

## 2024/2025 California Kiwifruit Preliminary Crop Estimate

For the 2024/25 kiwifruit crop, estimates were gathered from growers, packers, and handlers. Historical averages were also taken into consideration during the assessment.

This chart presents the estimated kiwifruit crop based on industry-provided estimates:

	2019/2020**	2020/21	2021/22	2022/23	2023/24 Estimated Year End	2024/25 Preliminary Estimate
Hayward - TE	9,786,754	9,373,669	9,177,899	7,088,114	8,584,719	8,710,000
Gold - TE	429,430	474,697	350,229	247,976	332,641	290,000
Mega - TE	193,798	211,095	314,191	303,760	420,938	500,000
**Red - TE		44,913	82,685	159,693	482,809	542,000
Total Kiwifruit - TE	10,409,982	10,104,374	9,925,004	7,799,544	9,821,107	10,042,000
Total VF equiv	3,680,297	3,572,253	3,508,840	2,757,414	3,472,109	3,550,202

\*\*Prior to 2020/21, Red was combined with Gold.

For Hayward, the 10-year average yield per acre is 2,296 TE. Using this average, the estimated Hayward crop would be approximately 8.9 million TE, aligning closely with the reported industry estimates.

HAYWARD			
	TE	Acreage	Average TE/Acre
14/15	7,479,434	3,196	2,340
15/16	5,898,482	3,306	1,784
16/17	8,766,849	3,439	2,549
17/18	9,736,889	3,694	2,636
18/19	9,698,080	3,925	2,471
19/20	10,650,083	3,987	2,671
20/21	9,150,339	4,031	2,270
21/22	9,491,682	4,149	2,288
22/23	6,980,995	3,989	1,777
23/24	8,584,719	3,950	2,173
10 Year Average			2,296

<b>24/25</b>	<b>8,954,400</b>	<b>3,900</b>	<b>2,296</b>
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After analyzing historical statistics and considering industry reports of strong bloom in the south, while also factoring in the potential impact of extreme heat in July on overall fruit size, we propose a preliminary estimate for the Hayward crop to be 8.4 million TE (2,969,697 VF) and the non-Hayward varieties to be estimated at 1,100,000 TE (388,889 VF). **The combined preliminary estimate for California kiwifruit is 9.5 million TE (3,358,586 VF).**

	2024/25 Preliminary Estimate
Hayward - TE	8,400,000
Non-Hayward - TE	1,100,000
Total Kiwifruit - TE	9,500,000
Total VF equiv	3,358,586