



This year, the David Oppenheimer Group, the Northern American marketer of New Zealand fruit growers and suppliers ENZAFRUIT Marketing Limited (ENZA), Zespri International Limited (Zespri), and The Fresh Fruit Company of New Zealand (Freshco), introduced several new varieties of New Zealand apples, pears and kiwifruit to the North American produce markets.

The introduction of the refreshing new varieties follows a period of relative flat consumption of apples in the American markets in the past decade and growing consumption of New Zealand kiwifruit. Since 1984, Delaware has been the principal East Coast port and distribution hub for New Zealand fruit imports. Last year, the Port received over 40,000 tons of New Zealand apples and over 10,000 tons of kiwifruit.

David Oppenheimer Group

Rejuvenates Fresh Fruit Market with a Selection of New Varieties

Since this past April, Oppenheimer has been importing a large volume of ENZA apples and pears including the Royal Gala, Braeburn, Granny Smith, and Fuji apple varieties. This season, 20 percent of ENZA apple imports include new varieties such as the extremely sweet and crisp Pacific Beauty™, the juicy and sweet Pacific Rose™, the tangy Southern Rose™ and the tart-sweet Pink Lady®. Asian, Bosc, Comice and Taylor's Gold pears are also available April through July.

The ENZA apple season on the East Coast was characterized by large volumes of Braeburn and Fuji, while lighter supplies of Royal Gala and Pacific Rose were marketed here due to a smaller harvest in New Zealand. A small crop of Pacific Rose™ is now grown in Washington State under



The David Oppenheimer Group jazzed up imports of New Zealand apples, pears and kiwifruit to the East Coast this year with more varieties, including a new apple – the Jazz, a Gala/Braeburn cross. In the photo (L-R) four members of the David Oppenheimer Group in Wilmington: East Coast General Manager of Sales Gerald Smiriotis; East Coast Category Manager for Pipfruit and Kiwi Steve Gisler; Sales Manager Jim Hohman; and East Coast Category Coordinator for Pipfruit and Kiwi Nolan Quinn.

ENZA's guidance. A year-round supply of this sweet and crisp variety is expected to become available in the next half decade.

In its tradition of innovating new apple and pear flavor experiences, ENZA

will also introduce a brand new variety of apples in a very small trial volume. The new apple, currently known as Jazz, is a Gala/Braeburn cross. The unique new apple is very appealing in color and texture and has effervescent flavor.

Since 2000, David Oppenheimer has also been importing conversion and organic apples, supplied by Freshco, including the Royal Gala, Braeburn, Granny Smith, Fuji and Pacific Rose™. Freshco, based in Auckland, New Zealand, is expected to double its 2000 apple supply for Oppenheimer this season.

Yet another of David Oppenheimer's renowned fruit categories is the ZESPRI™ New Zealand Kiwifruit, which returned to North America last May. This season is featuring greater quantities of the tropical-sweet ZESPRI™ GOLD Kiwifruit following last year's successful launch season. Oppenheimer, the North American marketing arm for ZESPRI International Ltd., market the ZESPRI™ GREEN and GREEN ORGANIC Kiwifruit from late May and ZESPRI™ GOLD and GOLD

ORGANIC Kiwifruit beginning in mid-June.

David Oppenheimer representatives welcome the addition of ZESPRI™ GOLD ORGANIC Kiwifruit to their kiwi repertoire confident that it will help to increase the sales of kiwifruit.


Recent research revealed that ZESPRI™ GOLD actually draws new customers to purchase kiwi because its new flavor appeals to a different consumer group. In addition, some customers enjoy both the tangy-sweet green and the tropical-sweet gold.

The study shows that nearly 70 percent of the people surveyed would buy ZESPRI™ GOLD Kiwifruit in addition to ZESPRI™ GREEN Kiwifruit, because they purchase fruit for several family members who have different


taste preferences. Both kinds of kiwi are also available as organic fruit, which help to increase the kiwi sales. New Zealand fruit is always in great demand in North American markets due to the fruits' high quality of appearance and flavor. In addition, produce growers in New Zealand enjoy excellent environmental conditions, which contribute to the cultivation of a more delicious fruit.

The David Oppenheimer Group has been a Port of Wilmington tenant for many years. David Oppenheimer ships much of its New Zealand fruit on refrigerated vessels owned by Kyokuyo Shipping Company of Tokyo, Japan.

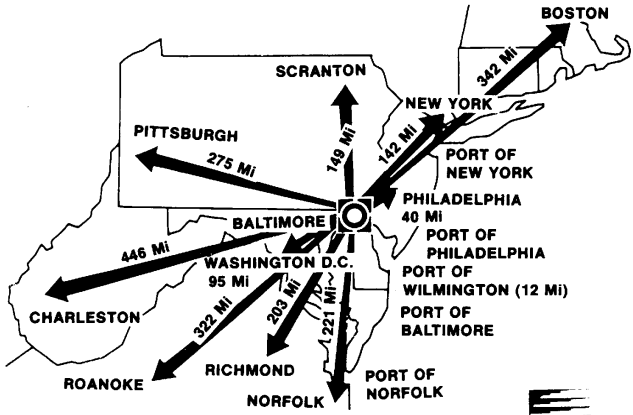
During the winter season, Oppenheimer imports grapes, apples, pears and other fruit from growers in other regions, including Chile and Argentina.






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