New Zealand Apples & Pears Staff

**ALAN POLLARD**  
Chief Executive Officer  
- Leadership of the NZAPI team  
- Strategy development/execution  
- Key stakeholder relationships  
- Media  
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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  
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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.  
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021 758 314

**RACHEL KILMISTER**  
R&D Programme Manager  
- R & D/Project management  
- Technical research  
- Knowledge transfer to growers  
- Knowledge management  
- Stakeholder relationships  
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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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**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  
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**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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