

The Kiwi Vine

Newsletter of the Kiwifruit Administrative Committee

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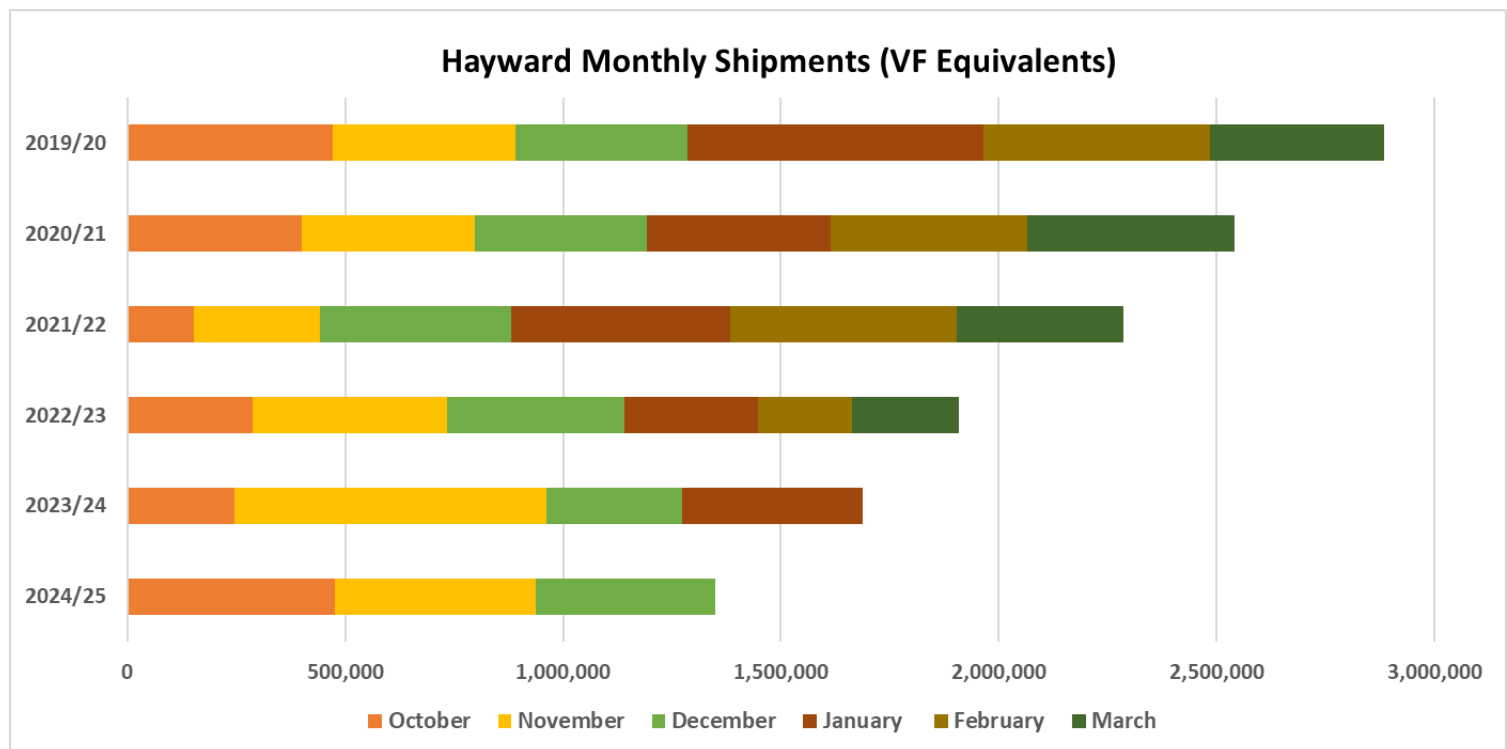
January 13, 2025

KIWIFRUIT CROP - INVENTORY & SHIPMENTS AS OF DECEMBER 31ST

The harvested Hayward crop came in at 10 million 7-pound tray equivalents (3.5 million volume fill equivalents). This is a 14% increase over the 8.6 million tray equivalents (3 million VF) sold last season. Fourteen percent of the Hayward crop is in the organic category.

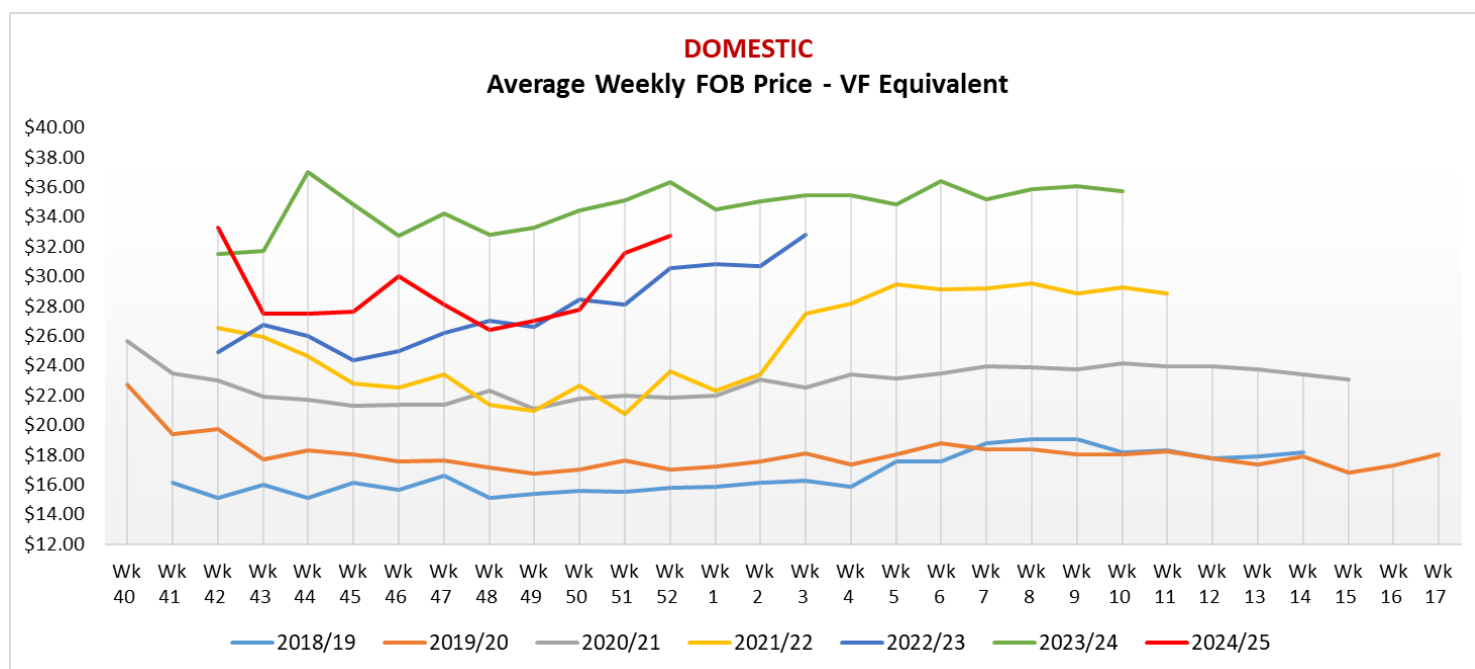
Non-Hayward varieties, which include gold and red varieties of the *Actinidia chinensis* species and a green variety called Mega Kiwi, packed out at 1.5 million tray equivalents (530,000 VF) compared to last year's crop of 1.2 million tray equivalents (424,000 VF). Most of the increase in this category came from the red kiwifruit.

As of December 31st, 39% of the projected marketable Hayward crop was shipped, which is in-line with the historical trend.



PRICING

The KAC collects pricing information from California kiwifruit handlers during the season. The following chart shows the weekly average FOB prices for Conventional Hayward kiwifruit for the past 7 seasons.



INTERNATIONAL KIWIFRUIT ORGANIZATION (IKO)

The KAC represented the United States at the annual International Kiwifruit Organization (IKO) conference held in Arta, Greece in late September. The IKO includes eight member countries: Chile, Italy, France, Greece, New Zealand, Portugal, Spain, and the United States. This year's conference featured notable highlights, including China's first-ever participation, insights into shifting consumer trends across Europe, and updates on Zespri's marketing expansion in the United States.

IKO member countries provide annual reports that include production and acreage data, biosecurity issues and industry trends and challenges. These reports are available on the California kiwifruit website.

KAC MEETING NOTICE

A KAC meeting will be held on January 23rd, 2025, at 11:00 AM. The meeting will be conducted virtually. At the meeting the Committee will be electing officers, approving the 2023/24 Annual Report and selecting delegates to attend the 2025 IKO Conference in Spain. Industry members are welcome to attend the meeting. Please contact Jeremy Toews if you want to receive the log-in information. (jeremy@agamsi.com or 916-621-9799)

RESOURCES AVAILABLE FROM THE KAC

Please visit the California kiwifruit website at: www.californiakiwifruit.org to view all the inventory, shipment and price reports for the 2024/25 California kiwifruit season as well as to access the IKO country reports. The industry section of the website is password protected. To receive the password, please contact Jeremy Toews via email at jeremy@agamsi.com or call 916-621-9799.

NEW KAC BOARD SEATED

The Kiwifruit Administrative Committee consists of 12 members and alternates, representing each of the 3 districts. There is one public member and alternate public member.

The three districts are:

- District 1 - Butte, Sutter and Yuba Counties
- District 2 - Tulare County
- District 3 - The rest of the state. (All counties within the production area excluding Butte, Sutter, Yuba and Tulare Counties)

The newly seated KAC board consists of:

DISTRICT	MEMBER	ALTERNATE MEMBER
1	Desta Bechtol	Jeff Fox
1	Dave Dulai	Mike Noland
1	Jatinder Kullar	Luke Wilson
2	Doug Phillips	Melissa Heinrich
2	Willie Paramo	Scott Boyajian
2	Norman Evans	Adam Smith
2	Al Bates	Gary Romoff
2	Jerin Kliewer	Martin Guzman
2	Ben Povey	John Fagundes, IV
3	Jerry Kliewer	Mike Jackson
3	Kyle Jackson	Ryan Young
Public Members	Jon Phillips	Jill Apok