



ALAN POLLARD

Chief Executive Officer

- Leadership of the NZAPI team
- Strategy development/execution
- Key stakeholder relationships
- Media

alan@applesandpears.nz
021 576 109



DANIELLE ADSETT

Manager Market Access

- Oversight of OAP's
- Interface between industry and MPI
- Regulatory and export requirements
- Customer requirements such as GlobalGAP, BRC and GRASP

danielle@applesandpears.nz
027 305 0004



JESS CRANSWICK

Manager Finance & Administration

- Accounting and Financial Reporting
- Budgets and Planning
- Policies and Procedures
- Contract Management
- Information Technology

jess@applesandpears.nz
021 227 3372



SANDRA HUGHES

Executive Assistant

- Registration
- Member queries/engagement
- Industry events
- Random residue testing
- Website/database
- Executive assistance for executive team

sandra@applesandpears.nz
027 359 4910



GARY JONES

Business Development Manager

- Develop customised plans to access and maintain access to existing and new markets
- Accessing sufficient quantities of labour to ensure seasonal tasks are completed on time.
- Supporting industry participants to implement the requirements and principles of the scheme.

gary@applesandpears.nz
021 758 314



RACHEL KILMISTER

R&D Programme Manager

- R & D/Project management
- Technical research
- Knowledge transfer to growers
- Knowledge management
- Stakeholder relationships

rachel@applesandpears.nz
027 538 5941



PIP MCVEAGH

Manager Crop Protection & Nutrition

- Pest and disease monitoring
- Crop protection, biological control and agrichemical use
- Agrichemical residues, PHI's and MRL's
- Plant nutrition

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021 172 0367



JILL MORLEY

Administrative Assistant

- Finance support
- Commodity levy
- Board administration
- General office administration
- USDA

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027 316 5460



NICOLA ROBERTSON

Biosecurity Manager

- Biosecurity strategy and risk management
- Key pests of concern
- GIA Fruit Fly and Brown Marmorated Stink Bug (BMSB) Council
- BMSB preparedness

nicola@applesandpears.nz
027 514 8408



EMMA SHERWOOD

Business Analyst

- Data analyst and information coordinator – industry statistics, export data, surveys
- Masterdata
- RSE / labour
- Social media

emma@applesandpears.nz
027 293 9861



ERIN SIMPSON

Capability Development Manager

- Education, training and career pathway development
- Industry attraction and retention strategy
- Vocational education program development
- Regional capability liaison, support and promotion
- Workforce skills development

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