

DMS Overview



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 over 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 Central.

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 regarded as the Orchard Champions in the Kiwifruit community.

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.



As a company, DMS is a strong supporter of Zespri, with both founding partners holding significant industry roles at various times. Craig Greenlees was a Director of Zespri for 15 years, including six as Chairman. Paul Jones is currently a Zespri Director.

DMS is a member of the G4 Kiwi Group, which provides 32% of Zespri's Class One Crop. DMS is also strongly committed to the avocado industry, and is achieving significant growth in volumes grown and packed.

Valuing each and every piece of fruit means a strong emphasis is put on a Class Two kiwifruit programme, with DMS recently joining with several other post harvest entities to create their own Class Two brand, 'NutriKiwi'. Fruit is marketed direct into Australia, adding value to a product that is often overlooked in the industry.



The company actively communicates with its growers, who receive regular information, visits, updates and financial reports. DMS runs regular educational field days and focus groups for growers seeking superior performance and maximum profit, as well as encouraging growers to visit the packhouses and watch their fruit going through the line in order for complete transparency.

The company places a heavy emphasis on building and maintaining a strong internal company culture, which correlates directly to the high-quality results it offers clients. DMS acknowledges that best practice begins in the orchard and ends at the wharf.

DMS services at a glance:

- Consulting and orchard assessment relating to orchard purchases
- Orchard management
- Orchard leasing
- Harvesting and packing
- Cool storage
- Crop inventory management
- Technical advice and support
- Advice and experience in conversion to new varieties

