



Horticulture™
New Zealand
Ahumāra Kai Aotearoa

2023 Board Member Election

CANDIDATE PROFILES
ELECTION OF THREE BOARD
MEMBERS



2023 Board Member Election Candidates

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The Horticulture New Zealand Board members provide vision, governance and strategic direction for Horticulture New Zealand.

There are no designated seats for product or regional groups on the board.

We are asking you to elect the best two people for the job.



Doug BROWN

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Highly experienced business professional and board director, I have been active in Agri-business leadership for over 35 years and seek your support for election to the Board of Horticulture New Zealand.

I was born and raised in Opotiki, and, together with my brothers, I run a mixed Dairy and Horticulture operation – a herd of 3000, and a Kiwifruit production footprint in excess of 100 hectares across Te Puke, Opotiki, Gisborne including a JV with local Māori in Te Kaha.

I have managed the Horticulture side of the family business since the early 80`s which includes the Riverlock postharvest Packing and Cool storage facility.

I have extensive knowledge and experience on both the growing side, as well as supply chain management through to point of export into market.

However, my experience goes wider than dairy and kiwifruit, and I have served as a board member for Kaiaponi Farms (a leading grower/packer apple and citrus business) since 2005.

Since completing the Kellogg Rural leadership program in 2005, I have been a passionate grower advocate. As an elected member representative of NZKGI (2004-2020), I was at the forefront to represent the grower view as the Kiwifruit industry navigated its way through both challenges (PSA) and opportunities (emergence of Sungold and industry expansion).

As NZKGI Vice Chairman (2011-2015) and then as Chairman (2015-2020), I worked tirelessly to ensure Growers were informed, and most importantly, had input into the decisions being taken through the various Industry Forums at that time.

Growers across the horticulture industry have faced significant challenges in recent times - the role of HortNZ has never been more critical in continuing to advocate for grower interests while building a sustainable environment for the industry to operate within and thrive.

Strong experienced strategic leadership at both management and governance level is essential to enable HortNZ to serve its members well. I hope to have the opportunity to advocate on behalf of HortNZ members. Thank you for your support.

Candidate Nomination Information and Declarations of Interest

Nominated by: - Chris Austis - Robert Humphries	Horticulture related companies or organisations where Directorship or equivalent roles are held:	
	Company Name:	My Role:
	Riverlock Group	Horticultural Director
	Kaiaponi	Board Member



Rod GIBSON

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Rod Gibson is a senior executive with extensive experience across Aotearoa New Zealand's fresh produce and retail sectors. He is driven by creating thriving, sustainable and vibrant businesses and sectors, which benefit people, communities, the economy, and the land and our natural resources.

As a collaborative leader, Rod creates long-term value by creating high performance teams, building strong and mutually-beneficial partnerships, fostering efficient, pragmatic and adaptable businesses, and leading with honesty and care.

As Managing Director of T&G Fresh, Rod leads T&G Global's domestic business, including its own tomato, citrus and berry growing operations, its partnerships with over 1,000 independent New Zealand fruit and vegetable growers, its imports business, its network of 11 wholesale markets and the sale of fresh produce to retailers, in-home meal kit and foodservice providers. In addition, he leads the company's Pacific Islands and Australian growing, imports and exports businesses. Rod is co-executive sponsor of T&G Global's inclusion and diversity strategy.

Prior to joining T&G in January 2022, Rod was Chief Executive of Animates, New Zealand's leading integrated pet retail business, where he significantly transformed the business, including developing its online offering. He joined Animates from Foodstuffs, where Rod spent 11 years in a variety of senior roles. He joined as Group Manager PAK'nSave, developing through Group Fresh Food & Liquor Manager, Chief Executive of Liquorland and finally as General Manager Own Brands. Rod's broad business and leadership experience has been further honed through roles with Shell, Fulton Hogan and TransitNZ (now Waka Kotahi).

Rod is a Director of Unearthed Produce Ltd, T&G's root vegetable partnership with Masters & Sons and Hira Bhana & Co; and he is on the Executive Committee of United Fresh.

Candidate Nomination Information and Declarations of Interest

Nominated by: - Gareth Edgecombe - Jayant Masters	Horticulture related companies or organisations where Directorship or equivalent roles are held:	
	Company Name:	My Role:
	Unearthed Produce Ltd	Director
	United Fresh	Executive Committee



Alistair PETRIE

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Alistair Petrie spent much of his career working his way up through the Turners and Growers group of companies. He managed the import, and export divisions before spending 8 years managing the complex Domestic division which had large growing operations, packhouses, distribution networks and customer facing marketing roles. After T&G he spent two years managing the Freshmax domestic division before embarking on a governance and advisory career. He is unique in that he has an in-depth knowledge of the complete end to end process of the produce supply chain. He has extensive knowledge in sales and marketing in both international and domestic environments.

He was responsible for setting up the FPIA (Fresh Produce Importers Association), been a director of United Fresh and the Australian PMA in their founding years. He has a good understanding of the numerous grower bodies, HEA, market access processes for both imports and exports and the role of Horticulture NZ.

After 26 years in the horticultural sector, including 15 years of senior management, Alistair embarked on career of governance and advisory roles. Over the last 7 years he has been on a number of directorships heavily weighted in the agribusiness and fresh food sectors with companies that have a focus on growth and innovation. He has held roles in manuka honey, bread, eggs, AVEC (chairman of the Avocado export council), and Avocado industry council, Zeafruit. His current directorships include Turners Automotive Group (public company), Darling Group Holdings and Bartel Holdings (investments). Advisory /consulting roles with Pamu (landcorp NZ), Foodchain (foodservice).

Alistair has a strong conviction that grower /industry bodies need to be relevant to their stakeholders and need to evolve ahead of the curve to ensure they add value. The rapid consolidation, innovation and scale of many growers means the focus of industry bodies is different to the structure of 20 years ago. I believe I can assist in this evolution.

Alistair is 56 years old, from a livestock farming and cropping background, lives in the heart of the Pinot Noir capital of Martinborough. He has a BSC (hons) in Agriculture and Food Marketing from Newcastle Upon Tyne university in England, and an EMBA from Melbourne University.

Candidate Nomination Information and Declarations of Interest

Nominated by: - Andrew Darling - Rod Gibson	Horticulture related companies or organisations where Directorship or equivalent roles are held:	
	Company Name:	My Role:
	Turners Automotive Group Ltd	Non-executive Director
	Melita Ltd	Independent Advisor
	Zeafruit Ltd	Chairman
	Darling Group Holdings Ltd	Director
	Bartel Holdings Ltd	Director
	Smiling Cabbage Ltd	Director



Hugh RITCHIE

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I am the Managing Director of Drumpeel Farms where together with Sharon and our four children we run a family farm in the Hawke's Bay. The farm encompasses over 2,050 hectares of mixed cropping and livestock. Over 700ha is planted in crops including cereals, seed and process vegetables with the balance of the property being used for lamb and beef finishing.

Irrigation is a critical part of the farm with 550ha irrigated. All of the crops are established using either strip tillage or direct drilling with the exception of carrots that require beds to be pulled up. Sustainable farming methods have been a core focus for the business with priority given to irrigation efficiency and soil health.

We work hard to create a profitable business and know first-hand the issues that affect our business. Business threats include adverse weather events, biosecurity incursions, license to operate, carbon zero implications, access to water and soils, and the ability to employ an appropriately skilled workforce. For many years I have represented and worked for growers to limit the impact of these challenges and help drive research to find solutions to these issues. More recently of course our major challenge has been the devastating impacts of the cyclones both here in Hawkes Bay and to many growers around the North Island, including damage to my own property.

I am currently on the Process Vegetable executive, which is using research projects to enable progress to be made towards meeting industry productivity goals. I have recently retired from the position of Chairman for the Foundation for Arable Research which has a primary focus to add value to the business of the arable grower. This role is very similar to my position as director of Horticulture New Zealand except the scope of work on the HortNZ board is across many product groups and a broader range of issues. I am also a director of Water Holdings CHB which is exploring water storage options in Central Hawkes Bay.

These roles coupled with previous positions within the industry have given me a wide range of knowledge around many of the pressing issues we face as growers today. This is valuable for informing and creating strategy and communicating to government the impacts of proposed legislation changes.

I am concerned that our ability to influence the significant policy reforms we are faced with is reducing. This is not due to effort or strength of argument but the changing way politics work. I think we need to look closely at how we work as an Industry and look to how we can engage with not only primary sectors but all industries to find common areas of agreement to create a bigger voice to effect change and reduce duplication of effort ensuring levy funds are spent in the most cost-effective way. I believe that finding synergies and relationships will only strengthen Horticulture New Zealand's ability to be effective and deliver real benefits to growers. The NZ Horticulture Conference coming up in August is a great example of collaboration with a range of vegetable and fruit product groups coming together to jointly host the annual conference, share ideas and networking opportunities.

I strongly support collaboration with our fellow primary industry sectors and organisations that will result in better outcomes for growers especially in key areas such as:

- Research which drives productivity and profitability for growers
- GIA and biosecurity for the protection of growers
- Nutrient management through good agricultural practice
- Water access and management

I believe that meaningful change and a strong landscape for growers can only come about as a result of a collaborative and united approach.

For levy funds to work effectively for the good of growers it is critical that we constantly look at all areas of cost and review our investment priorities. Being involved in similar organisations outside Horticulture New Zealand does allow comparisons to assess performance.

I understand the importance of Horticulture New Zealand creating the right environment and support structure for growers to manage and develop their businesses creating more profitability and ask for your support in my nomination for the Horticulture New Zealand Board.

Candidate Nomination Information and Declarations of Interest

Nominated by:

- Duncan Smith
- Neil White

Horticulture related companies or organisations where Directorship or equivalent roles are held:

Company Name:

My Role:

Drumpeel Farms

Managing Director

Water Holdings Hawke's Bay

Director

FAR

Director

Federated Farmers (Hawkes Bay)

Executive Committee member

Process Vegetables NZ

Board member

