

DMS – Overview

Attachment 1a:C



DMS is a leading kiwifruit and avocado orchard management and post-harvest operator in the Bay of Plenty, New Zealand.

Locally owned and operated, DMS' brand promise is to increase grower profit.

Established in 1989 by Craig Greenlees and Paul Jones, DMS now manages more than 100 orchards and has 100 full-time staff, employing another 500-plus seasonal kiwifruit workers during the annual harvest period at packhouses in Te Puna and Te Puke. The DMS administration centre is in Tauranga City.

Innovative and dynamic leadership sees DMS consistently perform in the top 10% of kiwifruit packing and coolstore performance in the Bay of Plenty.

As well as operating two major post-harvest facilities, DMS is a manager and lessee of orchards, providing a range of options tailored to suit grower needs. Its post-harvest company, DMS Progrowers, is 50% owned by growers and 50% owned by the founding partners. This balance has proven to be a successful model to achieve top results.

The experienced owners and staff at DMS include orchardists who grow a large proportion of the crop it packs – they understand growers and how to handle fruit for best results.

DMS is well recognised within the industry as the G3 Champions, after recognising early on that the new Gold 3 kiwifruit variety was the way forward for the industry due to its superior yield, Psa resilience, ease of conversion and superior fruit quality. Industry recovery is now coming to fruition, with fruit production set to increase significantly, with high volumes of G3 coming onstream.

DMS has the planning, people and processes in place to cater for the increase in volume.

Being medium-sized means DMS is large enough to cope with the challenge, but small enough to be nimble and adapt quickly to meet the changing environment.



DMS – Kiwifruit Orchard Management

Attachment 1a : C



DMS leases and manages over 500 hectares in the Bay of Plenty, making it one of the largest Kiwifruit management companies in New Zealand .

Both orchard management and leasing options are tailored to suit the specific needs of the grower. Leases range from ground rentals to profit sharing options, combined with management options that are offered on a per hectare rate for either full or partial management.

DMS experienced staff will identify and address any factors limiting productivity and crop value, with a view to substantially increasing productivity and profit.

Management and leasing doesn't end at the orchard. All managed and leased orchards are harvested, packed, and coolstored by the DMS team. This total package gives growers peace of mind that their fruit is managed from start to finish with the focus of 'Increasing Grower Profit'.

DMS organises all export logistics with its supply chain manager, G4 Kiwi Supply Ltd, which ensures kiwifruit are loaded at the optimum time, to achieve the best returns for our growers. This includes contract negotiation, packaging and delivery allocations, inventory management, and port and transport services.

