



TAURANGA.
WE MEAN
BUSINESS.

Priority 1 Driving Economic Growth

ZESPRI

CHOSE TAURANGA.



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THE BACKGROUND

Zespri is the world's largest marketer of kiwifruit, selling to more than fifty countries and managing 30 per cent of the global traded volume. The company is owned by 2,500 current and former New Zealand kiwifruit growers and cooperatively controlled by producing growers. With 98% of the product destined for export markets, its focus is on providing the world's best kiwifruit to consumers and delivering long term value to growers and shareholders.

THE CHALLENGE

Back in 2001, Zespri's Head Office was based in Auckland, whilst their growers, supply chain and support services were within the Bay of Plenty. Carol Ward, Head of Innovation and Sustainability, explains, "We recognised that the Bay of Plenty was the hub and heartland of the Kiwifruit growing industry. We wanted to get closer to our growers, the people we serve – being in Auckland was a disconnection, the Bay was a much better fit for our business."

THE SOLUTION

The move to Tauranga offered numerous advantages for the business which they could not achieve anywhere else. First and foremost, it put the business in the heart of their industry. Carol explains, "Moving to the Bay meant we could be within 80 per cent of our orchards within two hours. It also put us on the doorstep

of New Zealand's largest port which has always been critical to our supply chain, with over 500,000 tonnes of kiwi fruit exported annually."

Zespri also recognised the power of being located within a centre of excellence for horticulture and food innovation. "Innovation is the backbone of our industry. Together with our partners, including Plant & Food Research and the New Zealand Government, the kiwifruit industry invests around \$35 million each year in innovation to hone our competitive edge globally. We are now seeing strong support from the government through the Ministry of Business and Innovation's investment in PlantTech, the Ministry of Primary Industry's biosecurity research and extensive Callaghan R&D funding – it's an exciting time for the Bay."

THE FUTURE

The kiwifruit industry is expanding rapidly and Zespri has significant growth aspirations to reach \$4.5 billion of revenue by 2025. "We are poised for growth, whilst recognising the need to deliver this in a way that is sustainable to our region." This growth will be managed from their new head office in Tauranga, which is being built to a four-star sustainability rating, with innovative workspaces to encourage collaboration. "Part way through 2019, we will open our new head office. The need for the new premises represents the growth in our industry - to deliver a world class service, we need a world class building."

\$2.26B
GLOBAL
SALES
(IN 2018)

50+
EXPORT
COUNTRIES
WORLDWIDE

\$4.5B
GLOBAL
SALES
(BY 2025)

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