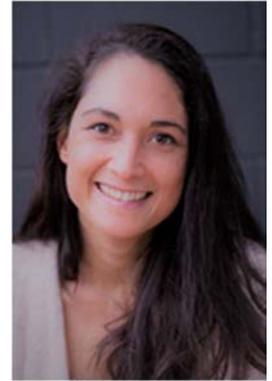


## Bernadine Guilleux

My personal grounding in Horticulture has brought me here to stand as a Grower representative. Not your typical candidate, electing me to represent you will not only bring face-value diversity to the boardroom, it will provide a different skillset and perspective to enhance the dynamic of the team that leads our industry forward.



### Education:

- Bachelor's degree in International Business (Auckland University of Technology)
- Bachelor's degree in Sociology (Rene Descartes, Paris V University, France)
- Post Graduate Diploma in Management, (ESSCA Business School, Hungary and France)
- Master's degree in Strategic Marketing and Communication (University Sciences Po Paris, France)

### Career Highlights:

- Developing a FMCG product with true grower provenance (2013-2014)
- Working with a government organisation on marketing initiatives in fresh produce (2010-2012)
- Lobbying on behalf of Japanese car manufacturers on the European Union's impending environmental laws (2006-08)
- Consumer insight consulting in various sectors across Europe (car manufacturing, luxury goods and FMCG retail) (2004-2009)

I was immersed in this industry throughout childhood as my father and his brothers established their operation in Pukekohe. Growing vegetables and land custodianship are at the core of our family's identity. Horticulture is never simply one's livelihood, it provides a way of understanding the environment around us, it teaches us to learn from the past, while always thinking forward, playing the long game. Most growers and their families will recognise these ethics so will get why they give me an intrinsic understanding of the issues that Horticulture New Zealand is faced with today and why I'm motivated to see the industry grow and prosper.

My industry experience has been varied: developing work-ethic as a teenage seasonal worker in the fields, exposure to international economies via export sales, to my current role as the group's Marketing Manager. I have seen Balle Bros evolve and it is a particularly exciting time as we move focus from commodities to value-add products. The vertical integration of the business too, gives me an insider's appreciation of the different aspects of the industry's value chain.

I share the exciting vision that Horticulture New Zealand has, but we should be wary of falling short by contenting ourselves with the "the quiet achiever"<sup>1</sup> label. Shouting from the rooftops is not the solution. Earning true engagement from our key stakeholders, New Zealand citizens, is what will get us there.

When enlightening us that the potential value to the NZ economy of rocket launches will [still] be eclipsed by the value of the onion industry, a recent article in the Sunday Star Times stated "[...] rockets or onions, there appears to be no doubt which industry politicians would most like to represent New Zealand on the world stage"<sup>2</sup>

Unlike space travel, every single New Zealander is involved in our industry every time they consume a NZ grown fruit or vegetable. I want to see us harness this connection and become the achiever that New Zealand is proud of. Current scientific trends place fruit and vegetables as the top priority of the NZ diet, and urban centres are intensifying. Consumer's reliance on us is therefore growing, as their distance from our farms increases. This combination will give them the potential to advocate for us or vilify us. We will need to convince people to come along with us for the journey and share our vision and goals. Through a truly varied board representation, we will give Horticulture the chance to be recognised for the progressive, diverse opportunities there are in the industry and inspire more bright, young people to work with us.

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<sup>1</sup> As seen [www.hortnz.co.nz/news-events-and-media/conferences/the-horticulture-conference-2017/](http://www.hortnz.co.nz/news-events-and-media/conferences/the-horticulture-conference-2017/)

<sup>2</sup> Space Industry prepares for blast-off. Sunday Star Times, 15<sup>th</sup> October 2017.