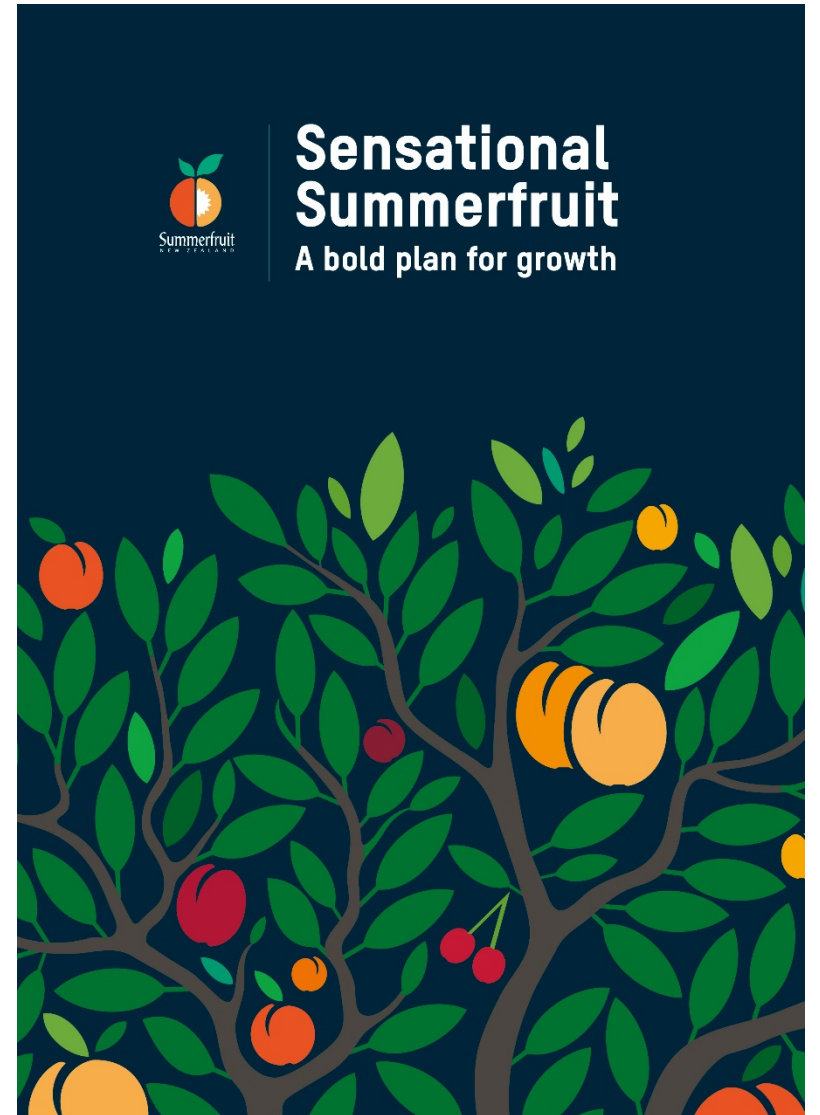


Programme Details



Sensational Summerfruit

A bold plan for growth

1 The consumer

– delivering to the consumer healthy, flavourful fruit with quality, freshness and New Zealand provenance.

2 New markets

– new markets need to be opened up, including online retail models, based on New Zealand's competitive advantage of quality fruit.

3 Velocity through the supply chain

– providing fruit to market faster, in fresher condition and in consumer-ready packs.

4 High performance orchards

– providing greater volumes of quality fruit with efficiency and greater profitability.

5 A stronger industry

– characterised by innovation, scale and greater profitability.

The initiatives work together

