '06
Other fruits – MAFF Statistic 21st Dec '07



ZESPRI™ のお約束



誠意



味



サービス