

Copyright is owned by the Author of the thesis. Permission is given for a copy to be downloaded by an individual for the purpose of research and private study only. The thesis may not be reproduced elsewhere without the permission of the Author.

The New Zealand Kiwifruit Industry - Challenges and  
Successes

1960 to 1999

A thesis presented in partial fulfilment of the requirements  
for the degree of Master of Arts in History at Massey University

John Brian Milne

2014

## **Acknowledgements**

The assistance of the following individuals in preparing this thesis is gratefully acknowledged.

Hon Michael Bassett, Dr Don Brash, Sir Roger Douglas, Tony Farias, Sally Gardiner, Michael Gaffaney, Craig Greenlees, Paul Heywood, Hon Colin Moyle, John Palmer, Sue Pickering, Hendrik Pieters, Peter Silcock, Doug Voss, Warren Young, Assoc. Professor James Watson.

## Table of Contents

|  |    |
|--|----|
| Abbreviations.....   | iv |
| Introduction.....  | 1  |
| Chapter One.   |    |
| Early Days.....  | 5  |
| Chapter Two.   |    |
| Living with the Licensing Authority.....                             | 14 |
| Chapter Three.   |    |
| The Crisis from Falling Returns.....                                 | 20 |
| Chapter Four.  |    |
| Single-Desk Status Underway.....                                     | 34 |
| Chapter Five.  |    |
| The Separation of Industry Policy and Governance from Marketing..... | 43 |
| Chapter Six.   |    |
| Moving towards the Grower Owned Company -1996 to 1999.....           | 61 |
| Conclusion.....  | 74 |
| Bibliography.....  | 77 |

## **Abbreviations**

AKEG - Australian Kiwifruit Exporters Group

EDC - Economic Development Commission

IGC - Industry Change Group

IKS - Independent Kiwifruit Service

KEA - Kiwifruit Exporters Association

KEPC - Kiwifruit Export Promotion Committee

KMB - Kiwifruit Marketing Board

KMG - Kiwifruit Marketing Group

KMLA - Kiwifruit Marketing Licensing Authority

MAF - Ministry of Agriculture and Fisheries

NZKA - New Zealand Kiwifruit Authority

NZKC - New Zealand Kiwifruit Corporation

NZKGI- New Zealand Kiwifruit Growers Incorporated

NZPBRT - Producer Board Review Team

PBPT - Producer Board Project Team

T&I - Trade and Industry

SOE - State Owned Enterprise