

Resilience and Recovery with Support from New Zealand Export Credit

Kiwi Crunch is a family-owned orchard in the Hawke's Bay and has built a reputation for producing some of New Zealand's finest apples. Known for their quality, their apples are sought after in international markets, where they have earned the trust of global consumers.

In early 2023, Cyclone Gabriel brought unprecedented devastation to the Hawke's Bay region, which impacted Kiwi Crunch's orchards with its severe winds and flooding. The cyclone's damage posed a significant threat to the orchard's operations and their ability to deliver on their annual harvest.

Despite the challenges, Kiwi Crunch demonstrated resilience and swiftly devised a strategy to redevelop their orchards and ensure the continuity of their harvesting season. Their proactive approach and commitment to overcoming adversity were truly admirable.

In collaboration with their bank ASB, New Zealand Export Credit provided a Crown-backed guarantee in support of a working capital facility for Kiwi Crunch. This additional support not only provided Kiwi Crunch with the financial stability needed to recover from the impacts of the cyclone but also reinforced their capacity to resume their export operations.

Thanks to this collaborative effort, Kiwi Crunch has successfully continued to export premium New Zealand grown apples for global consumers to enjoy. This highlights the strength and resilience of New Zealand's agricultural sector and the role New Zealand Export Credit plays in providing capacity to the private sector in support of our exporters.



Jump onto our website if you want to know more about our [loan guarantee product](#). If you would like to talk to us about how [our solutions](#) may help your exports, [get in touch with the team today!](#)

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