



taste the goodness

New Zealand Kiwifruit

Harvest and availability

| | May | June | July | Aug | Sept | Oct | Nov | Dec |
|------------------|-----|------|------|-----|------|-----|-----|-----|
| Harvest | | | | | | | | |
| Marketing | | | | | | | | |



Kiwifruit ready for harvest in May and June.

Frequently Asked Questions

Why do we import New Zealand kiwifruit?

To satisfy customer demand from June to December, when no local kiwifruit are available. Australian kiwifruit production is small and the season is normally from April to June.

What are some easy uses for kiwifruit?

- Cut in half and scoop out with a spoon
- Pack them in school lunch boxes
- Add flavour and colour to salads and desserts
- Combine with cereal or yoghurt

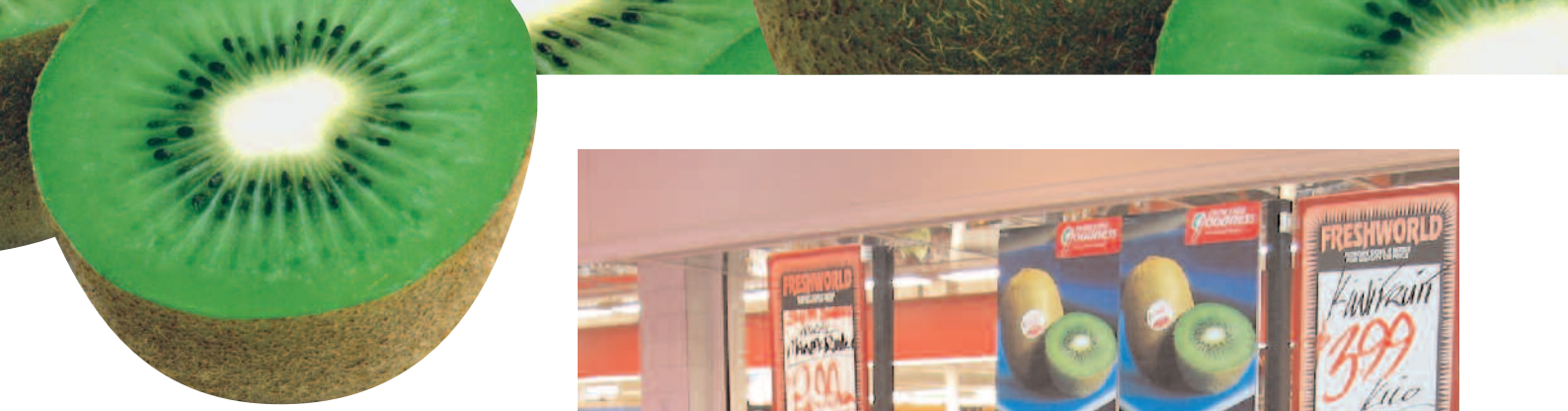
How do I store kiwifruit at home?

Allow to ripen at room temperature, then store in the refrigerator. To accelerate ripening, place fruit in a paper bag with a banana.

What are the nutrition features of kiwifruit?

Bite for bite, kiwifruit contain more vitamins and minerals than most other fruits!

- High in Vitamin C (more than oranges)
- More Vitamin E than avocados
- Potassium levels similar to bananas
- Great source of dietary fibre
- Rich in folic acid



Display tips

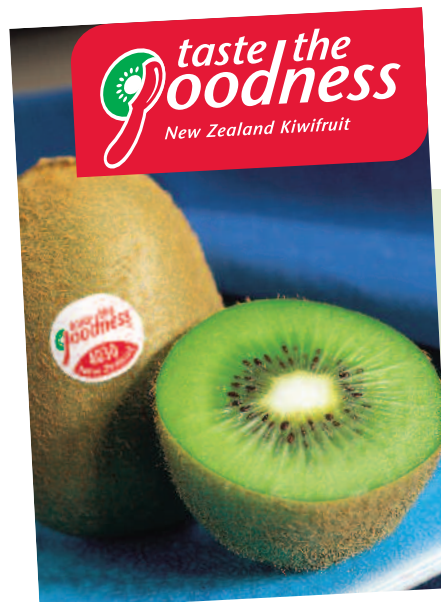
- Use contrasting coloured fruit (e.g. citrus, apples or bananas) for effective colour breaks.
- Use prepacks as effective colour breaks next to loose green fruit.
- Display cut fruit on trays with plastic overwrap.
- Use 'Taste the Goodness – New Zealand Kiwifruit' posters and wobblers for added impact.
- Provide customers with 'Taste the Goodness – New Zealand Kiwifruit' information leaflets.

Storage & ripening

- Store at room temperature (20°C) until 'almost ripe' stage then hold in a cool room until ready for sale.
- To accelerate ripening (for example in winter at the beginning of the season), display kiwifruit next to high ethylene producing fruits, like bananas or apples.
- To slow ripening, display next to low ethylene fruits like oranges or mandarins.
- **TIP: Shelf life of New Zealand kiwifruit at room temperature is 3 to 7 Days.**



Use contrasting coloured fruit like citrus, combined with high impact posters, to create effective massed kiwifruit displays.



Retailer Support

- Posters (A3 and A4)
- Wobblers
- Consumer Leaflets (pads of 100)
- Retail Guide
- Merchandising Service

Country of Origin Labelling (CoOL)

Display 'Taste the Goodness – New Zealand Kiwifruit' posters (A3 large and A4 small) to satisfy new Country of Origin Labelling laws.

Further Information

For further information and retail support materials contact:
 John or Mark Baker, Produce Marketing Australia
 Phone: 02 9744 6366 Fax: 02 9744 8722
 Email: marketing@producemarketing.com.au