

Wednesday April 21 2010

News Release

### First Commercial Harvest of ENZAGold Kiwifruit in Bay of Plenty

The Bay of Plenty's first commercial crop of ENZAGold™ kiwifruit has been harvested on the Waihou orchard in Te Puke.

The 1.75 hectares of ENZAGold™ vines on the Waihou orchard were grafted onto young Bruno rootstock in 2008, and will yield 60 bins of fruit this season.

Growers have already converted a total 13.17 hectares of Hayward vines to ENZAGold™ in the Bay of Plenty, and Turners & Growers CEO Jeff Wesley says that in 2011 total ENZAGold™ production nationally will exceed 100,000 trays, rising to 400,000 trays in 2012.

Turners & Growers has already converted 20 hectares of its own Hayward vines to ENZAGold™ and believes the international market potential for ENZAGold™ is up to 15 million trays per annum.

Following a recent visit to the Bay with Turners & Growers Chairman Tony Gibbs to look at ENZAGold orchards, Mr Wesley says that ENZAGold grows extremely well in the region. "We are impressed with the progress of newly planted orchards and the quality and size of the ENZAGold™ fruit."

ENZAGold™ is a prolific fruiter and is quite different to the ZESPRI® GOLD variety, with the taste having a refreshing sweet/acid balance. The shape of the fruit is slightly ovate, almost without any beak which significantly lessens the susceptibility to puncture damage during the harvest and packing process.

#### About ENZAGold™

ENZAGold™ is one of the selections of Actinidia Chinensis (yellow fleshed kiwifruit) acquired for testing by ENZA from well-known New Zealand kiwifruit breeder Don Skelton under a Licence Agreement in 2003 and purchased in 2006 following a period of cultivar development that began in the late nineties.



**About Turners & Growers**

Turners & Growers is New Zealand's leading distributor, marketer and exporter of premium fresh produce and a subsidiary of Guinness Peat Group (GPG), the largest corporate horticulture investor in New Zealand.

Turners & Growers is also a significant grower of several fruit varieties including Kiwifruit.

In January 2003, Turners & Growers merged with ENZA (formerly the New Zealand Apple & Pear Marketing Board). ENZA are a leading player in the global pipfruit trade, with strong global customer relationships and a history of innovation.

Following the merger, Turners & Growers, the company that named the kiwifruit and developed the New Zealand kiwifruit industry, saw an opportunity to pursue a new kiwifruit variety development programme using ENZA's development background.

Turners & Growers has several new Kiwifruit varieties that it has developed and tested, for production and export from New Zealand. The company holds the global Intellectual Property Rights to ENZARed™, ENZAGold™ and the regional rights to Summerkiwi™.

Turners & Growers is calling for an end to Zespri's monopoly status to ensure that New Zealand growers can diversify out of 'the green trap' and be the Southern Hemisphere's leading growers of these innovative new varieties including ENZARed™, EnzaGold™ and Summerkiwi™.

**For further information, please contact:**

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**Pictures attached:**

1. Golden crop: Pickers harvesting the first commercial crop of ENZAGold kiwifruit in Te Puke.
2. Chris & Jenny Dunn oversee the first harvest of ENZAGold kiwifruit in Te Puke
3. ENZAGold fruit from Te Puke's Waihou orchard packed ready for market
4. ENZAGold fruit from Te Puke's Waihou orchard packed ready for market

