



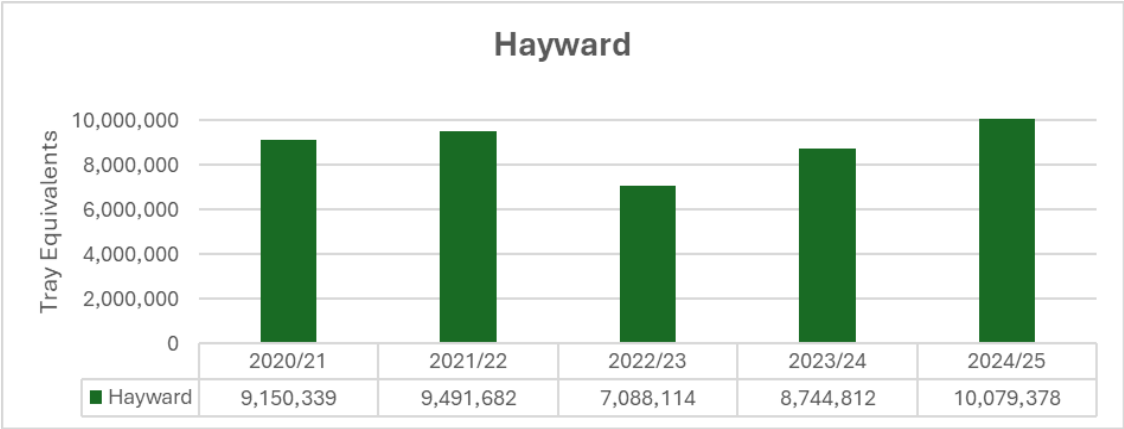
The Kiwi Vine

Newsletter of the Kiwifruit Administrative Committee

September 15, 2025

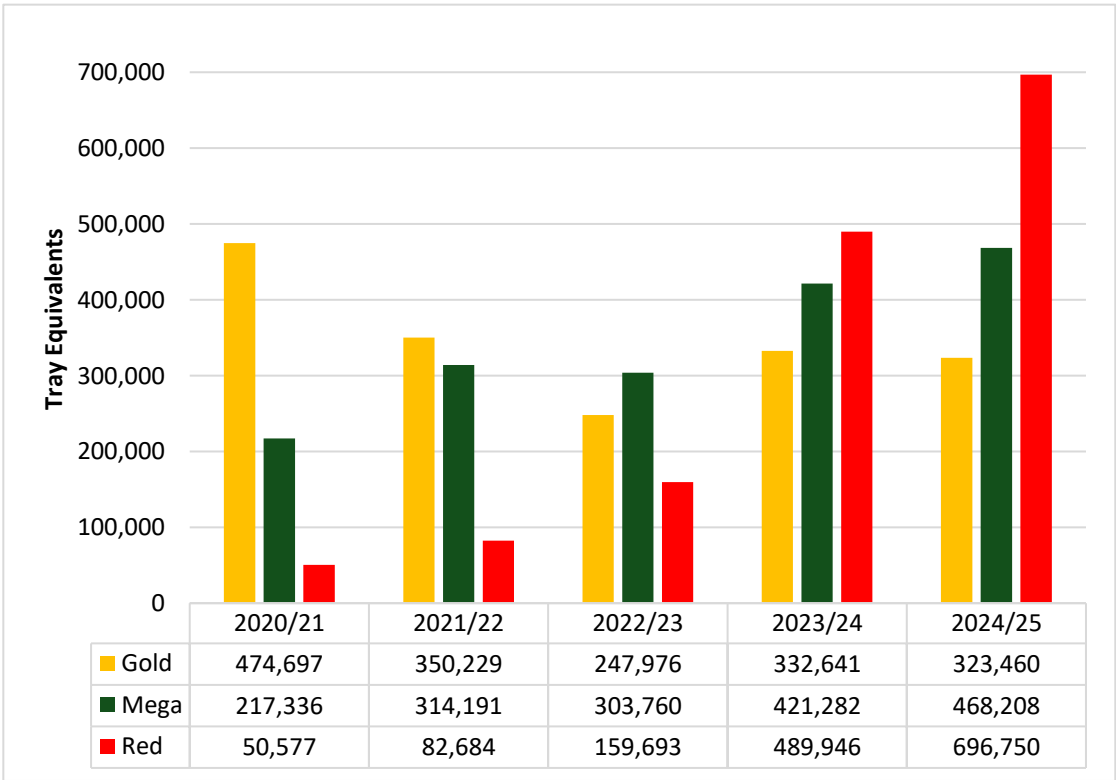
2024/2025 SEASON OVERVIEW

The Hayward crop in 2024/25 came in a little over 10 million tray equivalents (te). Below you can see a snapshot of the Hayward crop in recent years. The lighter crop in 2022/23 was due to a late spring frost.



Hayward acreage is now at 4,400 compared to the 4,000 acre level that it was at for a number of years.

The crop of non-Hayward varieties in 2024/25 was double that of the crop 4 years prior. There are 750 acres of non-Hayward varieties in production.



ORGANIC CROP

Organic Hayward shipments in 2024/25 represented 12.9% of the Hayward crop.

HAYWARD	Organic Shipments	Percentage of Crop
2020/21	1,296,796	14.2%
2021/22	1,180,328	12.4%
2022/23	768,886	10.8%
2023/24	1,215,654	13.9%
2024/25	1,304,811	12.9%

Organic shipments of the non-Hayward varieties - Red, Gold, and Mega, represented 15.3% of the shipments. Mega kiwifruit accounted for the most organic shipments in this category at 11.8%.

ESTIMATE FOR 2025/26

The KAC met in late July and set the preliminary 2025/26 California kiwifruit crop at 10 million tray equivalents (3,535,354 VF). This includes 8.7 million te of Hayward and 1.3 million te of Red, Gold and Mega kiwifruit. The growing season has been defined by mild, cooler conditions which should be conducive for good fruit size and quality.

	2025/26 Preliminary Estimate
Hayward - TE	8,700,000
Non-Hayward - TE	1,300,000
Total Kiwifruit - TE	10,000,000
Total VF equiv	3,535,354

NO CHANGE TO KAC ASSESSMENT RATE

The KAC assessment rate for the 2025/26 season remains at \$0.035 per 9 kilo (19.8 pound) volume fill container or equivalent. The assessment rate has remained at this level for four seasons.

2025/26 PACKING REGULATIONS UNCHANGED

As of the date of publication of this newsletter, there are no changes to the packing regulations for the upcoming season. The KAC has requested several minor changes to the Size Designation Chart, including adding definitions for Sizes 12 and 15, and redefining Size 45. These changes are pending USDA approval.

KIWIFRUIT INDUSTRY TO FUND CULTURAL RESEARCH

The KAC approved the funding of a UC Davis research project that will study *Identification, Pathogenicity, and Management of Fungal Pathogens Causing Dieback and Canker Disease of Kiwifruit in California*. The cost of this research project is \$20,000.

INTERNATIONAL KIWIFRUIT ORGANIZATION (IKO)

The KAC will represent the United States at the annual International Kiwifruit Organization (IKO) conference to be held in Vigo, Spain on September 22 – 25. The IKO includes eight member countries: Chile, Italy, France, Greece, New Zealand, Portugal, Spain, and the United States. IKO member countries provide annual reports that include production and acreage data, biosecurity issues and industry trends and challenges. Industry reports and world production data will be updated on the California kiwifruit website after the conference.

RESOURCES AVAILABLE FROM THE KAC

Curious what the crop was like in 2010? Interested in world production data? The California kiwifruit website has an archive of Annual Reports going back to 2005/06, country reports from IKO members, and once the season gets underway you will find up to date information regarding the California Hayward crop inventory, shipments, and prices.

Please visit the California kiwifruit website at: www.californiakiwifruit.org to access this information. 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.

CONTINUANCE REFERENDUM IN 2026

Every six years California kiwifruit growers have the opportunity to decide whether they wish to keep the Federal Marketing Order program. **The next continuance referendum will be conducted within the period beginning May 15, 2026, and ending July 15, 2026.** The program is administered by the Kiwifruit Administrative Committee (KAC) and sets minimum quality, size, grade, maturity, and pack requirements for California kiwifruit. KAC also has the authority to collect industry statistics such as inventory/shipment/pricing and to conduct cultural research.

Section 8e of the Agricultural Marketing Agreement Act of 1937 provides that when certain domestically produced commodities are regulated under a Federal Marketing Order, imports of the commodity must meet the same or comparable grade, size, quality, and maturity requirements. Grading and quality inspection by the USDA is required for each lot (shipment) of kiwifruit imported.

KIWIFRUIT CROP INSURANCE PROGRAM

The California Kiwifruit industry now benefits from the Federal Crop Insurance Program (FCIP), administered by the USDA's Risk Management Agency (RMA). Growers, please be aware that the "sales closing date" to obtain coverage for your 2026/27 crop is November 20th.

BE MATURE ABOUT THIS YEAR'S HARVEST

Fruit quality should always be the most important factor in determining when to harvest your kiwifruit crop. The U.S. Standards for Grades of Kiwifruit defines "mature" as kiwifruit that has reached the stage of development, which will ensure the proper completion of the ripening process. The current maturity standard for California kiwifruit is an average of 6.2% soluble solids content (SSC). Research has shown that the majority of kiwifruit, when **harvested** at 6.2% SSC and above, will properly complete the ripening process. Because much of the starch conversion to sugars occurs after harvest, the initial SSC measurement as an indicator of maturity and fruit quality is only valid if taken before or immediately after harvest. Please harvest kiwifruit with an average minimum maturity of 6.2% SSC or above.

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KAC BOARD MEMBERS

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

The three districts are:

- District 1 - Butte, Sutter and Yuba Counties
- District 2 - Tulare County
- District 3 - Fresno, Madera, Merced, Kings, Placer, Sacramento, San Joaquin, Santa Clara, and Stanislaus Counties

The current Board consists of the following:

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	Vacant	Vacant
2	Norman Evans	Adam Smith
2	Al Bates	Gary Romoff
2	Jerin Kliewer	Martin Guzman
3	Ben Povey	John Fagundes, IV
3	Jerry Kliewer	Mike Jackson
3	Kyle Jackson	Ryan Young
Public Members	Jon Phillips	Jill Apok