

Jazman Zaman Zaman

THE JAZZ SENSATION

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With the New Zealand apple season underway, we feature news of our first fruit arriving in key markets, including JAZZ $^{\text{TM}}$  apples arriving in Japan in time for Golden Week and our on-the-go JAZZ $^{\text{TM}}$  Snackers which are now on shelf in Asia.

Our post harvest teams are fired up for the season with good sales momentum being achieved, and our sales and marketing teams continue to seize opportunities for capturing growth for our premium apple brands.

Envy™ apples remain the envy of all apple brands and I was delighted to see the early results of consumer research undertaken in the US that put Envy™ in the lead when pitched against other popular varieties, making it the number one apple in that market. We will be leveraging this result and working closely with growers, partners and retailers on the ground. We're also getting traction with this premium variety in Asia, so we're increasing our capability in China and will invest in further research in key markets.

We are on track to build new global categories in grapes and berries, with the first order of US blueberries being air freighted to Vietnam under our Orchard Rd brand this month. You can read more about the opportunities for us in that emerging market in this issue.

There's exciting new opportunities underway in New Zealand too. Our partnership with Vodafone Warriors rugby league team sees us powering up the team with fresh produce, and we're pleased to be working with the latest player to arrive in the home delivery market in New Zealand - Hello Fresh.

You can read about a range of initiatives underway that fall under our Kaitiakitanga pillar along with a feature on tackling food waste with a key customer, Farro Fresh.

I look forward to working together with you to achieve big things.

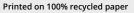


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Cover image: Olivia Galletly of The Hungry Cook. Recipe on page 22.





### Get in touch!

For feedback and to subscribe to our online version of Fresh, email communications@tandg.global

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T&G's history with its national carrier
Air NZ goes back decades, using air
transportation to deliver its fresh produce
to international markets such as US,
Canada, Hong Kong and Australia. These
pictures, taken in the 1970s, show a
Turners and Growers truck on the tarmac
with cartons of strawberries bound for
international markets.





### Jazz-ing up Golden Week

More than 500 cartons of crisp JAZZ™ apples took a trip to Tokyo in time for the country's biggest celebration – Golden Week, following New Zealand's apple harvest.

The Air New Zealand Boeing-787-9
Dreamliner departed from Auckland
carrying approximately 10 tonnes
of JAZZ™ apples bound for Narita
airport in Tokyo in April.

Director international sales, Rachel Stotter says in total T&G Global expects more than 140,000, cartons of JAZZ™ apples will be exported this season, mostly via ship and some by air.

New Zealand's home-grown hero of the apple world, JAZZ™, has grown in popularity significantly to the point it is now the number one premium imported apple in Japan.

The apple is so popular in the Japanese market that there is a JAZZ™ Apple Anniversary Day celebrated every year (June 28).

"Japanese apple lovers have really embraced JAZZ™ apples since they were introduced to consumers in 2011 and we're looking forward to sharing this special fruit with JAZZ™ fans and introducing it to new consumers this year," she says.

Golden Week is Japan's annual springtime holiday, falling between late April and early May, and is a time for celebration, including the arrival of new season fruit.

"Air freight is fast and efficient and means our apples can be on shelf and enjoyed by our Japanese customers within 24 hours," Rachel says.







It was all about New Zealand (and New Zealand grown JAZZ™ apples) in a China-wide food and beverage sales promotion, run by NZTE, in the online supermarket chain, Hema.

Owned by Chinese multinational conglomerate Alibaba, Hema is a sophisticated, high end chain with more than 100 stores across China. Shoppers can purchase products by using a mobile app and online delivery has been rolled out across its stores.

Meanwhile at RT-mart, new season JAZZ™ apples were attracting the attention of shoppers as the new season campaign got underway.







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T&G's US sales team has teamed up with celebrity adventure chef Adam Glick to cement the reputation of JAZZ™ as the perfect apple for consumers who lead active, healthy lives.

No one lives the action lifestyle better than Adam Glick, star of Bravo TV's Below Deck: Mediterranean and Food Network. Whether he's travelling the world in his van or in a super yacht, Adam promotes JAZZ™ to his 149,000 Instagram followers. Adam also completed his first JAZZ™ Summer Sampling Tour, with over ten media appearances last summer when he travelled across the US and set up shop at a variety of retailers, handing out samples of JAZZ™ apples and peanut butter to loyal fans.

JAZZ™ is also the sponsor of the first six episodes of the Outside TV series "Stoked with Adam Glick,". The first episode featured grower, Andrew Sundquist, and the apple orchards of Chelan, Washington. JAZZ™ is featured in recipes throughout each episode, increasing exposure of the adventurous, on-the-go apple brand.







### Minning with Grad

The Orchard Rd Gold Kiwifruit season is about start in Australia and it's expected to be another winner.

Demand for the Orchard Rd fruit brand has taken off in Australia with sales soaring in multiple stores across three states in Australia last season, culminating in an increase of nearly 80 per cent on the prior year.

A rapid awareness campaign including social media, television, integrated magazine and real-time digital mobile marketing techniques led to brand awareness and strong sales volumes.

Promotional activity included a national promotion which gave buyers of Orchard Rd Gold Kiwis the opportunity to win real gold and a Kiwi family holiday; a Network 10 Traffic Report sponsorship and recipe ideas by Justine Schofield

(MasterChef fame) broadcast on Network 10's 'Every Day Gourmet' and promoted on their digital and social media.

The brand achieved ranging in key ALDI Vic and QLD stores and outstanding consumer response in the first weeks led ALDI to also add Orchard Rd Gold Kiwis to their ranging in South Australia.

The Orchard Rd Instagram account also grew nearly 300% during the campaign. It has continued to grow as a result of increased engagement It now has a strong, engaged following which is helping Orchard Rd enter new markets in South East Asia.





T&G is delighted to have been announced as a finalist in the PMA-Produce Plus Marketer of the Year Award 2019 (MOYA) for its Orchard Rd brand launch campaign.

Now in its eighth year, it's the premier award for marketing excellence in the Australasian fresh produce industry. Other finalists include; Hort Innovation for the 'Hailstorm Heroes' campaign; Zespri's Australian Sales & Marketing Team for the 'Zespri SunGold Kiwifruit' campaign, Freshmax Australia for the 'Modi Apples' campaign and the Costa Avocado Team for the 'Lovacado Launch' campaign.

Sam Clayfield, events & marketing manager of PMA A-NZ said: "We were blown away by the high-quality nominations received for MOYA 2019. It's testament to the many great marketing campaigns happening across our industry highlighting everything that's great about fruit and vegetables."

The winner will be announced at Hort Connections in Melbourne in June.



### US berries to Vietnam for first time.

The first pallet of Californian blueberries, grown under T&G's Orchard Rd brand, has landed in Ho Chi Minh city.

The company expects multiple pallets of Orchard Rd blueberries will be exported to Vietnam every week during the season following the Vietnamese trade barrier removal earlier this year.

When US grown blueberries were granted access to Vietnam, T&G Global developed a plan and route to market to leverage the opportunity for its blueberry category.

T&G Global works with multiple supply regions to grow or source the best quality apples, berries and grapes for their brands, including Orchard Rd.

Vietnam is a fast growing market of 95 million people and while blueberries are a relatively new product for local consumers, research shows that they are already recognised as a super food and a beauty aid for the skin.

T&G Global commercial manager North America Piers Hanbury says the company has been exporting grapes and apples to Vietnam for the past ten years from different supply points, and adding US berries to the mix only reinforces their presence in the market and allows them to leverage existing customer relationships.

"We are confident that this will become a significant market in future for us. It will likely take some time to educate consumers about the benefits of blueberries but in time it could take off like it has in China and other Asian markets," says Hanbury.



# Envy. Services Constitution of the Constitutio

### Envy ticks all the boxes

New Zealand's Envy<sup>™</sup> has been rated the top apple in consumer research conducted in the US recently.

The sweet and crunchy apple was tested with consumers against other popular varieties widely available in the US.

In terms of taste (sweet tart balance, best flavour, great texture), Envy™ scored the highest.

"The research confirmed what we already knew, that Envy™ is delivering on its promise of being the best apple and the "Envy" of all apples," says Jodi Reddell, T&G's director of category and marketing "It validates the strength

and unique growth potential of the apple and puts us in a strong position to grow the US premium apple market."



**47%** of respondents would pay a price premium for Envy™



**72%** showed strong purchase intent (probably & would definitely buy).

\*April 2019 consumer research US, sensory test across key cities. Apples tested: Envy™, Honey Crisp, JAZZ™, Cosmic Crisp, Ambrosia, Fuji, Gala.

### New recrui

### There's been a new recruit helping with the JAZZ™ and Envy™ apple harvest in Hawke's Bay this season.

In a world-first, T&G Global used a robotic harvester for their commercial apple harvest, reflecting the company's commitment to innovationled growth.

It is the culmination of four years of working with US-based technology partner Abundant Robotics, which T&G's parent company BayWa AG invested in two years ago as part of its strategy to expand digitisation across its agribusiness.

T&G Global chief operating officer Peter Landon-Lane says the robot is enabling T&G to meet increasing global demand for food in the face of current and future labour market challenges.

"We've been actively driving towards this for the past few years, including preparing our orchards to be robotready," he says.

High density planting and specific pruning methods were implemented at T&G's Hawkes Bay orchards to make them suitable for the technology.

Abundant Robotics CEO Dan Steere says the company delivered a concept prototype in 2015 and approached the

commercialisation of the technology as a global opportunity from the start.

"With T&G Global we are able to run a year-round development programme leveraging work with US apple growers and New Zealand orchards during the complementary northern and southern hemisphere harvesting seasons," Dan says.

"Developing an automated apple harvester requires solving a number of complex technical problems in parallel, from visually identifying harvestable fruit and physically manipulating it to pick without bruising, to safely navigating the orchard itself."



"Apple-picking is tough physical work and it's seasonal. Robotic technology complements the work our people do with its ability to pick a large proportion of the fruit, much of it at the upper levels of the trees, reducing the physical demands of the work for our people as well as boosting productivity"

The Abundant Robotics technology is being used to pick a range of apple varieties including T&G's premium brands JAZZ™ and Envy™, which are destined for supermarket shelves in New Zealand and overseas.

Peter says it will be some years before all T&G orchards are harvested in this way, but this first harvest with Abundant Robotics is an exciting step forward.

"Apple-picking is tough physical work and it's seasonal. Robotic technology complements the work our people do with its ability to pick a large proportion of the fruit, much of it at the upper levels of the trees, reducing the physical demands of the work for our people as well as boosting productivity.

"This will enable us to continue the exciting growth that is being achieved in the apple industry, without being constrained by the current shortages of labour," he says.





The latest to enter the market in New Zealand is German-based, Hello Fresh, the biggest player in the US which has been operating in Australia for some time.

Around 50,000 of loose, regular sized, fresh T&G tomatoes are being delivered every week to the Hello Fresh Mt Wellington operation for home delivery to customers. Soon T&G's popular little Beekist® tomatoes will be included in meal-kits.

T&G is the largest grower of tomatoes in New Zealand with more than 28 hectares of glasshouses located across the country.

"Because of our scale, we are able to provide consistent supply year-round and competitive pricing which puts us in a good position with the food service industry," says Tom Wigley, head of NZ markets.



What does it take to power up the Vodafone Warriors?

Try 100 bananas, 80 oranges, 80 peaches, eight kilograms of grapes, 18 kilograms of JAZZ™ apples and 320 free range eggs – and that's just one week!

T&G Global has partnered with Vodafone Warriors to supply the team with fresh fruit and vegetables every week for the next three years.

Managing director NZ produce for T&G, Andrew Keaney says the partnership is a perfect fit for T&G, New Zealand's largest exporter of apples and a significant player in the New Zealand produce industry. "Like the team, we are fresh food lovers. We're constantly striving to produce the best quality fruit and vegetables to provide healthier lifestyles for everyone. We work with hundreds of growers to bring the best produce to New Zealanders and the world, year-round," Keaney says.

"To be fuelling up these top-class athletes is a great privilege and we look forward to seeing them perform their best out on the field."

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Austin Singh Purewai (Purewai Growers) and Craig Botting (Scott Fresh) were the pick of the crop at this year's New Zealand Young Vegetable Grower of the Year competition.

As joint winners, they will now move on to the Young Grower national final competition to be held in October.

"Young Vegetable Grower provides a platform for the younger members of our industry to test themselves. They also learn a few things along the way, both from the competition and their peers," says Pravin Hari, chair of the Pukekohe Vegetable Grower Association.

Horticulture New Zealand chief executive Mike Chapman says the competition is vital to the future of the growing industry.

"It not only helps to develop our future leaders, but also shines a spotlight on

the dedicated young people who grow New Zealand's healthy food," Mike says.

"Understanding what goes into producing healthy vegetables and fruit is hugely important when planning for the future. These competitions demonstrate not only how we grow, but also what resources we need to grow; land, water and, of course, people."

Austin Singh has taken up the role as sales specialist within T&G's tomato business, following in the footsteps of previous winners such as Ben Smith, head of growing, and Andrew Hutchinson, technical manager tomatoes, now both with T&G.



### the Hunt is ON!

Young Horticulturist AGMARDT Fruitfed Supplies countdown (6) Annabel Bulk, Young Hort Winner, 2018

The country's best young horticulturists are preparing to go head-to-head in six sector competitions throughout New Zealand in the Young Horticulturist annual competition held in November.

The competition recognises and celebrates excellence in people aged under 30 employed in the horticulture industry.

2019 Young Horticulturist Competition chairperson Elle Anderson says this year marks a milestone with the competition celebrating 15 years.

"For the past 15 years, we have been providing an opportunity for personal and professional growth for young leaders from the wider industry. It will be these leaders who will inspire the industry and others to ensure our horticultural industry stays ahead of the world with innovations," she says.

Last year's winner Annabel Bulk encourages young horticulturists to enter the competition.

Annabel, who is a viticulturist with Felton Road Wines in Central Otago's Bannockburn, says the competition gave her the opportunity to meet and share experiences with likeminded young people from across the horticulture sector.

"It also opened my eyes to the variety of work in horticulture and allowed me to network with supporting industry bodies. I have gained a huge amount of confidence from the win, enabling me to be a better leader and team member," she says.



40% LESS CARBS IN EVERY SPUD.

### LOTATO ES POTATOES

### LOWER CARB · LOWER CALORIE · GREAT TASTE



CONSUMERS ARE CONSCIOUS OF THE CARBS AND CALORIES THEY CONSUME WHICH HAS LED TO AN INCREASE IN DEMAND FOR HEALTHY, GREAT TASTING FOOD.

T&G Global are proud to introduce Lotatoes". A delicious, creamy, melt in your mouth potato with at least 40% fewer carbs in every spud.

Naturally bred Lotatoes™ are proudly grown by Balle Bros and Master & Sons in two of the best growing regions New Zealand has to offer. Pukekohe and Ohakune have fertile rich soil and ideal climate conditions, perfect for growing flavoursome, healthy potatoes.









### A heart-warming initiative tackling food waste, while helping New Zealanders, has been launched.

Janene Draper, co-founder of successful New Zealand grocery store Farro Fresh, and her sister Leysa Ross, have founded the Waste-Not Kitchen, a charity that is re-purposing good surplus food to nourish those in need.

The idea for the Waste-Not Kitchen, which is on a zero-waste mission, came about due to the sisters concern of the amount of surplus meat going to New Zealand's landfill - with meat having the highest greenhouse gas impact - and saw an opportunity to provide hearty meals for those in need in our community. The sisters are hoping to support a number of charities but first up is families staying in Auckland's Women's Refuge shelters.

"Quality surplus meat at our stores that would otherwise be thrown out will be cooked up along with a rich variety of vegetables to make nourishing soups to heat and eat," Janene says.

Four deliciously different flavoured soups will be sold at Farro stores and online on a 1+ 1 basis, one for the customer and one for women and their families.

T&G is providing a weekly supply of fresh vegetables including lemons, spinach, chillies, onion, celery, ginger and agria potatoes to a commercial kitchen, located in South Auckland. The kitchen is run by the Attainable Trust, an organisation that provides employment to intellectually and physically impaired people and the sisters are hoping to expand the kitchen facility in the near future to offer employment to women who have been through Women's Refuge.

"We have the opportunity to provide jobs for those who might struggle to get employment through our partnership with the Attainable Trust," Leysa says, "It's not a hand out, but a hand up."

Leysa says by purchasing one of their soups, customers can help save the planet, provide jobs and help nourish the lives of those who might need it.

"It not only tastes good, it does good - how good is that."

The soups contain at least 15 per cent protein and come with nutritionist Nikki Hart's endorsement.

They are available both online and at the Farro Fresh stores in Auckland but Leysa says they are looking for other retailers to get involved too.

Visit www.wastenotkitchen.co.nz and instagram wastenotkitchennz





### About Zero Waste (33)



T&G is protecting resources for the future by finding ways to reduce, reuse, compost and recycle resources.

We take a look at one of the company's initiatives to support the aspiration - Zero Waste to Landfill - a compostable string project underway in T&G's New Zealand glasshouses.

T&G has multiple glasshouses producing nearly 12 million kilograms of tomatoes every year.

The tomato vines grow up to 12 metres tall so holding the vines in place with string is important. The most durable commercially available string is plastic which can't be recycled.

To achieve Zero Waste, commercially compostable string alternatives from four suppliers are being trialled at T&G's glasshouses. While some of the options sounded promising, a number of the strings snapped without lasting a full crop cycle (50 weeks).

At the same time, the company sent the string to a commercial composter to ensure they'd be able to break down. Unfortunately, the materials proved to be too tough for the local composter and were still mostly in their original state after six weeks (the total time a material needs to break down in compost to qualify as commercially compostable).

"This journey is not an easy or fast one, but we're committed to finding a solution," says T&G's sustainability manager Samantha Walmsley-Bartlett, "We've got a few other options up our sleeve, which we'll be pursuing this year."



Composting is an important part of achieving Zero Waste for T&G as it creates a resource from organic matter and prevents it from filling landfills.

Every year, over 3,000 tonnes of tomato leaves are composted by EnviroNZ, at their state-of-the-art Hampton Downs composting facility.

Utilising covered aeration bunkers, the green waste is blended with other green and food waste and composted for eight weeks before being screened and matured. The compost is then used to nourish soil and food crops, such as kiwifruit, in the growing regions of Pukekohe and South Auckland. EnviroNZ's facility currently processes around 10,000 tonnes of organics a year.



### Set up a Compost Bin at Home!

It's estimated that 45 percent of household waste in rubbish bins is food.

Home composting is a simple change we can make to halve our waste overnight. When organic waste breaks down in landfill, methane gas is produced. Methane is a potent greenhouse gas and contributes greatly to climate change. By composting organic waste, we turn it into a valuable resource which is used to enrich soil. Healthy soils hold carbon in a living form and play an important role in our local food production.

### No room for a compost bin?

Check to see if you have any neighbours that would compost for you. In New Zealand, we have ShareWaste NZ (sharewaste.org. nz) where you can donate your food scraps to neighbours' compost bins.





### SPICED JAZZ™ APPLE & DULCE DE LECHE BARS

### Serves 4-6

Award-winning JAZZ<sup>TM</sup> apples are the perfect balance of tart, sweet, juicy and crunchy, making them perfect for these delicious spiced apple bars. Dulce de leche and spiced apples are sandwiched between two layers of oat-y crumble biscuit – a tasty sweet treat.

### **INGREDIENTS**

### Crumble and base

250g butter, cubed 200g plain flour 150g rolled oats 140g brown sugar 50g coconut 1 teaspoon baking powder 1 teaspoon vanilla essence

### Filling

720g JAZZ™ apples, peeled, cored and quartered
1/2 teaspoon ground cinnamon
1/4 teaspoon ground ginger
380g tin of dulce de leche (caramel)

### Method

Preheat oven to 180°C. Line a 20 x 20cm tin with baking paper.

Place all crumble ingredients in a bowl or bowl of a stand mixer. Mix until completely incorporated. Press 2/3 of the crumble mixture into the lined tin. Place the remaining mixture in the refrigerator. This will make it easier to crumble up later. Use the back of a spoon to smooth base out evenly. Bake for 15 minutes then set aside to cool. Cut apples into thin slices then place in a pot over a low heat along with the ground spices. Cook for 10 minutes or until apples have just started soften. Be careful not to let them get mushy. Smear 2/3 of the dulce de leche over the baked base then top with apples. Use your hands to crumble the remaining crumble mixture over the apples.

Bake for 25 - 30 minutes or until golden brown. Leave in the tin to cool completely before cutting into squares.

Place remaining caramel in a microwave proof bowl and microwave for 30 seconds or until runny. Drizzle over bars and chill.

It's time to bring out
the warm, comforting
recipes that go down
so well as the weather
turns cooler (in the
Southern Hemisphere).
Try these delicious
recipes by popular Kiwi
home cooks, featuring
JAZZ ™ apples.

Recipe created by Olivia Galletly of The Hungry Cook. For this and more of Olivia's recipes, visit www.thehungrycook.co.nz



### SALTED BUTTERSCOTCH & JAZZ™ APPLE CRUMBLE

### Serves 4-6

New season JAZZ<sup>™</sup> apples are grown in sun-drenched Nelson and Hawkes Bay orchards creating a tangy-sweet flavour that cuts through the caramel for a not-too-sweet (but rich) dessert. (I've cheated and used store bought caramel but you could equally make your own using brown sugar and butter).

### **INGREDIENTS**

### Topping:

1/2 cup flour 1/4 cup brown sugar Pinch sea salt 1 tsp ground cinnamon 100g cold butter cubed 1/2 cup rolled oats

6 JAZZ™ Apples, peeled, cored and chopped 2/3 cup caramel (I used Highlander caramel) Pinch of sea salt 30g butter, chopped

### Method:

Preheat the oven to 180C.

For the topping, combine the flour, brown sugar, salt, and cinnamon in a bowl.

Add the butter cubes and rub into dry ingredients to resemble breadcrumbs.

Stir in the oats, then set aside in a fridge while you cut the apples.

Toss the chopped apples well with the caramel sauce and salt.

Split the mixture between 4-6 ramekins, top each with a knob of butter then sprinkle the oaty topping evenly all over each.

Bake for 40-50 minutes until the apples are bubbling and the crumble is golden brown.

Serve with lots of ice cream.

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Recipe created by Gretchen Lowe of My Weekend Table. For this and more of Gretchen's recipes, please visit www.myweekendtable.com.







### Were bussend...

We get a real buzz from working with Mother Nature and friendly human helpers to grow sweet, tasty Beekist® tomatoes. We keep busy buzzing around the vines freely pollinating flowers for growers across the New Zealand countryside.



BEEKIST and T&G are registered trade marks of T&G Global Limited. Kumato is a registered trademark of the Syngenta Group.