

Food & Agribusiness Market Experience (FAME) - 2006 participants

Paul Apatu



Paul graduated from Massey University in 1992 with a BBS majoring in finance and economics. After graduating, Paul had roles in Wellington at the Ministry of Commerce in industry policy, and at the Reserve Bank of New Zealand's financial markets

department. He then disappeared to the UK for his O.E where he held various contract roles in the UK banking sector. Returning to the family business in year 2000, Paul is a Director and Manager in Apatu Farms, the core business of which is operating an export and process cropping operation on the Heretaunga Plains, Hawke's Bay. Paul's role is wide-ranging and involves finance and planning, operational and overall responsibility for onion packing and marketing.

Chris Bain



Chris is the Commercial Manager for Port of Napier Ltd, with responsibility for all revenue and business development activity. He has previously held general and senior management roles with a rural-based insurance company. Chris holds a BBS

from Massey University, with majors in Agribusiness and Marketing. His work with the Port is a return to the area of his academic studies, given that a major proportion of the Port's business is dependent on products from land-based industries. He has been active in a variety of regional forums, most recently as chair of both the Hawkes Bay Exporters Club, and Food Hawkes Bay. The latter is a "Major Regional Initiative" formed in 2002 to grow regional food exports, collaboratively funded by New Zealand Trade and Enterprise and regional businesses. Chris is keen to ensure that economic transformation in New Zealand is achieved by value-added, export growth, with emphasis on sustainable advantage, especially leveraging innovation in New Zealand's land-based industries.

Jack Cocks



Jack is an Agribusiness Consultant and Partner with AbacusBio Limited. Abacus is an Agribusiness and Technology consultancy company based in Dunedin, with key competencies in animal breeding and genetics; R&D strategy and investment;

project management; and agribusiness and farm consultancy. Jack's client work is predominately with farmers and sheep breeding companies, but also includes project work with government and agribusiness organisations. Prior to working for

Abacus, Jack worked for Wrightson Consulting, after five years work and study in the United States, United Kingdom, and Eastern Europe. The time in the US included completing a Masters in Agribusiness at the University of Illinois, which also involved six months agricultural development consulting in Armenia. Jack is from a farming background in South Otago where he continues to have some involvement in the family business. He is engaged to Kate and lives in Dunedin.

Mark Crawford



Mark owns a farm in Western Southland with his wife Mandy, and they have two daughters, Kate and Annabel. Mark has worked in various primary industries, including silviculture and meat processing, and on farms and stations. He

completed a Diploma in Agriculture at Lincoln University in 1980, followed by living and working overseas for two years. He has been a member of the Otautau Lions Club since 1992 (President in 2000) and spent four years on the Otautau Primary School Board of Trustees (1999 – 2002). In 1999, he was the inaugural Chairman of the Otautau Community Health Trust and helped organise the fundraising for the buildings, equipment and the recruitment of doctors. He is currently Deputy Chairman of the Takitimu Primary Health Organisation. Mark completed the Kellogg Rural Leadership Programme at Lincoln University in 2005.

Lucy Cruickshank



Food and beverage are key New Zealand exports, and Lucy is privileged to market them globally as Marketing Manager for Wakatu Incorporation's KONO brand. Her focus is on promoting the Wakatu indigenous culture, with top

quality product in the retail sector, both in New Zealand and overseas. Coming from a family farm in Southland, Lucy was New Zealand's Top Scholar in Agriculture at high school, before completing a double degree in Commerce and Physical Education at Otago University. During this period, she was the recipient of the Alliance Group Student Bursary Scholarship, which included valuable vacation work experience in a large corporate head office. Lucy has travelled overseas with the New Zealand Youth Choir, and has had some experience marketing KONO internationally. However, she welcomes this opportunity with FAME to extend her knowledge of global marketing, for the benefit of her employer, Wakatu Incorporation and for the New Zealand economy.

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Ian Farrelly



Ian was head-hunted from the National Bank by the ASB thirteen years ago, to establish a nationwide Rural Division from scratch. Today, in his role as General Manager Rural Banking, Ian leads a team of almost 200 specialist Rural staff, and ASB has become a leading player in the finance market with loans totalling over \$4 billion. Outside of ASB, Ian has many successful business interests. He and his wife Donna run New Zealand's largest calf-rearing operation, rearing up to 7,500 calves annually. They own a 50% share in three Waikato dairy farms, operate a large beef cattle farm, have a large interest in a private forestry and have a property development company doing both rural and residential subdivisions. They also are in the early years of establishing a horse racing and breeding business. Ian has also become a popular keynote speaker on such topics as Leadership and Growing your Business. Although Ian is based in Auckland, they still live two hours away in the rural township of Te Awamutu, with their three sons aged 7, 10 and 12.

Steven Gray



Steven is currently the General Manager of Crown Marketing Limited, a 100% subsidiary of the ANZCO Foods Group (a multinational meat exporting company, with \$1b turnover, seven major processing sites in NZ, and offices in Japan, Taiwan, UK, Europe and USA). Crown Marketing is primarily responsible for the sale of meat from North Island beef-processing facilities to international markets, as well as the marketing of hamburger and hamburger-type products ("Angel Bay" range) in NZ, Australia, and through the ANZCO Group office in Japan. Prior to taking up this role, Steven managed ANZCO Foods' Japanese business for two years, and was Chief Financial Officer for the ANZCO Group for twelve years. Steven has served on a number of ANZCO Group company Boards including Joint Venture operations. Prior to joining the meat industry, Steven worked for major International Chartered Accountancy firms in NZ and the United Kingdom. His interests are in International Marketing and Finance.

Maurice Hardie



After earning a B.Com (Ag) from Lincoln College in 1984, Maurice spent eighteen years, within two food-producing corporates, in roles from Field Officer to Production Planner, and finally to Operations Manager. Eleven years ago, Maurice and Pauline

invested in a dairy farm in Southland; milking 300 cows. Today, that business has grown to be milking over 2,000 cows, with additional land for young stock and winter run-off. Three years ago, after just over five years overseas completing a contract in the South Pacific, Maurice and Pauline came back to New Zealand to concentrate on growing their business, and to improve their lifestyle. Now that there is more time available, Maurice is taking a more active interest in the community and the world, and is giving back some of the time and knowledge he has accumulated.

Andrew Harris



Andrew graduated in 2000 with an MBA from Canterbury University, adding to a BCom (Ag) from Lincoln College in 1985. Prior to taking ownership of a sheep, beef, and deer property in 1989, Andrew spent four years in mining and banking in Australia and the U.K. The sixteen years as a primary producer of lamb, beef, venison and wool led to investments off-farm in commercial property and meat processing. The latter has developed into a significant investment and the subsequent directorship of Foodcap International Ltd. Foodcap is a unique centralised processing system of fresh chilled food, and addresses a number of issues with traceability, food safety, and the environmental impact of the disposal of food packaging. The system allows the user significant efficiencies and controls over meat, seafood, deli similar to those they have over the rest of the supermarket store. Andrew's interests revolve around the local and global opportunities for the system, and how it can be effectively duplicated and supplied to individual markets as a turn-key solution for chilled fresh food.

Richard Hegan



Richard has spent the majority of his life in Christchurch. In 1992, he completed a Bachelor of Commerce in Agriculture from Lincoln University and started working for The Rural Bank as a Rural Lending Manager based in Invercargill - New Zealand's southern-most city and a strong farming area. After four years, he headed overseas with his wife and they completed an 18-month tour of Europe, Asia and Africa, funded by working for six months in London. They returned to Christchurch in 1998 where Richard started his current employment with ASB Bank as a Rural Lending Manager. He lives in Christchurch and is a keen sportsman. Upon retiring from competitive rugby, he took up multi-sport and has completed a number of events including the iconic Coast-to-Coast endurance race. Outside of his employment, he holds

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shareholdings in an irrigated dairy grazing property, some residential property in Te Anau and most recently has bought shareholding in a retail business. Richard is married to Louise and they have a 6 month old son, Charlie.

Grant Ingham

Grant is 44 years old, with a wife and three children. He has lived in Christchurch for last two years. He is the General Manager of the Westmeat Group, which is a meat marketing company selling to the foodservice and supermarket sectors within New Zealand. Prior to this role, he worked as an accountant for Canterbury Meat Packers in Ashburton for eight years. Grant grew up in Dannevirke, Hawkes Bay. His qualifications are a B.Com (Agriculture) from Lincoln University and a Dip Meat Technology from Massey University. Grant enthusiastically supports the childrens' sporting endeavours and plays interclub squash.

Barbara Kuriger



Barbara and husband Louis own two dairy farms in Taranaki and hold 42% equity in a Southland dairy farm. Cow numbers total 1,100. Barbara and Louis have farmed together for 26 years and have won several farming competitions, including the AC

Cameron Rural Excellence Award in 1999. Barbara has developed a strong interest in the dairy industry throughout her farming career. She is currently a member of the Fonterra Shareholders' Council; a position held for over four years, and she has been their Committee Chair for Governance and Ethics during that time. Barbara is also a Dexcel Trustee and Board Member. Dexcel deals with on-farm research, development and extension. An involvement with Livestock Improvement Corporation over eleven years culminated in her chairing their National Council from 2002 to 2004. Barbara is mother to a family of three who are now developing their own lives, with the youngest currently attending Otago University.

Hamish McCook



Hamish is a husband, father of three and an enthusiastic dairy industry professional employed within Fonterra. He has completed a Diploma in Dairy Technology with Distinction, a B.Tech-Bioprocess Engineering (Honours) and is currently

completing a PGDip in Logistics and Supply Chain Management. Over the past thirteen years he has worked in a number of roles including technical /engineering, manufacturing management and supply chain management/technical market support. In his current role of Programme

Manager, he has overview of a portfolio of strategic projects impacting the whole supply chain. He feels fortunate to be in such a position at a time when Fonterra is increasing its global presence and as its supply/demand network continues to extend.

Matt McCormick

Matt is an Area Manager with the ASB Bank Ltd, managing the approximately thirty staff that make up the Bank's Central North Island rural team. Matt has spent the past twenty years, since graduating from Lincoln College, working in the rural finance arena bisected only by a four-year working holiday overseas. Matt has been with the ASB since 1993. Outside of the work environment, Matt is involved in various residential property, forestry and foreign exchange investments/interests and is a very keen sports and outdoorsman.

Bill Millar



Bill dairy farms at Mangatangi, south of Auckland. A baker by trade, he began farming in 1978 on wages, and in 1984 became a partner in his wife Marilyn's 118 hectare family farm. In 1997, Bill and Marilyn bought out the remaining partners and began an expansive business plan. This has included the purchase and leasing of farms around them. In 2004, they consolidated all these farms into one, with an underpass and a new state-of-the-art 50-bale milking platform, which is fully automated with electronic ID and drafting systems. They have taken the business from 280 to 900 cows. In 2005, their company was a finalist in the Stevenson's Franklin County Business Awards. Bill is on the Fonterra Shareholders Council where he serves on the Performance Committee. He has had numerous other roles and activities within the industry. He is also a Justice of the Peace and a Rotarian, currently as a Director.

Mark O'Connor



Married to Simone with two children (Dominic 12 and Jessica 9), Mark lives in Cambridge in the verdant Waikato. Mark is the General Manager of the International Division, and member of the Senior Management team of LIC (Livestock Improvement

Corporation Ltd). Livestock Improvement is a dairy herd improvement company, listed on the New Zealand stock exchange, owned by New Zealand dairy farmer shareholders. The International business of LIC generates some NZ\$7 million of the company's overall revenue of NZ\$100 million. They export to over 20 countries and have their own businesses set up in Australia, UK and Ireland.

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Mark has worked in international sales and marketing for a number of years with different companies, including ENZA Foods, the Buttercup Squash Council, and the New Zealand Dairy Board for several years, including two in Japan.

Desiree Reid



Desiree is a business manager from South Canterbury. Desiree works for her parents, Alvin & Judith Reid, overseeing their seven major business units which are predominantly in the dairy sector, milking 2,700 cows.

In addition, Desiree and her fiancé share-milk 600 cows in partnership with her parents. Desiree holds a first class honours degree in Business Management from Massey University, and has special interests in strategy development, governance, as well as family business. Committed to the dairy industry, Desiree views FAME as an opportunity to understand the market dynamics that hold such influence over dairying and the New Zealand economy.

Pete Swinburn



Pete began his farming career shepherding in the South Island. In 1997, he returned to the family farm in Central Hawkes Bay and has developed the business through expansion and intensification. He continues to manage his 9,000 stock unit property with two full-

time staff. During 2001/2, Pete attended the Rabobank Executive Development Programme for Primary Producers in Sydney. During 2003, Pete developed a Human Resource consultancy business with a focus on recruitment, systemisation and development. In 2004, he was involved in the development of a venison export business, focusing on year-round chilled venison for retail in the UK, US, and Southern Europe. More recently, he has been involved in a lamb-producer group for Atkins Ranch supplying lambs to the US market, as well as a grazing program for beef for similar high-end markets. Pete is a member of the East Coast Beef Council, which is concerned with technology transfer within the beef industry, and is a committee member of the Poukawa Research Foundation, which advises on industry-good research for the sheep and beef industry.

Peter Turner



Peter currently farms 16,000 sheep, cattle and deer sheep stock unit equivalents in Northern Southland with his wife and three children. He is a graduate of Lincoln University with a B Com in agriculture, and is a registered valuer and farm management

consultant. He worked for the Rural Bank for five years, before working overseas for two years in Africa, Australia and North America. On his return to New Zealand ten years ago, he purchased the majority of the family farm and has since expanded the operation. He served four years on the New Zealand Sheep Council, and was chairman of Otago/Southland area for three years. In 2001, he initiated a national Sheep and Beef Conference and has chaired the organising committee since then. He is keen on most sports and enjoys time with the family.

Sarah von Dadelszen



Since 2002, Sarah has been back farming in partnership with her husband Sam. Their focus has been on growing their business, and it now comprises an 816 hectare sheep, beef and deer unit, running 10,000 sheep stock unit equivalents. They have

recently purchased a 500-cow dairy farm. Sarah also manages a number of off-farm investments. Aside from the family business, she is chairman of the East Coast Beef Council, a Trustee of her local power-lines Trust, and is involved in a number of other farming projects, such as the monitor farm programme a benchmarking system organised by Meat and Wool New Zealand. Sarah completed a Bachelor of Agriculture in 1992, and since then has worked mainly as a dairy farm consultant, and later as a Rural Bank Manager with the Bank of New Zealand.

Bruce Wilton



Bruce, his wife Margaret and their three children live on their family farm near Morrinsville in the Waikato. Born and bred in the region, he is currently a farmer-elected director of the Tatua Dairy Company. Bruce graduated from Massey University in 1991 with a

degree in Agricultural Science and then spent five years with a fertiliser company as a Technical Rep based in the King Country and later in the Waikato. After a period of overseas travel, he returned to start his dairy farming career on the family farm at Tatuani, currently running 200 cows, but increasing to 330 cows with the addition of neighbouring land. He coaches a local senior club rugby team and is involved with the local A & P Society.