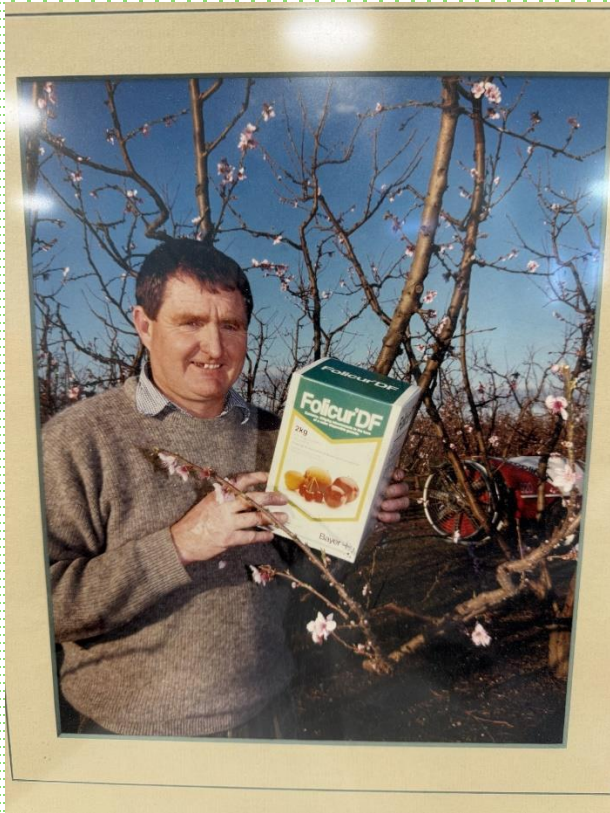




GT. Hope

50yrs of Challenges and Opportunities



Introduction

- 1
- 2
- 3
- Other hobbies – Hanging baskets, edible flowers



When I Started

- Born into Horticulture.
- Have two brothers who are all still working in the industry.
- 1977 started with my older brother and created Trust Fruit Limited.
- Local market apples (regulated domestic apple sales)

New Brand- Opey 1995

- 1993 NZ local apple market deregulated
- New Marketing brand
- Crasborn Brothers joined
- Dominated the domestic market with volume – Summerfruit + Apples
- New ways to use unwanted apples – create cider 😊



Non-export apples to cider



Deregulation 2001

- New Zealand Apple & Pear Board – deregulated Export
- Everyone became a marketer for themselves
- Creating competition between NZ growers – lots of under cutting
- Glutted the NZ domestic market



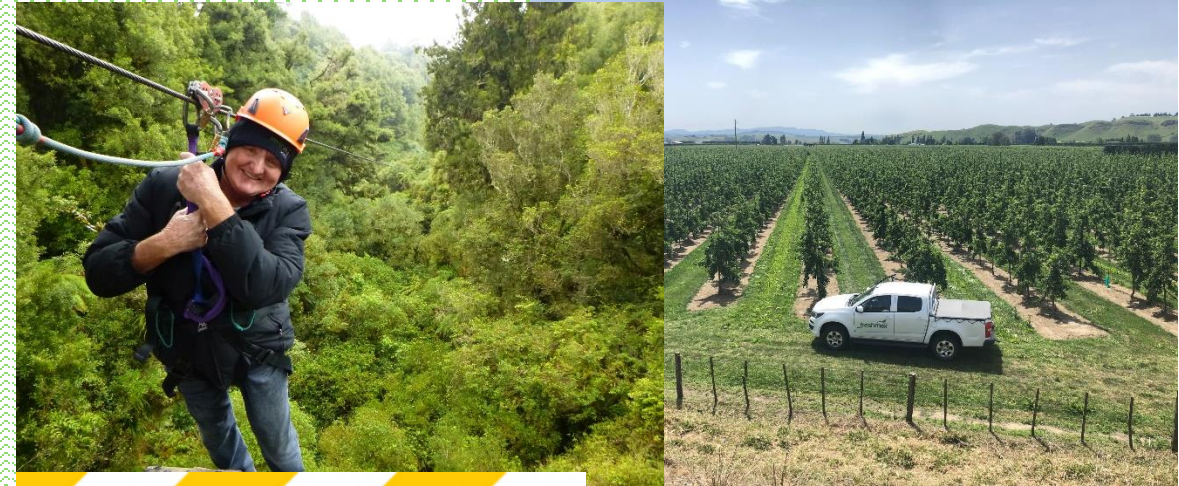
- New position 2004 with Crasborn brothers as Operations Manager
- Team Building events
- Grew 200 to 500 hectares
- Orchards – Packhouse – Coolstores – Marketing (fully integrated)



freshmax™

2014

- Joint Australia and New Zealand company
- Covid-19
- Hong Kong - Asia Fruit Logistica – see the fruit/customer in the marketplace
- School Sponsorship
- Employee Presentation - ebike



Kiwi Crunch™

October 2022 – New
Company takeover

- 2023 Cyclone Gabrielle
- Al Brown Ambassador
- 2024 Trip to Chile



Innovations - Over time

- Helicopter Spraying
- Over-row Spraying
- Extenday vs reflective paper
- Platform
- Twin stem



Drone Spraying



Mechanical Trimming



- In Summary
- Its about - Good People

