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Zespri CEO Dan Mathieson joins Produce Marketing Association Board

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Zespri recently announced that its Chief Executive Dan Mathieson has been appointed to the Produce Marketing Association Board.

The PMA is a trade organisation representing the global fresh produce and floral supply chain. Based in North America, it seeks to bring together the global produce community to help grow a healthier world, and attract, develop and retain talent.



Zespri Chairman Bruce Cameron said the appointment reflects both Mathieson's ability to develop

outstanding people and teams committed to delivering sustainable value and the growing global awareness of Zespri's success.

"The Zespri Board and organization is proud to congratulate Dan on his appointment to the PMA Board and look forward to the contributions he'll make to the growth of the wider global produce sector," said Cameron.

"We know he will add considerable value and we also look forward to the new perspectives and lessons he'll bring to Zespri from his engagement with the wider global produce community."

Cameron said having a presence on the PMA Board would help Zespri to continue broadening its relationships across the fresh produce sector, especially in the North American region which is an important growth market.

"North America remains a key market for Zespri, and we're really pleased at the continued strong consumer demand for fresh and healthy SunGold Kiwifruit on the back of some of our really strong and award-winning campaigns and the hard work being undertaken by the team," said Cameron.

Mathieson, who will join the Board this month said he is excited to share his insights from the world of kiwifruit with his new colleagues.

"I'm looking forward to helping contribute to the PMA's vision of growing a healthier world, which is closely aligned with our Zespri purpose of helping people, communities and the environment thrive through the goodness of kiwifruit," Mathieson said. "There remains much uncertainty with the ongoing challenges associated with COVID-19 and I think our industry has some valuable insights to share about how to handle this, including continuing to invest in relationships right across the supply chain to help meet the changing needs of our consumers. As much as I'm there to contribute, I'm also focused on learning from fellow Board members and understanding how they are connecting with their consumers and supporting their teams and wider supply chain colleagues."

PMA CEO Cathy Burns said she was looking forward to having Mathieson join the Board.

"As PMA continues to deliver on our vision of growing a healthier world, I am excited to welcome Dan and our five other newly elected directors to the PMA Board," said Burns. "Having connected with the Zespri global community at the Momentum conference earlier this year, I look forward seeing how Dan's insights and ideas around trade, demand creation, and other strategic issues will help drive member value and membership growth in the years ahead."

Mathieson's three-year term on the PMA Board began Oct. 9.

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