

New Zealand  
Apples & Pears®

# Annual Report

2024

# Contents

<b>Chair's Report</b>	<b>1</b>
<b>CEO's Report</b>	<b>3</b>
<b>New Zealand Growing Regions</b>	<b>4</b>
<b>Industry Snapshot</b>	<b>5</b>
<b>Our Strategy</b>	<b>9</b>
<b>Market Access</b>	<b>12</b>
<b>Biosecurity</b>	<b>14</b>
<b>Workforce</b>	<b>15</b>
<b>Knowledge and Extension</b>	<b>17</b>
<b>Research and Development</b>	<b>19</b>
<b>Communication and Advocacy</b>	<b>22</b>
<b>Prevar</b>	<b>23</b>
<b>Our People</b>	<b>24</b>
<b>Advisory Groups</b>	<b>27</b>
<b>Financial Report</b>	<b>28</b>





## Chair's Report

**The 2023-24 season has been a time of challenge and change. During a season of excellent fruit quality and good packouts, growers have had to contend with fruit size challenges, sluggish markets and the continued after-effects of several major weather events. These factors have led to, at best, an average season of returns for growers. We know there is significant financial pressure out there.**

### Strategic review, refresh, refocus

Your Board has been equally busy this year. As promised at the 2023 AGM, the Board undertook a strategic review with the expectation that it would be completed by December 2023; this was achieved. I would like to thank everyone involved in this significant piece of work, including those who completed the survey, attended working groups, undertook interviews and sense checked the final strategy. Two main areas of focus came out of the strategic review; focus on market access, and be bolder in our advocacy. The message has been received and these pillars, alongside biosecurity, and research and development have, or are, being focused on and strengthened.

The New Zealand Apples and Pears (NZAPI) Strategy 2024 is an enduring and bold document that, alongside our implementation plan, gives the NZAPI Board and team clear direction and better defines our roles. It clearly indicates our goals to our strategic partners, including Central and Local Government, and Horticulture NZ.

### Balancing budget and managing risks

Another significant piece of work that was undertaken by the Board this year was the alignment of our budget to the new strategy. Through this work, we were able to maintain the reduced levy voted on in 2023. This process was a fine balance between cutting costs while managing risks. Currently, we are running a deficit budget, using a portion of our reserves. We believe it is balanced, can meet our strategic objectives, and will fulfil our director obligations. Over time we are anticipating income growth and expense control will close the gap. Be assured the Board will continue to closely monitor both domestic and international risk.

In order to continue to fulfil our governance obligations we will be focusing more on levy income. NZAPI constantly has a lot of balls in the air and a consistency of earnings helps deliver a consistency of services and value.

### New CEO leads team with strong future focus

In August of 2023 we welcomed Karen Morrish as Interim CEO. Karen's standing within the industry, her previous experience, and her friendly and focused manner quickly saw her steady the NZAPI team after what had been a tumultuous time. These traits also saw her forge meaningful relationships with industry and Government that will hold our industry in good stead.

Under Karen's guidance the NZAPI team have returned to 'business as usual' after dealing with the double whammy of both Covid and Cyclone Gabrielle, and she has seen the team meld and strengthen to fit the goals of the strategic review. The Board are delighted to have Karen at the helm.

### Government relations strong and open

The election in October and the subsequent change in Government provided NZAPI with a unique opportunity to inform the incoming administration of our needs. A strategic series of Briefings for Incoming Ministers (BIMS) were put together highlighting our wants and needs, the issues we face as an industry that will stop us achieving our long-term objectives, and how we could assist each other in reaching our collective goals. I am delighted to say that we have been well received and have met with all our relevant ministers on numerous occasions.

Our stable crop forecast caused some confusion at ministerial level. This perceived anomaly was clarified to those who hadn't made the link between the extraordinary hard work and significant investment the industry had undertaken into new planting systems and new varieties during Covid; a time when the industry was already under enormous stress. This hard work led to the stabilisation of our crop even after losing over 610ha to Cyclone Gabrielle.

Relationships with Government are good and communication channels are open. On top of this, our goals closely align with theirs and so far, this is a positive sign. With the Government targeting a



doubling of exports in the next decade and, if the right policy settings and environments are implemented, horticulture is well-positioned to be at the forefront of achieving that objective. Over the coming year, NZAPI plans to be more visible and active in promoting those conditions and settings.

We won't always get everything we want but we will always fight for it.

To cap off an already busy year, NZAPI undertook the six-yearly review of our commodity levy order. Karen and I toured the country, meeting growers and discussing the pressing issues. The Board and I would like to thank you for your time and involvement in this process. For me there is always joy in sitting down in a smoko shed, having a cuppa, and going to see the fruit coming off, it never gets old.

At an operational level, a large portion of our levy spend goes to our research project, Smart and Sustainable. Smart and Sustainable focuses primarily on market access and proactively managing the potential loss of chemistry, balancing the residue-free focus of Europe against the strict phytosanitary requirements of our Asian markets, and better understanding our environmental position. The project will develop tools and new knowledge allowing our membership to make informed, science-based decisions.

A major success for market access this year has been the ratification and adoption of the EU Free Trade Agreement. Being the backbone of many of our export programmes, it was a win to successfully advocate for the agreement to enter into force well ahead of its previously anticipated date, maximising its benefit for members almost immediately.

The Board and the team are thrilled to be back to business as usual after the last few disrupted years. Of particular focus for the next two years is returning the industry to a sustainable position. As with all issues we face, we are looking at how NZAPI can assist, advocate or inform. If we are to reach our lofty goal of \$2Bn by 2035, I think we can all agree that we first need confidence in the industry's profitability and future restored.

Thank you, it is an honour to be Interim Chair during this time of change and challenge.

Lesley Wilson  
Interim Chairperson



# CEO's Report

It has been a tumultuous few years for the industry and our organisation, and it never ceases to amaze me that each season is different to the one before and the season of 2023/2024 did not disappoint. I came into the interim CEO role at the end of August 2023, and it has been full throttle for everyone associated with apples, pears and horticulture ever since – the “off season” hasn't existed for a good many years.

## Moving ahead with clarity and focus

At New Zealand Apples and Pears (NZAPI) we've undertaken a full strategic review, have been navigating the new government environment, settled the team into a new era and entered 2024 with clarity and enthusiasm to deliver on the strategic review outcomes.

I talk about this later in this annual report, but it was made clear during the review that NZAPI must continue to focus efforts on market access and be bolder and braver in the communications and advocacy space. We've listened, and have made investments in those areas of the business to bolster the team and to increase our focus and our output.

**“NZAPI must continue to focus efforts on market access and must be bolder and braver in the communications and advocacy space.”**

NZAPI is an enabler, it is our purpose to present the vision and provide the voice of the Aotearoa New Zealand apples and pears industry, enabling our members to prosper. Partaking in the strategic review has given us greater guidance and clarity.

It now helps to guide our focus on orchard gate returns (OGR), acknowledging that the broader environment (social, political, community and environmental) must be strategically managed to support profitability.

However, it is important to recognise that a vast proportion of our work is also BAU in the critical services and solutions that we provide and we will continue to do so to a high standard.

## Continued industry resilience and challenge

As we moved into the early part of 2024, the crop estimate was published and it took many by surprise. Despite re-checking the figures, an estimate of approximately 21 million TCEs was forecast.

Post-harvest re-estimates however have revealed an 11 percent decrease in TCEs, primarily due to smaller sized fruit across all growing regions. While the quantity and exceptional quality of fruit highlights the resilience of our members (cyclone affected or otherwise) and the strength of our rootstock, the re-estimate tells us that full sector recovery has some way to go.

The industry has been facing headwinds for many years now and these continue. One of those challenges is the cost of production, with everyone looking inwards to determine where costs can be cut or hard decisions are to be made. NZAPI has gone through its own reflection, with expenditure and commitments reduced considerably to ensure we maximise our value and minimise our levy draw. We will closely continue to monitor expenses and commitments throughout the year.

What you can be assured of is a very dedicated, passionate and expert team who put the needs of the membership first and strive for excellence every day. I am exceptionally privileged to lead such a capable and inspiring group of people and know from the many comments and feedback from our membership, that this is recognised nationally. Over 2023/2024 we farewelled Jake and Emma, both off to new and exciting career developments and we have welcomed Rachel M, Xanthe, Jayne and Jess W into permanent positions.

## Connecting with members, key to success

The early part of 2024 saw us enter a commodity levy renewal phase and roadshows were completed throughout the country where both Lesley Wilson and I had the chance to meet many of you. This has been an absolute highlight for me personally and it has further reiterated the direction of the new strategy and acknowledgement of the impact that the team is having. As a team, we remain committed to maximising the effect of every grower levy dollar and will continue to do so under the new strategy and into the future.

Throughout the year, the NZAPI team interacts with a lot of members, whether it be through skill-up days, face-to-face meetings, webinars, or part of our essential advisory groups. These interactions, expertise and inputs energise and motivate the team and I thank each and every one of you for the time you take to feedback and contribute, your insight is invaluable.

There are two acknowledgements I would like to make following my first few months in the role. Firstly to the Board and Lesley Wilson in particular as Chair, the support is very much appreciated and I have welcomed your guidance and governance. Secondly, to the NZAPI team, I have worked alongside many of you for years in wider industry positions, but to now be a part of the team and enjoy the magic you bring to NZAPI, makes every day enjoyable.

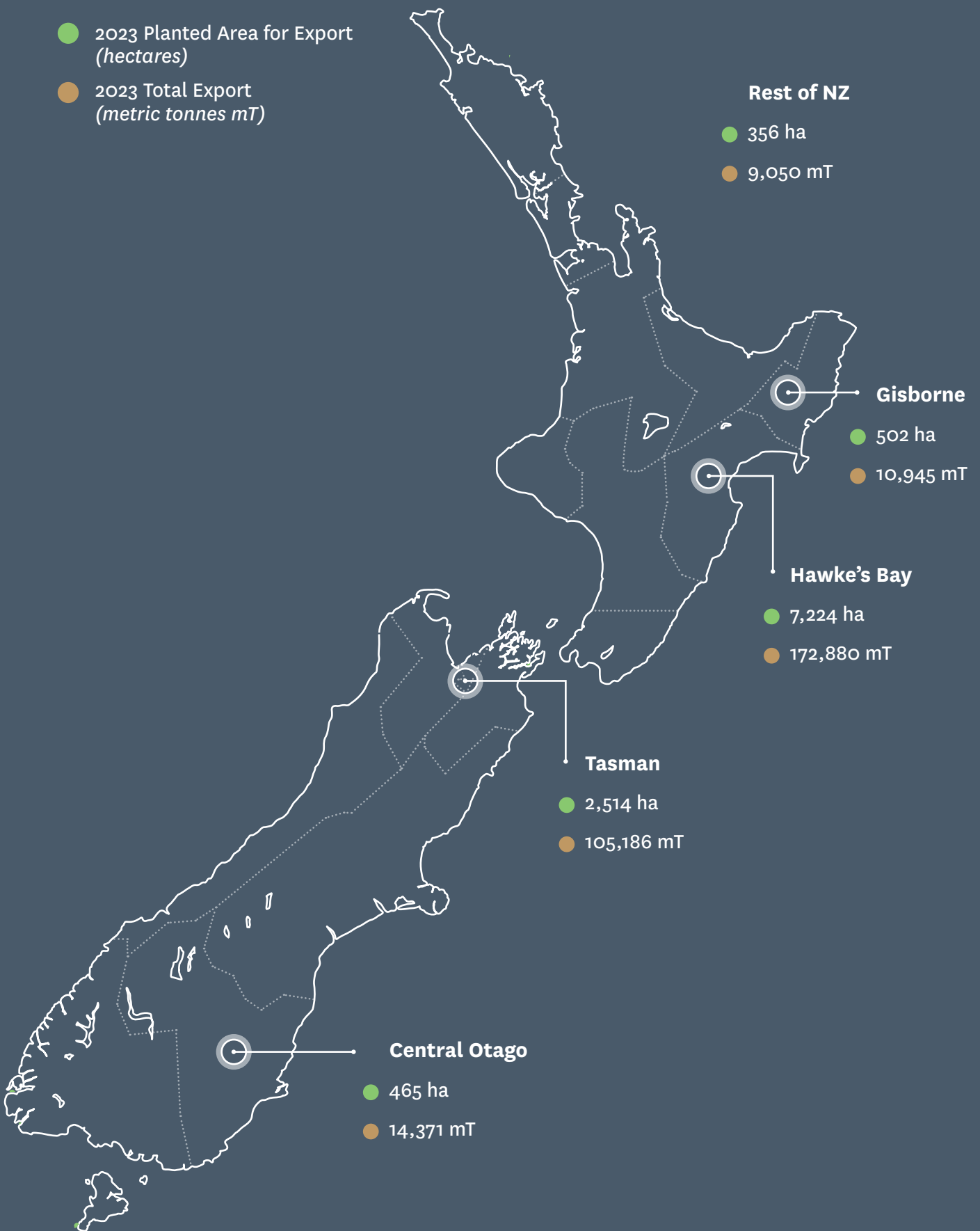
As always, the NZAPI team is here to listen and learn and I welcome the continued connection we have with our membership and wider stakeholders. Thank you for your continued support.

Karen Morrish  
Interim CEO



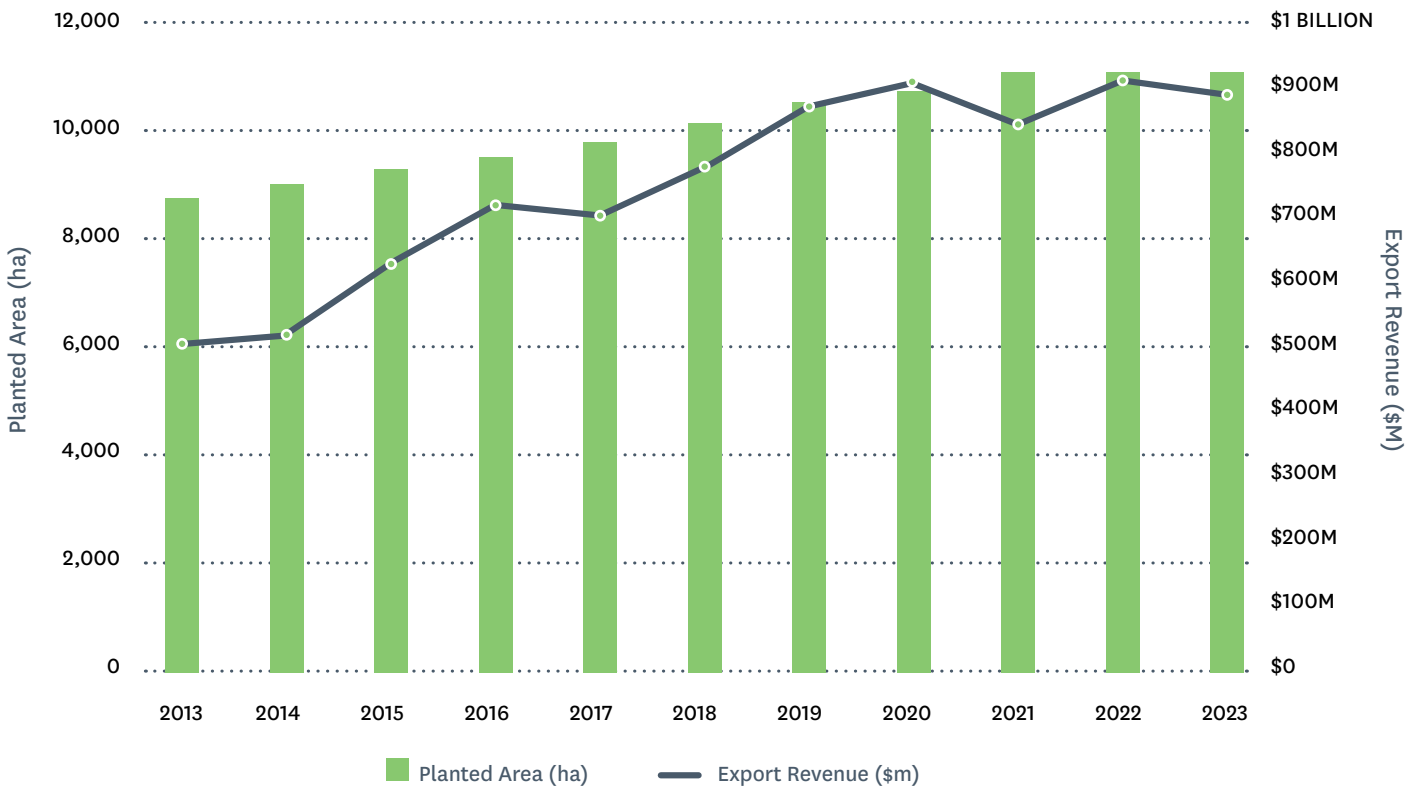


# New Zealand's Growing Regions

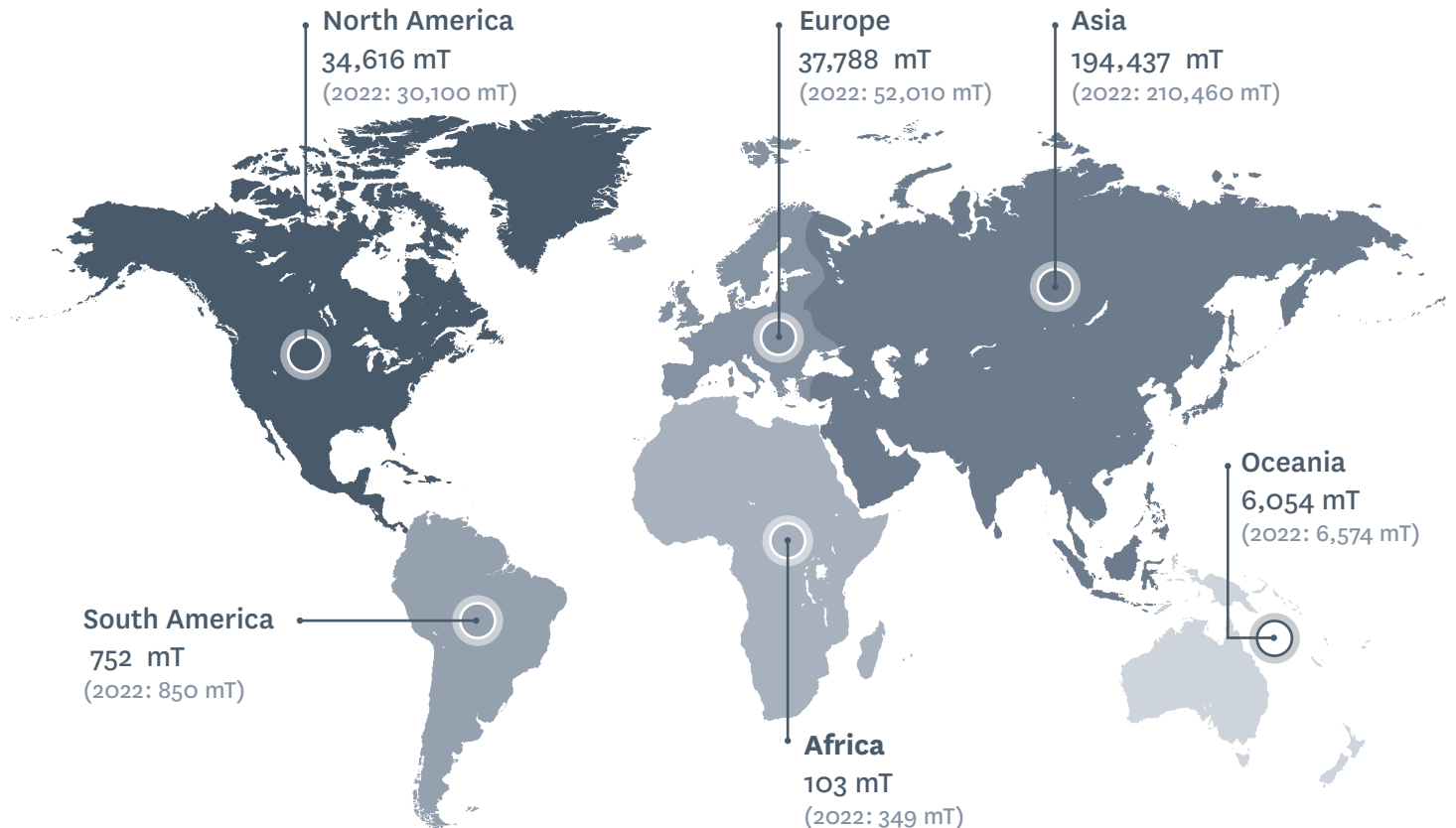


# Industry Snapshot

## Export Revenue and Planted Area



## 2023 Export Volume



## Planted Area



Minimal total change in planted area



=

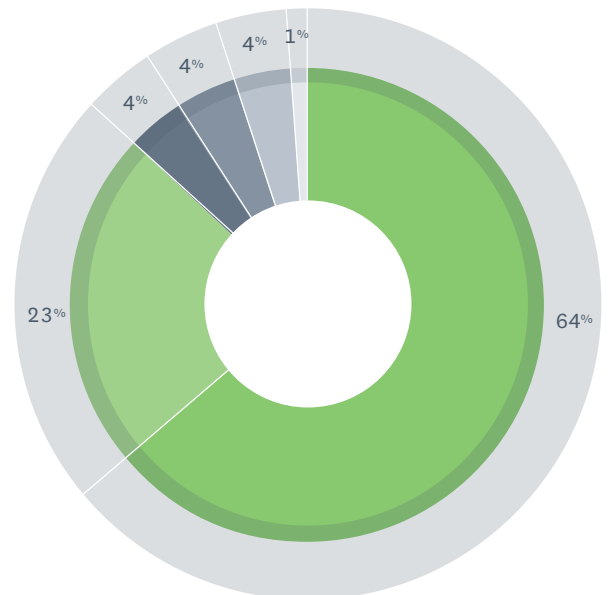


Compound annual growth rate (CAGR) over 10 years

## Regional Distribution of Orchards

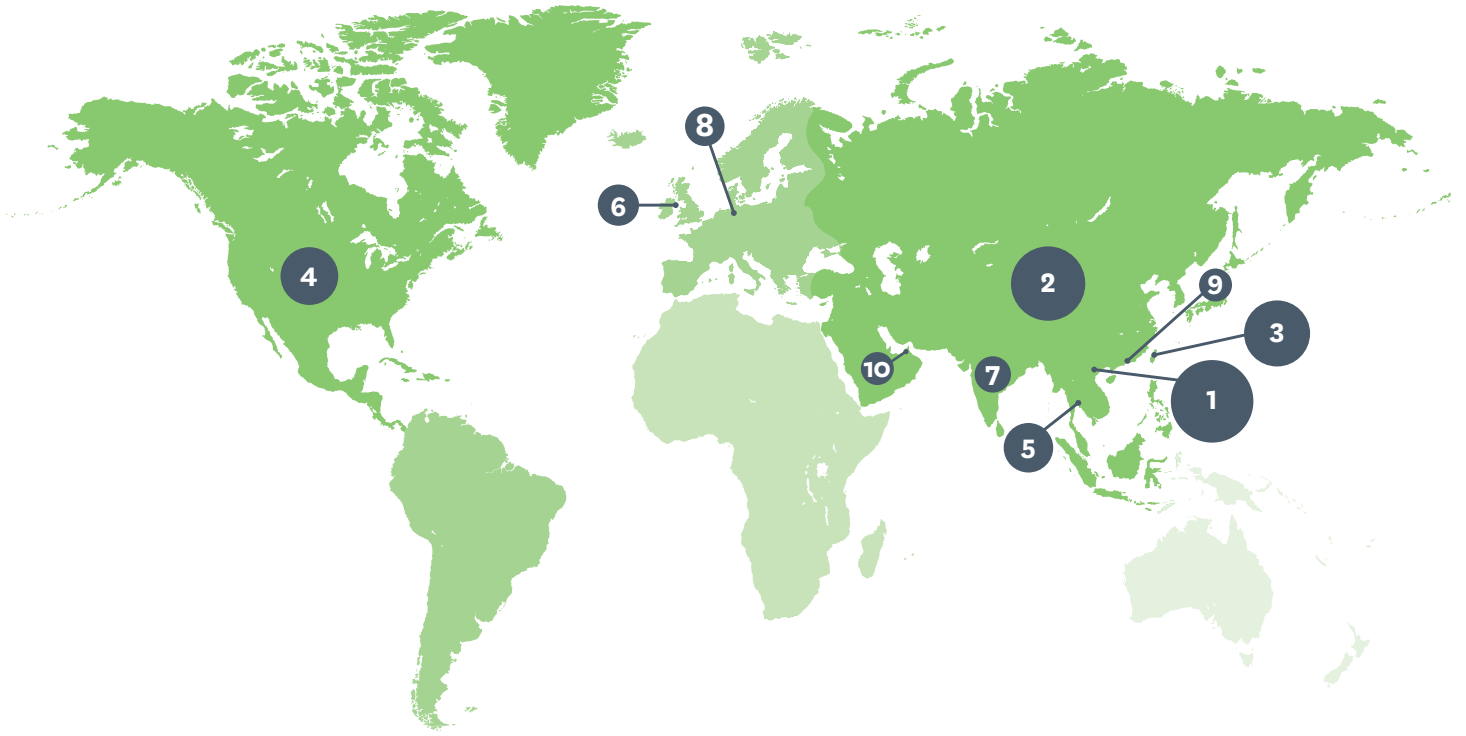
Hawke's Bay remains the largest growing region, accounting for 64% of our total planted area, an increase of 2% from last season. This increase is due to both an increase in new variety plantings, as well as the continued registration of orchard blocks where post-cyclone bounce-back was still to be confirmed. Gisborne's pipfruit industry continues to grow - albeit slower than in previous years - now representing 4% of the planting. Tasman (23%) and Central Otago (4%) stay the same as last year, with a small increase in plantings for the rest of New Zealand.

- Hawke's Bay
- Tasman
- Otago
- Gisborne
- Rest of New Zealand
- Unregistered/Local Market/Processing





# Our Export Destinations



- 1 Vietnam
- 2 People's Republic of China
- 3 Taiwan
- 4 United States of America
- 5 Thailand
- 6 United Kingdom
- 7 India
- 8 Netherlands
- 9 Hong Kong
- 10 United Arab Emirates

## Export Production



Royal Gala



Envy™



Cripps Pink



Fuji



Braeburn

# Pipfruit Key Data

		2022	2023
	Gross export earnings (\$ Millions)	901M	874M
	Planted area registered for export production (hectares)	10,760	11,061
	RPIN's registered to grow apples and pears	988	975
	Grown varieties	91 Apples   22 Pears   5 Nashi	92 Apples   22 Pears   5 Nashi
	Export packhouses	47	47
	Cartons of export apples and pears	18.9M	17.35M
	Tonnes of export apples and pears	340,725	312,432
	New Zealand exporters (Exporting more than 1 container)	59	52

## Our Members



Growers | 2023  
**288\*** | ↑ **48**

\*Growth in grower numbers due to increased clarity of levy-paying entities



Post-harvest | 2023  
**18** | ↓ **4**



Associates | 2023  
**65** | ↑ **1**

# Our Strategy

In 2023 New Zealand Apples and Pears (NZAPI) undertook a full strategic review of the organisation, its purpose, role, and strategic priorities.

The review saw the involvement of many of the membership and wider stakeholders, including product groups, research institutions and government departments.

What has resulted, is an enduring document that is practical and implementable, outlining the “what” but not the “how”. The purpose of the strategy is to support and enable the growth and profitability of our New Zealand apple and pear industry.

The feedback from our diverse membership was consistent and reinforced the need for a continued strong and active focus on market access and an increased and bolder approach to communications and advocacy. These two areas, along with the core activities of the organisation, are key enablers for industry.

*We present the vision and provide the voice for the Aotearoa New Zealand apple and pear industry, enabling our members to prosper.*



## Support

our diverse members to thrive economically, through programmes and services that:

- maintain and grow market access.
- manage biosecurity risk and prepare industry for incursions.
- secure a skilled workforce.
- support member profitability through improved productivity.



## Advocate

for our industry, ensuring the needs and priorities of our members are at the forefront for Government.



## Prepare

our industry to be future-fit in response to a changing world.

## The Ambition of the Industry

The overall industry ambition is bold, with an aim to be a \$2bn industry by 2035, enabled and supported by NZAPI. However it recognises that in the short term it is important there is a strong focus on recovery and reset – not just from the hangover of Cyclone Gabrielle and COVID-19 but also for the wider profitability piece and making industry viable again.

To be a thriving \$2 billion industry, valued by our customers, consumers, and partners for our trusted, world-class produce. The success of our industry sustains and strengthens our regional economies and communities, making a vital contribution to the prosperity of Aotearoa New Zealand.



# Strategic Priorities and Core Services

There are five areas in which New Zealand Apples and Pears (NZAPI) will firmly lead:

## SELL



### Market Access

Our markets are secure and profitable, and access is meaningful. NZAPI will maintain, improve and grow market access.

## DEFEND



### Biosecurity

We are resilient to biosecurity threats and incursions. NZAPI manages risk and prepares industry.

## LEARN



### Research & Development

Ensuring strategic priorities are supported and advanced. NZAPI's R&D programmes effectively balance the need to maintain and grow market access and prepare for future challenges.

## KNOW



### Extension

To ensure that industry have knowledge and information. NZAPI specialise in technical translation.

## VOICE



### Communication

To engage at a local and national level to represent NZAPI's members.

---

There are three areas where NZAPI will enable and support:

## SUPPORT



### Business Management Functions

Supporting the smooth operating of NZAPI and the wider industry.

## DO



### Workforce

We have the access to the right workforce at the right time. NZAPI works alongside Horticulture NZ to secure a skilled workforce.

## CARE



### Environment

Our industry uses natural resources sustainably, minimising our environmental impact. This is done with guidance and support from Horticulture NZ.

# Partnerships

The strategic review played an important role in better understanding where the responsibilities of NZAPI lay, and where key partners, such as Horticulture NZ, took over.

## Delivering value to members through partnership with HortNZ

NZAPI's partnership with Horticulture NZ is critical for the work we do in advocating for, and supporting our members. This invaluable partnership is a great asset for NZAPI members.



	Lead	Partner	Observe		Lead	Partner	Observe
Advocacy and Communication	●	●				●	
Biosecurity	●						●
Crop Protection	●						●
Environment / Natural Resources		●	●		●		
Extension / Tech Transfer	●						●
Governance	●						●
Workforce		●	●		●		●
Management Services	●						●
Market Access	●						●
Research and Development	●						●

\*Graph represents pipfruit specific work streams

# Implementation of Our Strategy

The team at NZAPI have developed an implementation plan that will be advanced through annual plans and monitored against specific measures. However, even with this implementation plan, there will be times when the team must respond to unexpected events and challenges, or take hold of new opportunities. The strategy is flexible enough to allow this to happen.

Over the next financial year you will see how these areas begin to frame up how we report, consider and act on your behalf.



## Market Access

**Realising new export market opportunities and solving challenges to maintain existing markets is key to the success of our industry and underpins our organisation.**

New Zealand Apples and Pears (NZAPI) improves and maintains access to overseas markets by:

- Developing export programmes to meet market requirements.
- Providing systems and support to growers so they can meet export programme standards.
- Assessing and growing new market opportunities.
- Developing solutions to trade barriers.
- Advocating for new market access.
- Monitoring onshore and offshore regulations.

Sanitary and phytosanitary requirements are often complicated. Helping growers, packhouses, and exporters meet these standards and compliance requirements is critical.

NZAPI supports growers to meet both national and international phytosanitary, food safety, and quality assurance standards by:

- Communicating crop protection strategies that ensure food safety regulations are met.
- Maintaining databases that outline residue limits and corresponding 'pre-harvest intervals'.
- Maintaining databases that outline pests of concern for each export market.
- Supporting growers to meet their GlobalG.A.P. quality management systems.
- Monitoring and communicating international regulations and trends.

In 2023, the industry exported 312,432 tonnes of apples and pears, which was considerably lower than forecast. This decrease in volumes was exclusively due to the impacts of Cyclone Gabrielle on the Hawke's Bay and Gisborne crops. This was a further blow to the industry, which has experienced a number of challenging years.

The 2024 growing season (spring 2023) has set up the national crop well for harvest and export in 2024. Fruit quality is excellent and growers and packhouses have paid particular attention to meeting all market access requirements.

### Crop Protection

Crop protection services provided by NZAPI ensure the New Zealand apple and pear industry is well-placed to meet our market access sanitary and phytosanitary requirements.

NZAPI works closely with Plant & Food Research, consultants, and key service providers to provide necessary technical support for orchardists in all growing regions, in particular when there are isolated pest or disease issues. Examples of these services include, best practice pest and disease management information; regulatory market residue limits and appropriate preharvest intervals; a close link into spray diary clearance; and a GlobalG.A.P. certified industry residue monitoring programme.

The GlobalG.A.P certified industry residue monitoring programme is robust and is audited annually by a certification body. This programme allows NZAPI to test approximately 550 samples annually. From this data, alongside spray diary data and other sources, NZAPI can monitor trends, patterns, and risks to the programme, allowing us to continuously improve our systems and communicate necessary information to the membership.

### Pear Market Access

NZAPI submitted new market access requests to MPI for *Pyrus spp.* to Vietnam, and *Pyrus bretschneideri* to the United States of America. Both requests have been accepted by MPI. Work now begins to lodge these formally with the corresponding markets. Market access requests can take many years to negotiate between competent authorities, however, we see this as a positive step forward for the pear portfolio in New Zealand and will support these requests with the appropriate technical information.

### Apple Market Access

NZAPI submitted new market access requests to MPI for Pakistan, Brazil and Egypt. The outcome of these requests is yet to be determined.



## United States Department of Agriculture

The USDA pre-clearance programme was a success in 2023. We had two inspectors arrive in New Zealand to inspect apples from February through to July. Inspections occurred in Hawke's Bay, Nelson, and Timaru.

Total exports to USA in 2023 were 26,200mT, which represented 619 lots presented.

## Japan

Japan continues to be a high-value market for New Zealand apples, with existing active and robust relationships across the board. However, access is limited by the requirement to use methyl bromide treatment. A systems approach request has been made to Japan MAFF.

NZAPI led a second NZ-Japan delegation visit to Japan in October 2023, alongside the New Zealand Embassy, Plant & Food Research, Lincoln University, and Prevar with the aim of:

- meeting with Japanese prefectural government officials.
- connecting with research organisations and universities to build formal relationships in areas that are mutually beneficial to both industries.
- visiting national co-operatives, local growing organisations, and individual companies.

As a result, this visit has been recently reciprocated by many of the groups visiting New Zealand to continue conversations.

Work continues in Japan, as the opportunity this market offers is vast. NZAPI utilises a Japan working group, made up of industry members and other stakeholders, to provide insight and direction into our activities.

## NZ-UK Export Quota

The NZ-UK FTA was ratified in 2023, with digital quota certificates being issued by NZAPI for apple shipments arriving post 1 August 2023 to 2026, from which time quota certificates will no longer be required. In 2023, 11,591 tonnes from the total quota of 20,000 tonnes was issued over 199 certificates to 13 exporters.

## NZ-EU FTA

The NZ-EU FTA was signed in July 2023, with the EU ratifying its side of the agreement in November 2023, and New Zealand ratifying in April 2024 for an entry into force date of May 1, 2024. For the apple industry, this means that there is an immediate tariff elimination for all apples. Prior to this, there was a 7.2% tariff for fruit that landed after 1 August.







We are focused on defending and safeguarding our industry from unwanted pests and diseases.

## Biosecurity

**At New Zealand Apples and Pears (NZAPI), biosecurity is a strategic priority critical for industry success.**

We are focused on defending and safeguarding our industry from unwanted pests and diseases. We are prepared to respond to unwanted incursions while minimising any impact on market access. We advocate solutions with government to negotiate policy on biosecurity risks, response plans, and readiness requirements for the long-term resilience of the industry.

### Government Industry Agreement (GIA) Partnership

NZAPI continues to be an active member of the Government Industry Agreement (GIA) partnership. This is hugely important for our industry to be part of the decision-making process for biosecurity readiness and response activities.

This year marked the 10-year anniversary of the deed. This is the signed document that underpins the GIA partnership and acknowledges the collaboration between government and primary sector groups.

In January 2024, NZAPI appointed a new Biosecurity Manager, ensuring we are strongly positioned to represent industry in the biosecurity space at a policy level, and help prepare and lead industry through the biosecurity requirements.

### Collaborative Partnerships and Agreements

NZAPI continues to work closely with Horticulture NZ and other partners to submit and support proposals to the Ministry of Primary Industries (MPI). This work ensures we protect not only our biosecurity requirements but any current and future market access.

NZAPI actively participates in operational agreements (OA) groups and councils, including:

- Brown Mammorated Stink Bug (BMSB) council. A pan-industry collaboration, this group enables a forum where research projects are discussed, pathway of future work is decided, and cost shares agreed. It provides a united front to do more of the operational work required around our readiness activities.
- Fruit Fly Council.
- Lepidoptera Working Group.
- Plant Biosecurity Council.
- Plant Pass Governance Group.

### Lead by Industry to Support Industry

We have recently established the Biosecurity Advisory Group (BAG). Members have been appointed to provide a collaborative approach on the priorities, processes, research, and reviews related to biosecurity in the pipfruit industry.

We aim to equip members with up-to-date information and resources. Documents are available that outline what to do and what to expect before, during, and after a biosecurity response, to provide clarification to growers, post-harvest operators, and exporters.

We are committed to biosecurity from a national perspective, and this is highlighted by our commitment to the Biosecurity Business Pledge. We continue to be part of defending our unique ecosystem that is Aotearoa, New Zealand.

# Workforce

A lot has happened in the labour space over the past 12-18 months and yet it feels as if not much has progressed at all, which we acknowledge and recognise as incredibly frustrating and with widespread financial implications for our membership.

We continue to await the outcome of submissions on the RSE policy review but are actively engaging with Ministers around quick wins and reigniting the viability of the RSE Scheme for the horticultural sector. Our new Government is laser-focused on solutions and we support any improvements and changes that can be made for the betterment of the scheme and to reduce the overwhelming cost of production.

One of the ways that we stay connected to our governmental partners and agencies is being an active member of the RSE Operations Group. This group provides resources and support to RSE employers, meets very regularly with agencies, and keeps employers and industry groups informed through regular communications. We continue to be a proud and valued member of this group and will support the Regional and National Labour Governance Groups as they regather throughout 2024.

The NZAPI team have also worked closely with the Labour Inspectorate to ensure that the National Interpretation Guidelines of the new GRASP V2 (GlobalG.A.P. Risk Assessment on Social Practice) are reflective of adherence to New Zealand employment law and we will continue to advocate to Government that G.A.P. schemes such

as GRASP are recognised at the governmental level as being world-leading and more than sufficient for New Zealand compliance (thus removing the need for additional audits).

Our New Zealand workforce remains incredibly important to our membership and whilst capability is led by Horticulture NZ and other stakeholders, including our employers themselves, we have continued to support the national Emerging Leaders Training and provide sponsorship and engagement through the Young Grower competitions, alongside our regional and district associations. We continue to be delighted at the calibre of pipfruit contestants who enter and do incredibly well in these competitions and would encourage anyone eligible to do so too.

Lastly, NZAPI were represented at the Pacific Labour Mobility Annual Meeting (PLMAM), held in Vanuatu, in November 2023. It was the first time that an employer forum was part of the proceedings and NZAPI presented to the wider annual meeting. The outcomes of that forum were commitments made by New Zealand and Australia to best support and represent the workers when in our employment. The PLMAM environment is an excellent opportunity to interact with the many layers within the RSE system and to see first hand the connections and relationships that are held in such high regard between all of the sending countries and New Zealand.

## Workforce Insights

- Hawke's Bay labour shifts due to cyclone recovery: Anecdotal data suggests the usual seasonal workforce dynamics have been affected as some workers transitioned to longer-term reconstruction and recovery jobs offered after Cyclone Gabrielle, impacting availability for traditional roles.
- Focus on long-term recovery: Moving from immediate cyclone response to more sustainable recovery efforts, including rebuilding the workforce capacity closer to pre-cyclone levels.
- The numbers of Working Holiday Visa (WHV) holders have been positive across the regions, providing essential support for seasonal labour demands.
- Concern that higher minimum wage and increased sick leave entitlements for RSE workers has created disparity between the New Zealand workforce and RSE.
- Favourable weather across the regions has supported a smooth harvest season, without weather related interruptions to supply of work.

### RSE

#### Cap Increase and Utilisation:

- The RSE cap was increased by 500 workers to 19,500 for the 2023/24 season. Underutilisation of the new cap was noted, attributed to reduced crop yields following Cyclone Gabrielle, economic impacts of current policy settings, and rising costs associated with employing RSE workers.

#### Challenges Impacting RSE Utilisation:

- Recruitment and logistical issues, including visa processing and flight arrangements, prevented full utilisation of the cap.
- Economic challenges continue to affect the scheme's

attractiveness, with rising costs making the RSE scheme less viable for some employers.

#### Policy Review and Governmental Changes:

- The timeline for the RSE Policy Review remains uncertain following recent governmental changes.

#### Stakeholder Engagement and Discussions:

- Active participation in the Pacific Labour Mobility Annual Meeting in Vanuatu in November 2023 focused on labour mobility strategies and operational concerns.
- RSE employer forums provided a platform for employers to exchange insights, tackle challenges, and advocate for beneficial policies.

#### RSE Conference 2023:

- Held in Christchurch, the conference brought together stakeholders to discuss the future of the RSE scheme, celebrating achievements and planning for upcoming challenges.

#### National Labour Governance Group

- The National Labour Governance Group has been re-established to help strengthen collaboration amongst key RSE stakeholders on critical RSE matters.
- Eight employer representatives elected by Regional Labour Governance Groups.





## Knowledge and Extension

Ensuring members can access and receive quality information efficiently and effectively is a critical role for New Zealand Apples and Pears (NZAPI).

### Industry Season Start-Up Events

At the start of the growing season NZAPI hold Season Start-up meetings with members across the country, including Hawke's Bay, Gisborne, Richmond, Motueka, Timaru, and Central Otago.

These events provide an opportunity to talk with growers and share the important market access updates and programme requirements for the season ahead, as well as an opportunity to connect with members to discuss their regional needs.

In total, six workshops were held, connecting with approximately 245 industry people.

### Skill Up the Orchard

In August 2023, NZAPI presented Skill Up the Orchard training days. Five events were held for spray teams and operators, which discussed sprayer maintenance, sprayer setup and spray coverage testing, and fill point safety and tips. Attendance at the events was even higher this season with 449 people participating, showing the ongoing need for spray training at the ground level with practical hands-on training.

### Orchard and Postharvest Research Workshops

The Orchard and Postharvest Research Reviews are a key priority for NZAPI extension. These events provide an opportunity to both share the latest research findings with industry and also to gather feedback directly from growers on the future direction and ideas for research.

### Market Access Forum

The Market Access Forum is a one-day workshop that provides the latest updates and insights relating to market access for the industry. This year's presentations included updates and insights from Government, exporters and industry associates and discussed the key focus areas for NZAPI market access work.

### Packhouse Skill Up

Packhouse Skill Up days continued into their second year this season. Focused on delivering hands-on training on pest identification, rot identification, QC techniques and annual market access updates. More than 187 people attended across all growing regions through January and February 2023. These events were supported by new resources to help packhouse staff identify phytosanitary pests and aid in the reduction of pest interceptions.

**A focus for this year extension was providing training and resources on pest and disease identification and control options.**



## Phytosanitary Course

The phytosanitary online training course was further developed this year based on industry feedback, with the main phytosanitary course now split into three separate courses based on roles – phytosanitary inspectors, coolstore, and documentation staff. A total of 256 people completed either the full or refresher courses. A separate food safety testing module, and residue sample collection module were also added.

## Grower Tools and Support

NZAPI continues to provide tools and resources that support members in their everyday operations. With a strong focus on crop protection, market access, and pest and disease management, NZAPI continues to upgrade and update its suite of in-house resources and tools for growers.

We are also focused on supporting the rollout of GlobalG.A.P. and preparing growers for upcoming versions.

## NZAPI Annual Conference

The annual NZAPI Conference was a highlight of the extension calendar in July. 'Navigating the Now' was attended by approximately 250 people and received excellent feedback. The conference was held on 31 July and 1 August in Christchurch as a part of the wider Horticulture Conference week, alongside RSE and HortNZ conferences. The NZAPI Conference was a great opportunity for growers to connect with each other and hear from a variety of challenging and informed speakers.

**Practical spray training events continue to provide critical information and support.**



# Support for Cyclone Gabrielle Affected Growers

On the 14th February 2023, Cyclone Gabrielle wreaked havoc and caused devastation to many people and properties across Hawke's Bay and Gisborne.

For those members affected by Cyclone Gabrielle it has been a year of loss and frustration, but also one of resilience and hope. This time last year, the road ahead seemed daunting. However, with endless hard work and determination by growers, and the support of the

community and wider industry, huge progress has been made - with the 2024 crop better than ever expected.

During the year following Cyclone Gabrielle the team at New Zealand Apples and Pears (NZAPI) have been firmly focused on supporting and advocating on behalf of members through the following areas. Following the cyclone, NZAPI facilitated the distribution of \$814,000 from the Ministry of Primary Industry's North Island Weather Events (NIWE) fund to support growers.



## INDUSTRY GOOD

Advocacy, technical projects, education events, and data collection focused on flood recovery.

- Repaid levy money spent on cyclone response. Repaying levy money meant planned levy work could continue such as the Taiwan benchmarking project, and the Japan market access delegation.
- Coordinated industry experts to develop technical support, which was then delivered to growers.
- Coordinated and collated impact data and mapping.
- Engaged and responded with media.
- Provided grower updates and meetings – providing technical content, advice and connecting growers with support.
- Partnered with other industry sector groups to advocate for grower support.
- Technical Field Days – held three field days in Hawke's Bay and one in Gisborne that were attended by 260 growers to discuss post-cyclone orchard management for winter, spring and summer.
- Engaged scientists to undertake soil, tree and harvest-related research on behalf of apple growers.
- Provided RSE support and welfare – provided initial response and then ongoing support for RSE logistics, equipment and welfare.
- Advocated on behalf of growers with Central Government for financial assistance.
- Advocated with Local Council on waste and silt removal and clean up support.
- Assisted growers with understanding, navigating and applying for financial support.



## DIRECT GROWER SUPPORT

Payment and compliance costs associated with growing export pipfruit, to get back up and running for 2024.

GROWERS  
55

GlobalGAP / NZGAP

GROWERS  
25

On-orchard assistance with compliance

GROWERS  
28

Council / consent assistance

GROWERS  
83

First Aid courses

GROWERS  
53

Growsafe training

GROWERS  
180

Lab tests for soil, leaf and water testing

GROWERS  
12

Flow meter verifications

GROWERS  
23

Technical consultancy





## Research and Development

**2023/24 was the second year of seven for New Zealand Apples and Pears’ major research and development programme, Smart and Sustainable.**

The Smart and Sustainable Programme arose to support industry to meet market access challenges. The industry is world-leading in producing fruit that meets both low MRL (maximum residue level) and nil pest requirements across 80 global export markets. However, the industry is challenged to continue meeting these requirements with continued withdrawal of permitted chemicals and the development of resistance for existing products. With no new products being registered we need to find alternative and innovative ways to achieve control that meets both MRL and phytosanitary requirements of our key markets.

The programme is focused on finding solutions to replace at-risk agrichemicals and improve control outcomes for pests and diseases of phytosanitary concern in key markets.

In 2023/24 a programme of research was underway to identify alternative solutions for:

- Black spot control for products at risk of deregistration and resistance.
- Fireblight control where antibiotic use is under review.
- Rot control for products at risk of deregistration.
- Apple leaf curling midge for improved control and risk of resistance.
- Woolly apple aphid for improved control with limited options.

Postharvest solutions researched to improve control to meet phytosanitary requirements include:

- Targeted apple washers for removal of pests.
- Hot water drenching for rot control.
- Detection of small hidden insects.
- Detection of latent rots.

A programme of work is also being undertaken to improve pest and disease outcomes through:

- Spray optimisation using new technology and updated rate standards for modern tree canopies.
- Updated pest and disease risk forecasting tools.
- Access to data to inform decision-making.

Extension is a key component of Smart and Sustainable, working closely with industry to implement and adopt best practice. In 2023/24 a key focus was undertaking case studies with participating growers in Hawke’s Bay, Nelson and Central Otago, to improve pest and disease control using sanitation and updated spray practices.

Key providers to deliver this programme include Plant & Food Research (PFR), Lincoln Agritech, Applied Research Technologies, Stoneleigh Consulting, Fruition Horticulture, AgFirst, iuxta Consulting, Labat Consulting and Montage BI.

The Smart and Sustainable programme is funded in partnership with the Ministry for Primary Industries through the Sustainable Futures Farming Fund with an investment of \$5.9 million industry levy funds over seven years and \$7.4 million co-contribution from MPI. Industry co-contribute a further \$1.5 million as in-kind support to the programme.

We are mindful of the ongoing need to manage our projects diligently, and as a result are focused on financial discipline. Our robust governance structure wraps around each pillar of the organisation to ensure mindful expenditure and financial management.



## The industry levy-funded Research and Development Programmes:

	Investment \$	Objectives	Measures of success
<b>Smart and Sustainable</b>			
<p>Regulations for chemical use in countries we export apples and pears to are constantly changing, with MRL requirements being lowered and existing chemistry being deregistered and no longer available for use.</p> <p>It is becoming more difficult for industry to maintain their unique global position of meeting both low MRL markets in Europe and nil detectable pests and disease in Asia.</p> <p>Alternate solutions are needed for crop protection to continue meeting market requirements.</p>	<p><b>2022 - 2029</b> (7 years)</p> <p><b>Total \$14.8M</b></p> <p>\$7.4M NZAPI (\$5.9 cash and \$1.5 inkind) + \$7.4M MPI (cash)</p>	<p>We have access to effective options for crop protection to manage pests and diseases, while maintaining either low or no residues.</p> <p>Options to access new markets and more easily meet existing market access requirements.</p> <p>Solutions that provide efficient and effective crop protection.</p> <p>Industry have market access programmes, systems and tools that enable members to meet new and existing market standards.</p>	<ul style="list-style-type: none"> <li>Continued access to new and existing market.</li> <li>New options adopted by growers and packhouses.</li> <li>Increased orchard gate returns (OGR).</li> </ul>
<b>Bronze beetle for organic production</b>			
<p>Bronze beetle currently costs organic producers \$13,500/ha resulting in &gt;\$6M pa in losses to the organic industry, the single highest cost to an organic producer.</p>	<p><b>2016 - 2023</b> (8 years)</p> <p><b>Total \$0.4M</b></p> <p>\$0.4M NZAPI</p>	<p>Develop a more sustainable and cost-effective control option for organic control of bronze beetle.</p>	<ul style="list-style-type: none"> <li>An alternative control option to cultivation for organic control of bronze beetle available.</li> <li>Reduced costs for bronze beetle control.</li> </ul>
<b>Industry life cycle assessment</b>			
<p>There is increasing need to demonstrate the sustainability of produce exported to Europe and other countries.</p>	<p><b>2022 - 2023</b> (1 years)</p> <p><b>Total \$0.1M</b></p> <p>\$0.1M NZAPI</p>	<p>To provide an industry life cycle assessment that demonstrates the impact of growing, packing, and exporting NZ apples.</p>	<ul style="list-style-type: none"> <li>Life cycle assessment reported and available to industry</li> </ul>





	Investment \$	Objectives	Measures of success
<b>Fruit fly cold treatment</b>			
There is currently no accepted treatment to allow movement and export of fruit from an exclusion zone in the event of a fruit fly biosecurity incursion.	<b>2020 – 2025</b> <i>(5 years)</i> <b>Total \$0.5M</b> \$0.5M NZAPI	To collect data that will gain international acceptance of a cold treatment protocol that can be used to treat fruit fly in the event of fruit fly being detected in apple-growing regions of New Zealand.	<ul style="list-style-type: none"> <li>An accepted cold treatment protocol for fruit fly.</li> </ul>
<b>Mealybug</b>			
Over the past three years we have seen a resurgence in mealybug that is impacting market access requirements. The cause is unclear and could be attributed to a variety of reasons. There is a need to understand the cause and respond appropriately to improve control of mealybug.	<b>2023 – 2024</b> <i>(1 years)</i> <b>Total \$0.5M</b> \$0.5M NZAPI	This project aims to evaluate the mealybug species composition and assess if aspects of the orchard pesticide programme could be inducing mealybug outbreaks and therefore negatively influencing mealybug biological control.	<ul style="list-style-type: none"> <li>Recommendations for improved mealybug control.</li> </ul>

In addition to our NZAPI-led programmes, we support a number of other external research and development projects including:

Project	Funding Support
SFF Futures Orchard Planting Systems: to double productivity, improve environmental outcomes, and transform labour practices. (Plant & Food Research)	2021 - 2026 NZAPI Contribution \$500k
SFF Futures Project “What’s Coming Out of Tile Drains?” (AgFirst Hawke’s Bay)	2021 – 2024 NZAPI Contribution \$50k
SFF Futures Project Enhancing biocontrol preparedness for brown marmorated stink bug. (Plant & Food Research)	2023 – 2025 NZAPI Contribution \$209k





## Communication and Advocacy

Throughout 2023, New Zealand Apples and Pears (NZAPI) worked hard to increase communications, and create and bolster government relationships, with the need to brief the new Government of industry needs and challenges.

Briefings for Incoming Ministers (BIM) were submitted once ministerial portfolios were known. Key messages included were cyclone recovery (and resilience nationwide), enabling our workforce (including a reversal on COVID-instigated conditions for RSE), market access (including ratification of the EU FTA and reduction of red tape and EPA process delays) and within environment, the access to water, land use change considerations, and recognition of existing schemes such as G.A.P. to reduce duplication and audit fatigue.

Alongside meetings and correspondence with relevant Ministers, we are also very well represented as a sector by local MPs and our strategy is to embed these relationships over the coming months to gain traction and champion improvements.

From an international perspective, we are well represented on the GlobalG.A.P. Board, technical committees within GlobalG.A.P., SHAFFE (Southern Hemisphere Association of Fresh Fruit Exporters), WAPA (World Apple and Pear Association), Taiwan Business Council, India Business Council, NZ International Business Forum, ExportNZ and BusinessNZ and have enduring relationships with our counterparts in Britain, South Africa and Chile. These relationships

are an important part of ensuring that we accurately and effectively represent New Zealand to the world and in turn, learn from our friends on how we could maximise our representation and knowledge.

With the appointment of a full time Communications Manager in May 2024, we will see considerably more engagement and movement in the area of communications and advocacy.

**These relationships are an important part of ensuring that we accurately and effectively represent New Zealand to the world.**



## Prevar

### Prevar delivered commercial revenue for the financial year of \$5.7m against a budget of \$4.8m.

This was based on strong market pricing for key varieties into Asia (PremA096/Rokit™, Dazzle™, Sassy™ and PiqaBoo®), expanded tree plantings in New Zealand and the United States and a better-than-expected volume recovery post-Cyclone Gabrielle for fruit exported from New Zealand.

A smaller crop in New Zealand after the weather events of early 2023 meant the focus was heavily weighted to quality management, and the Prevar team have worked closely with licensee partners in this area with an in-house resource and with the support of Plant & Food Research.

The 2023 season for PiqaBoo® was directly influenced by a loss of market access to Taiwan. As a result, a larger quantity of fruit was made available for sale in the New Zealand domestic market which has supported a healthy following of local consumers. New Zealand Apples and Pears (NZAPI) have been instrumental in opening up new market access opportunities for the New Zealand grower base with Vietnam, USA and Taiwan the priorities. While the planted area of pears in New Zealand continues to diminish there are additional pockets of new PiqaBoo® trees in Hawke's Bay, Nelson, Gisborne and Central Otago. Prevar will continue to provide technical and quality support to growers that help to drive ongoing premium returns and welcome interest from new growers.

With two new apple license agreements signed in FY23, development work has continued in establishing plant variety rights in key offshore territories alongside work in brand development to support the commercial production of Joli™ as well as T133 (brand name confirmed with final trademark protection work under way).

In the area of Research and Development, there are currently seven breeding targets across the apple and pear portfolios with a combination of consumer driven traits and grower-centric attributes. These targets include an increasing presence of double gene scab

resistance in apple selections and fireblight resistance in the pears.

The annual Prevar open days were conducted in Hawke's Bay, Nelson and Central Otago in June and July with a focus on disease resistant varieties (T131 and T133), interspecific pears and two red flesh apples. Expressions of interest were open for growers on a number of selections and test trees for evaluation were distributed to multiple commercial blocks in the main growing areas.

Operating expenses increased in FY24 with higher legal and IP protection costs, an increase in spend in the breeding programme, which includes the development of a new breeding target (health and nutrition), higher staff costs with the first full year of having the Brand Manager and Quality Manager roles in place, and an increased payment to Plant & Food Research for incentives and other R&D. As a result, Prevar will report a loss for the FY24 financial year but remains financially self-sufficient with a strong cash position supported by increasing commercial revenues and the Government sponsored Research & Development Tax Incentive.

Prevar is a significant investment for New Zealand Apples and Pears (NZAPI) and we are focused on maximising future returns to the industry. We manage the investment at governance and management levels by having two NZAPI appointed directors on the Prevar Board and by providing business support as required. Every three years we commission an indicative valuation of Prevar's existing commercialised Plant Variety Rights. The 2024 valuation is \$21.5m, an increase of \$5.3m compared to the 2021 valuation.

With the strength of existing product and brands (PremA096/Rokit™, Dazzle™, Sassy™ and PiqaBoo®), the commercialisation of new products such as Joli™ and the focus areas of new development based on the quality of the pipeline Prevar remains on track to be profitable in the year ending March 2026.



# Board of Directors

The New Zealand Apples and Pears (NZAPI) Board comprises eight directors: seven grower directors and one independent director.

Director terms are three years, with a maximum of four consecutive terms. Grower directors must either be a grower, or an employee of a grower, or an employee of an associated entity of a grower. The maximum number of independent directors is two.



## Lesley Wilson Chairperson

Lesley is an independent grower from a strong, future-focused, family business. Lesley is also a shareholder in Mt Erin Packhouse and the marketing arm, Mt Erin Group.

---

Grower Director

---

Appointed August 2019

---

Hawke's Bay

---

Meeting attendance: 7 of 7



## Jackie van der Voort

Jackie van der Voort has spent much of her life working within the apples and pears industry and is currently CEO of CAJ Apples, owned by SI Orchards Ltd. She has more than 30 years' experience, owning and managing businesses in multiple industries and sits on the Board of Directors for both Prevar and Seasonal Solutions Cooperative.

---

Grower Director

---

Appointed May 2018

---

Central Otago

---

Meeting attendance: 6 of 7



## Craig Betty

Craig has extensive experience in operations and supply chain management.

Craig has spent the past six years as Director Operations at T&G Global where he leads their growing operations for apples.

---

Grower Director

---

Appointed Jan 2023

---

Hawke's Bay

---

Meeting attendance: 6 of 7



## Cameron Taylor

Cameron is a fourth-generation fruit grower, working in the family business as part of the senior management team. As the Export Manager at Taylor Corporation, Cameron is passionate about innovation and the marketing of New Zealand apples.

---

Grower Director

---

Appointed August 2016

---

Hawke's Bay

---

Meeting attendance: 7 of 7



## Cameron Bagrie

Cameron Bagrie has been an economist for 20 years. For more than 11 years he was Chief Economist at ANZ. He has also worked as an economist at National Bank, Treasury and Statistics New Zealand. Rooted in his mainland heritage, Cameron's approach to economics is both pragmatic and unbiased. Cameron is all over every aspect of the economy.

---

Independent Director

---

Appointed January 2023

---

Auckland

---

Meeting attendance: 7 of 7



## John Allen

A Grower Director from Hawke's Bay, John has spent the last seven years working in the Mr Apple Sales and Marketing team, primarily in export sales.

He spent 15 years in corporate and agribusiness banking and governance roles in New Zealand and Australia, working with businesses exporting horticulture, dairy, meat, plant and machinery goods.

---

Grower Director

---

Appointed August 2021

---

Hawke's Bay

---

Meeting attendance: 6 of 7





### Evan Heywood

Growing fruit has been a part of Evan’s family business for more than 80 years. Heywood Orchards is part of Golden Bay Fruit and is based in the Tasman area. Evan is the NZAPI representative on the Prevar board.

---

Grower Director

---

Appointed August 2015

---

Tasman

---

Meeting attendance: 6 of 7

---



### Matt Stafford

Matt is the Innovation and Sustainability Manager for Bostock New Zealand having joined the company in 2019. Matt graduated from Lincoln University with a BSc (Soil Science) and Postgraduate Diploma in Viticulture and Oenology. Prior to joining Bostock New Zealand, Matt had a distinguished winegrowing career working with vineyards within 7 regions of New Zealand and in France, USA and Australia.

---

Independent Director

---

Appointed June 2023

---

Hawke’s Bay

---

Meeting attendance: 6 of 6

---

## Outgoing Directors

### Richard Punter

---

Independent Director

---

Resigned July 2023

---

Hawke’s Bay

---

Meeting attendance: 2 of 2

---

## Associate Directors

NZAPI can appoint up to two Associate Directors. These are appointed by the Board of Directors and they serve a term of two calendar years.



### Shane Flynn

Employee of  
Craigmere,  
Hawke’s Bay



### Greg Sutherland

Employee of Kiwi Crunch,  
Hawke’s Bay

# NZAPI Team 2023/2024

The team as at 31st March 2024 consists of:



**Karen Morrish**  
*Chief Executive Officer*



**Market Access Team**  
**Danielle Adsett** - *Manager*  
**Pip McVeagh** - *Crop Protection*  
**Meredith Ryan** - *Member Systems*  
**Xanthe Ellett** - *Support*



**Biosecurity**  
**Rachel Masters** - *Manager*



**Extension**  
**Anna Lambourne** - *Manager*



**R&D Team**  
**Rachel Kilmister** - *Manager*  
**Jayne Newland** - *Jnr Project Manager*



**Business Management Services**  
**Jessica Cranswick** - *CFO*  
**Jan Broadley** - *Projects*  
**Jill Klempel** - *Admin*



**Labour & Workforce**  
**Nat Bond** - *RSE*

Appointments made after balance date:



**Communications**  
**Jessica Wauchop**



# Advisory Groups

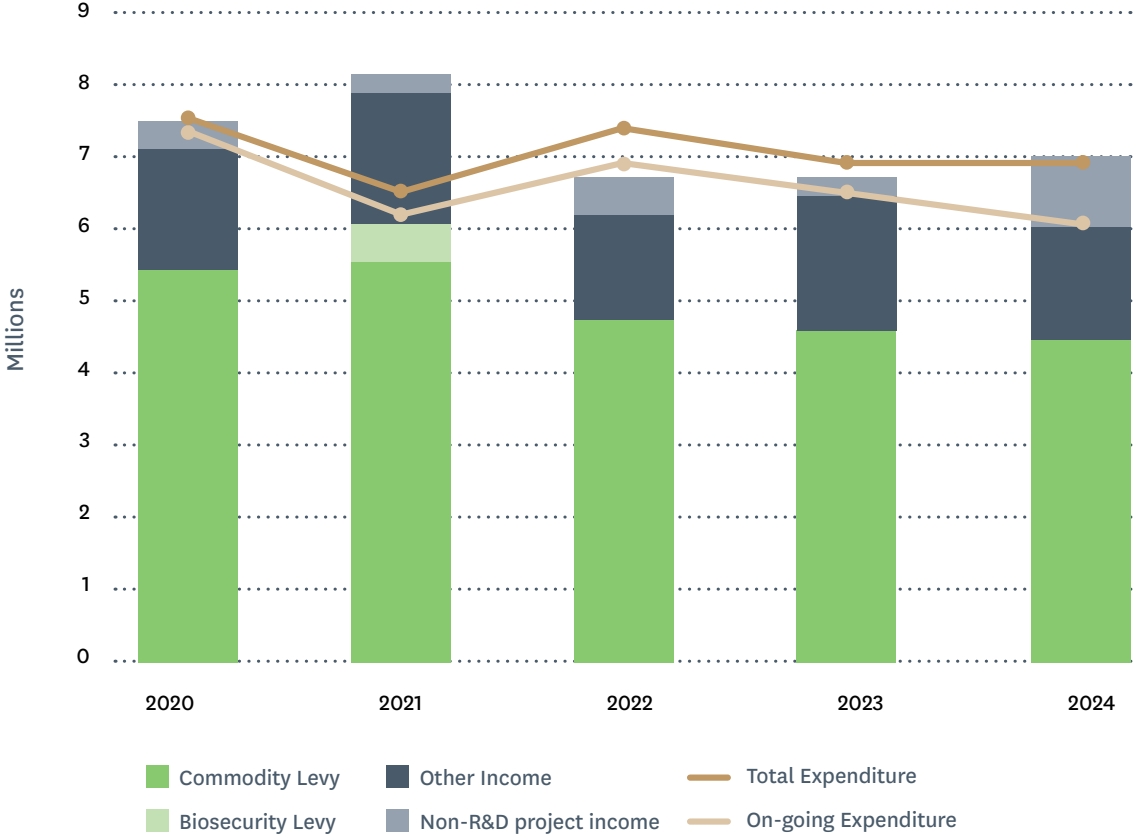




# Financial Report

The 2024 financial statements have been audited and an unqualified opinion has been expressed by BDO Hawke's Bay. The financial statements show an operational surplus for the year, cash has increased due to commodity levies being higher than anticipated, these will be used to fund New Zealand Apples and Pears' (NZAPI) operations in the future. NZAPI's main revenue is from commodity levies. As well as NZAPI's ongoing operations every year there are special projects undertaken to support members. For example, in 2024 we have completed the NIWE project and other cyclone recovery support, which led to an additional \$1m of income and expenditure. The below graph shows NZAPI's ongoing and one-off income and expenditure over the last five financial years.

## Income and Expenditure over the past five financial years



# Levy Expenditure

Commodity levy income and non-levy income is used to deliver programmes across our strategic priority areas. Non-levy income includes government funding for research programmes and specific projects, grants, and fees for specific services delivered:

Expenditure (\$m)	2024		2023	
	Co-funded	Levy Funded	Co-funded	Levy Funded
Research and Development	\$1.1m	\$1.6m	\$1.2m	\$1.5m
Market Access	\$0.5m	\$1.4m	\$0.3m	\$1.4m
Biosecurity	\$0.0m	\$0.2m	-	\$0.3m
Knowledge and Communication	\$1.2m	\$0.5m	\$0.2m	\$0.7m
Workforce	\$0.0m	\$0.3m	\$0.3m	\$0.8m
Sustainability	\$0.1m	\$0.1m	-	\$0.2m
<b>TOTAL</b>	<b>\$2.8m</b>	<b>\$4.1m</b>	<b>\$2.0m</b>	<b>\$4.9m</b>





# Financial Statements

For the year ended 31 March 2024

## Contents

Independent Auditor’s Report .....	31
Statement of Comprehensive Revenue and Expense .....	33
Statement of Financial Position .....	34
Cash Flow Statement .....	35
Notes to the Financial Statements .....	36
Statement of Service Performance .....	52





## INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF NEW ZEALAND APPLES & PEARS INCORPORATED

### Report on the Audit of the General Purpose Financial Report

#### Opinion

We have audited the general purpose financial report of New Zealand Apples & Pears Incorporated ("the Society"), which comprise the financial statements, and the service performance information. The complete set of financial statements comprise the statement of financial position as at 31 March 2024, the statement of comprehensive revenue and expense, statement of changes in equity, statement of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion the accompanying general purpose financial report presents fairly, in all material respects:

- the financial position of the Society as at 31 March 2024, and its financial performance, and its cash flows for the year then ended; and
- the service performance for the year ended 31 March 2024, in accordance with the Society's service performance criteria,

in accordance with Public Benefit Entity Standards Reduced Disclosure Regime ("PBE Standards RDR") issued by the New Zealand Accounting Standards Board.

#### Basis for Opinion

We conducted our audit of the financial statements in accordance with International Standards on Auditing (New Zealand) (ISAs (NZ)) and the audit of the service performance information in accordance with the ISAs and New Zealand Auditing Standard (NZ AS) 1 *The Audit of Service Performance Information (NZ)*. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the General Purpose Financial Report section of our report. We are independent of the Society in accordance with Professional and Ethical Standard 1 *International Code of Ethics for Assurance Practitioners (including International Independence Standards) (New Zealand)* issued by the New Zealand Auditing and Assurance Standards Board, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Other than in our capacity as auditor we have no relationship with, or interests in, the Society.

#### Material Uncertainty Related to Going Concern

We draw attention to Note 2 to the financial statements, which notes that the Society's ability to levy growers through the Commodity Levies (Apples and Pears) Order 2018 expires on 17 January 2025. The Society is in the process of applying for a new Order, but as at the date of signing the financial statements the application has not been approved by the Minister. As stated in Note 2, these events or conditions, indicate that a material uncertainty exists that may cast significant doubt on the Society's ability to continue as a going concern. Our opinion is not modified in respect of this matter.

### **The Board's Responsibilities for the General Purpose Financial Report**

Those charged with governance are responsible on behalf of the Society for:

- (a) the preparation and fair presentation of the financial statements and service performance information in accordance with PBE Standards RDR issued by the New Zealand Accounting Standards Board;
- (b) service performance criteria that are suitable in order to prepare service performance information in accordance with PBE Standards RDR; and
- (c) such internal control as those charged with governance determine is necessary to enable the preparation of the financial statements and service performance information that are free from material misstatement, whether due to fraud or error.

In preparing the general purpose financial report those charged with governance are responsible for assessing the Society's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless those charged with governance either intend to liquidate the Society or to cease operations, or have no realistic alternative but to do so.

### **Auditor's Responsibilities for the Audit of the General Purpose Financial Report**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole, and the service performance information are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (NZ) and NZ AS 1 will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate or collectively, they could reasonably be expected to influence the decisions of users taken on the basis of this general purpose financial report.

A further description of the auditor's responsibilities for the audit of the general purpose financial report is located at the XRB's website at <https://www.xrb.govt.nz/standards/assurance-standards/auditors-responsibilities/audit-report-14/>

This description forms part of our auditor's report.

### **Who we Report to**

This report is made solely to the Society's Members, as a body. Our audit work has been undertaken so that we might state those matters which we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Society and the Society's Members, as a body, for our audit work, for this report or for the opinions we have formed.

*BDO Hawke's Bay*

BDO Hawke's Bay  
Napier  
New Zealand  
29 June 2024

# New Zealand Apples and Pears Incorporated

## Statement of Comprehensive Revenue and Expense

### For the year ended 31 March 2024

<i>in NZD</i>	<i>Note</i>	<i>2024</i>	<i>2023</i>
Revenue	7	6,974,405	6,748,204
Interest Income		165,547	70,953
Operating Expenses	8	6,824,151	6,856,736
<b>Operating surplus/(deficit) for the year</b>		<b>315,801</b>	<b>(37,579)</b>
Share of equity accounted investee's surplus/(deficit) for the year	13	(52,058)	224,000
<b>Total surplus before income tax</b>		<b>263,743</b>	<b>186,421</b>
Income tax expense/(benefit)	9	-	-
<b>Total surplus after income tax</b>		<b>263,743</b>	<b>186,421</b>
Other comprehensive revenue and expense		-	-
<b>Total comprehensive revenue and expense for the year</b>		<b>263,743</b>	<b>186,421</b>

## Statement of Changes in Equity

### For the year ended 31 March 2024

<i>in NZD</i>	<i>Note</i>	<b>Accumulated Comprehensive Revenue &amp; Expense</b>	<b>Total Equity</b>
<b>2023</b>			
Balance at 1 April 2022		6,047,628	6,047,628
Impact of correction of error	24	(243,931)	(243,931)
Restated balance at 1 April 2022		5,803,697	5,803,697
Total comprehensive revenue and expense for the year		186,421	186,421
<b>Restated balance at 31 March 2023</b>		<b>5,990,118</b>	<b>5,990,118</b>
<b>2024</b>			
Restated balance at 1 April 2023		5,990,118	5,990,118
Total comprehensive revenue and expense for the year		263,743	263,743
<b>Balance at 31 March 2024</b>		<b>6,253,861</b>	<b>6,253,861</b>

The accompanying notes are an integral part of these financial statements.





# New Zealand Apples and Pears Incorporated


## Statement of Financial Position

As at 31 March 2024

<i>in NZD</i>	<i>Note</i>	<i>2024</i>	<i>2023</i>
<b>Current Assets</b>			
Cash and cash equivalents	10	3,174,633	2,357,213
Recoverables from non-exchange transactions	11	553,151	777,686
Receivables from exchange transactions	11	122,955	123,879
Prepayments and other assets		81,453	94,205
Income tax refund due	9	67,414	19,938
Term deposits	12	1,764,240	1,712,162
<b>Total Current Assets</b>		<b>5,763,846</b>	<b>5,085,083</b>
<b>Non-Current Assets</b>			
Equity accounted investee	13	3,506,387	3,558,445
Plant and equipment		65,291	57,314
Intangible assets	14	118,331	172,233
<b>Total Non-Current Assets</b>		<b>3,690,009</b>	<b>3,787,992</b>
<b>Total Assets</b>		<b>9,453,855</b>	<b>8,873,075</b>
<b>Current Liabilities</b>			
Payables from exchange transactions	15	975,560	875,980
Deferred revenue	16	500,845	302,420
Employee entitlements		141,251	137,282
Funds held in Trust	10	219,018	203,955
Capital payable	13	900,000	900,000
<b>Total Current Liabilities</b>		<b>2,736,674</b>	<b>2,419,637</b>
<b>Non-Current Liabilities</b>			
Capital payable	13	463,320	463,320
<b>Total Liabilities</b>		<b>3,199,994</b>	<b>2,882,957</b>
<b>Equity</b>			
Accumulated comprehensive revenue and expense		6,253,861	5,990,118
<b>Total Equity</b>	20	<b>6,253,861</b>	<b>5,990,118</b>
<b>Total Equity and Liabilities</b>		<b>9,453,855</b>	<b>8,873,075</b>

These financial statements have been authorised for issue by the Directors on 29 June 2024.

  
 Lesley Wilson, Chairperson

  
 John Allen, Deputy Chairperson

The accompanying notes are an integral part of these financial statements.



# New Zealand Apples and Pears Incorporated

## Cash Flow Statement

For the year ended 31 March 2024

<i>in NZD</i>	<i>Note</i>	<i>2024</i>	<i>2023</i>
<b>Cash flow from operating activities</b>			
<b>Receipts</b>			
Receipts from commodity levies		4,680,597	4,526,085
Receipts from shared research projects		887,164	1,078,859
Receipts from grants		1,275,776	460,930
Receipts from services provided		518,291	463,260
Other cash receipts		60,456	79,528
Interest received		163,619	61,560
Goods and Services Tax (Net)		-	45,137
		<u>7,585,903</u>	<u>6,715,359</u>
<b>Payments</b>			
Payments to employees & directors		1,495,342	1,944,590
Payments to suppliers		5,083,822	5,329,105
Goods and Services Tax (Net)		50,148	-
Income Tax		47,476	9,794
		<u>6,676,788</u>	<u>7,283,489</u>
<b>Net cash (outflow)/inflow from operating activities</b>		<b>909,115</b>	<b>(568,130)</b>
<b>Cash flow from investing activities</b>			
<b>Receipts</b>			
Proceeds from sale of plant and equipment		686	-
		<u>686</u>	<u>-</u>
<b>Payments</b>			
Purchase of other investments		52,078	12,162
Purchase of plant and equipment		32,968	8,311
Purchase of intangibles		7,335	37,351
		<u>92,381</u>	<u>57,824</u>
<b>Net cash outflow from investing activities</b>		<b>(91,695)</b>	<b>(57,824)</b>
Net increase/(decrease) in cash and cash equivalents		817,420	(625,954)
Add opening cash and cash equivalents		2,357,213	2,983,167
<b>Closing cash and cash equivalents</b>	<b>4</b>	<b><u>3,174,633</u></b>	<b><u>2,357,213</u></b>

The accompanying notes are an integral part of these financial statements.



---

# New Zealand Apples and Pears Incorporated

## Notes to the Financial Statements

For the year ended 31 March 2024

### **1. Reporting Entity**

New Zealand Apples and Pears Incorporated (the 'Society') is an incorporated society and is domiciled in New Zealand. The Society is registered under the Incorporated Societies Act 1908. The Society is a public benefit entity for the purposes of reporting in accordance with the Financial Reporting Act (2013).

The Society is the national body that promotes and represents the New Zealand pipfruit (apple, pear and nashi) industry – growers, packers, and exporters of apples and pears in domestic and export markets.

### **2. Basis of Preparation**

These financial statements have been prepared in accordance with New Zealand Generally Accepted Accounting Practice ("NZ GAAP"). They comply with the Public Benefit Entity Accounting Standards Reduced Disclosure Regime as appropriate for Tier 2 not-for profit public benefit entities. The Society is a Tier 2 reporting entity on the basis it does not have public accountability and is not large. All accounting policies have been applied consistently throughout the period.

The Society's ability to levy apple and pear growers is granted under the Commodity Levy Act 1990, through the Commodity Levies (Apples and Pears) Order 2018 (the Order). The Order is due to expire on 17 January 2025, and the Society is in the process of applying for a new Order. The Society has completed the required grower consultation and referendum processes and submitted an application to the Minister of Agriculture. 41% of eligible growers voted in the referendum, of which 98% voted for the compulsory levy to continue for at least another six years. As at the date of signing the financial statements, the Society has not been advised of the outcome of the application, which creates uncertainty as to the Society's ability to continue as a going concern.

Based on the expectation that the new Order will be approved by the Minister of Agriculture, the directors consider the Society to be a going concern, and these financial statements have been prepared on that basis. If the Society is no longer a going concern, it may be unable to realise its assets and discharge its liabilities in the normal course of business.

### **3. Functional and Presentation Currency**

These financial statements are presented in NZD, which is the Society's functional currency. All amounts have been rounded to the nearest dollar.

### **4. Basis of measurement**

The financial statements have been prepared on the historical cost basis.

### **5. Use of Judgements and Estimates**

In preparing these financial statements, management has made judgements, estimates and assumptions that affect the application of the Society's accounting policies and the reported amounts of assets, liabilities, revenue, expenses, and the accompanying disclosures. Actual results may differ from these estimates. Estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to estimates are recognised in the current year.





**Notes to the Financial Statements cont.**

For the year ended 31 March 2024

**A. Judgements**

Information about judgements made in applying accounting policies that have the most significant effects on the amounts recognised in the financial statements is included in the following notes:

- Note 7 – Commodity levy revenue: the period to which the revenue relates;
- Note 7 – Determining whether the Society is acting as a principal or as an agent;
- Note 9 – Recognition of deferred tax assets or liabilities; and
- Note 13 – Determination of joint control of investee.

**B. Assumptions and estimation uncertainties**

Information about assumptions and estimation uncertainties that have a significant risk of resulting in a material adjustment in the year ending 31 March 2024 are included in the following notes:

- Note 7 – estimation of research accrual; and
- Note 13 – equity accounted investment impairment test.

**6. Summary of Significant Accounting Policies**

Significant accounting policies are included in the notes to which they relate. Significant accounting policies that do not relate to a specific note are outlined below.

**A. Impairment of Non-Financial Assets**

At each reporting date, the Society reviews the carrying amounts of its non-financial assets to determine whether there is any indication of impairment. If any such indication exists, then the asset's recoverable amount is estimated.

For impairment testing, assets are grouped together into the smallest group of assets that generates cash inflows from continuing use that are largely independent of the cash inflows of other assets or Cash Generating Units (CGUs).

The recoverable amount of an asset or CGU is the greater of its value in use and its fair value less costs to sell. Value in use is based on the estimated future cash flows (for cash-generating assets) or future remaining service potential (for non-cash-generating assets), discounted to their present value using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the asset or CGU.

An impairment loss is recognised if the carrying amount of an asset or CGU exceeds its recoverable amount. Impairment losses are recognised in surplus or deficit. They are allocated to reduce the carrying amounts of the other assets in the CGU on a pro rata basis.

An impairment loss is reversed only if there has been a change in the estimates used to determine the assets recoverable amount since the last impairment loss was recognised. The reversal is limited so that the carrying amount of the asset does not exceed its recoverable amount or the carrying amount that would have been determined, net of depreciation or amortisation, if no impairment loss had been recognised.

**B. Foreign currency transactions**

Transactions in foreign currencies are translated into the functional currency of the Society at the exchange rate at the dates of the transactions.

Monetary assets and liabilities denominated in foreign currencies are translated into functional currency at the exchange rate at the reporting date. Foreign currency differences are generally recognised in surplus or deficit.



Notes to the Financial Statements cont.

For the year ended 31 March 2024

7. Revenue

<i>in NZD</i>	<b>2024</b>	<b>2023</b>
<b>Revenue from non-exchange transactions</b>		
Commodity levy (A)	4,358,103	4,697,755
Biosecurity levy	-	-
Shared research	1,019,569	1,145,743
Grants	1,147,306	384,022
<i>Total revenue from non-exchange transactions</i>	<b>6,524,978</b>	<b>6,227,520</b>
<b>Revenue from exchange transactions</b>		
Residue testing	88,165	70,888
Membership fees	24,525	25,950
Annual conference	94,493	160,796
Administration services	21,500	21,500
Other revenue (B)	220,744	241,550
<i>Total revenue from exchange transactions</i>	<b>449,427</b>	<b>520,684</b>
<b>Total revenue</b>	<b>6,974,405</b>	<b>6,748,204</b>

(A) Net income from commodity levies of \$4,208,284 (2023: \$4477,499) was recognised after deducting commission, collection costs and bad debts, and after allowing for impairment or impairment reversals. Commodity levy income has been applied to advancing various industry interests and the administrative support of the Society as detailed in Note 8.

(B) Other revenue includes income of \$151,000 (2023: \$144,414) from co-ordinating a stand at an International Tradeshow on behalf of exporters. The associated expenses are included in Market access expenses in Note 8, the net cost to the Society is nil.

Accounting Policies

A. Revenue from non-exchange transactions

Non-exchange transactions are those where the Society receives value from another entity (e.g. cash or other assets) without giving approximately equal value in exchange. Inflows of resources from non-exchange transactions, other than services in-kind, that meet the definition of an asset are recognised as an asset only when:

- It is probable that the Society will receive an inflow of economic benefits or service potential; and
- The fair value can be measured reliably.

Inflows of resources from non-exchange transactions that are recognised as assets are recognised as non-exchange revenue, to the extent that a liability is not recognised in respect to the same inflow. Liabilities are recognised in relation to inflows of resources from non-exchange transactions when there is a resulting present obligation as a result of the non-exchange transactions, where both:

- It is probable that an outflow of resources embodying future economic benefit or service potential will be required to settle the obligation, and
- The amount of the obligation can be estimated reliably.





**Notes to the Financial Statements cont.**

For the year ended 31 March 2024

The following are the specific recognition criteria in relation to the Society's non-exchange transactions:

**i. Commodity levy**

Commodity levy is a levy imposed on all apples and pears grown and sold/exported by growers in New Zealand under the Commodity Levies (Apples and Pears) Order 2018 (previously Commodity Levies (Pipfruit) Order 2012 and Commodity Levies (Nashi Pears) Order 2012).

**ii. Biosecurity levy**

Biosecurity levy is a levy imposed on apples and pears grown in New Zealand by growers for commercial purposes under the Biosecurity (Response – Apples and Pears Levy) Order 2020. Biosecurity levy revenue is recognised as income in the year that it is invoiced. Invoices are issued based on annual grower registration details provide to the Society as at 1 August each year. Biosecurity levy monies received by the Society can only be used to pay the Society's share of a Government Industry Agreement for Biosecurity Readiness and Response (GIA) response. The Biosecurity levy monies may be invested until it is spent (refer Note 10 Cash and Cash Equivalents and Note 12 Other Investments).

**iii. Shared research**

Shared research revenue includes grants given by government or other organisations for conducting research relating to or affecting the pipfruit industry. Shared research revenue is recognised when the conditions or restrictions attached to the grant have been complied with. Where there are unfulfilled conditions attaching to the grant, the amount relating to the unfulfilled condition is recognised as a liability and released to revenue as the conditions are fulfilled.

**iv. Grants**

The recognition of non-exchange revenue from grants depends on whether the grant comes with any stipulations imposed on the use of a transferred asset. Stipulations that are 'conditions' specifically require the Society to return the inflow of resources received if they are not used in the way stipulated, resulting in the recognition of a liability that is subsequently recognised as non-exchange revenue as and when the 'conditions' are satisfied. Stipulations that are 'restrictions' do not specifically require the Society to return the inflow of resources received if they are not utilised in the way stipulated, and therefore do not result in the recognition of a non-exchange liability, which results in the immediate recognition of non-exchange revenue.

The Society receives grant funding from government and non-government entities to support the Society's objectives. Depending on the stipulations of each grant the Society may or may not have to return unspent funds. If there are conditions attached, revenue in relation to that particular grant is not recognised until the conditions are fulfilled. For grants with restrictions, the revenue is recognised when it is received by the Society.

**B. Revenue from exchange transactions**

**i. Rendering of services**

The Society is involved in providing services, including organising events for members. If the services under a single arrangement are rendered in different reporting periods, then the consideration is allocated on a relative fair value basis between the different services. The Society recognises revenue from rendering of services in proportion to the stage of completion of the transaction at the reporting date. The stage of completion is assessed based on percentage of work performed.





## Notes to the Financial Statements cont.

For the year ended 31 March 2024

### ii. Interest income

Interest income is earned for the use of cash and cash equivalents and term deposits. Interest income is recognised in surplus or deficit as it is earned. Interest income is accrued using the effective interest rate method. The effective interest rate exactly discounts estimated future cash receipts through the expected life of the financial asset to that asset's net carrying amount. The method applies this rate to the principal outstanding to determine interest revenue each period.

### iii. Income received as an agent

If the Society acts in the capacity of an agent rather than as the principal in a transaction, then the revenue recognised is the net amount of fees made by the Society. The Society is acting as an agent when it does not have exposure to the significant risks and rewards associated with the sale of goods or the rendering of services.

## 8. Expenses

<i>in NZD</i>	<b>2024</b>	<b>2023</b>
Research expenses (A)	2,053,332	2,272,339
Market access	722,831	716,157
Relationships	13,070	68,110
Biosecurity	91,345	78,563
Apple Story	-	399
Knowledge management & communications	1,358,741	668,309
Capability development	32,589	376,396
RSE scheme	38,719	88,004
New varieties	30,188	-
Sustainability	154,340	39,804
Employee benefit expense (B)	1,334,413	1,692,260
Commodity Levy collection fees & expenses	171,886	184,895
Allowance for expected credit losses	(22,067)	35,361
Depreciation & amortisation	32,828	50,435
Operating lease payments	119,926	95,487
Other operating costs	692,010	490,217
<b>Total operating expenses</b>	<b>6,824,151</b>	<b>6,856,736</b>

### Accounting Policies

#### A. Research expenses

The Society contracts external firms to undertake research on behalf of the pipfruit industry. These costs are expensed as incurred.

#### B. Employee benefit expense

Short-term employee benefits are expensed as the related service is provided. A current liability is recognised for the amount expected to be paid wholly before 12 months after reporting date, if the Society has a present legal or constructive obligation to pay this amount as a result of past service provided by the employee and the obligation can be estimated reliably. Employee benefit expenses includes 'core' employee expenses, it does not include all employee related costs as \$136,358 of employee benefit expenses are included in other expense categories (2023: \$53,791). During the year the Society made contributions of \$39,807 to defined contribution plans (2023: \$51,048).



## New Zealand Apples and Pears Incorporated

### Notes to the Financial Statements cont.

For the year ended 31 March 2024

#### 9. Taxes

The Society is a non-profit organisation to which the statutory deduction provisions of section DV 8 of the Income Tax Act 2007 apply. The Society is also a member organisation and is therefore only liable for income tax on any income from transactions to which the mutual association provisions of subpart HE of the Income Tax Act 2007 apply.

*in NZD*

	2024	2023
<b>Amounts recognised in profit or loss</b>		
Current tax expense	-	-
<b>Tax expense/(benefit)</b>	<b>-</b>	<b>-</b>
<b>Reconciliation of effective tax rate</b>		
Total surplus before income tax	263,743	186,421
Income tax at 28%	73,848	52,198
Tax effect of taxation adjustments:		
Exempted income	(1,361,955)	(1,399,252)
Exempted expenses	1,319,621	1,357,198
Share of equity accounted investee (surplus)/deficit (Tax losses utilised)/Tax losses not recognised	14,576	(62,720)
	(46,370)	52,576
Non-profit organisation deduction	280	-
<b>Tax expense/(benefit)</b>	<b>-</b>	<b>-</b>
<b>Income tax refund due</b>		
Tax payable/(refundable) at the start of the period	(19,938)	(10,144)
Current year tax expense/(benefit)	-	-
Resident withholding tax deductions	(45,922)	(19,788)
Imputation credits held	(100)	(100)
Refunds received	-	10,537
Tax payable/(refundable) on behalf of Administered funds	(1,454)	(443)
<b>Tax payable/(refundable) at the end of the period</b>	<b>(67,414)</b>	<b>(19,938)</b>
<b>Unused tax losses not recognised as deferred tax asset</b>	<b>24,471</b>	<b>70,842</b>

#### Accounting Policies

##### A. Income tax expense

Income tax expense represents the sum of the tax currently payable and deferred. The tax currently payable is based on taxable profit for the year. Taxable profit differs from "Surplus before tax" as reported in the statement of comprehensive revenue and expense because the Society is exempt from tax relating to member's subscriptions and is only subject to tax on non-member related activities and member transactions specifically subject to the mutual association provisions of the Income Tax Act 2007. Current tax is calculated using tax rates that have been enacted or substantively enacted by the end of the reporting period.

##### B. Deferred taxes

PBE IAS 12 Income taxes requires that the Society recognise a deferred tax liability (or asset) for any taxable (or deductible) temporary differences between the carrying amount of the Society's assets and liabilities recognised on the balance sheet and their tax base. Management have applied their judgement and determined that no taxable (or deductible) temporary differences exist, due to the Society's assets and liabilities being derived from





## New Zealand Apples and Pears Incorporated

### Notes to the Financial Statements cont.

For the year ended 31 March 2024

non-taxable activities and due to the limited nature of taxable activities of the Society, the probability of utilising tax losses is uncertain. As a result, no deferred tax liabilities or assets have been recognised.

#### 10. Cash and Cash Equivalents

<i>in NZD</i>	<b>2024</b>	<b>2023</b>
Cash and cash equivalents	3,174,633	2,357,213

Cash and cash equivalents comprise cash on hand and cash at bank, deposits on call and highly liquid investments with an original maturity of three months or less, which are readily convertible to known amounts of cash and are subject to insignificant risk of changes in value.

##### A. Restricted cash balances

<i>in NZD</i>	<b>2024</b>	<b>2023</b>
Funds held in Trust	219,018	203,955
Biosecurity Levies	3,106	11,252
<b>Total restricted cash balances</b>	<b>222,124</b>	<b>215,207</b>

Cash and cash equivalents includes funds which are restricted in their use, due to being held in trust on behalf of industry groups, or received for Biosecurity Levies.

The Society has an overdraft facility of \$100,000 (2023: \$100,000). The security for the facility is the Reserve fund, which is invested in term deposits (refer note 12).

##### Accounting Policy

See Note 17 Financial instruments.

#### 11. Recoverables from non-exchange transactions and Receivables from exchange transactions

<i>in NZD</i>	<b>2024</b>	<b>2023</b>
<b>Recoverables from non-exchange transactions</b>		
Commodity and biosecurity levies	234,179	559,983
less allowance for credit losses	(15,288)	(40,665)
Research and other grant recoveries	334,260	258,368
<b>Total recoverables from non-exchange transactions</b>	<b>553,151</b>	<b>777,686</b>
<b>Receivables from exchange transactions</b>		
Trade receivables	122,955	123,879
less allowance for credit losses	-	-
<b>Total receivables from exchange transactions</b>	<b>122,955</b>	<b>123,879</b>

Recoverables and receivables are on standard credit terms and are interest free.

##### Accounting Policy

See Note 7 Revenue and Note 17 Financial instruments.





## New Zealand Apples and Pears Incorporated

### Notes to the Financial Statements cont.

For the year ended 31 March 2024

#### 12. Term Deposits

<i>in NZD</i>	<b>2024</b>	<b>2023</b>
Term deposits	1,764,240	1,712,162

The Society's term deposits are held for the purpose of two funds, \$600,000 for the Reserve fund (2023: \$600,000) and \$1,162,397 for the Government Industry Agreement (GIA) fund (2022: \$1,112,162).

The Reserve fund was created to provide for a shortfall in Commodity Levy income as this may seriously impact the ability of the Society to meet its objectives and obligations.

The GIA fund was created after the Society signed the GIA Agreement. The agreement details the cost sharing mechanism between industry and the government during a Biosecurity response. During the year \$50,235 (2023: \$12,162) was added to the fund and the Society was not required to contribute to any GIA responses (2023: 2022 Fall Armyworm response was \$8,223). The remaining funds collected from Biosecurity Levies are included in cash and cash equivalents (refer Note 10).

Term deposits have maturities up to 12 months (2023: up to 12 months), and interest rates from 6% to 6.3% per annum (2023: 2.9% to 6% per annum).

#### Accounting Policy

See Note 17 Financial instruments.

#### 13. Investment in Equity-Accounted Investee

<i>in NZD</i>	<b>2024</b>	<b>2023</b>
<b>Net carrying value</b>		
Equity accounted investment at cost	15,649,264	15,649,264
Accumulated share of deficit	(12,142,877)	(12,090,819)
<b>Net carrying value</b>	<b>3,506,387</b>	<b>3,558,445</b>
<b>Movements in carrying amounts</b>		
Carrying value at the beginning of the year	3,558,445	3,091,936
Share of surplus / (deficit) for the year	(52,058)	224,000
Change in payment terms of capital payable	-	242,509
<b>Carrying value at the end of the year</b>	<b>3,506,387</b>	<b>3,558,445</b>

The Society holds 55% of the shares (2023:55%) in Prevar Limited ('Prevar'), which is a joint venture entity registered and domiciled in New Zealand.

#### A. Capital Payable to Prevar

On 28 February 2019 the Society along with the other shareholders of Prevar signed a deed of variation to the shareholder agreement. The Society agreed to acquire and Prevar agreed to issue 71,250 shares for \$2,800,000. The fair value of the shares issued and therefore the amount payable by the Society was \$2,456,754. Due to the payment terms changing from those originally agreed, the amount payable by the Society was derecognised and a new liability recognised in 2023. The amount payable is recorded as a liability by the Society.



## New Zealand Apples and Pears Incorporated

### Notes to the Financial Statements cont.

For the year ended 31 March 2024

#### Repayment of Liability to Prevar:

<i>in NZD</i>	<b>2024</b>	<b>2023</b>
Opening balance	1,363,320	1,120,811
Change in payment terms of capital payable	-	242,509
<b>Closing balance</b>	<b>1,363,320</b>	<b>1,363,320</b>

Although no repayments are anticipated during the 2025 financial year, \$900,000 of the loan is payable if demanded within 1 year and has been classified as a current liability at balance date while the remainder of the loan is payable after 1 year and has been classified as a non-current liability.

#### Classification of Liability to Prevar:

<i>in NZD</i>	<b>2024</b>	<b>2023</b>
Current liability	900,000	900,000
Non-current liability	463,320	463,320
<b>Closing balance</b>	<b>1,363,320</b>	<b>1,363,320</b>

#### B. Prevar's summarised financial statements

Prevar has a balance date of 31 March. The following table summarises the financial information of Prevar as included in its own financial statements adjusted for differences in accounting policies:

<i>in NZD</i>	<b>2024</b>	<b>2023</b>
Current assets	7,623,813	7,267,274
Non-current assets	760,886	602,286
Current liabilities	(2,009,450)	(1,399,636)
Non-current liabilities	-	-
Net assets (100%)	<b>6,375,249</b>	<b>6,469,924</b>
Revenue	6,557,602	6,110,266
Expenses	6,652,253	5,702,993
Total comprehensive income (100%)	(94,651)	407,273
<b>Total comprehensive income (Society's share)</b>	<b>(52,058)</b>	<b>224,000</b>

There were no contingent liabilities incurred in relation to the Society's interest in Prevar (2023: nil).

#### C. Impairment of Prevar

Although Prevar has previously incurred losses over the period of the Society's investment, the Society has determined that there is no objective evidence that its net investment in Prevar is impaired. In order to support their judgement in relation to this determination, the Society notes that Prevar has net assets of \$6,308,741 at 31 March 2024 (2023: \$6,469,924), and have assessed that the value of Prevar's plant variety rights (PVR's) are in excess of their carrying value, on the basis of discounted cash flows in relation to forecast revenues from existing agreements for PVR's.





## New Zealand Apples and Pears Incorporated

### Notes to the Financial Statements cont.

For the year ended 31 March 2024

The discounted cash flows for forecast revenues from PVR's are estimated at \$21.5m (2023: \$14.5m), based on the following key assumptions:

<i>in percent</i>	<b>2024</b>	<b>2023</b>
Discount rate	20% - 50%	20% - 50%
Post forecast growth rate	2%	2%

The discount rate was a post-tax measure assessed by reference to typical venture capital required returns on early stage investments as provided by independent advisors. The cash flow projections include forecasts for 10 years (2023: 10 years), extrapolated to a maximum of 29 years (2023: 29 years) depending on the period of rights, based on estimated revenue and expenses for agreements as at the date of the assessment as well as projected operating expenses. A significant estimation uncertainty in the determination of the future cash flows receivable by Prevar under the PVR's is the assumptions in regard to future plantings of existing PVR's, crop yields and resulting revenue generated by the licensees.

#### Accounting Policy

The Society's interests in equity-accounted investees comprise interests in a jointly-controlled entity, referred to as a joint venture within these financial statements. The Society has determined that the entity is jointly controlled, as it was established by contractual agreement and requires unanimous consent for strategic, financial and operating decisions.

Interests in the joint venture are accounted for using the equity method. They are initially recognised at cost, which includes transaction costs, from the date that joint control commences. Subsequent to initial recognition, the financial statements include the Society's share of the surplus or deficit and other comprehensive revenue and expense of equity-accounted investees, until the date on which joint control ceases.

#### 14. Intangible Assets

##### Reconciliation of carrying amount

<i>in NZD</i>	<b>Website Content &amp; Online Tools</b>	<b>Total</b>
<b>Cost</b>		
Balance at 1 April 2022	170,554	170,554
Balance at 31 March 2023	207,905	207,905
Purchases	7,335	7,335
Disposals	56,091	56,091
<b>Balance at 31 March 2024</b>	<b>159,149</b>	<b>159,149</b>
<b>Accumulated amortisation and impairment losses</b>		
Balance at 1 April 2022	20,997	20,997
Balance at 31 March 2023	35,672	35,672
Amortisation	9,671	9,671
Disposals	4,525	4,525
<b>Balance at 31 March 2024</b>	<b>40,818</b>	<b>40,818</b>
<b>Carrying amounts</b>		
At 1 April 2022	149,557	149,557
At 31 March 2023	172,233	172,233
<b>At 31 March 2024</b>	<b>118,331</b>	<b>118,331</b>





## Notes to the Financial Statements cont.

For the year ended 31 March 2024

### Accounting Policy

#### A. Recognition and measurement

Intangible assets, which comprise website content and online tools, are initially measured at cost except for those acquired through non-exchange transactions (which are measured at fair value). Cost includes expenditure that is directly attributable to the acquisition of the asset, and for self-constructed intangible assets includes the cost of materials and direct labour. Subsequent to initial recognition, website content and online tools are measured at cost less accumulated amortisation and any accumulated impairment losses.

#### B. Subsequent expenditure

Subsequent expenditure is capitalised only when it increases the future economic benefits embodied in the specific asset to which it relates. All other expenditure is recognised in surplus or deficit as incurred.

#### C. Amortisation

Amortisation is calculated to write off the cost of intangible assets less their estimated residual value using the diminishing value method over their useful lives and is recognised in surplus and deficit, as part of operating expenses.

The estimated useful lives for current and comparative periods are as follows:

- Website content and online tools: 2-10 years

Amortisation methods, useful lives and residual values are reviewed at each reporting date and adjusted if appropriate.

### 15. Payables from exchange transactions

<i>in NZD</i>	<b>2024</b>	<b>2023</b>
Trade creditors	223,371	203,393
Research contracts	657,080	578,436
Accruals	95,109	94,151
<b>Total Payables from exchange transactions</b>	<b>975,560</b>	<b>875,980</b>

Payable are on standard credit terms and are interest free.

#### Accounting Policy

See Note 8 Expenses and Note 17 Financial instruments.

### 16. Deferred Revenue

<i>in NZD</i>	<b>2024</b>	<b>2023</b>
Government grants (A)	204,032	220,987
Non-Government grants	296,813	81,433
<b>Total deferred revenue</b>	<b>500,845</b>	<b>302,420</b>

#### A. Government grants

Government grants have been provided by the Ministry of Social Development and Ministry for Primary Industries and are conditional on the funds being utilised in accordance with the contracts. The grants are recognised as a deferred revenue and released to the Statement of Comprehensive Revenue and Expense as contracted expenses are incurred.

#### Accounting Policy

See Note 7 Revenue



## Notes to the Financial Statements cont.

For the year ended 31 March 2024

### 17. Financial Instruments

<i>in NZD</i>	<i>2024</i>	<i>2023</i>
<b>Financial assets at amortised cost</b>		
Cash and cash equivalents	3,174,633	2,357,213
Recoverables from non-exchange transactions	334,897	383,528
Receivables from exchange transactions	50,647	97,443
Term deposits	1,764,240	1,712,162
<b>Total Financial assets at amortised cost</b>	<b>5,324,417</b>	<b>4,550,346</b>
<b>Financial liabilities at a mortised cost</b>		
Trade and other payables	1,639,315	706,151
Capital payable	1,363,320	1,363,320
Funds held in Trust	219,018	203,955
<b>Total Financial liabilities at amortised cost</b>	<b>3,221,653</b>	<b>2,273,426</b>

#### Accounting Policy

The Society classifies all its financial assets at amortised cost.

The Society classifies all its financial liabilities at amortised cost.

#### A. Financial assets and financial liabilities - recognition and derecognition

The Society initially recognises financial assets and financial liabilities on the date that they originated.

The Society derecognises a financial asset when the contractual rights to the cash flows from the asset expire, or it transfers the rights to receive the contractual cash flows in a transaction in which substantially all of the risks and rewards of ownership of the financial asset transferred, or it neither transfers nor retains substantially all of the risks and rewards of ownership and does not retain control over the transferred asset. Any interest in such derecognised financial assets that is created or retained by the Society is recognised as a separate asset or liability.

The Society derecognises a financial liability when its contractual obligations are discharged or cancelled or expire.

Financial assets and financial liabilities are offset and the net amount presented in the statement of financial position when, and only when, the Society currently has a legally enforceable right to offset the amounts and intends either to settle them on a net basis or to realise the asset and settle the liability simultaneously.

#### B. Financial assets at amortised cost - measurement

Financial assets at amortised cost are initially measured at fair value plus any directly attributable transaction cost. Subsequent to initial recognition, they are measured at amortised cost using the effective interest method, less impairment provisions.

#### C. Financial liabilities at amortised cost – measurement

Financial liabilities at amortised cost are initially measured at fair value less any directly attributable transaction costs. Subsequent to initial recognition, financial liabilities at amortised cost are measured at amortised cost, and changes therein are recognised in surplus or deficit.





## Notes to the Financial Statements cont.

For the year ended 31 March 2024

### D. Impairment

Short-term trade receivables are recorded at the amount due, less an allowance for expected credit losses (ECL). This allowance is calculated based on lifetime ECL. In measuring ECL, short-term trade receivables have been assessed on a collective basis as they possess shared credit risk characteristics. They have been grouped based on the days past due. Short-term trade receivables are written off when there is no reasonable expectation of recovery.

## 18. Commitments

### A. Operating leases

<i>in NZD</i>	<b>2024</b>	<b>2023</b>
Less than one year	91,125	79,293
Between one and five years	44,551	96,236
More than five years	-	-
<b>Total Operating lease commitments</b>	<b>135,676</b>	<b>175,529</b>

Operating lease commitments include office space, a vehicle and a photocopier (2023: office space, a vehicle and a photocopier). The lease for the office space is for six years (commenced 1 June 2019), with one right of renewal for four years. Rent reviews are three yearly to CPI or market (whichever is greater).

### Accounting Policy

Payments made under operating leases are recognised in surplus or deficit on a straight-line basis over the term of the lease. Lease incentives received are recognised as an integral part of the total lease expense, over the term of the lease.

### B. Research and development

<i>in NZD</i>	<b>2024</b>	<b>2023</b>
Less than one year	1,367,575	1,291,083
Between one and five years	4,366,666	4,451,466
More than five years	-	1,050,000
<b>Total Research and development commitments</b>	<b>5,734,241</b>	<b>6,792,549</b>

The Society's significant research contracts contain clauses whereby if the Society does not collect sufficient commodity levy income due to an adverse event the contracts may be cancelled.

## 19. Contingent liabilities

There are no contingent liabilities as at 31 March 2024 (2023: nil).

## 20. Equity and Reserves

### Capital management

The Society's capital is its Equity, which comprises accumulated comprehensive revenue and expense. Equity is represented by net assets.

The Society manages its Equity prudently as part of the process of effectively managing its revenues, expenditure, assets, liabilities and all related financial affairs. In order to ensure that the Society achieves all its objectives and





## Notes to the Financial Statements cont.

For the year ended 31 March 2024

purpose, the Society has a Board of Directors that actively controls and monitors progress of plans and activities against financial and other performance indicators.

The Society is not currently subject to any externally imposed capital requirements.

### 21. Related Parties

#### A. Equity accounted investee

The Society received revenue from providing administration support and for cost recoveries during the period.

<i>in NZD</i>	<i>Sales made</i>		<i>Amount receivable</i>	
	<b>2024</b>	<b>2023</b>	<b>2024</b>	<b>2023</b>
Prevar Limited	9,863	14,309	2,524	2,434

#### B. Transactions with key management personnel

##### i. Key management personnel compensation

Key management personnel includes the Directors and Senior management. Senior management consist of the Chief Executive Officer, Chief Financial Officer, Biosecurity Manager, R&D Programmes Manager, Market Access Manager, Crop Protection Manager, and Extension Manager, .

The aggregate level of remuneration paid and number of persons (measured in "full-time-equivalents" (FTEs) for senior management) in each class of key management personnel is presented below:

<i>in NZD</i>	<b>2024</b>		<b>2023</b>	
	<i>Remuneration</i>	<i>Number</i>	<i>Remuneration</i>	<i>Number</i>
Directors	196,500	8	174,050	8
Senior Management	967,162	7	1,369,401	8
<b>Total</b>	<b>1,163,662</b>		<b>1,543,451</b>	

##### ii. Key management personnel transactions

Matthew Stafford is a Director of the Society (appointed June 2023) and also key management personnel of Bostock New Zealand Ltd. The Society received levies and other minor revenues from Bostock New Zealand Ltd during the period. Bostock New Zealand Ltd is owned by Bostock Group Ltd. Companies in which Bostock Group Ltd are a shareholder have entered into commercial agreements with Prevar, and Prevar has received commercial income from these Companies during the period.

Cameron Taylor is a Director of the Society and also key management personnel of Taylor Corporation Ltd. The Society received levies, residue testing fees and other minor revenue from Taylor Corporation Ltd during the period. Taylor Corporation Ltd and Golden Del Orchard Ltd are closely related entities. Golden Del Orchard Ltd is a shareholder in Next Generation Apples Ltd who have entered into commercial agreements with Prevar. Prevar has received commercial income from Next Generation Apples Ltd during the period.

Evan Heywood is a Director of the Society and also a Director of Heywood Orchard Ltd, Managing Director of Golden Bay Fruit Packers Ltd, Director of Golden Bay Fruit 2008 Ltd, Next Generation Apples Ltd, Karearea Orchards Ltd and has been appointed by the Society to the Prevar Board of Directors. The Society received levies, residue testing fees, and other minor revenue from Heywood Orchard Ltd and Golden Bay Fruit Ltd during the period. Next Generation Apples Ltd have entered into commercial agreements with Prevar. Prevar received commercial income from Next Generation Apples Ltd during the period.



## New Zealand Apples and Pears Incorporated

### Notes to the Financial Statements cont.

For the year ended 31 March 2024

Jackie van der Voort is a Director of the Society and was appointed CEO of CAJ Apples, owned by SI Orchards Ltd during the year. Previously she was a Director of CAJ & EM Van der Voort Ltd. She has been appointed by the Society to the Prevar Board of Directors. The Society received levies and other minor revenue from CAJ & EM Van der Voort Ltd during the period.

John Allen is a Director of the Society and also key management personnel of Mr Apple New Zealand Ltd. The Society received sponsorship, levies, residue testing fees and other minor revenue from Mr Apple New Zealand Ltd during the period. Companies in which Mr Apple New Zealand Ltd are a shareholder have entered into commercial agreements with Prevar, and Prevar has received commercial income from these Companies during the period.

Lesley Wilson is a Director of the Society. She is also a Director of her orcharding operation DN & LR Wilson Ltd and has financial interests in Mt Erin Ltd and Mt Erin Group Ltd. The Society received levies and other minor revenues from DN & LR Wilson Ltd during the period. Lesley is also a Director of the Horticulture Export Authority and sits on the Horticulture New Zealand Inc. Director Remuneration Committee and the Grower Relied Fund Trust.

Craig Betty is a Director of the Society (appointed January 2023) and also key management personnel of T&G Global Ltd. Peter Landon-Lane was a Director of the Society (resigned January 2023) and also key management personnel of T&G Global Ltd. The Society received sponsorship and levies from T&G Global Ltd and related entities during the period. Companies in which T&G Global Ltd are a shareholder have entered into commercial agreements with Prevar, and Prevar has received commercial income from these Companies during the period.

The aggregate value of transactions and outstanding balances related to key management personnel and entities over which they have control or significant influence were as follows:

<i>in NZD</i>	<i>Revenue from related party transactions</i>		<i>Amounts receivable</i>	
	<i>2024</i>	<i>2023</i>	<i>2024</i>	<i>2023</i>
Bostock New Zealand Ltd	225,436	239,700	586	13,128
CAJ and EM Van der Voort Ltd	69,853	104,080	-	-
DN & LR Wilson Ltd	7,212	9,676	-	-
Golden Bay Fruit Ltd	35,765	37,020	-	2,921
Heywood Orchards Ltd & Karearea Orchards Ltd	50,019	20,145	-	-
Mr Apple New Zealand Ltd (& related entities)	636,615	734,979	-	426
T&G Global Ltd (& related entities)	157,848	225,107	-	-
Taylor Corporation Ltd (& related entities)	38,601	113,346	-	426

All transactions with related parties are on normal trade terms and conditions. There were no amounts written off or impaired during the period (2023: nil).

#### 22. Subsequent Events

There are no material subsequent events that affect these financial statements for 31 March 2024, (2023: nil).





## Notes to the Financial Statements cont.

For the year ended 31 March 2024

### 23. Comparatives

Comparative figures have been reclassified where necessary to conform to the current year's presentation, including presenting interest income separately in the statement of comprehensive revenue and expense, and reclassifying cash receipts from non exchange and exchange transactions to shared research projects, grants, services provided and other cash receipts in the cash flow statement.

### 24. Prior period error

During the current year it was noted by the Society that the change in shareholding of Prevar in 2019 had not been correctly recognised in the Society's financial statements. As a result, the accumulated comprehensive revenue and expense, and the equity accounted investee, were overstated in the 2019 to 2023 financial periods.

The error was corrected for the current year results, and the table below summarises the changes made to the statement of financial position for the restated comparatives.

<i>Impact on items in the statement of financial position</i>	<i>Equity accounted investee</i>	<i>Accumulated comprehensive revenue and expense</i>
<i>in NZD</i>		
Balance at 1 April 2022	3,335,867	6,047,628
Effect of the prior period error (1 April 2022)	(243,931)	(243,931)
<b>Restated balance at 1 April 2022</b>	<b>3,091,936</b>	<b>5,803,697</b>
Balance reported at 31 March 2023	3,802,376	6,234,049
Effect of the prior period error (1 April 2022)	(243,931)	(243,931)
<b>Restated balance at 31 March 2023</b>	<b>3,558,445</b>	<b>5,990,118</b>

### Accounting Policy

All material prior-period errors are corrected retrospectively in the first set of financial statements authorised for issue after their discovery, by restating comparative prior-period amounts or, if the error occurred before the earliest period presented, by restating the opening balances of assets, liabilities and equity.





# New Zealand Apples and Pears Incorporated

## Statement of Service Performance

For the year ended 31 March 2024

### *Our Purpose:*

To promote and champion the New Zealand pipfruit industry for the benefit of all participants and for the overall benefit of New Zealand.

### *Our Objectives and how we have performed against these:*

1. To represent the interests of members both domestically and overseas in matters of political and commercial significance to members and the industry as a whole.

Performance against Objectives	2024	2023
Committees and Working Group involvement/participation	37	34
Submissions/ Advisories submitted	8	8
Government delegations hosted	21	13
Delegations participated in	3	8
Signatory to Biosecurity Operational Agreements	3	4

2. To consider and make recommendations to members and interested parties with respect to the future of the New Zealand pipfruit industry.

Performance against Objectives	2024	2023
Industry Advisory Group meetings to discuss future needs and direction	18	22

3. To provide services to members which will provide benefits to the industry as a whole.

Performance against Objectives	2024	2023
Number of services provided by	24	23
Services Provided	<ul style="list-style-type: none"> <li>Member website</li> <li>Weather tools</li> <li>Pest and disease tools</li> <li>Random residue</li> <li>Registration</li> <li>USDA programme</li> <li>ICPR database</li> <li>Market Declaration system</li> <li>Master data</li> <li>Export data</li> </ul>	<ul style="list-style-type: none"> <li>Member website</li> <li>Weather tools</li> <li>Pest and disease tools</li> <li>Random residue</li> <li>Registration</li> <li>USDA programme</li> <li>ICPR database</li> <li>Market Declaration system</li> <li>Master data</li> <li>Export data</li> </ul>

## New Zealand Apples and Pears Incorporated

### Statement of Service Performance (cont.)

For the year ended 31 March 2024

Performance against Objectives	2024	2023
Services Provided (cont.)	Crop Estimate	Crop Estimate
	Maturity Monitoring	Maturity Monitoring
	Registers / OAP's	Registers / OAP's
	PHI /MRL database	PHI /MRL database
	Information resources orchard	Information resources orchard
	Information resources packhouse	Information resources packhouse
	Best practice guidelines	Best practice guidelines
	RSE logistic support	RSE logistic support
	Food safety testing kits	Food safety testing kits
	Food safety registration	Food safety registration
	Heavy metal testing	Heavy metal testing
	Audit tools	Audit tools
	Industry market eligibility files	Industry market eligibility files
UK Quota Tool		

4. To promote, whether directly or indirectly and whether by means of ownership, investment or otherwise, the development and commercial exploitation of new plant varieties for the benefit of Grower Members.

Performance against Objectives	2024	2023
Prevar shareholding	55%	55%
Annual investment (\$)	-	-
Cumulative investment (\$)	14.3M	14.3M

5. To identify, undertake, fund, and promote research and development relating to the New Zealand pipfruit industry.

Performance against Objectives	2024	2023
Research programmes/ projects contracted	8	8
Total investment (\$)	2,104,200	2,272,339
Levy investment into Research and Development (\$)	1,084,631	1,126,596
Co-funding investment (\$)	1,019,569	1,145,743
Research reports commissioned	17	21



---

**New Zealand Apples and Pears Incorporated****Statement of Service Performance (cont.)****For the year ended 31 March 2024**

6. To develop and promote access to domestic and overseas markets for New Zealand pipfruit.

<b>Performance against Objectives</b>	<b>2024</b>	<b>2023</b>
Markets available for export	82	83

7. To initiate, organise, and publicise seminars, workshops, conferences and meetings for the education and development of participants in the pipfruit industry.


<b>Performance against Objectives</b>	<b>2024</b>	<b>2023</b>
Events held	28	44

8. To speak on behalf of the New Zealand pipfruit industry

<b>Performance against Objectives</b>	<b>2024</b>	<b>2023</b>
Number of Members - Grower	288	240
Number of Members - Post harvest	18	22
Number of Members - Associates	65	64
Website hits	255,045	114,684





A man wearing a black cap, a blue and white plaid shirt, and a dark apron is standing on a metal ladder in an orchard. He is reaching up to harvest red apples from a tree. The orchard is filled with green leaves and many ripe red apples. In the background, there are rolling hills under a clear blue sky.

NZAPI is an enabler; it is our purpose to present the vision and provide the voice of the Aotearoa New Zealand apples and pears industry, enabling our members to prosper.

*New Zealand Apples and Pears (NZAPI)  
Interim Chief Executive Karen Morrish*



# Directory



## Registered Office:

507 Eastbourne Street West,  
Hastings 4122

## Contact Details:

PO Box 11094  
Hastings 4156

Phone: +64 6 873 7080  
Website: [www.applesandpears.nz](http://www.applesandpears.nz)



## Solicitors:

Crengle Shreves & Ratner  
PO Box 10236  
Wellington 6143



## Bankers:

Bank of New Zealand  
117 Heretaunga Street West  
Hastings 4122



## Auditors:

BDO Hawke's Bay  
PO Box 944  
Napier 4140









No part of this publication may be reproduced or transmitted in any form or by any means, electronic, photocopying or otherwise without the prior consent of New Zealand Apples and Pears Incorporated.

© New Zealand Apples and Pears Incorporated 1 July 2024. All rights reserved.