



CAJ APPLES & MSD

WORKING PARTNERSHIP



NEW ZEALAND APPLES



WHERE CAJ HAVE COME FROM

90's BACKPACKER ERA

2015 WHAT CAJ CONSIDERED:

PRIORITY- THE PEOPLE

CENTRAL OTAGO'S AGING POPULATION

PROXIMITY TO POTENTIAL WORK FORCE

BACKPACKER HIGH TURNOVER

STAFF RETRAINING

CLIMATE IN LATER SEASON

SHORT SHARP SEASON/WORK LIFE BALANCE



THE PLAN



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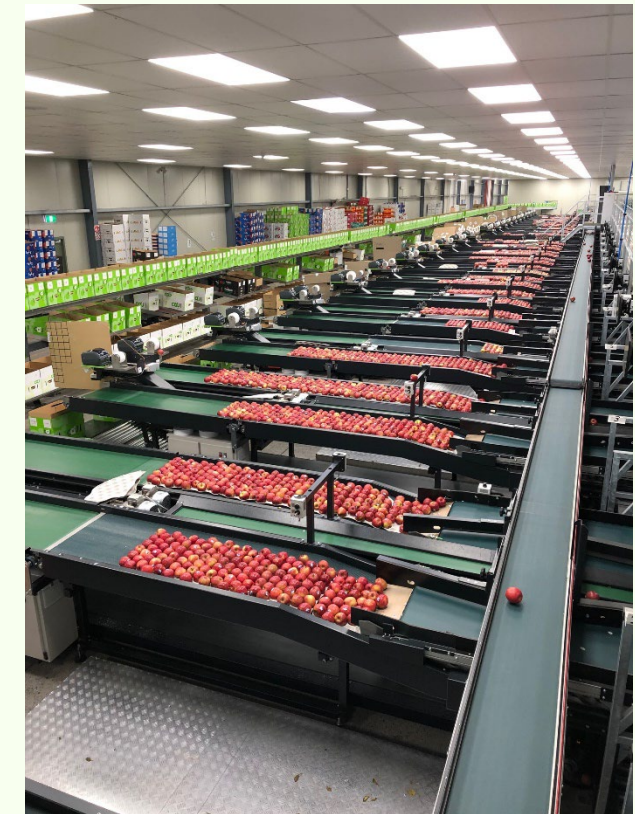
THE PEOPLE



THE BUILDING



THE PACKHOUSE





2019 CULTURAL CHANGE

ATTRACTED NEW ZEALANDERS

UPGRADED FACILITIES

- Working conditions improved with shed developments

OPERATIONAL HOURS

- 8am - 5pm
- Monday to Friday
- No work on public holidays/weekends

EMPLOYEE EXPERIENCE

- Staff amenities upgraded
- Staff incentive program
- Social Club activities
- Competitions



2019/2020 SEASON

NO ONE COULD GO ANYWHERE

2020/2021 SEASON



LSV INITIATIVE

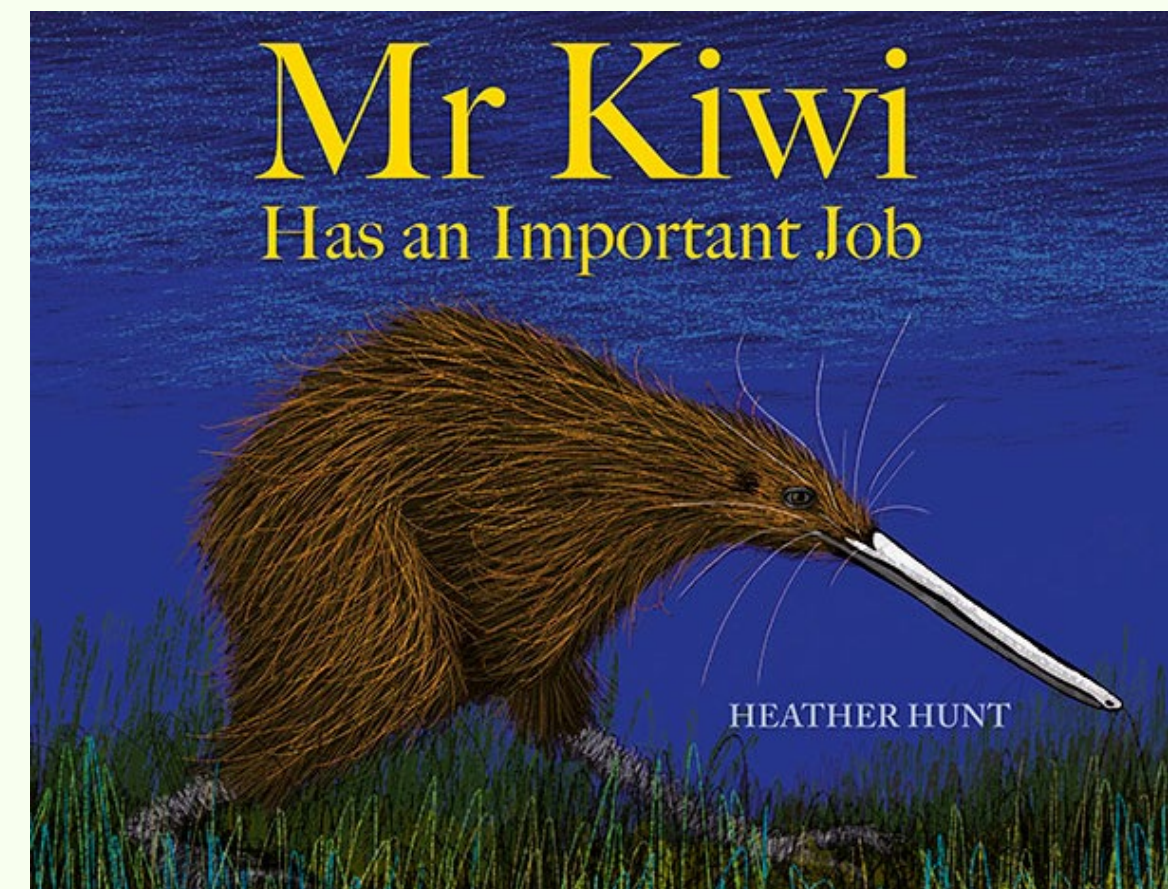
13 LSV GRADUATE'S CAJ HOLLANDIA

2021/2022 SEASON

100% NEW ZEALAND PACKHOUSE
HAD CHALLENGES

COLLABORATION WITH OTHER GROWERS &
INDUSTRY BODIES

MPI NATIONAL ADVERTISING CAMPAIGN



2022/ 2023

NZ SEASONAL WORK SCHEME



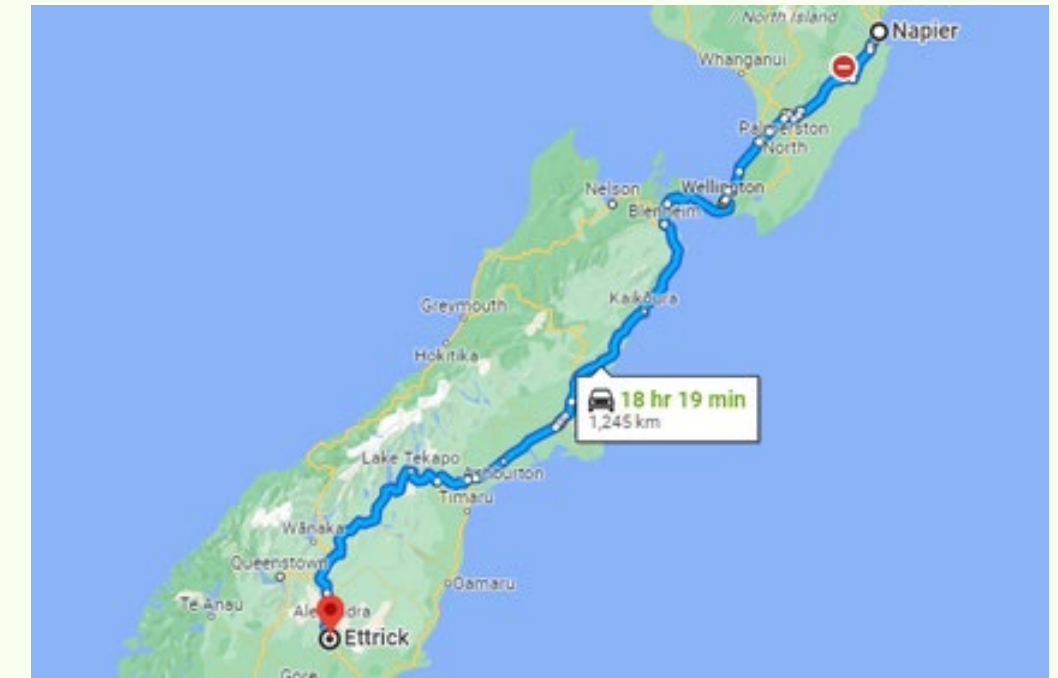
PASTORAL CARE

PILOT FOR NZ SEASONAL WORK SCHEME



LOCAL STAFF

DAILY TRANSPORT
CAJ WORKWEAR BUNDLE
TRAINING



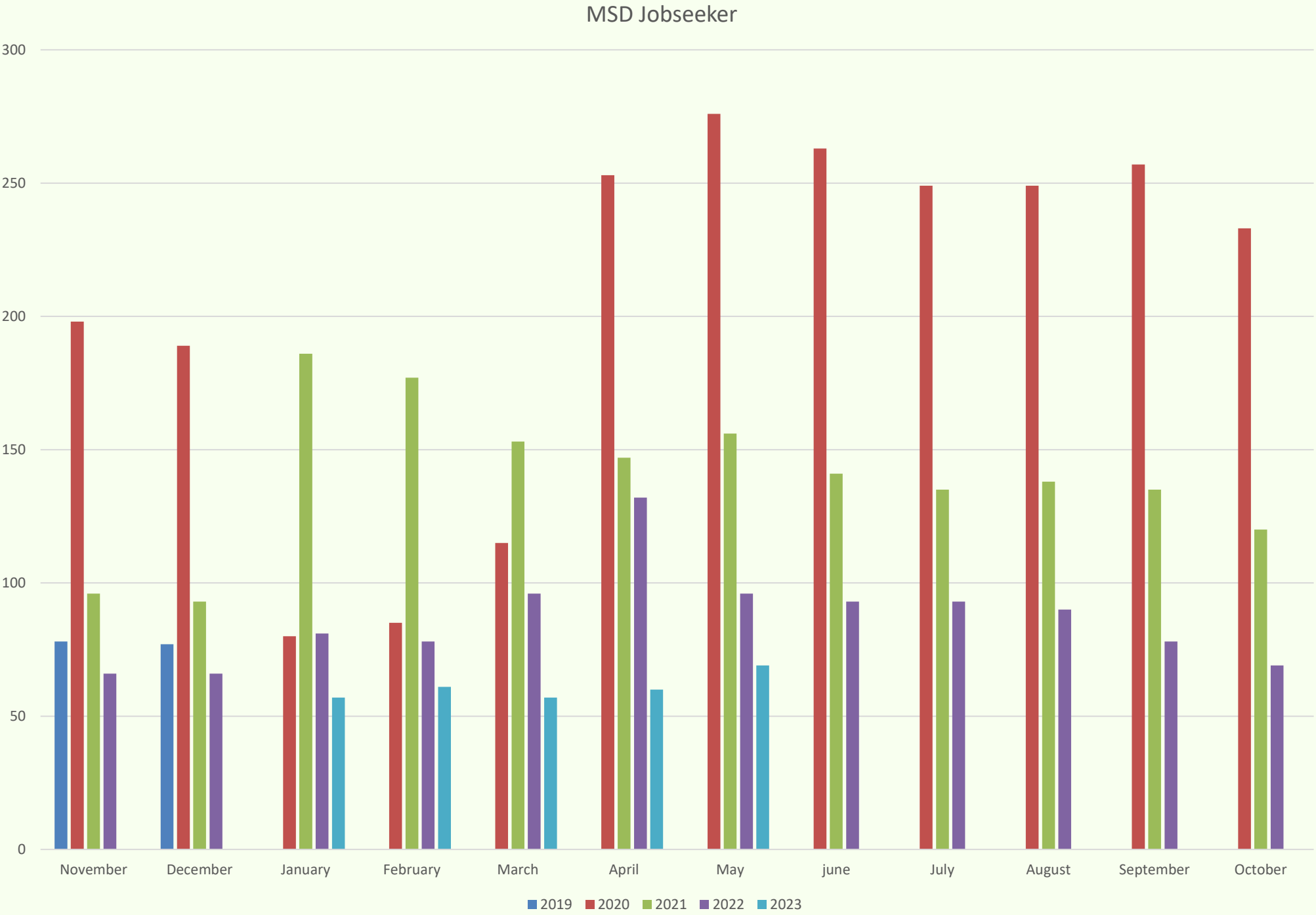
RETURNING STAFF

TRAVEL TO AND FROM THEIR HOME
DUAL ACCOMMODATION
DAILY TRANSPORT
CAJ WORKWEAR BUNDLE
TRAINING
INCENTIVE

MSD STATS

2019 - 2023

Shows the unemployment / Jobseeker work ready numbers.



CAJ WORKFORCE OVERVIEW

