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ZESPRI appoints Jason TE Brake as CEO

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Zespri has appointed Jason Te Brake as Chief Executive Officer, Zespri Chairman Nathan Flowerday has announced. Jason Te Brake has led global supply chain and the New Zealand supply business as Zespriâ??s Chief Operating Officer. He will succeed outgoing CEO Daniel Mathieson.



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Flowerday says, â??Jason is an outstanding executive with the strong commercial and stakeholder management experience we were looking for. He has a clear strategic vision to help Zespri and the industry achieve its immense potential and the operational expertise to ensure we do so.

Chairman Nathan Flowerday said â??There is significant and growing demand for Zespri Kiwifruit which will add real value to our industry and communities. Zespri has a strong strategy in place as we pursue that, with Jason able to provide the vision and continuity as well as the knowledge of our industry to deliver on that.â❧

Te Brake says â??The kiwifruit industry has an outstanding track record of success, off the back of quality people, a world-class product and strategy and a commitment to innovating and tackling challenges together. It is one of New Zealandâ??s great success stories and I am incredibly fortunate to be following in the footsteps of, and working alongside, some of the industryâ??s outstanding leaders.

â??My focus will be on leading the Zespri team to capture the significant demand opportunities in market, on strengthening our supply chain and operational performance to maximise value in market and on ensuring we return as much of that value back to growers as possible.