

Abstract:

Kiwifruit has been grown commercially in New Zealand for 70 years and was first exported to the United Kingdom in 1952. Techniques for growing kiwifruit had to be developed and the fruit promoted to consumers, one of only 3 new fruits successfully launched during the 20th century in the global marketplace. Other countries began growing kiwifruit in both the Northern and Southern hemispheres to provide consumers with fresh kiwifruit for 12 months of the year. Much more recently, the yellow fleshed ZESPRI™ Gold was launched globally and is now being grown under licence in several countries, adding to the ZESPRI™ Green and ZESPRI™ Organic ranges. The production systems, supply chain relationships and marketing support will be described together with the market and consumer trends that are driving changes in these systems.