

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)
2006-07	Not known	33	9	27%	27	6	1	82%	1	1,428,075	\$202,486
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	35	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	30	30	6	20%	22	8	4	73%	8	2,748,045	\$1,007,127
2017-18	30	30	9	30%	24	6	1	80%	4	2,310,675	(\$591,537)
2018-19	27	27	4	15%	25	2	1	93%	4	3,163,846	\$732,719
2019-20	24	24	1	4%	23	1	0	96%	1	TBA	TBA
Total (10 years)	300	283	46	16%	255	28	12	90%	56	21,588,244	\$2,402,980
Ten year summary:											
Previous 5 years	73	128	33	26%	115	13	7	90%	4	11,389,832	\$1,993,080
Last five years	140	139	24	17%	121	18	6	87%	28	11,328,905	\$2,154,158
Total (10 years)	213	267	57	21%	236	31	13	88%	32	22,718,737	\$4,147,238

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 (including 2019-20 season applications):

-88% of net applications have been approved, and 12% declined

-Zespri have opposed 18% of net applications

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