

Environment & Sustainability

Setting the Bar in 'Going Green'

The environment and sustainable practices are very important to ZESPRI™. So important, in fact, they created their own system that is responsible for the world's finest kiwifruit – ensuring consistent size, appearance and taste. The ZESPRI™ System is a unique orchard-to-retail delivery process that delivers consistently delicious fruit while using environmentally-considerate methods to grow, cultivate, store and ship their fruit ... all reasons why ZESPRI™ Kiwifruit is consistently better than the competition.

The following information applies to all ZESPRI™ conventionally-grown kiwifruit. ZESPRI™ also offers **organic kiwifruit**.

Nourishing progress in the orchards

- In many kiwifruit-growing regions in New Zealand, good annual rainfall means there is **normally little or no need for irrigation**. But, when irrigation must be used, growers apply water directly to the root area to reduce run-off and wastage.
- **Fertilizers are applied strictly on the basis of orchard assessments and soil analysis**. This ensures the minimum amount is used to maintain the soil's fertility and that natural nutrient levels are maximized.
- **Registered herbicides are used to control weeds only where necessary** and most orchards have a spot application policy rather than a broad application of herbicides.
- ZESPRI™ International has developed a **unique, ecologically friendly pest management program** to minimize the use of pesticides. It replaces regular spraying with intensive monitoring. Pest control is only used where there is a proven necessity that would jeopardize the export quality standards of ZESPRI™ Kiwifruit. All growers are required to keep detailed written records of pesticide application, which are audited when the fruit is harvested. And, all workers applying pest control agents must be certified under a nationally recognized training program.
- These **pesticide precautions have helped earn kiwifruit a spot on the "clean 12"** – a list of non-organic produce that contain the least amount of pesticides – created by the Environmental Working Group.
- **Growers strictly control pollution from waste**. Waste from thinning and pruning is usually mulched back into the ground to help nourish the soil.
- ZESPRI™ Kiwifruit **does not include any genetically modified organisms (GMOs)**. ZESPRI™ does not research, develop or market any genetically modified kiwifruit.

Principles continue to flourish post-harvest

- **All ZESPRI™ packaging is recyclable or reusable**. Plastic bins used in shipping return to New Zealand for reuse.
- Until it is shipped, ZESPRI™ Kiwifruit sits in **environmentally-friendly cool storage**. The refrigerants meet legislative requirements as well as international carbon dioxide level conventions.
- The **sophisticated distribution system of ZESPRI™ Kiwifruit can track "bad" fruit back to the grower**, which ensures good quality even further.

