

Year	Applications received (number)	Net applications (number)	Zespri opposed (number of net applications)	% opposed	Approved (number)	Declined (number)	Appealed / Reviewed (number)	% approved	Third party cultivar approved applications	Volumes exported (note 1)	Incremental returns (note 2)
2007-08	Not known	32	14	44%	26	6	4	81%	1	1,656,867	\$607,907
2008-09	Not known	27	5	19%	25	2	-	93%	1	1,907,607	\$392,174
2009-10	22	19	7	37%	16	3	3	84%	1	1,714,748	\$682,789
2010-11	24	23	2	9%	23	-	-	100%	-	2,533,912	\$907,755
2011-12	27	27	5	19%	25	2	-	93%	1	3,576,698	(\$597,545)
2012-13	36	31	3	10%	29	2	1	94%	5	2,406,157	(\$341,222)
2013-14	36	31	1	3%	30	1	2	97%	10	1,742,572	\$279,834
2014-15	38	32	11	34%	27	5	3	84%	12	1,630,448	\$548,220
2015-16	29	28	4	14%	27	1	0	96%	11	1,475,891	\$457,629
2016-17 (approved)	29	27	6	22%	21	8	4	78%	8	3,022,873	Not available
Total (10 years)	241	277	58	21%	249	30 (10.8%)	17 (6.1%)	90%	50 (18.1%)	21,667,773	\$2,479,912
Ten year summary:											
Previous 5 years	73	128	33	26%	115	13	7	90%	4	11,389,832	\$1,993,080
Last five years	168	149	25	17%	134	17	6	90%	46	10,277,941	\$944,461
Total (10 years)	241	277	58	21%	249	30	13	90%	50	21,667,773	\$2,937,541

Note 1: Trays exported for 2006-07 to 2014-15 inclusive are as delivered.

The 2016-17 trays are the number of trays approved.

Note 2: Value created from collaborative marketing is not measured.

The incremental returns measurement has shifted from measurement of incremental TFSP to measurement of the incremental OGR from the 2012-13 season on.

Note 3: On average, over the first five years (above):

-87% of applications were approved, and 13% declined

-Zespri opposed 28% of net applications

On average, over the last five years of approvals:

-90% of net applications have been approved, and 10% declined

-Zespri have opposed 17% of net applications

In 2014-15, one appeal was discontinued by the collaborative marketer