



PROGRESSING THE *Sustainability* AGENDA

04/04/2023



THE *Kiwifruit* INDUSTRY





OUR PURPOSE

To help people, communities and the environment around the world to thrive through the goodness of kiwifruit.



WHAT *Sustainability* MEANS FOR US



PEOPLE

Helping people around the world make healthier lifestyle choices

We will offer over

6 BILLION
HEALTHY EATING
OCCASIONS

To people around the world

BY 2025



PLANET

Creating a circular economy for our packaging.
Enhancing the environment through the way we grow our kiwifruit

OUR PACKAGING

Will be 100% recyclable, reusable or compostable by 2025

By 2025 our industry will more effectively monitor nutrient inputs and losses as well as our impact on

WATER

Better protecting water quality

We will work with our partners to be

CARBON POSITIVE

BY 2035



COMMUNITIES

Building thriving communities by supporting growers, employment and local economies.

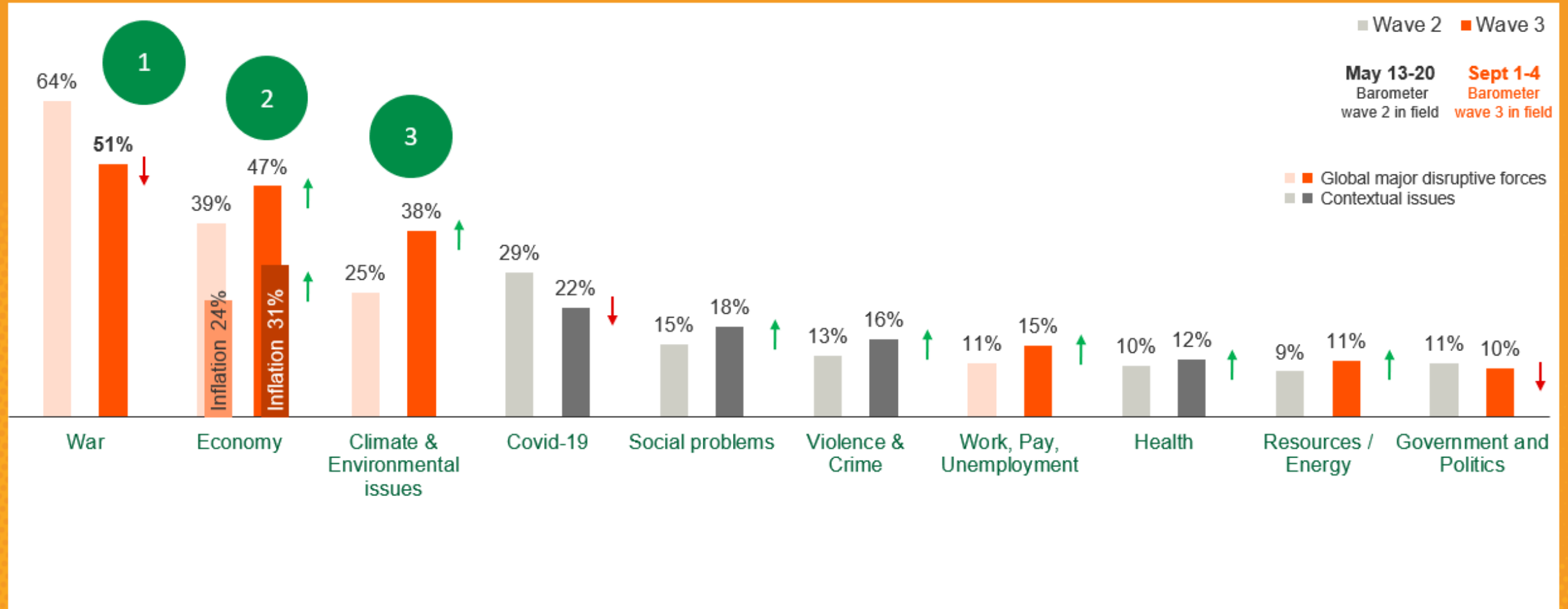
We will continue to lift our employment standards so we attract good people and

CARE

FOR THEM
APPROPRIATELY

WHAT'S ON *People's Mind?*

% people mentioning as one of 3 things happening in the world that they are most concerned about right now



Source: Kantar Global [Barometer](#), May + Sept 2022

Future-led SUSTAINABLE INDUSTRY



CAN WE *add* MORE *value*
IN ECONOMIC HARD TIMES?

Future-led SUSTAINABLE INDUSTRY

THE BUSINESS CASE FOR SUSTAINABILITY

Creating value

Improves financial performance

INCREASE REVENUE

INCREASE TRUST

REDUCE COST

REDUCE RISK

Improves financial position

Protecting value





Consumers: INTENT vs ACTION

SALE *allbirds*



**Introducing MO.ONSHOT:
The World's First Net Zero
Carbon Shoe**

EAT FOR THE EARTH



0.41
kg CO₂e

SUSTAINABILITY RATING

HIGH	MED	HIGH	HIGH	LOW
CARBON FOOTPRINT	WATER USE	LAND USE	PACKAGING WASTE	CHEMICAL WASTE



T&G *all good*

Fairtrade & Zero Carbon

CONSUMERS

58% OF CONSUMERS

are looking for brands that have social and environmental purposes. They are prepared to invest time and money to support companies that do good.

53% HAVE STOPPED

buying products / services that have a negative impact on the environment and society.

Source: Kantar Asia Sustainability Foundational Study 2021



Retailers: SEEKING DIFFERENTIATION

ISSUES & TRENDS > SUSTAINABILITY

Amazon Fresh, Target aim for sustainability goals with net-zero carbon stores

Retail sites apply for certification from the International Living Future Institute

Michael Browne | Mar 17, 2022



Zero waste shopping on the rise in Europe

The number of supermarkets in Europe minimising packaging is continuing to rise. Several European cities are now offering people a greener way to shop. Sara Wolf and Milena Glimbovski are about to open their first zero waste store [Original Unverpackt](#) in Berlin, Germany. With the help of a [crowd-funding campaign](#), Original Unverpackt has received enormous public support and has raised over €100,000, exceeding its initial target of €45,000.

RETAILERS

17% OF RETAILERS

globally are known to have done a lot to reduce plastic waste.

There has been increasing initiatives from retailers and manufacturers to drive shopper habits, innovate and be known for sustainability. They are prepared to re-think systems and face cost challenges, especially in France.

Source: WCWD, GRK, [Europanel](#) & Kantar research study



Government. REGULATING CHANGE

As part of the Anti-waste law (loi AGECE), France is banning the use of labels attached directly to fresh fruits and vegetables, unless they are domestically compostable and made from biological sources (article 80). 29/04/2021

Finat
<https://www.finat.com/news/france-to-ban-plastic-stic...>
France to ban plastic stickers on fruits and

Practical perspectives on reporting – series 2

**From TCFD to TNFD:
how long before we're reporting
on nature as well as climate?**

UK Carbon Import Tax Would Protect British Industry, Sunak Says

- Levy on carbon-intensive imports 'sensible,' UK leader says
- Energy secretary due to outline green initiatives this week

GOVERNMENT

66% OF COUNTRIES

have at least some aspect of restrictions on plastic bags with their import, manufacture or distribution.

The list of countries banning single-use plastic items will grow longer in 2021. Many other countries, U.S. states and cities are also working on similar legislation.

Source: <https://www.statista.com/chart/17318/share-of-countries-that-have-enacted-plastic-bans-restrictions-and-the-types-of-restrictions/>

PACKAGING MATTERS

WHY THERE IS URGENCY IN MEETING OUR COMMITMENTS

Our consumer insights show that plastic waste is a top environmental concern globally, second only to climate change.

Sustainability continues to be a concern across all our stakeholders. Consumers and retailers want better packaging and governments are legislating restrictions on packaging materials.



BRINGING OUR WORK PROGRAMME TO LIFE

SUCCESSES AND CHALLENGES

EXECUTING CHANGE IN
MARKET



INVESTING IN NEW
SOLUTIONS



DESIGNING PACKAGING FOR
THE FUTURE



ZESPRI *Sustainable Packaging* IN 2023 FOR KEY CUSTOMERS





Climate change

has become the
number *one* concern
for our consumers





CLIMATE CHANGE *Strategy*



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

THE PROGRESS

We're making



2.6

2.0

CONSUMER 31%

REPACKING /
RETAILER 8%

ORCHARD 6%

PACKHOUSE /
COOLSTORE 11%

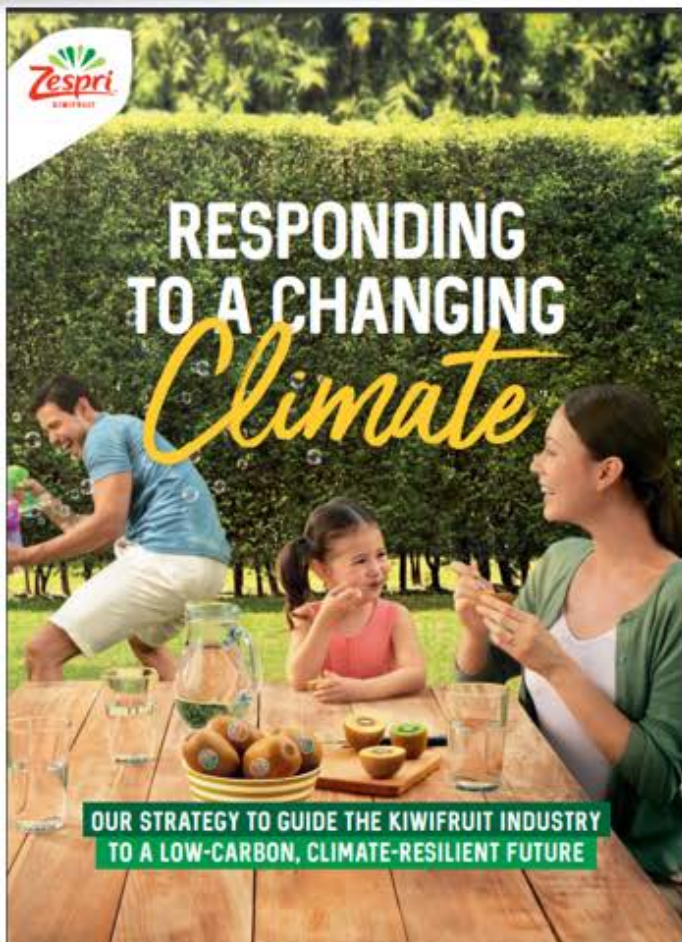
PORT 1%

SHIPPING 43%





KIWIFRUIT CLIMATE CHANGE *Pathway*



Thank you!



CAROL WARD
CHIEF GROWER, INDUSTRY &
SUSTAINABILITY OFFICER

