

# CANDIDATE PROFILES

## ELECTION OF TWO BOARD DIRECTORS

The Vegetables New Zealand Incorporated Board members provide vision, governance and strategic direction for Vegetables New Zealand Incorporated. We are asking you to elect the best two people for the job.



### John MURPHY

**Phone:** 0274 584 670

**Email:** john@garlic.co.nz

I am proud to run Murphy's New Zealand Ltd, my family's garlic and shallot growing operation. I have been involved with Vegetables New Zealand Incorporated for almost 10 years.

I aim to point Vegetables NZ to activity that enables growers to thrive in their own operations. We should advocate strongly for growers, enable research that proves and improves our production systems, and promote the benefits of our produce.

In 2011 I was fortunate to undertake the Horticulture NZ Leadership Course, which I followed with a Nuffield Scholarship in 2014 where I studied vegetable businesses around the world. In addition to serving as a Director of Vegetables New Zealand Inc, I am currently Chair of the Alliums Crop Advisory Committee, and VNZI's NZGAP representative.

New Zealand vegetable growers must continually meet challenges in their businesses to remain relevant and profitable in a highly competitive market. I am seeking your support for re-election onto our grower Board so that Vegetables NZ Inc can help your business do just that, and then get out of the way.

#### Candidate Nomination Information and Declarations of Interest

<b>Nominated by:</b> <ul style="list-style-type: none"><li>Board member retiring by rotation and available for re-election.</li></ul>	<b>Horticulture related companies or organisations where Directorship or equivalent roles are held:</b>	
	<b>Company Name:</b>	<b>My Role:</b>
	Growing Horizon Ltd	Director/Owner
	Marlborough Process and Fresh Vegetable Growers Society	Chair
	Premium Marlborough Food Pty Ltd	Director
Murphy's New Zealand Ltd	CEO/Shareholder	

2021 VEGETABLES NZ INC. BOARD DIRECTOR ELECTION



# Ken ROGERS

Phone: 021 371 699

Email: Ken@superbherb.co.nz

I seek election to the Vegetables NZ Board.

I have a strong primary industry background in dairy, wine and more recently horticulture. I hold an honours degree in agricultural science and completed two executive development programmes.

My international export experience with Fonterra spanned eighteen years and gave me unique insights into market access and product development requirements that are relevant to Vegetables New Zealand. I led many successful brand and product development initiatives and gained valuable experience dealing with access issues, at an official level.

Returning to New Zealand, I joined Pernod Ricard (New Zealand's largest wine company), as production director, responsible for corporate vineyards, growers, wineries, and the company's packaging & distribution operations.

I am currently managing director and part owner of Superb Herb Company Ltd, one of the leading national fresh herb brands. We sell in supermarkets (including Hong Kong), home delivery and foodservice sectors. We have invested in automating our growing and harvest operations, to improve our productivity and remain sustainable.

My governance background includes directorships with Marlborough Grape Producers Cooperative, Wine Marlborough Ltd and the Marlborough Wine Research Centre. I am also a member of the Institute of Directors.

I see this opportunity as a way for me to contribute to the future success and sustainable development of our sector.

Candidate Nomination Information and Declarations of Interest		
<b>Nominated by:</b> <ul style="list-style-type: none"> <li>Dacey Balle</li> <li>Jim Balle</li> </ul>	<b>Horticulture related companies or organisations where Directorship or equivalent roles are held:</b>	
	<b>Company Name:</b>	<b>My Role:</b>
	Superb Herb Ltd	Managing Director
	Abatal Ltd	Director



## Warwick SIMPSON

**Phone:** 022 637 2010

**Email:** wjsimpson@gmail.com

I am a director of Simpson Gardens, a family business in Ruawai, Northland, growing 36ha of kūmara.

After growing up on the farm, I left to earn an MSc in Physics, then work as an engineer in the telecommunications sector until the lure of rural life brought me back to manage the farm 12 years ago. This background in engineering and science means I'm always looking for ways to innovate and improve the way we do things.

Outside of work, my wife Sophie (an entomologist at Plant & Food Research) and I are expecting our first child in October, and I like to get outdoors - running or cycling trails when I get the chance.

For the past three years I've been a committee member of the Northern Wairoa Vegetable Growers Association, taking on the Secretary/Treasurer role two years ago. This exposure to industry governance has made me keen to get to grips with the issues facing the wider vegetable industry, and be a part of the team working on them.

### Candidate Nomination Information and Declarations of Interest

<b>Nominated by:</b> <ul style="list-style-type: none"><li>• Douglas Nilsson</li><li>• James Franklin</li></ul>	<b>Horticulture related companies or organisations where Directorship or equivalent roles are held:</b>	
	<b>Company Name:</b>	<b>My Role:</b>
	Simpson Gardens Ltd	Director
	Northern Wairoa Vegetable Growers Association	Secretary/Treasurer