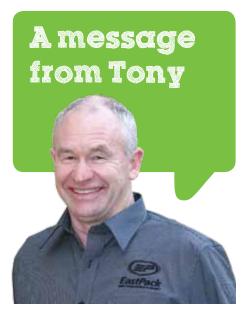
ISSUE 14 | FEBRUARY 2014



Leadership Message

Welcome to 2014 – I hope you all had an enjoyable Christmas and New Year break with family and friends and managed to get some time out from work.

Looking at 2014 and asking the question, what will it bring us? – probably the best words to describe 2014 are **Recovery** and **Investment**.

We are now a lot more confident that our kiwifruit industry is recovering from the ravages of Psa. Even though we have had a lot more rain over the past six weeks compared to last year, it appears that the trend we saw prior to Christmas has shown that the impact of Psa continues to reduce.

As always there are exceptions, there is clear evidence that Psa is in the Whakatane and Waihi regions and that crop volumes have been reduced because of Psa. Also Psa was confirmed in Kerikeri just prior to Christmas and continues to spread in Hawkes Bay and Nuhaka regions – in Hort 16A only.

Also just to remind us, horticulture and kiwifruit in particular is at the mercy of Mother Nature – there was a particularly

severe hail storm in the Whakatane region on 9 January. This has resulted in a loss of many hundreds of thousands of trays.

The recovery from Psa is showing up as renewed confidence in the kiwifruit industry. This is mainly due to the success of GA (G3 or SunGold) in that it is a lot more resistant to Psa than Hort 16a. GA is not a miracle variety and it has its own challenges, especially around the tight harvest window. However it is giving our growers, Zespri and EastPack confidence to invest in our future. As most of you know, EastPack is shown its confidence industry recovery by investing over \$3 million in replacing and upgrading our bin in-feed systems and introducing photograding to our Edgecumbe and Katikati sites.

Overall industry volumes will hopefully be up slightly (+5%?) on last year but still down over 20% (23 million trays) of our peak volume in 2011 of 113 million trays.

Apart from the hail event in the Whakatane area, the kiwifruit crops on the vines are growing well. In most areas the size looks to be bigger than last year – less undersize, we hope and are cautiously optimistic that volumes in most areas will be up on last year. The formal counting of fruit in our orchards is underway now and we will have a firm indication of this year's volumes for each variety, by mid-February.

Competition for trays amongst all post-harvest operators is still very intense, as all post-harvest facilities need trays to remain viable. Packing and coolstore charges to growers is still extremely competitive. Profit margins are very tight. Fortunately EastPack has a reputation of being a high quality packer of kiwifruit at very competitive rates and has been the hallmark of EastPack over the past three years.

Our commitment to Growing Excellence based on LEAN manufacturing principles has enabled EastPack to be relatively successful and profitable and able to attract new growers to EastPack over the past 3 years. Growing Excellence has led to our culture of continuous improvement and is now part of the way EastPack does things. It's great to see each of our sites putting together a plan for 2014 outlining where they can make a difference this year compared to last year. Also the Grower Services/EKO team as well as the Finance and Administration teams are also committed to the continuous improvement culture.

Make sure that you enjoy yourselves, and I look forward to seeing as many of you as possible in the next few weeks.

Kind regards,

Tony Hawken
CHIEF EXECUTIVE



Our People

Staff Profiles



JANETTE MONTGOMERY GROWER EXPERIENCE MANAGER TE PUKE

Last year's merger with Satara has given us the opportunity to better integrate the Te Puke area of operations from harvest through to load outs. As a result of reviewing our structure we have developed a new role of Grower Experience Manager which will be filled by Janette Montgomery. Te Puke growers in particular, will already be familiar with Janette's 30 year history in the kiwifruit industry. Having led the Quarry Road site for EastPack for a number of years Janette is looking forward to her new Grower Experience role which will see her being able to focus her energy on something she is very passionate about - ensuring growers experience the same friendly, professional, organised service, every time they interact with the packhouse.

Janette will work with growers, Grower Services and the packhouse across the Te Puke region, to optimise grower returns while aiming to create a small packhouse feel, with positive staff and grower interactions.

The Te Puke sites will still benefit from Janette's knowledge of grower lines and storage risk, as she will have regular input

in our daily harvest and storage risk meetings. We have taken onboard grower feedback regarding the need to improve our reporting of fruit in store across the business, so one of Janette's new responsibilities will be to manage a centralised and standardised EastPack grower storage report process and communicate it to growers. Janette will host site visits for both growers and tour groups, and follow up any concerns growers have regarding packing or coolstorage at our Te Puke sites. Janette will retain responsibility for approving and signing off Quarry Road packhouse and fruit loss queries. Janette will be located at the Quarry Road site and can be contacted either on the main landline 07-573 9309 or via mobile 027-229 3795, or email janette.montgomery@eastpack. co.nz

Leadership of the Quarry Road site will be undertaken by Central Operations Manager, Nigel Martin.



LAWRENCE HAYWARD SITE MANAGER OPOTIKI

Let's all welcome Lawrence Hayward in his first week as the Site Manager for Opotiki. Lawrence will oversee all aspects for the business at site level from people, to packing, to performance along with key aspects such as Health and Safety. Prior to joining EastPack, Lawrence spent over seven years as the Business Development Manager for SPX-APV Process Engineering. He has a Diploma in Dairy Technology and spent over 35 years in the dairy industry in various technical and operational roles, mainly based in Edgecumbe.

He is big on outdoors and loves the coast, he calls Eastern Bay of Plenty his second home.

Lawrence enjoys diving, jet skiing, trail bike riding and has an interest in classic cars. It also sounds like Lawrence isn't afraid of the good old DIY, after successfully building several DIY projects, renovations and modifications to various properties.



SHAYNA MORTON EDGECUMBE

Shayna joined the Edgecumbe office team four months ago after studying full time towards a Bachelor of Business Management, which she is still continuing part time.

Shayna won the New Zealand National Championship in the 2012 Microsoft Competition and also represented New Zealand at the Worldwide Championship on Microsoft Office held in Las Vegas.

Growing up in Waihi in a big family of six, Shayna enjoys hunting, fishing, hockey (as a BOP representative) volleyball and anything to do with the sea.

Celebrations & Site News

Employee of the Month | February



Unofficial Employee of the Month

BRUCE YOUNGMAN - SITE MANAGER

'On Trial for 90 Days'

Bruce was awarded a certificate for working above and beyond the call of duty for services rendered to the coolstore. The story goes... one evening when everyone had gone home and only a few people were left in the office a truck

> arrived needing a forklift driver. Our very own Bruce jumped to the rescue and onto the forklift he did go. Unloading and loading bins like you would not believe. For those of you who know him, we are "still" hearing about the fabulous job he did. The coolstore team are pleased that they can count on you Bruce – good on ya mate!

DELWYN GRIFFITHS

Marshall Road Employee of the Month is Delwyn Griffiths, our Admin/Office cleaner. Delwyn is at work bright and early every morning while most of us are just beginning our day and always has a smile for everyone. Nothing is too much trouble for Delwyn and it is easy to see that she takes pride in her work. Wherever she goes we are left with clean, gleaming surfaces and tidy areas. We have noticed that Delwyn uses her initiative and is always busy so this is our appreciation from all of us at Marshall Road.

Congratulations | Engaged!



To Cyndy and Macka who got engaged on 26 January 2014. Over a candlelit dinner amongst the tranquil waters of Opotiki, Cyndy proposed to Macka and scored her a yes! We wish them all the luck and happiness for the future.



Congratulations also to Anthony Pangborn and Jacki McCormack who got engaged on 7 December 2013 and plan to get married this coming spring!

Our People

Growing Excellence Update

Congratulations to everyone who has completed their Level 2 Certificate in Competitive Manufacturing. Across the business 83% of people have completed all of their assessments. If you have an outstanding assessment please get it completed and let Ginny know. If you're not sure what you need to do, give Ginny a call on 021-873 578. All sites are currently developing their business plan for 2014. This involves identifying where the greatest opportunities for improvement are on the site, then developing a plan to address them. This plan will help us perform even better in 2014.

HR Update

Payroll and the Human Resource Information system have been a big focus over the last couple of months. The ADI finger scanners are now installed at all sites, casual and permanent payrolls have been integrated and the new People system which will capture data and provide a more efficient reporting tool will be operational by mid-February. All RSE workers have now being selected and a total of 329 workers will be arriving from Vanuatu, Bali, Tonga and Papua New Guinea. They arrive over a two week period commencing in late March. Recruitment planning for local workers is also underway with standardised forms and inductions processes being used across the sites.

New Invision graders

Installation of the new Invision graders is well underway at the Edgecumbe and Marshall Road sites! All going well, they are due for commercial operation by mid-March.







Health and Safety Update

Over the past few months, we have been working on innovative guarding solutions to protect people from nip points and entanglement hazards that exist throughout the packhouse.

You may notice yellow guards being installed at your site over the next month (refer example at right). We are progressively going to colour our guards yellow so they are easily recognisable as a guard and therefore should only be removed under a Permit to Work.

A special thank you to Richard Collumbell (Quarry Rd) and Andy Wichers (Fleetcare) for their hard work and dedication to this project.



Edgecumbe Our site, our people, our future...leading the way

Each week the Edgecumbe site leadership team meets to review their A3, discuss KPIs, problem solve and identify areas for improvement. In our second week back from holiday with many new faces on board, we thought it was the perfect time to develop our own site vision. We had a number of great ideas come forward but we thought the above vision best suited where we are at and embodied something that we can all strive to achieve during the coming season. In the next few weeks we will establish the foundations for this vision by developing a set of team expectations and personal development KPIs. We have an awesome team in Edgecumbe and we are looking forward to a great season.

