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News Release

NEW WEBSITE INTRODUCES ENZA'S KIWIFRUIT VARIETIES TO GLOBAL MARKETS

Turners & Growers, New Zealand's leading distributor, marketer and exporter of premium fresh produce, has launched a brand new website dedicated to its ENZA kiwifruit varieties: www.enzakiwi.com

Regularly updated, the site includes profiles on each of ENZA's kiwifruit varieties - ENZAGreen™, ENZAGold™, ENZA Red™, MEGAKIWI™ and Summerkiwi™ - that will be updated with research and nutritional information as it comes to hand.

ENZA's marketing manager, Campbell Naish, says that the new kiwifruit varieties are expanding the appeal of kiwifruit around the world and that the website is part of a global campaign to grow the kiwifruit category.

"Kiwifruit currently only represents between .25 and .5 percent of the global fruit bowl, but there has been huge international interest in ENZA's new varieties so we've launched this site to educate global consumers and retailers on the fruit," said Mr Naish.

"ENZA's new kiwifruit varieties, ENZARed™, ENZAGold™ and Summerkiwi™, have broader taste profiles that will appeal to new markets, including the US and Europe, and we look forward to building our relationship with these new markets using the enzakiwi site."

The website will be used by ENZA's agents and retailers to promote kiwifruit to consumers and has been launched ahead of ENZA putting all its varieties on show at the upcoming ASIA FRUIT LOGISTICA, one of the world's leading trade fairs for the international fresh fruit and vegetable market, in Hong Kong in September.

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About Turners & Growers:

Turners & Growers is New Zealand's leading distributor, marketer and exporter of premium fresh produce and the largest corporate horticulture investor in New Zealand. Turners & Growers is also a large-scale grower of several fruit varieties including Kiwifruit.

In January 2003, Turners & Growers merged with ENZA (formerly the New Zealand Apple & Pear Marketing Board). ENZA is a leading player in the global pipfruit trade, with strong global customer relationships and a history of innovation. Following the merger, Turners & Growers saw an opportunity to pursue a new kiwifruit variety development programme using ENZA's development background.

Turners & Growers remains at the forefront of the kiwifruit industry with several new varieties that it has developed and tested for production and export from New Zealand. The company



holds the global Intellectual Property Rights to ENZAGold™, ENZARed™ and the regional rights to Summerkiwi.™

Turners & Growers has already started converting many of the company's own Hayward vines to its new varieties in New Zealand. ENZAGold is already in commercial production. The first Summerkiwi fruit were picked in Kerikeri this season and the variety will be in commercial production in New Zealand next year.

Turners & Growers wants the right to be able to export, without restriction, its own kiwifruit varieties internationally. The Kiwifruit Regulations 1999 prevent owners of Kiwifruit varieties, other than monopoly kiwifruit marketer Zespri, from exporting kiwifruit outside New Zealand and Australia.

Contacts for more information:

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For more information on Turners & Growers new Kiwifruit varieties visit: www.turnersandgrowers.com

