

Title The successful commercialisation of Zespri™ gold kiwifruit
Authors R.A. Martin and P. Luxton
Citation ISHS Acta Horticulturae 694: 35-40. 2005
Keywords Cultivar, marketing, New Zealand

Abstract

The development of new varieties of fresh produce is the lifeblood of the industry. A plant-breeding programme is therefore an important component of an industry's or a company's research and development budget. However, having selected a new variety for commercialisation, there is still a considerable amount of time and money to be expended beyond the investment in breeding to ensure the commercial success of the new variety. Whilst there will be continuing research into both pre and post harvest factors to optimise the qualities of the product, these are still not enough to ensure success. The paper explores other vital areas, which include the difficulties and importance of securing the much fought over shelf space in the major retailers, making potential consumers aware of the new product and its unique differentiating qualities to them (rather than to the producer) over the currently available varieties (be it taste, colour, keeping quality or whatever) and, after securing that initial interest and sales, how is that interest and sales level maintained in the subsequent years.