USING FRESH IDEAS TO ACCELERATE CAREERS

WE SUPPORT YOUR GROWTH

streamwise LEARNING

INSTITUTE OF FOOD & GROCERY MANAGEMENT

INTERNATIONAL FRESH PRODUCE ASSOCIATION™

2026

9-14 AUGUST

AUCKLAND
NEW ZEALAND

IFPA PRODUCE EXECUTIVE PROGRAM

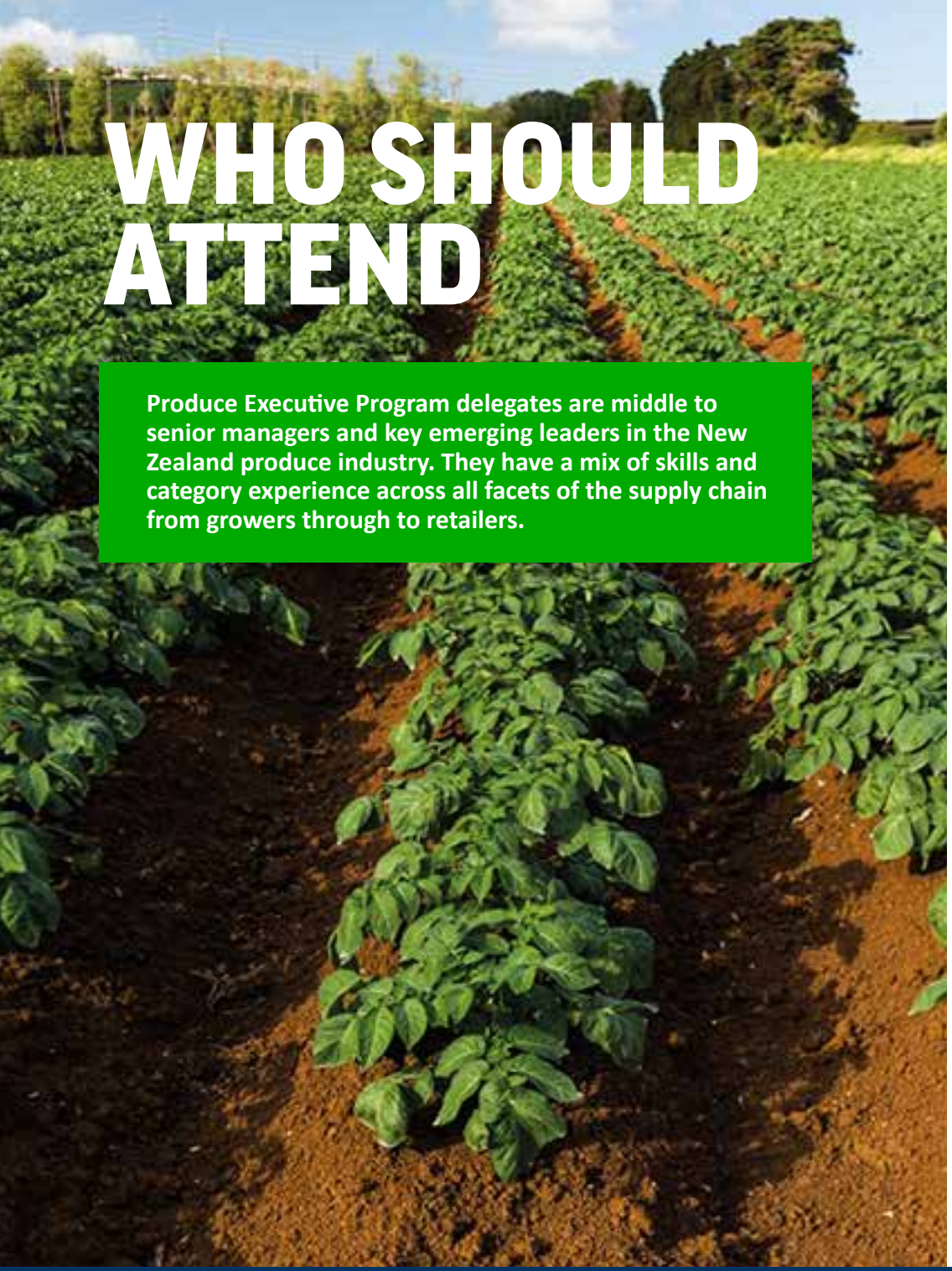
PROGRAM OVERVIEW

The Produce Executive Program is an experiential leadership development program run for industry, by industry. Participants will gain actionable strategies for supporting business growth, engage with thought leaders, explore global trends, develop insights into domestic and export markets and ensure they stay ahead in the evolving produce industry.

The program fosters significant relationship building between peers and experts, providing invaluable and lasting connections. Tailored specifically for the New Zealand produce industry, this program equips participants with the knowledge and tools needed to secure the future success of their businesses.

"Outstanding access to world-class global speakers, and excellent networking opportunities across the supply chain. The combination of wellness, industry, and leadership content, and the open, candid insights shared by NZ CEOs was really valuable."

Anna Rathé, Programme Manager, HortNZ



WHO SHOULD ATTEND

Produce Executive Program delegates are middle to senior managers and key emerging leaders in the New Zealand produce industry. They have a mix of skills and category experience across all facets of the supply chain from growers through to retailers.

Build your organisation's future

- Access the latest industry thinking to maximise your competitive edge.
- Analyse and understand present market pressures and technology disruptions.
- Prepare your executives of tomorrow for a fast-changing landscape.
- Nurture your best talent, a week of renewal can yield long term loyalty and results.
- Develop industry ambassadors with deep connections to key people from throughout the produce value chain.
- Optimise your workplace for collaborative results, build personal resilience.
- Understand key drivers of domestic and export markets.

Accelerate your career

- Gain clarity of today's key market movements and emerging issues.
- Build a robust skill set for emerging business needs.
- Improve strategic planning and commercial acumen.
- Learn how to build high performing teams.
- Understand the power of building collaborative relationships.
- Expand your network with industry-leading peers throughout the supply chain.
- Develop your pitching and presentation skills to build trust, persuasion and influence.

OUR ALUMNI SPECIALISE IN AREAS INCLUDING:

- **National Sales**
- **National Marketing**
- **Trade Marketing**
- **National/Senior Buying**
- **General Management**
- **National Accounts**
- **Financial Management**
- **Key Accounts**
- **Retail Operations**
- **Category Development**
- **Promotion and Advertising**
- **Supply Chain & Logistics**
- **Regional Management**

PROGRAM DETAILS

The program has 4 key pillars:

- **Leadership, innovation and business execution skills** tailored to current and future professionals in the produce industry.
- **Deep industry insights** from current business leaders from across the value chain.
- **Develop strong peer-to-peer relationships and collaboration** from a cross-section of produce industry professionals.
- **Understand drivers of personal resilience and performance.**

Mastering Market Realities

Professor David Hughes
Mr Tristan Kitchener

– TRENDS, CUSTOMERS AND MARKETS

A review of the key demographic, economic, lifestyle, shopping pattern and dietary factors which are driving the consumer market for meat, discuss how trends are changing and how meat retailers, foodservice operators, distributors, processors, suppliers and producers will need to respond to sustain their success.

Succeeding at Innovation

Ms Lisa Smith

– PROBLEM SOLVING AND INNOVATION

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

Leadership & Collaboration for Business Performance

Mr Gavin Freeman

– LEADERSHIP, MOTIVATION AND DECISION MAKING

The key issues involved in motivating and retaining productive employees to grow the business 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 decision-making as leaders.

– LEADING EFFECTIVE TEAMS - LEARNING INTO PRACTICE

A syndicate group exercise over the course of the week involving the use of collaboration and innovation on a real-life situation, which requires team building and team management, situation and opportunity analysis, application of course materials, group decision making and a presentation of conclusions and recommendations.

Mr Lex Dwyer

– COLLABORATIVE ADVANTAGE

A series of experiential activities aimed at understanding collaboration and it's impact on teamwork, goal setting and business performance, identifying the barriers to collaboration and deciding when to collaborate versus compete in order to achieve business growth.-loss

– PERSONAL RESILIENCE

Experiential activities and discussion of the impact of personal health on emotional and mental well being and the connection of well-being with individual and team performance.

Mr Mark Simpson

– COLLABORATIVE NEGOTIATION

Learn and practice the Scotwork mutual gain negotiating process and skills that prioritise sustainable value creation, diverging from the antiquated win-lose mindset that ultimately erodes value and negatively impacts all parties in the long run.

Industry Insights and Opportunities

TBC

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

THE FACULTY

Mr Tristan Kitchener

DIRECTOR - PRODUCE EXECUTIVE PROGRAM

Tristan is an ex-retailer, having previously held senior positions with Sainsbury's (UK) and Coles supermarkets, and is now a management consultant providing advice and support along the grocery value chain, from major retailers through to manufacturers and primary producers. He has a focus upon fresh foods and was the Group Merchandise Manager, Fresh Produce, at Coles Supermarkets (2005-09).

Professor David Hughes

EMERITUS PROFESSOR OF FOOD MARKETING

David has an international reputation on food industry marketing and management issues and fresh food in particular. He is an international advisory board member with food companies on three continents. Professor Hughes has developed and sold successful food businesses and been and adviser to McDonald's, Waitrose, and 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 alliances between key chain members.

Mr Gavin Freeman

DIRECTOR - BUSINESS OLYMPIAN CONSULTING

Gavin is a sport / corporate psychologist who has bridged the gap between sport and the business world. After supporting elite athletes from 1998 to 2006 and being fortunate enough to be a part of several Olympic Campaigns, he moved into the corporate world. His passion is sharing information and providing a humanist and psychological explanation to everyday events. Not shy in front of a camera or behind a mic, Gavin has been commenting in the media for over 20 years. Always keen to share and provide commentary.

Mr Lex Dwyer

FACILITATOR - CORPORATE FITNESS

CFS business forum facilitator Lex Dwyer has been refining his craft for over 25 years. That is, enabling accelerated learning for individuals and teams participating in business forums, executive training and development, and leadership programs. Lex has worked with, and observed the world's best presenters and facilitators. This experience, combined with his own insights, has enabled Lex to create his unique style of bringing business forums to life. His facilitation is people-friendly and business savvy. It offers both substance and fun, grounded in proven processes that deliver outcomes for individuals, teams and organisations.

Ms Lisa Smith

MINDS AT WORK

Lisa Smith is the driving force behind the Minds at Work unique "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, produce industry executives, food industry executives, meat industry executives, seafood industry executives, leading farmers and bull semen traders. She will challenge you to open up your potential for more creative thinking and provide you with action and evaluation tools for effective problem solving.

Mr Lachlan Hardisty

DIRECTOR OF AI LAB - KPMG AUSTRALIA

Lachlan is the Financial Services Head of Strategy - developing firm-wide propositions and supporting strategic business development - in the Clients and Markets Division of KPMG Australia. He specialises in Financial, Statistical, and Strategic Modelling and building client value through ideation, innovation, and development of solutions.

GUEST SPEAKERS

Ms Kate Scott

CHIEF EXECUTIVE - HORTICULTURE NZ

Kate has been working in agribusiness for 20 years bringing experience in resource management, environmental policy and planning and stakeholder engagement having previously been an executive director of environmental consultancy Landpro, the deputy chair of Thriving Southland, and the current chair of the New Zealand Rural Leadership Trust. Kate was a Nuffield scholar in 2018 and was a recipient of the Rabobank Australasian Emerging Leader award in 2023.

Mr Carlo Magni

GLOBAL CONSUMER INSIGHTS DIRECTOR
FORWARD INSIGHT AND STRATEGY

As the Global Consumer Insights Director at FORWARD Insight and Strategy, Carlo is a strategic thinker and seasoned expert in consumer insights, with a global perspective on consumer trends and behaviors worldwide. Based in New Zealand, Carlo travels extensively to manage projects across markets in Asia, Europe, and the Americas, serving both New Zealand and global clients such as ZESPRI, T&G, DOLE, SUNKIST, Jacklinks, Chobani, and more.

Mr Paul Kraft

JAPANIQ

Paul began his career in brand management, consumer insights, and M&A roles. He then relocated to Japan sixteen years ago to lead the packaged goods business for Starbucks in Japan & Korea. After launching HoneyBaked Ham and a post at Nestle Nespresso, he joined Germany confectionary company HARIBO to lead their Japan expansion – and drove the Goldbear to the #1 market share position. Paul recently departed HARIBO and is setting up his own consultancy called JapanIQ that helps foreign firms with their Japan operations.

Mr Ryan McMullen

GENERAL MANAGER - FRUIT & VEG WOOLWORTHS

Ryan is General Manager of Fruit and Vegetables for Woolworths New Zealand, working with hundreds of team members across stores, distribution centres and buying, to bring the very best produce to Kiwi customers for them to enjoy every day. Ryan has extensive experience in the retail sector, holding various commercial and operations roles at Woolworths over his career.

Mr Simon Watson

MANAGING DIRECTOR - NZ HOTHOUSE

Simon is currently the Managing Director of NZ Hothouse Ltd where he has worked for the past 30 years. NZ Hothouse is the country's leading privately-owned specialist tomato grower and marketer.

Mr Akash Varma

CEO, AS WILCOX & SONS

Akash has been CEO at Wilcox since December 2024. Wilcox is a fully integrated grower, packer, and marketer, operating since 1954. It is a fourth-generation family business for which Akash is an owner and is connected as an in-law. Akash is passionate about people, creating long-term value, and contributing to a resilient and sustainable horticulture sector. He has spent nearly 9 years with Wilcox, joining initially in a Sales and Operations Planning role bridging growers, packhouse, and sales. He went on to lead Post-Harvest Operations, then Sales and Marketing, before being appointed CEO. Prior to joining Wilcox, he spent eight years with Mainfreight, working across a range of roles in Auckland and Belgium.

PROGRAM INFORMATION

COURSE DATES

The program will be held from
Sunday 9 August 2026
through to
Friday 14 August 2026

REGISTRATION FEE

The registration fee is $9,295NZ for IFPA members or $10,295NZ for non members. The fee includes instruction, accommodation, all meals, books and supplies. No refunds are possible for any part of package not taken. Telephone and personal expenses, such as laundry and extra drinks, are not included.

REGISTRATION AND PAYMENT

Your registration should be completed online no later than 27 July 2026. A tax invoice will be issued when this is received. Payment can be made by EFT or credit card.

CANCELLATION

Any cancellation within eight weeks of program start will incur 50% of the program fee. Any cancellation with four weeks of program start will incur the full program fee. However, a company may send a replacement (subject to approval by the Program Director) if cancellation of the intended participant is necessary.

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.

Post- Program Support (Optional)
As part of the program, participants will receive tailored guidance over the six weeks following the course, using online tools to help embed key learnings into their work and personal routines. Through targeted coaching, practical resources, and ongoing accountability, this support ensures that insights translate into lasting habits, driving meaningful, long-term growth.

For more information about the program or any general information about Streamwise Learning please contact:

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VENUE AND ACCOMMODATION

Rydges Formosa Golf Resort, Auckland
110 Jack Lachlan Drive, Beachlands

Rydges Formosa Golf Resort is nestled along the scenic Pohutukawa Coast, a mere 40 minutes southeast of Auckland's CBD with 50 lovely, one bedroom villas. Perched on a clifftop, the resort boasts sweeping views of the Hauraki Gulf, encompassing Waiheke Island, Rangitoto Island, and the Coromandel Peninsula. Conveniently situated a brief two-minute drive from Pine Harbour Marina, and 45 minutes from Auckland Airport.