



ZESPRI AND THE KIWIFRUIT INDUSTRY

Make your healthy irresistible

RACHEL DEPREE, EXECUTIVE OFFICER FOR SUSTAINABILITY

NZACCC, June 2021



GLOBAL BRAND

-  Production in 5 countries
-  Offices in 17 countries
-  Sales in over 50 countries



Our purpose

**HELPING PEOPLE,
COMMUNITIES AND
THE ENVIRONMENT
AROUND THE
WORLD THRIVE
THROUGH THE
GOODNESS OF
KIWIFRUIT.**





CONSUMERS
AT THE *heart*
OF EVERYTHING
WE DO



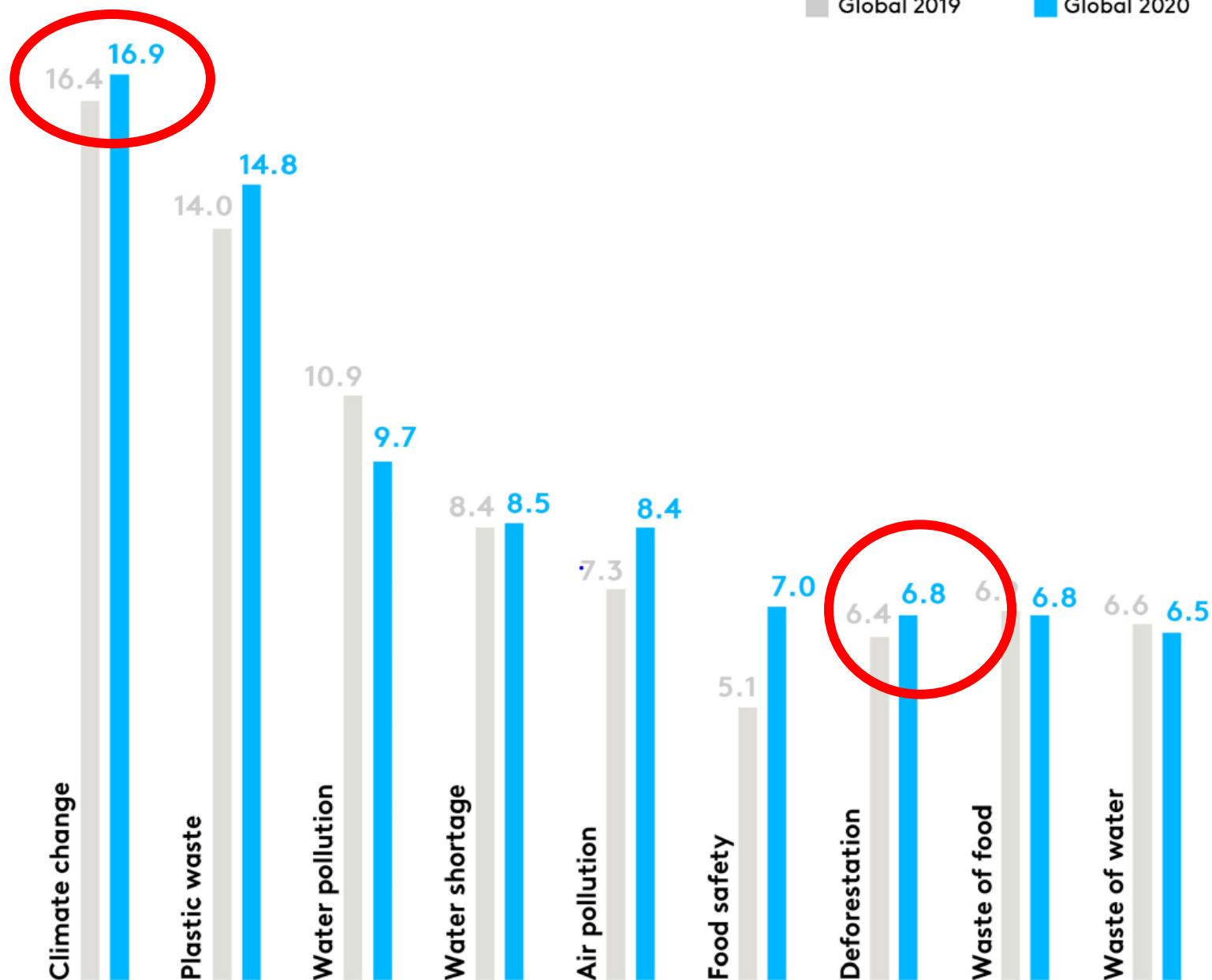
The impact of Covid-19



% Saying Top Concern

■ Global 2019

■ Global 2020




Source: Kantar & GfK

consumers – Push and pull



Switch your workplace to
carbon neutral copy paper
and you can help offset the equivalent of using
297 litres of petrol in your car each year!



85 reams
Average use
of copy
paper/year

**Offsets
297 L
Petrol burned**

85 reams is the average paper usage of a small/medium business in NZ (Oct 1 2018 - Sep 31 2019) based on OfficeMax sales data. The calculation was performed and verified by the Carbon Offset Calculator.



T&G **all good**
A BayWa Company

Fairtrade & Zero Carbon

customers - Managing the playing field

Amazon will make it easier to buy sustainable products with new climate label

The company is launching a new climate program for certified sustainable products

By I



Bloomberg Green

Subscribe

Climate Adaptation

Unilever's New Climate Plan Puts Carbon Labels on 70,000 Products

The consumer giant is committing to reduce a large portion of its emissions to zero by 2039.

By [Akshat Rath](#)

June 15, 2020, 10:59 AM GMT+12

Updated on June 16, 2020, 3:10 AM GMT+12



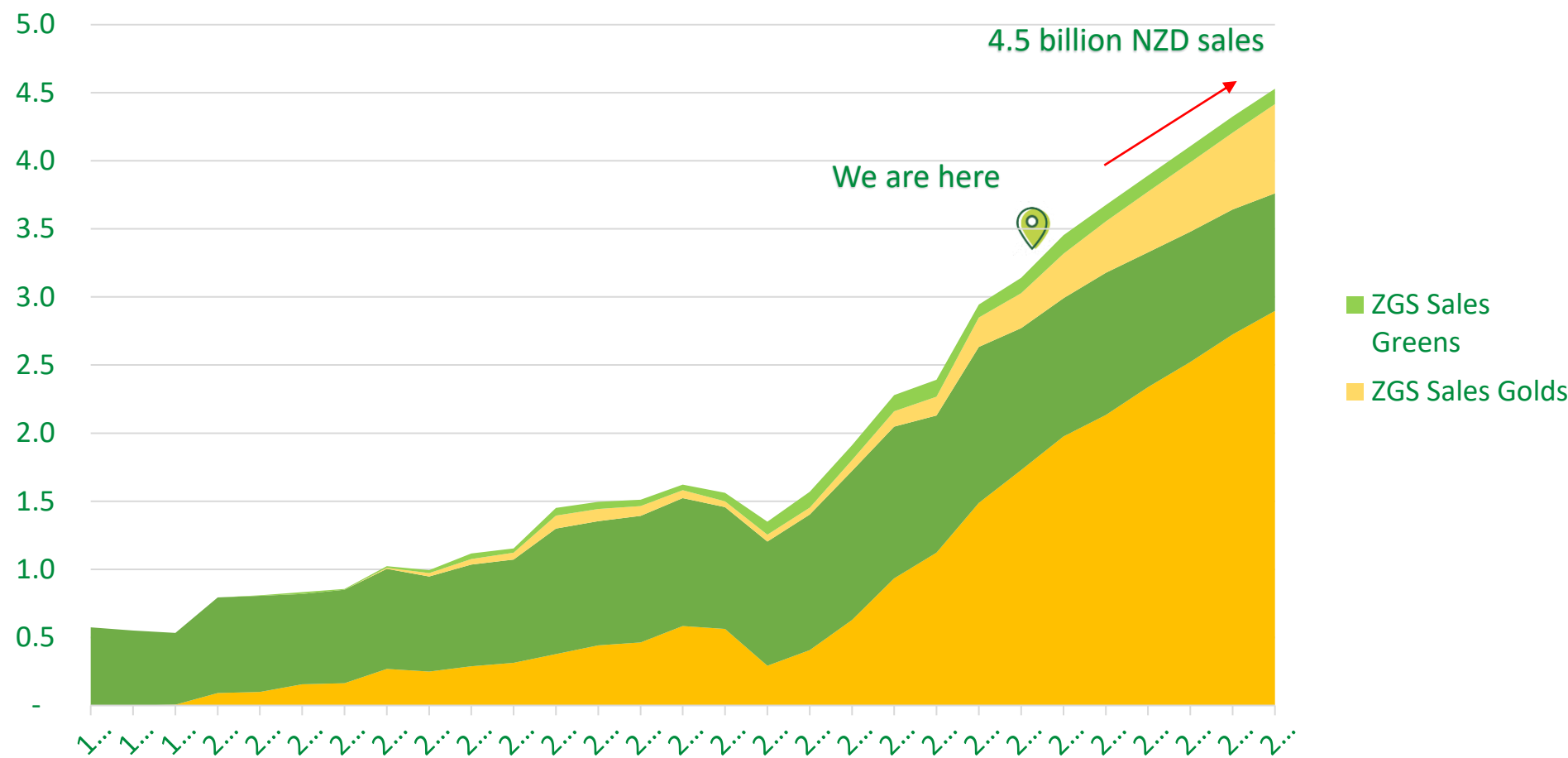
08 April 2021

Whole Foods launches responsible sourcing label

Sourced for Good offers customers an easier way to identify responsibly sourced products



MEETING CONSUMER demand



Value-add for growers?



Responding TO A CHANGING CLIMATE

OUR STRATEGY TO GUIDE THE KIWIFRUIT INDUSTRY TO A LOW-CARBON, CLIMATE-RESILIENT FUTURE



GOAL 1:

TO PROVIDE THE WORLD
WITH CARBON POSITIVE
KIWIFRUIT



GOAL 2:

TO ENABLE THE KIWIFRUIT
INDUSTRY TO THRIVE IN A
RAPIDLY CHANGING CLIMATE



GOAL 3:

TO GROW OUR CAPABILITY
AS A CLIMATE LEADER

setting ambitious targets

We will work with our partners to be

**CARBON
POSITIVE BY**

2035

Zespri corporate will be

CARBON NEUTRAL BY 2025

Our industry will be

**CARBON POSITIVE
TO OUR RETAILERS BY 2030**

We will report on

AND OPPORTUNITIES

OUR CLIMATE RISKS

BY AUGUST 2021

WE WILL BUILD AN INDUSTRY-WIDE

ADAPTATION PLAN BY

DECEMBER 2022



THE PROGRESS

we're making

2009 CROP

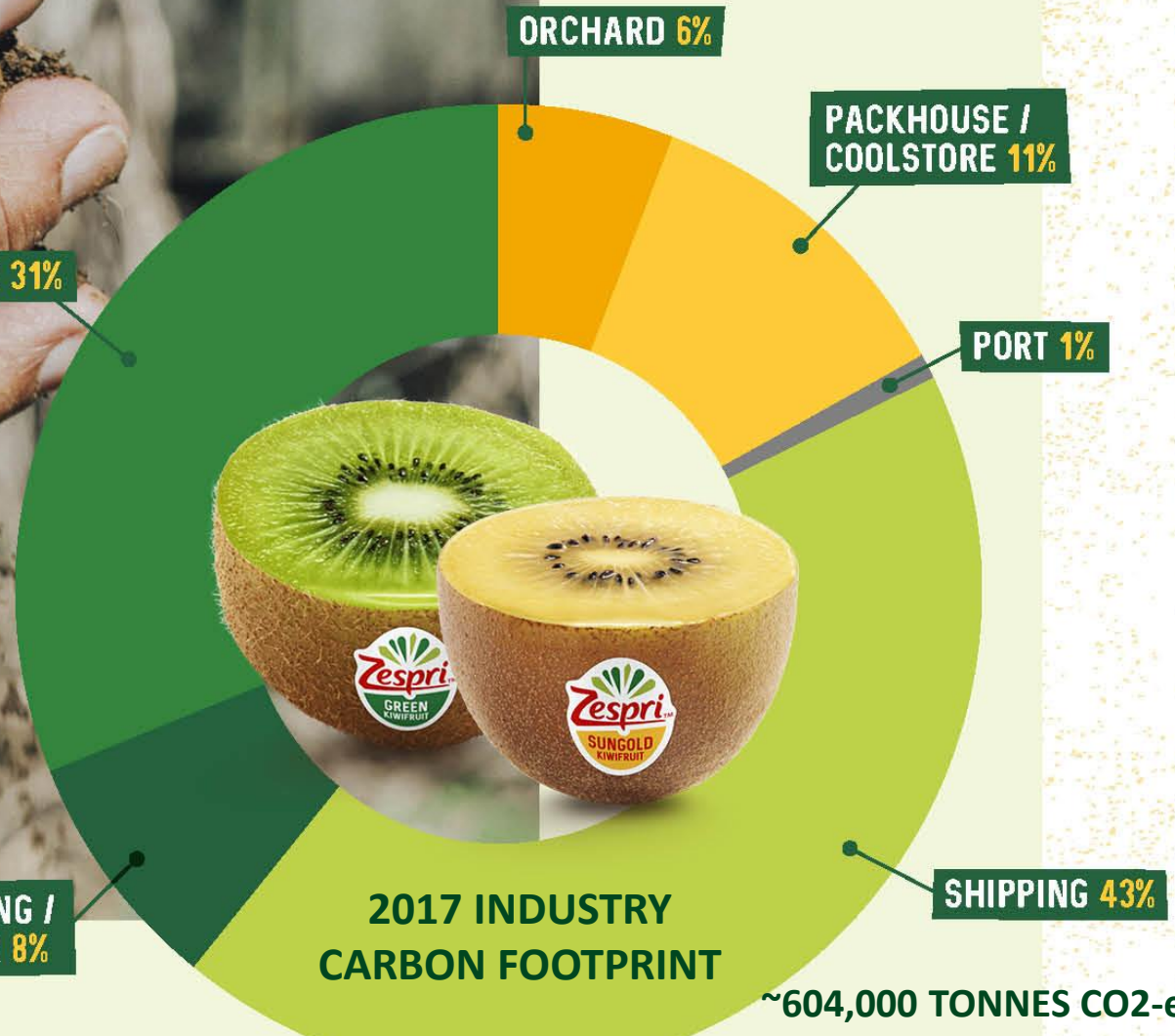
2.6

2017 CROP

2.0

CO₂-e PER KG

REPACKING /
RETAILER 8%



2017 INDUSTRY
CARBON FOOTPRINT

~604,000 TONNES CO₂-e



The progress
we're
making



FINDING THE ANSWERS

togeth

or



Thank
you