

Zespri rallies innovators on World Kiwifruit Day to create a more sustainable future

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On World Kiwifruit Day (December 21), Zespri, the largest kiwifruit marketer in the world, invites all forward-thinking visionaries, disruptors, dreamers, and darers to apply for its new innovation funding initiative, ZAG. To raise awareness of some of the key challenges facing the kiwifruit industry and create excitement for finding real-world solutions Zespri is focusing on sustainable agriculture, technology, automation, packaging, supply chain, logistics, and industry education.

Zespri's \$2 million annual fund will support future innovation initiatives and global partnerships that strengthen its ability to fulfill its purpose - delivering the goodness of kiwifruit to people, communities, and the environment throughout the world.

ZAG is designed to attract innovative problem solvers from around the world who can help address some of the key challenges the industry faces as it meets growing demand for kiwifruit. Zespri is seeking forward-thinking visionaries, disruptors, dreamers, and darers to help it better innovate in sustainable agriculture, technology, automation, packaging, supply chain, logistics and industry education.

ZAG will support projects that are focused on four core priorities for Zespri:

(1) Initiatives that are good for kiwifruit by driving superior quality and lifting on orchard productivity

(2) Initiatives that are good for people by promoting wellbeing through kiwifruit consumption

(3) Initiatives that are good for the environment by protecting and enhancing nature

(4) And finally, initiatives that foster a thriving kiwifruit industry, benefitting growers and the local communities they are a part of.

To join Zespri's mission to create a better kiwifruit industry for all, apply to the fund at [zespri.com/ZAGFUND](https://www.zespri.com/ZAGFUND)