



# KIKU® branded product wins a premium

## **2009 was the first commercial export year for KIKU® apples from New Zealand.**

The target market chosen by the licensed NZ exporter group (Applemax, DM Palmer, ENZA and Pickme) was the United States of America. The USA marketing and distribution is done through a “virtual” single desk entity led by CMI.

KIKU® apples achieved an average price of US\$36 per carton compared to US\$26.40 for Fuji.

“This is a great start and we were pleased to see that the premium we expected was achieved,” says Grant Spackman from DM Palmer.

This US\$9.60 per carton represents a healthy premium for New Zealand growers of KIKU® apples.

In the 2010 season, with the raise in production, the Exporter Group will implement specific distribution arrangements in the Asian markets to ensure that premiums can be achieved there too.

KIKU® apples are also holding a high profile in Europe and achieving price premiums of around 20% over high colour Fuji there.

KIKU® is a well known variety and brand in Europe. Continuing on from its promotion of outdoor extreme sports, KIKU®GmbH has recently sponsored the International Mountain Summit [www.ims.bz](http://www.ims.bz) in South Tyrol, Italy. This brought together the top mountaineers in the world and was a resounding success for both the event and as a high profile showcase for KIKU® apples.

KIKU® “reached for the top” and is all set to as a sponsor for the 2010 International Mountain Summit which will contribute additional promotional support for this branded variety.

Here in New Zealand the KIKU® New Zealand Exporters Group and McGrath Nurseries held field days in Nelson and

Hastings last year. These proved to be very successful and the variety “looked impressive”, according to Andy McGrath.

The KIKU® New Zealand Exporters Group and McGrath Nurseries are to hold Field Days in both Hawke’s Bay and Nelson in March 2010 which will again provide a great opportunity for growers to discuss crop husbandry and quality standards. At the same time the interested growers can find out about the marketing plans and promotional activities in the key Asian markets and decide whether they want to participate with this controlled variety in the future. 🌱



### **From top:**

*Discussion group held last year for growers interested in the enhanced Fuji variety.*

*Publicity photo for Kiku® apples, taken in Italy.*