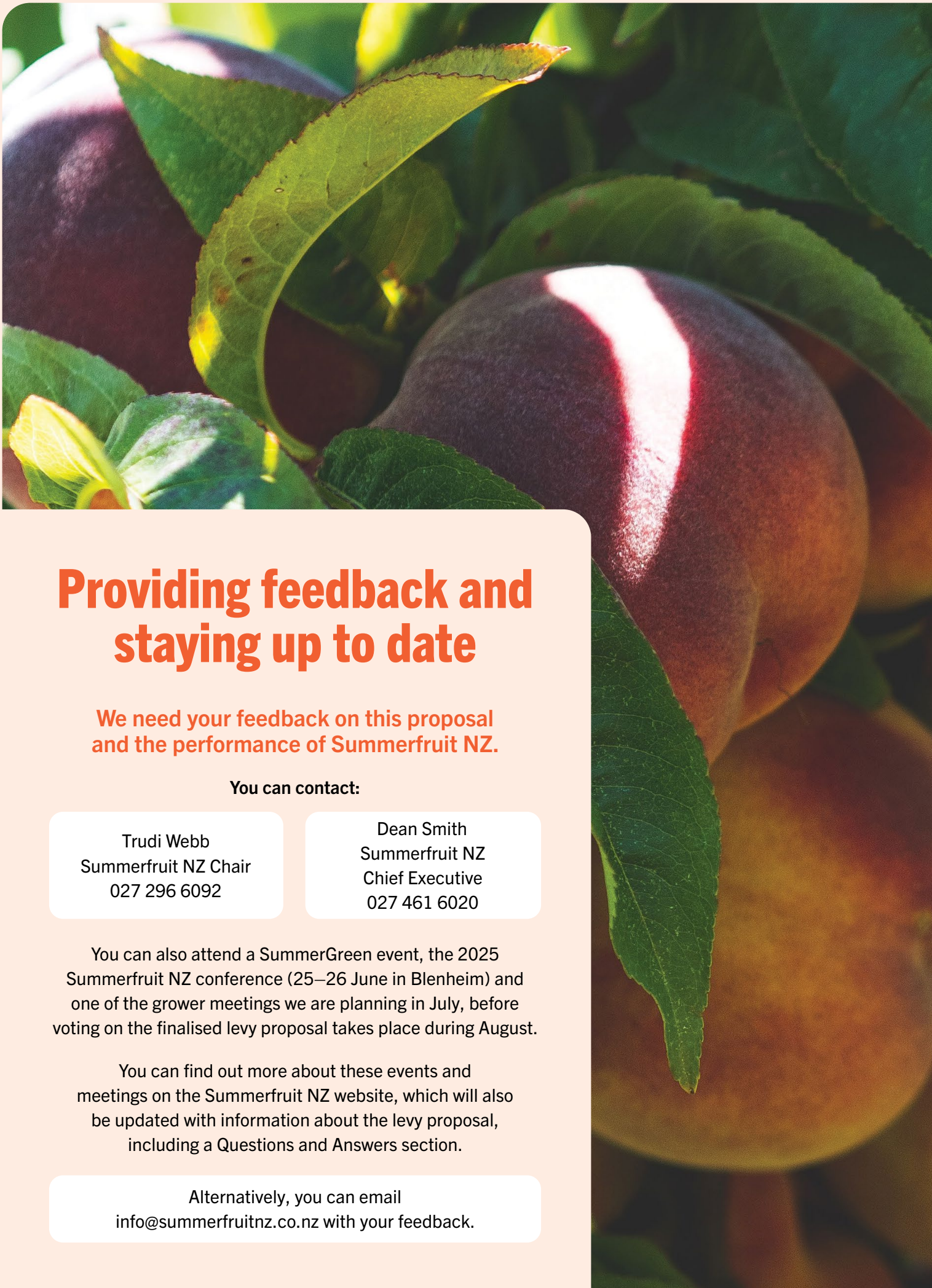




Commodity Levy Proposal

2025[🍏]



Providing feedback and staying up to date

We need your feedback on this proposal and the performance of Summerfruit NZ.

You can contact:

Trudi Webb
Summerfruit NZ Chair
027 296 6092

Dean Smith
Summerfruit NZ
Chief Executive
027 461 6020

You can also attend a SummerGreen event, the 2025 Summerfruit NZ conference (25–26 June in Blenheim) and one of the grower meetings we are planning in July, before voting on the finalised levy proposal takes place during August.

You can find out more about these events and meetings on the Summerfruit NZ website, which will also be updated with information about the levy proposal, including a Questions and Answers section.

Alternatively, you can email info@summerfruitnz.co.nz with your feedback.



3
At a glance

5
Challenges

6
What you need to know as a grower

7
Levy timeline

8
Draft proposal: no change

10
**Looking back on what
Summerfruit NZ has achieved**

16
Future focus

18
What success looks like

At a glance



Our vision

Quality summerfruit produced by a successful, confident New Zealand summerfruit industry.

Our purpose

Delivering services, information and advocacy so New Zealand's summerfruit industry can thrive and produce quality summerfruit.

Our values

Putting growers first

Collaborating for impact

Embracing innovation

Adopting a value chain mindset

Championing sustainability

Operating with integrity

Our priorities

Supporting pathways for growth

Enabling industry success

Fostering industry cohesion

Operating with efficiency and alignment



Challenges

The challenges that summerfruit growers face have increased since the last levy vote in 2019.

Growers have had to contend with a pandemic and resulting labour shortages and logistics challenges, numerous weather events including Cyclone Gabrielle, and poor growing seasons. They have also had to deal with rising production costs and falling margins, and increasing government bureaucracy.

In response, Summerfruit NZ has advocated for growers, working closely with HortNZ and other product groups. We have also provided growers with practical advice, and increased investment into research and development. Where practicable, we are working in partnership with government agencies and other industry groups to reduce duplication and optimise efficiency.

Summerfruit NZ has also looked at itself and is now a more focused organisation that is closer to growers and more able to deliver what growers need and want.

Over the past five years, summerfruit growers have continued to grow the best fruit possible, with pride and resilience. In some cases, growers have had to rebuild entirely due to extreme weather events, while others have changed what they grow and how they grow, in response to the market.

What you need to know as a grower

What we need from growers

Summerfruit NZ needs your continued support by voting 'yes' in the levy referendum in August. This support and continued funding will enable Summerfruit NZ to enhance its work to help growers thrive and give them a strong and independent voice.

Why do we have a summerfruit levy?

The summerfruit commodity levy helps pay for activities that benefit the whole industry. The levy is Summerfruit NZ's main income source.

The levy is used for:

- product development
- research, including market research
- market development
- protection or improvement of plant health
- biosecurity activities
- development and implementation of quality assurance programmes
- education, information, or training
- grower representation
- day-to-day administration of Summerfruit NZ.

The current levy – called the Commodity Levies (Summerfruit) Order 2020 – will expire in August 2026. We need to hold the levy referendum in August 2025 to give the Associate Minister of Agriculture sufficient time to consider the application and make the proposed new order in time for it to come into force in August 2026.

Levy voting process

- Voting on the finalised levy proposal will take place in August 2025. The vote is a simple yes/no weighted vote, based on grower returns for the previous year.
- All growers who pay the levy are eligible to vote.
- Voting papers will be mailed and emailed. Growers will also be able to vote using their mobile phones.
- An independent company, electionz.com, will conduct the voting process and provide the result.

Levy timeline



Draft proposal: no change

Summerfruit NZ proposes no changes to the summerfruit commodity levy order.

Seeking your views

Over the coming months, we will be meeting with growers to hear what they have to say about the levy order; Summerfruit NZ's vision, purpose and priorities; and how we are performing as an organisation for growers.

Growers' feedback will be reflected in the final summerfruit commodity levy proposal, which growers will vote on in August 2025.

Commodity levy – the basics

- The levy is based on sales value. It is imposed on summerfruit grown by commercial growers for commercial purposes, including all roadside stall sales, gate sales, farmers markets and any summerfruit sold directly to the public such as online sales.
- A grower may either pay the levy directly to Summerfruit NZ or use a collection agent such as a processor, marketer or exporter to pay the levy on their behalf.
- When selling fruit to another grower for resale, the receiving grower is considered the collection agent and is therefore required to pay the levy due.

Levy rates

Currently, Summerfruit NZ may set the levy at three different rates, as follows:

- a rate for apricots, nectarines, peaches, and plums (and any hybrids of those fruits)
- a rate for cherries
- a rate for summerfruit sold for processing (excluding summerfruit sold to Heinz Wattie's for processing).

The rate for apricots, nectarines, peaches, and plums (and any hybrids of those fruits) must not exceed 1.75% of the sales value.

The rate for cherries must not exceed 1% of the sales value.

The rate for summerfruit sold for processing (excluding summerfruit sold to Heinz Wattie's for processing) must not exceed 0.5% of the sales value.

Actual levy rates are set at each year's annual general meeting (AGM).

Current levy rates are:

Apricots, nectarines, peaches, plums and hybrids	1.5%
Cherries	0.75%
Processed summerfruit (excluding fruit sold to Heinz Wattie's)	0.5%
Biosecurity levy rate* applied in addition to the above	0.05%

**This is a separate levy under a separate piece of legislation.*

No change is proposed to these levy rates under this proposal.



**Looking back on
what Summerfruit
NZ has achieved**



Covid

- Worked with HortNZ, other product groups and government agencies to find solutions to the impacts of Covid, in particular, the labour shortages and logistics interruptions.
- Took responsibility for finding solutions to the labour shortage in Central Otago, while New Zealand Apples & Pears took responsibility in the Hawke's Bay.
- Was involved in the Ministry for Primary Industries Opportunity Grows Here labour attraction campaign, as well as the Handpicked Crew campaign, and Work the Seasons and PickNZ websites, all of which are still in operation.
- Engaged with the Ministry for Business, Innovation and Employment and other industry groups to ensure that as many workers as possible from the Pacific could safely enter and leave New Zealand, through the Recognised Seasonal Employer scheme and Managed Isolation and Quarantine. We continue to be engaged on improving the RSE scheme, through the CE Collective, which Summerfruit NZ helped to establish.
- Worked with HortNZ and government agencies to develop Covid protocols for packhouses.
- Worked with the Ministry of Transport and Ministry for Primary Industries officials to provide advice to support Cabinet's decision to establish the Maintaining International Air Connectivity scheme.

Cyclone Gabrielle

- Worked with HortNZ, other product groups and government agencies to support growers' recovery from this terrible weather event.
- Provided data and advice to the Government on the recovery options, before they were implemented.
- Worked with groups such as the Hawke's Bay Fruitgrowers Association to establish the Hawke's Bay Horticulture Advisory Group.
- Obtained government funding to enhance GIS mapping data, to improve the ability to respond in the case of another significant weather event.



Research and development



- Reviewed and refreshed Summerfruit NZ's research strategy, concentrating on three main pillars or themes: environment, orchard management and crop protection.
- Increased investment of grower levies in research, development and extension in line with the pillars and direction from the research reference group, which provides the grower voice.
- Through A Lighter Touch, developed tech notes for the off-label use of the insecticide Movento; and the fungicide Belanty® for brown rot control.
- Continued to drive the search for new crop protection tools through investment in A Lighter Touch.
- Through A Lighter Touch, initiated a two-year understory planting project in Central Otago, to enhance biodiversity and improve weed management.
- Commissioned Plant & Food Research to develop a technote to increase understanding of the causes of replant disease.
- Commissioned Primary Insight to work with four Otago growers to provide best practice irrigation advice.
- Made available daily weather and disease reports through the HortPlus MetWatch platform.
- Updated the SummerGreen manual with new images of pests and diseases, and the symptoms they cause.
- Delivered the twice yearly SummerGreen series of extension workshops.
- Collated all the research supported by Summerfruit NZ and its research and development providers into a database containing more than 300 records, available via the Summerfruit NZ portal.
- Responded to industry concerns; for example, commissioned advice to clarify changes to the Taiwan sanitation standard for food cleanser, and its potential impact on New Zealand summerfruit exporters.
- Collected spray diary data to support ongoing research.
- NZ Summer Fresh, the industry-led cooperative, signed a Master Licence Agreement with Plant & Food Research for the commercialisation of five NZsummer apricot varieties from the joint breeding programme.



Biosecurity

- Engaged extensively with MPI around the development of a Summerfruit Operational Agreement to cover summerfruit-specific priority pests: plum pox virus, European cherry fruit fly, and peach twig borer.
- Represented the summerfruit industry in the Government Industry Agreement (GIA) for Biosecurity Readiness and Response.
- Continued to be active members of the cross-sector councils for fruit fly and brown marmorated stink bug (BMSB).
- Part of the responses to the discoveries of two separate Oriental male fruit fly in the Auckland region in early 2025.
- Supported development of operation specifications for the plant pathogen *Xylella fastidiosa* and the pan-sector approach to *Lepidoptera* readiness.
- Became a signatory to the GIA Operational Agreement for *Xylella fastidiosa* (Readiness).
- Continued to play an active role in the *Lepidoptera* working group.
- Responded to identification of a new canker species (*Calosphaeria pulchella*) and provided growers with a technote.
- Represented Summerfruit NZ on the working group to inform HortNZ's submission on proposed amendments to the Biosecurity Act. We also made an independent submission to reinforce issues of relevance to our industry.

Export registration and market access

- Worked proactively to protect access to existing markets that have been negotiated for New Zealand summerfruit exporters.
- Worked with exporters and MPI on any issues that arose in each export season. Recent examples have included: changes in China's registration process, Thailand's residue testing policy and Taiwan's food sanitiser standards.
- Trialled a virtual audit for cherries to Japan, rather than having to have a Japanese inspector in New Zealand. If successful, this will save the industry money.
- Advocated for improved access, for example, we are currently preparing a detailed application to obtain access for apricots to Taiwan.
- Represented the summerfruit industry on the December 2024 trade delegation to India.
- Organised the annual Residue Management Programme.





Future focus

Summerfruit NZ, under new Chief Executive, Dean Smith will continue to focus on ensuring growers can thrive and grow quality summerfruit that anticipates what markets and consumers want.

We will:

- Ensure our investment of grower levies in research, development and extension provides growers with the knowledge they need to remain competitive and meet new requirements, around the use of land and water, and agrichemicals.
- Improve our extension activities, so growers have better access to the tools and resources they need to respond to changing requirements, and have more tools to choose from.
- Maintain our intense interest in biosecurity, to ensure that New Zealand remains comparatively pest and disease free, but also so that, if there was to be an incursion, the industry could be quick to recover.
- Work with government agencies and other product groups to expand markets and maintain access. We will ensure we have the capacity to respond quickly to any issues that exporters face during the export season.
- Continue to invest in market development, to increase demand for our fruit and support for our industry.
- Continue to advocate for the industry, working with HortNZ and other product groups, to ensure central and regional government policies support growers and the summerfruit industry's success.
- Improve communication, so growers know exactly what is going on and have more understanding of the context.
- Maintain the operational efficiency of the organisation, while ensuring it has the capability to respond in a crisis.

What success looks like

Summerfruit NZ has:



Ensured the industry has pathways to grow



Enabled successful summerfruit businesses



Built relationships with, and connected New Zealand's summerfruit growers.



Operated as an efficient and focused organisation.



www.summerfruitnz.co.nz