

# NINTH ANNUAL PRODUCE EXECUTIVE PROGRAM



**16-21 MAY 2010**

To be held at  
**Mt Eliza Centre for  
Executive Education**

Supported by:



Know-how for Horticulture™

## Quotes from 2009 Participants:

- Extremely beneficial to anyone in the produce industry
- Very educational and informative and a great experience
- Sensational. A great course for me at this time in my career
- Great networking opportunity and quality presenters
- Excellent. Very relevant. Educational and informative
- Great insights by industry leaders in all areas
- Wide variety of topics and expert presenters
- Excellent value for money and very relevant
- Fantastic. Very well organised, informative and extremely responsive to the needs and wants of participants.
- Very good. It has opened my eyes
- Great opportunity to interact with a different group from my usual circles
- Very relevant. Enjoyed it immensely
- Excellent. Stretched my thinking an very encouraging
- Very well run with people who know their stuff
- Beneficial. I've met some key people along the supply chain and gained some valuable tools that I can apply
- Excellent. Educational. Quality presenters
- Well worth while
- Very good networking opportunity
- Great. A valuable learning tool

## Companies which have sent delegates in the past:

- |   |                                      |  |                                   |
|---|--------------------------------------|--|-----------------------------------|
| • Action Supermarkets                   | • Croplink                           | • Koala Country Orchards                 | • Rijk Zwaan                      |
| • Adelaide Fresh                        | • Cutri Fruit                        | • La Manna Bananas                       | • Riverbest Produce               |
| • Agrimac Macadamias                    | • Driessen Brothers                  | • Le Fresh International                 | • Riverina Citrus                 |
| • Agrofresh                             | • Eastfield Orchards                 | • Louis Melbourne                        | • Rudge Produce Systems           |
| • Alfred E Chave                        | • Elders                             | • Mackay Estates                         | • Sam Velisha & Son               |
| • Apple & Pear Australia                | • Evergreen Farms                    | • M&D Vegetable Specialists              | • Scalzi Produce                  |
| • AS Barr                               | • Evergreen Fresh                    | • Melbourne Market Authority             | • Scholefield Robinson            |
| • AS Wilcox & Sons                      | • Fairbanks Seeds                    | • Mercer Mooney                          | • Horticultural Services          |
| • Australian Fresh Fruit Company        | • FHG Rogers                         | • Metcash Trading                        | • Seedlings Australia             |
| • Australian Fresh Mango Cooperative    | • Flavorite Tomatoes                 | • Mildura Fruit Company                  | • Simarloo (Australia)            |
| • Australian Mango Industry Association | • Foodstuffs (South Island)          | • Minter Magic Asparagus                 | • Simon George & Sons             |
| • Australian Produce Market Solutions   | • Forth Farm Produce                 | • Montague Fresh                         | • Solara South                    |
| • AUSVEG                                | • Four Seasons Fresh Produce         | • Moonrocks Australia                    | • South Australian Potato Company |
| • Avocados Australia                    | • Fresh Exchange                     | • Moraitis Fresh Produce                 | • South Pacific Seeds             |
| • Back O' Bourke Fruits                 | • Fresh Produce Group                | • Nangilcol Colignan Farms               | • SP Exports                      |
| • Barden Produce Brokers                | • Fresh Select                       | • National Fresh                         | • Stahmann Farms                  |
| • BGP International                     | • Fruitlink                          | • Nerriguindah Berries                   | • Strawberries Australia          |
| • BILo Supermarkets                     | • Gazzola Farms                      | • Nut Producers Australia                | • Syngenta Seeds                  |
| • Blenners Transport                    | • Gibb Bros                          | • One Harvest                            | • Table Grape Growers             |
| • Butler Market Gardens                 | • Grape Exchange                     | • Oakley's Premium Fresh Vegetables      | • Tandou                          |
| • Carbis Banana                         | • Growers Choice Management Services | • Pacco Group                            | • Tasfresh                        |
| • Carter & Spence                       | • Harvest Moon                       | • Pacific Plantations                    | • The Harvest Company             |
| • CHEP                                  | • Homefresh Produce                  | • Palms Vineyards                        | • The Warehouse                   |
| • Cherryhill Marketing                  | • Horticulture Australia             | • Perfection Fresh Australia             | • Tomato Exchange                 |
| • Chiquita Foods                        | • Houston's Farms                    | • Pinata Marketing                       | • Tropical Pines                  |
| • CMV Farms                             | • Huhtamaki                          | • PIRSA                                  | • V19 Fresh Fruits                |
| • Coastal Avocados                      | • Hussey & Co                        | • Plummer's Orchards                     | • Violi Estates                   |
| • Cobbledick Bros                       | • IA&MJ Golding                      | • Produce Marketing Australia            | • Virgin Desert Fruits            |
| • Coles Supermarkets                    | • Inglis Horticulture                | • Progressive Enterprises                | • Visy Packaging                  |
| • Conboy's Nurseries                    | • Integrity Fruit                    | • Proteaflora Nursery                    | • Windsor Farm Foods              |
| • Costa's                               | • JAK Fruit                          | • Quality Fruits                         | • Woolworths                      |
|   | • J&ML Sanders                       | • Queensland Fruit and Vegetable Growers | • Wrightson                       |
|   | • John Holman & Co                   |  | • Zespri International            |

# NINTH ANNUAL PRODUCE EXECUTIVE PROGRAM 2010

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## 16 - 21 MAY 2010

This program is for emerging leaders in the Australian and New Zealand produce industry. The course is a unique blend of professional development, skill enhancement, industry forum and practical learning experience. It provides a rare opportunity to access knowledge and insights across the supply chain by networking with industry peers and learning from industry leaders. Current individual, company and industry issues of concern are identified and addressed by informed international faculty, recognised industry experts and high potential participants from all segments of the value chain. This year's program will include interactive case studies involving senior executives from Coles and Woolworths and the merits of alternative marketing channels between the grower and the consumer will be explored. The program is designed to facilitate the integration of course content into the participant's business and also provides a specific opportunity for delegates to bring a situation, challenge or opportunity from their business for which they would like to get the input, thoughts and ideas of others in a professionally moderated workshop.

The program is intensive, interactive and challenging and is designed to develop knowledge and skills in the following areas:

- understanding emerging consumer demands
- analysing key market trends and opportunities
- servicing the domestic market
- succeeding in export markets
- effective customer management
- understanding alternative distribution channels
- strategy development and implementation
- managing the supply chain effectively
- problem solving and using innovation
- leadership and management of people
- successful business growth

The 2009 class represented the various sectors of the produce value chain, from genetics and seed suppliers, through production, wholesaling, distribution, retailing, processing, foodservice and exporting. At completion they gave the course an overall rating of 90 (on a 100 point scale) for both relevance and satisfaction.

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### The Program comprises four core topics:

- Mastering Market Realities
- Tools and Skills
- Best Practice in Produce Business Design
- Insights and Opportunities

### Program Details \*

#### Mastering Market Realities

##### Professor David Hughes

##### Trends, Customers and Markets

A review of the key demographic, economic, lifestyle, shopping pattern and dietary factors which are driving the consumer market for produce, how these are changing and how produce retailers, distributors, suppliers and growers will need to respond.

##### Mr Martin Kneebone

##### Market Intelligence

A discussion with a leading practitioner on how to source and apply the best available current and reliable data in informed marketing and strategic decisions.

##### Professor David Hughes

##### Future Directions in Produce

A review and analysis of evolving products and processes with particular reference to health and wellbeing.

##### Mr John Glover

##### Succeeding in Export Markets

An analysis of the key factors for ongoing success in export markets for produce.

\* Note: Some aspects of the program may be subject to slight alteration.

## Tools and Skills

### Dr Melinda Muth

#### Management and Motivation

The key issues involved in hiring, motivating and retaining productive employees will be examined. Participants will be provided with a framework to help interpret and understand their own management style and their primary motivating factors and how these can influence their managerial effectiveness.

### Ms Lisa Smith

#### Problem Solving and Innovation

Practical tools to help solve day-to-day management problems and longer-term strategic issues and a framework for generating and evaluating innovation will be introduced and practised.

### Mr John Glover

#### Utilising Category Management

A practical workshop on using category management in produce. This will include the category review process, understanding category dynamics, recognising opportunity gaps, developing a category plan, effective merchandising and promotion, relevant staff training and development, criteria for supplier selection, managing operational issues and monitoring objectives and results. A group discussion of a real-life case study will be included.

## Best Practices in Produce Business Design

### Mr Michael O'Keeffe

#### Business Design Innovation

An analysis of the different approaches to the design of their fresh produce business by four leading food industry companies. The discussion will include securing a sustainable point of difference, efficiency and effectiveness in value delivery, specific skills and capabilities required, the utilisation of information, management of relationships, responsiveness to change and scalability of the business model.

### Mr Michael Simonetta

#### Brand Marketing in Produce

A discussion of the concept of "branded" fruits and vegetables and the utilisation of trademarks to protect exclusive breeder's and marketing rights.

### Mr Mano Babiolakis

#### Succeeding in the 21st Century

A discussion of the keys to success in today's commercial environment.

### Mr Michael O'Keeffe

### Mr Pat McEntee

#### Woolworths Field Trip and Case Study

A real-life case study including a field trip to a store to explore category growth possibilities and implications for supplier capabilities.

### Mr Michael O'Keeffe

### Mr Stuart Machin

#### Coles Field Trip and Case Study

An exercise involving a store field trip to consider category development potential and supply chain opportunities particularly from a store operations perspective.

## Insights and Opportunities

### Dr Melinda Muth

### Ms Lisa Smith

#### Participant Issues Workshop

A moderated forum for participants to resolve actual business issues.

### Mr Martin Kneebone

### Mr Robert Nugan

### Ms Jenny Mercer

### Mr Ross Barker

#### Servicing the Alternative Channels

An open interactive discussion with a panel from industry leaders in the wholesale market.

### Professor David Hughes

#### Industry Issues Forum

A reflection on emerging issues facing the global produce industry, including green, carbon, environmental and other social and economic concerns with one of the world's leading experts in the field.

### Mr Michael O'Keeffe

### Mr David Harris

#### The Perspective of an Independent Greengrocer

A session with a leading independent fruit and vegetable retailer.

### Mr Martin Kneebone

#### Group Project

An opportunity for syndicates comprising different segments of the value chain to utilise tools and information gained during the week to assess, produce, launch and position a new fresh produce item.

# The Faculty



**Dr John Morris**  
Founder and Co-Director of the Produce Executive Program

John Morris has extensive international experience in retailing and food marketing. He has worked as a senior executive with Safeway Stores, Inc in Oakland, California and subsequently consulted with many leading retail, grocery and fresh food companies around the world. Dr Morris has been an international adviser to the Food Marketing Institute and conducted FMI operations and customer research in many countries. He was part of the Cornell University Food Executive Program in the US for many years and has been a Visiting Professor of Food Industry Management at a number of leading international universities. John is Co-Director of our Food, Wine, Meat and Produce Executive Programs and also Director of the Rabobank Executive Development Program.



**Dr Melinda Muth**  
Co-Director of the Produce Executive Program  
Practice Leader - Organisational Development, Streamwise

Melinda is Practice Leader organisational Development with Streamwise and a member of the adjunct faculty at the Australian School of Business, AGSM Executive Programs. She specialises in leadership development, team effectiveness, emotional intelligence and change management. She designs and delivers corporate programs and has taught in a variety of global programs. Melinda graduated from the University of Cincinnati magna cum laude with a Bachelor of Science in Design, has an MBA from the Harvard Business School and a PhD from AGSM in the field of corporate governance.



**Professor David Hughes**  
Associate Director of the Produce Executive Program

David Hughes is Emeritus Professor of Food Marketing at Imperial College in London. He has an international reputation on food and beverage management issues and fresh food in particular and is an international advisory board member with food companies on three continents. Professor Hughes has been an adviser to McDonald's internationally, Waitrose, J Sainsbury and, more recently, with major value-added fresh produce businesses in North America, Europe and Australasia. David is a strong proponent of building strong vertical alliances between key chain members in produce.



**Mr Michael O'Keeffe**  
Associate Director of the Produce Executive Program  
Principal, O'Keeffe and Associates

Michael O'Keeffe has considerable international experience in food business strategy, value chain management and facilitation of retailer-supplier relationships. He is Coordinator of the

Global Fresh Food Innovation Network and a director of four leading Australian fresh food companies. Michael also serves on the Editorial Board of "Supply Chain Management: an International Journal" and is Co-Editor of "New Directions in Corporate Strategy". Mr O'Keeffe's previous experience includes National Business Manager for Produce with Franklins Supermarkets and Head of Agribusiness Corporate Advisory Services with Rabobank.



**Mr Martin Kneebone**  
Director  
Freshlogic

Martin Kneebone has a detailed understanding of the Australasian food market and supply systems. He has worked on both sides of the Tasman and in the supply and retail sectors, including a number of years as General Manager for Fresh Produce with Coles Myer where he oversaw a reorganisation of the supply chain. His company, Freshlogic, has offices in Melbourne and Brisbane and specialises in providing timely and state-of-the-art market intelligence, particularly in relation to the supply chain and fresh foods. The company also offers a service to guide suppliers in their dealings with major corporate buyers.



**Ms Lisa Smith**  
Minds at Work

Lisa Smith is currently the driving force behind the Minds at Work "Problem Solving Program" in which role she has been sharing the organisation's thinking strategies with corporate high fliers, "community builders", principals, teachers, crack police response teams, fire fighters, SES, truck builders, food and beverage industry executives, meat industry executives, leading farmers and bull semen traders. She will challenge you to open up your potential for more creative thinking and effective problem solving.

## GUEST SPEAKERS



**Mr Michael Simonetta**  
Chief Executive Officer  
Perfection Fresh

Michael Simonetta joined the Perfection Fresh sales team in 1984, was promoted to General Manager in 1988 and became CEO in 1991 when he and his brothers took control of the Company. Since that time they have grown a small operation in the Sydney Markets into a major marketer of fresh fruits and vegetables with particular emphasis on unique branded products such as BroccoliniTM baby broccoli and The OriginalTM grape tomato. Michael has always been heavily involved in industry organisations and policy making in New South Wales, nationally and internationally, the latter particularly through the Produce Marketing Association (PMA). In May 2009 Michael was appointed Chairman of PMA's first-ever affiliate, PMA Australia/New Zealand. In 2005 Mr Simonetta was received an Award for Excellence as the inaugural

Rabobank Agribusiness Emerging Leader of the year. Michael is also a graduate of the Monash University Produce Executive Program.



**Mr Pat McEntee**  
General Manager Fresh Foods  
Woolworths

Pat started his career with Woolworths in 198 as a butcher. Progressing through the ranks of store operations,

Pat went onto the positions of Store Meat Manager, Group Meat Manager, and State Merchandise Manager for Meat in NSW. Pat then joined the Buying and Marketing side of the Woolworths business as Senior Business Manager Meat. In 200 , Pat was chosen to head up the development of the Thomas Dux concept, and then appointed General Manager of Thomas Dux. Pat was appointed General Manager of Fresh Foods in September 2009.

**Mr Stuart Machin**  
Retail Operations Director  
Coles Supermarkets

Stuart Machin was appointed Retail Operations Director with Coles Supermarkets in August 2008. In this position he is responsible for the performance of more than

00 Coles Supermarkets across Australia. Prior to this appointment Stuart was a senior executive with Asda-Walmart in the UK following experience with Tesco and Sainsbury's.



**Mr John Glover**  
Head of Buying and Marketing - Asia  
Metro Cash and Carry

John Glover had his early career with Woolworths where he rose through various roles to the position of National

Corporate Fresh Food Manager. He then embarked on a career in Asia, first as Fresh Food Director with Park N Shop in Hong Kong, then as General Manager of Buying and Marketing with Hero Supermarkets in Indonesia and later as Regional Director of Fresh Food Buying and Marketing for Royal Ahold Asia Pacific based in Singapore. In 2004 John moved to Metro Cash and Carry, the world's third largest retailer, as Director of Food Buying and Merchandising in their Vietnam operation. He was promoted to Director of Food for Metro Group Buying based in Hong Kong in 2008 and in late 2009 relocated to Singapore where the role of Head of Buying and Marketing for Asia was added to his responsibilities.



**Mr Mano Babiolakis**  
Director  
Zymex Holdings

Mano Babiolakis has almost 25 years of senior management experience in international horticulture and produce.

From 1985 to 2000 he was Chief Executive of Interfresh, the largest horticultural concern in Zimbabwe. In April 2002 he was appointed Chief Executive Officer and Managing Director of Chiquita Brands South Pacific. When Chiquita was acquired by Costa's in 200 Mr Babiolakis assumed the position Chief Executive Officer and Managing Director of CostaExchange and became a member of the Costa Group Board. He has recently made a career change to Director of Zymex Holdings

where he is involved in investment in the agricultural sector. Mano graduated from the University of South Africa with a Bachelor of Commerce.



**Mr Robert Nugan**  
Managing Director  
Fresh Produce Group

Robert Nugan comes from a family which has been associated with fresh produce for three generations and he

has been in the business for over 0 years. Robert started working in the family business, the Nugan Group (later to become Australasian International Brokers), in his school holidays and during his tertiary studies. Upon graduating with a degree in International Economics Mr Nugan started working full time in AIB. In 1991 Robert established Fresh Produce Group and has since built the organisation into one of Australia's leading fresh produce importers and exporters. In addition to his role as chief executive, he continues to maintain a direct and active interest in the company's grape export business. Mr Nugan sits on numerous local citrus and grape boards and also is a member of the Produce Marketing Association International Council.

**Ms Jenny Mercer**  
Moraitis Fresh

**Mr Ross Barker**  
Director  
Barkers Melbourne

Ross Barker has a detailed understanding of the supply dynamics for fruit vegetables into the Australian domestic market as a result of 40 years in and around the wholesale marketing of these products. His company Barkers Melbourne in based in the Melbourne Footscray Markets and wholesales fruit and vegetables to retailers and food service distributors. Ross brings a deep working knowledge of the influences, pressures and changes that continue to impact the middle of the supply chain. He has been an ongoing contributor to industry organisations and this experience has allowed him to develop informed views and industry wide issues like skills shortages and the capabilities of the different distribution channels.

## EXECUTIVE-IN-RESIDENCE



**Mr David Harris**  
Managing Director  
Harris Farm Markets

David Harris is the Founder and Managing Director of Harris Farm Markets Pty Ltd, Australia's largest speciality fresh produce chain. He has long been an innovator and leader in the industry and this was recognised in 200 when he received a Life Time Achievers Award for his contribution to the fresh produce industry. Mr Harris also has a continuing strong involvement with the community through his participation in and contribution to healthy living campaigns for children with organisations including Westmead Children's Hospital, Surf Life Saving Clubs and Little Nippers. In addition, through his leadership the Company has taken the initiative in community partnership schemes, such as that in which Harris Farm Markets sets the standard in New South Wales for employing young people with intellectual disabilities.

# General Information

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## Course Dates

Date: 1 -21 May 2010. The program will be held from mid afternoon Sunday 1 May through to lunch on Friday 21 May 2010.

## Venue and Accommodation

The Program is fully residential and accommodation is provided on site for all participants. The program will be held at the Mt Eli a Centre for Executive Education, Kunyung Road, Mt Eli a, Victoria about 1 hours south east of Melbourne's Tullamarine airport and 1 hour south of the city halfway down the Mornington Peninsula. The Centre is based in a spectacular Victorian residence amid magnificent gardens and with a breathtaking view of Port Philip Bay. The centre has all facilities, individual bedrooms, recreation room, gym and two tennis courts on the grounds and direct beach access.

Ph: (0 ) 9215 1100 Fax: (0 ) 9 8 51 9

## Expectations and Requirements

Participants accepted for attendance should be completely free from official company duties while participating in the program. Because of the heavy workload of the program, including evening group assignments, it is recommended that spouses/partners do not accompany participants. Participants do not require any formal educational qualifications to attend the program.

## Participation

Participation in the program is limited. The Program Director reserves the right to select participants to achieve a desired balance of occupational and professional backgrounds and responsibilities. If an accepted applicant finds it necessary to withdraw from the program, the sponsoring organisation may send a replacement subject to approval by the Program Director.

## Certificate

A certificate of participation will be presented to all participants completing the requirements of the program.

## Registration Fee

The Registration fee is \$200 plus 10% GST. This fee includes instruction, accommodation, all meals, books and supplies. No refunds are possible for any part of the package not taken. Transportation, telephone and personal expenses, such as laundry and extra drinks, are not included.

## Scholarship

Horticulture Australia Ltd offers a \$2,000 (plus GST) scholarship towards the registration fee for approved Australian participants from all levels of the supply chain. This means with HAL approval your out-of-pocket cost for the registration fee will be \$4,200 (plus GST). Scholarship administration is handled by the Program Manager.

## FarmReady

We are currently in the process of applying for the Produce Executive Program to be a FarmReady approved course. Eligible Australian primary producers can receive up to \$1,500. Anyone wishing to apply for this grant please contact the Program Manager. Further details available at [www.farmready.gov.au](http://www.farmready.gov.au).

## Registration And Payments

Your completed registration form should be faxed or completed on line at your earliest convenience and not later than 19 April 2010 to the Program Manager. A tax invoice will be issued when this is received. Payment can be made by cheque, credit card or electronically.

## Cancellation

Any cancellation after 19 April 2010 will incur a charge of 50% of the program fee. However, a company may send a replacement (subject to approval by the Program Director) if cancellation of the intended participant is necessary.

## Further Information

If you have any questions about the program or the registration process, please contact:

Anita Pike  
Program Manager  
Produce Executive Program  
C/- Mt Eli a Centre for Executive Education  
Mt Eli a VIC 3900 Australia  
Ph: 018 40 094  
Fax: 018 8 18 5  
Mobile: 0411 2 8 88  
Email: [apike@streamwise.com.au](mailto:apike@streamwise.com.au)  
[www.streamwiselearning.com.au](http://www.streamwiselearning.com.au)

# Apply online at [www.streamwiselearning.com.au](http://www.streamwiselearning.com.au) or complete the application form below.

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## Produce Executive Program • 1 - 21 May 2010 • Victoria, Australia

To be completed by the applicant. Please type or print neatly.

### Personal Information

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Title: Mr/Ms/Mrs/Dr

First Name:

---

Last Name:

---

Position:

---

Company:

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Business Address: (Street/PO Box)

---

State

Post Code

---

Phone: (B)

Fax: (B)

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Mobile:

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Email:

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Signature:

Date:

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*Since space is limited, it is important to apply as early as possible. Applications are accepted on a first-come, first-served basis. Please feel free to photocopy this form for additional applicants.*

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To facilitate introductions and interactivity during the 2010 Produce Executive Program, as well as stay in touch after the Program, you will be included in a List of Participants. We kindly request your help by sending us, via email ([apike@streamwise.com.au](mailto:apike@streamwise.com.au)), the items listed below and attaching a high-resolution photo ( 00 dpi) of yourself.

Name, Company Name, Description of Company or Division, Current Position, Description of Responsibilities, any Additional Background Information and our Picture.

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### Registration Steps

1. Please fax or email completed registration form to the Program Manager or complete an online registration form at website: [www.streamwiselearning.com.au](http://www.streamwiselearning.com.au)
2. Program Manager will acknowledge application and send a tax invoice. Payment options are Cheque, Electronic Transfer (details provided on invoice) or Mastercard/Visa (will incur a 2% surcharge).

Or I wish to pay by Credit Card:

Card Name:

Credit Card No:

Expiry Date: /

On receipt of payment, confirmation of participation and practical details will be sent to you.