

F A M E

FOOD & AGRIBUSINESS MARKET EXPERIENCE

2011



PARTICIPANTS



Elena Garnevska is a lecturer in agribusiness at Massey University. She teaches international agribusiness, food marketing, export management and agricultural cooperatives to undergraduate and postgraduate students. She also supervises several PhD students on topics related to agrifood supply chains and environmental sustainability. Prior to her employment at Massey University in 2004, she was involved in a range of EU research and academic programmes (Tempus, Inco Copernicus and FP 5th). She has been involved in projects studying Bulgarian agricultural sectors (dairy and horticulture); market research in Bulgaria, Romania, Germany and the UK; NZ dairy industry, agricultural cooperatives in Bulgaria, New Zealand, China and Papua New Guinea; export strategies for NZ wine to China; and others.

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Trish Burborough is the South Island manager of MAF Policy Regions, based in Dunedin. Her work covers the economic and environmental performance of the primary sectors, managing and leading the South Island based policy analysts and providing policy advice to the Minister of Agriculture and Forestry and MAF Head Office. The South Island team work on a diverse range of topics including water allocation and quality, climate change, farm and horticulture monitoring, agricultural and forestry statistics, as well as response and recovery to adverse events. Originally from a mixed cropping farm in South Canterbury, after attending Lincoln College, she worked as a Farm Adviser and Consultant in Canterbury, Otago and Southland.

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Diane Ruwhiu (Ngapuhi) is a lecturer in Management, teaching strategic operations and supply chain management at undergraduate and postgraduate levels. After several years in logistics with the Royal New Zealand Airforce, she ventured south and completed a variety of qualifications, engaging the areas of operations and supply chain management, culminating in a PhD (2009) focused on Maori firm performance and sustainable advantage. Her research has involved business in a variety of industries, such as, grocery, tourism, telecommunications and food processing. At present she is involved in research with Maori agribusiness, exploring indigeneity as a distinctive market position and source of advantage; and identifying critical success factors for Maori businesses currently engaged in international trade.

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Diana Baird grew up in Wellington and after gaining a BCom(Otago) in IT, anticipated a corporate career in public sector (NZPO), education (lecturing) and multinational (IBM) organisations. However, she threw it all away to marry Grant, live high under the Ruahine ranges, and have four children. While sheep and beef farming, they planted an orchard in a bare paddock and became the biggest peacharine growers. Participation in many FITT and SFF projects has included pioneering helicopter-sown hill-country cropping.

Obviously not favouring monoculture, interests include a 2-tier farming, farm forestry, bumble bees, Drysdale carpet wool and exporting their fruit. They have won Ballance Farm Environment awards, favouring quality, not quantity. They enjoy employing multicultural staff and are committed to a family ownership structure. Diana is still involved in Plunket governance and is currently managing an Ohakune church conversion into youth camp accommodation. In 2010 she completed an MBA(Massey).

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Steve Knight currently owns and manages a 8ha vineyard in Blenheim. He is also doing consulting work for Vector Free Marlborough Ltd as an aerial control planner. Previously, he worked for NBNZ in rural finance and PGG Wrightson in rural finance and key management.

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Jessie Dorman (nee Chan) and her husband are sharemilking 800 cows in Mid Canterbury. Jessie has been associated with the agricultural sector since graduating with an Honours degree in Applied Science from Massey University. She has worked for a range of organisations in research, policy and development roles including Policy Manager for Federated Farmers, R & D Programme Manager for Meat and Wool NZ, and Developer for Dairy NZ. Jessie was

founding Chair of the Wellington Young Farmers Club, and is currently national Vice Chair for the Federated Farmers Sharemilkers Section and Vice President of Mid Canterbury Federated Farmers.

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Anders Crofoot lives and farms at Castlepoint Station, a large sheep and beef property on the Wairarapa coast with his wife Emily and two children, David and Sarah. He is currently on the National Board of Federated Farmers and was the Wairarapa Provincial President for the previous four years. Anders has been on the Executive of the New Zealand Grassland Association for six years, including the past two as President. Recently, Anders became director

of Grow Wellington, the economic development agency for the Greater Wellington region. Prior to emigrating to NZ from the US in 1998, he worked in the hospitality and construction industries, before setting up a computer consulting practice and later working as a quantitative analyst for a financial services company.

Anders has a double degree in Computer Sc and Psychology from Dartmouth in the US.

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Declan Graham is a Business Manager at Plant & Food Research, providing business support for the Institute's Bioprotection and Sustainable Production science portfolios. He also has sector responsibility for the pipfruit, avocado, and summerfruit industries. Declan sees his role as bridging the gap between science and business - working alongside industry leaders and entrepreneurs to facilitate research and enhance New Zealand's position as a world

leader for the sustainable production of quality horticultural products. He has considerable agri-marketing experience. Prior to Plant & Food, he was Marketing Communications Manager for AgriQuality, Country Manager for Sandoz Agro and held sales and marketing positions with Monsanto.

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Rob Reynish From Agriculture advising and lecturing in farm management at Lincoln University, coupled with an extensive experience in the agribusiness sector, this has led to directing and operating an intensive integrated finishing farm operations in central and mid Canterbury. Currently, he is also managing a development venture with Ngai Tahu Property on their ex forestry land in Canterbury into an integrated sheep, beef and dairy support

finishing operation. With his wife Sue, they live on a hill country farm in Pigeon Bay on Banks Peninsula and he is passionately involved in the agribusiness sector. It is very timely to be involved in the FAME program as Agriculture in New Zealand has never had such exciting prospects.

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Grant McNaughton is Technical Manager for Wilfarm Enterprises, a management company which controls a large dairy operation in South and Mid Canterbury, milking 10,000 cows through eight sheds and running its own supporting land for wintering and youngstock. His role includes managing a third of the business and overall business development for the whole group alongside project management. Grant is also involved in his family farming operation on a 425ha sheep, beef and cropping operation in North Otago. After graduating from Lincoln University with a BComAg(FM), he spent five years working for Ravensdown Fertiliser before managing a dairy farm and then embarking on his current role. He is a past NZ Young Farmer of the year (2010), Inspired Futures Leadership Scholar and Lincoln University Young Farmers Excellence scholar for three years. Grant is passionate about New Zealand and its agricultural base, excited about the future and looking for avenues of how we can make it a more attractive industry for the youth of our country. He is looking to expand his network and continue his business development growth through partaking in FAME.

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Hamish Davidson is a dairy farmer from Methven, Canterbury. He is married to Natalie (who works for Dairy NZ as an animal husbandry specialist) and has two sons Archie (3yrs) and Mac (2yrs). He has farmed since leaving school in some capacity, progressing from a farm worker to farm owner, and also spent some time in the Stock and Station industry. The Davidson's farm, (141ha dairy farm) in Methven milking 500 cows targeting 250,000kg Milk Solids

for Fonterra in an equity partnership. This is a step back in intensity from 1.2 million milk solids over two properties milking 2,800 cows. Hamish won the Farm Manager of the year in 2010 and is currently the Federated Farmer Chairman for Dairy in Mid Canterbury. His focus into the future is on ensuring good governance and leadership principles are applied to the entire agricultural industry, specifically dairy. He was a Kellog rural leadership programme participant in 2006 and is focused on personal professional development. Outside of farm work and rural politics Hamish has a non farming directorship, enjoys spending time with family and friends, working on his golf handicap and restraining the couch as well as ensuring the Sky Sports channels have a good viewing base.

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Margaret Spencer-Bower is farming with her husband on the Canterbury Plains in North Canterbury. Presently, their 1100ha irrigated farm has sheep, cattle, deer and crops, but they are in the process of converting part to dairy. Margaret plays the major role in administration, planning, marketing and on-going strategic management in the farming business. She was brought up on a farm in England (Nottinghamshire), where her family still farm. She

attended Agricultural College and successfully completed a Farm Secretarial course, with Distinction. She is mother to three children, two sons and one daughter and was very active in all the relevant committees, i.e. plunket, pre-school and Board of Trustees during her years with children at home. She has a passion for learning about food production and marketing globally.

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Toni Grant is Chief Executive of Kono Seafood, an associated business of Wakatu Incorporation. Kono Seafood is a vertically integrated business focusing primarily on aquaculture and crayfish. The business has 230FTE's and generates export earnings of \$35m+ with a key strategy to develop Asian markets for value added products. Toni has worked across a number of agri businesses including viticulture, wine, horticulture and aquaculture. Toni is a

Chartered Accountant and a member of the Institute of Directors and is on the Aquaculture New Zealand Board, the governing industry body for mussels, oysters and salmon. Toni lives in Nelson and has two young children.

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Sharon Lucock is a newly appointed Lecturer in Agribusiness Management at Lincoln University. Prior to this, she had been a tutor/marker and research assistant at Lincoln University, after finishing her study towards a Master of Applied Science in Horticultural Management, graduating in 2007. She has also been a self-employed translator and interpreter since 2003, and been involved in a number of China-focused international projects in agriculture and horticulture for organisations such as Landcare Research and Ministry for Economic Development. Sharon has a Bachelor of Agronomy from China Agricultural University, and is keen to contribute to further research on improving the strategies and functionality of value chains in New Zealand food and agribusiness sector, with a particular focus towards the Chinese market.

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Hilton Collier affiliates to Ngati Porou and grew up in the rural township of Ruatoria. He graduated with a Bachelor of Agricultural Science degree from Lincoln College in 1985, and joined MAF as a Farm Advisory Officer. In 1995, he left the then Agriculture New Zealand, to become a founding member of AgFirst group. With the exception of a brief period in Taranaki, he has spent all his professional life working as a Farm Management Consultant in Northern Hawkes Bay and the East Coast. During that time, he has built a large client base which includes many substantial Maori farming operations owned by either his own Ngati Porou or their whanaunga from Ngati Kahungunu.

In recent years, he has spent an increasing amount of time working within his tribal area and closer to his family's farming operation. He has special interest in building networks of farms working collaboratively to be able to breed and finish stock for processing. This is important as his iwi focuses on providing the best and freshest foods from its land and seas. He also sees this as an opportunity to reposition farming on the East Coast away from its reliance on commodity pricing. Hilton is a director of several private farming companies, the deputy chairman of the National Animal Welfare Advisory Committee, trustee for the Tairāwhiti Land Development Trust, an advisory member of the Eastern Institute of Technology and a councillor for the New Zealand Institute of Primary Industry Management.

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John Ferris After growing up on a dairy farm in the Waikato, and going to boarding school in New Plymouth I decided to further my education and studied a Bachelor of Applied Science degree at Massey University. Upon finishing my degree, I furthered my experience and worked then managed, a dairy farm in Australia. I managed my parent's farm upon my return. In 2007, I invested with my parents and two others in a 560ha sheep property in Dipton (Southland), converting the property in that year and milking by 2008. Currently, I am Managing Director of that property and a Director of another family owned dairy farm. I am now married and my wife is a Chartered Accountant working at ASB in Invercargill. We currently have no children.

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Grant Cochrane After a career of trading currencies and derivatives, I returned to New Zealand to manage our farming interests. Our interests in farming include three properties in Otago alongside an equity interest in dairy. Outside of agriculture, I am also involved as an investor and Director of Oritain Global Ltd, a Dunedin based company specialising in authenticating food origin through the comparison of isotopic signatures.

He is married to Andrea and has two children Sophie (10) and Andrew (6).

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Robert Poole is 48 years old, married with four children the oldest three girls of ages 22yrs, 20 yrs, 18yrs and the youngest a boy, 15 yrs. He started working life as an automotive engineer at the age of 16 yrs old. After completing a Trade Certificate went dairy farming on a family farm at the age of 20yrs old. He progressed through the sharemilking industry from lower order sharemilking to 50/50 and bought his first farm at age 26 yrs, milking 220 cows on 63 hectares. Since then he has been involved in several equity partnerships and has bought neighbouring farms and now milks a total of 1050 cows on 250 hectares. He is very enthusiastic about the growth and development of Dairy Farming in South America and has shareholding in a farming operation in Uruguay and has travelled there several times. He has been involved in last year's Fonterra Governance Development Programme, and is still very much a hands on Dairy Farmer and involved on a daily basis. His main leisure interests are spending time with his family, scuba diving and fishing.

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Ashley Cole is Managing Director of Murumuru Farms Ltd. This company combines sheep and beef farming on 1100 hectares, with a machinery/roading division and a bee/honey division. Her roles include daily livestock management with her team of working dogs, finance and marketing. Industry good activities take up much of Ashley's time. She is a member of the NZ Beef and Lamb Farmer Council, the Red Meat Sector Strategy Advisory Group, and the AgResearch Invermay Reproduction Project Advisory Panel. Ashley is also on the Executive of NZ Grassland Association. She is a popular facilitator and presenter at farming seminars in both the North and South Island. Ashley likes to spend her free time with her husband sea fishing.

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Viv Williams is General Manager, International Business Development for Kono, the food and beverage arm of Wakatu Incorporation. Formed in 1977, Wakatu is a Maori owned business with substantial land holdings around Te Tau Ihu (top of the South Island). Based in Nelson, Kono has three business units covering seafood, beverages and horticulture. In her role, Viv is responsible for the sales and marketing vision and it's implementation to drive profitability. This includes the group marketing infrastructure such as a customer management system, website, account management planning and coordination of Kono wide customers. Her previous work experience spans the electricity, finance, publishing and export development industries and has focused primarily on business development. She has a BCom from Auckland University.

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Andrew Clayton was born and raised on the West Coast of the South Island on their family's sheep and beef farm which was converted to dairy in 1993. Andrew attended school in Canterbury then studied a BCom in Agriculture at Lincoln University.

After university, he went into Agri-banking as a relationship manager before going to the UK. Here he primarily worked for a development company as a strategic financial manager finding funding for Public Private Partnership's.

In 2009, Andrew and his fiancé returned to Christchurch where he now works for Ngai Tahu property as their rural operations manager concentrating on their dairy

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