**Exercise 5.2**

**Product and Process Development at Zespri**

**SunGold Kiwifruit**

<http://www.zesprikiwi.com/about/brand/innovations>

Using the article from Zesprikiwi.com consider the following.

You can see here that Zespri SunGold is an example of both Product and Process innovation.

Its Product Range has increased from the initial Green Kiwi fruit to include Sun Gold.

**Product**

1. What new product has Zespri created? Why has it developed a new product?
2. How has it reduced the risks of innovation and what part has Plant and Food Research played in this?
3. Explain how this development has affected key shareholders.

**Process:**

1. What changes has Zespri made to the Process by which the fruit is grown?
2. How does this this make the fruit more competitive in the market and attractive to overseas consumers? (You should refer to quality control and NZ Clean Green image in your answer)
3. What Maori concepts can you identify here?

Is Zespri approaching the marketing of kiwi fruit strategically? Can you see that this is being done on a number of levels?

|  |  |
| --- | --- |
| **Level** | **Who is involved?** |
| Research |  |
| Product development |  |
| Process |  |