



Media Release

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Industry leader Gavin Scurr elected as Chair of the Australian Fresh Produce Alliance

Members of the Australian Fresh Produce Alliance (AFPA) have today unanimously elected Mr Gavin Scurr, Managing Director of Piñata Farms as AFPA Chair for the 2024 term. With over 30 years of experience in the fresh produce industry, Mr Scurr will take over the role from Montague's Scott Montague.

"With the support of the Board, I am looking forward to continuing to lead the AFPA's agenda in improving outcomes for the fresh produce industry. It is no secret within industry that the last three years have been incredibly tough for producers. It is more important now than ever, that the AFPA continues to lead the way with all stakeholders on developing and implementing solutions that will improve the operating environment for fresh produce growers," said Gavin Scurr, AFPA Chair.

Piñata Farms is one of Australia's foremost fresh fruit producers, with operations across Australia. Piñata Farms is Australia's largest pineapple grower, supplying Mareeba Gold pineapples to markets every week of the year. Piñata also grow and market Honey Gold mangoes and a range of berries, including BerryWorld specialty strawberries and raspberries. Mr. Scurr's extensive industry involvement includes being a current director at Berries Australia, representing Raspberries and Blackberries Australia, a director at NT Farmers and the former chairman of the Australian Mango Industry Association.

"Over the last year, Scott Montague has demonstrated exceptional leadership as the Chair of the AFPA, spearheading initiatives to tackle workforce challenges, progress the industry's sustainability agenda and foster industry growth by enhancing access to new and improved export markets. I extend my sincere appreciation to Scott for his dedication and commitment to advancing critical industry matters," said Mr Scurr.

The election of Mr Scurr has set the AFPA's agenda for 2024, which again prioritises workforce policy, supporting pragmatic sustainability solutions and enhancing technical market access to capitalise on growth opportunities in export markets.

"We know in industry that accessing export markets will be critical to improving the viability of the sector. There has been plenty of discussion so far this year about competition in the Australian marketplace, and one of the best ways to improve competition for the fresh produce industry is to increase our ability to reach more consumers in more markets. To do this we need a whole of Government approach and support for improved technical market access for fresh produce," said Mr Scurr.

The AFPA is made up of the largest growers in the fresh produce industry, representing half of the industry's turnover annually. AFPA membership is at the CEO level of each of these businesses and advocacy from the AFPA covers a range of issues across horticulture.

"If we want to improve the outcomes for all fresh produce growers, we need to get the fundamentals right. That means we need to focus on developing a productive and returning workforce, ensuring we have access to the right markets and more consumers, and drive sustainability objectives that not only support improved environmental outcomes, but also ensure economic sustainability. I am looking forward to the AFPA continuing to provide focus, direction, and leadership on the issues that matter most to Australia's fresh produce growers."

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About the AFPA - The Australian Fresh Produce Alliance (AFPA) is made up of Australia's key fresh produce growers and suppliers. The AFPA represents half the industry turnover of the Australian fresh produce sector - \$4.5 billion of the \$9.1 billion total; 1,000 plus growers through commercial arrangements and more than 20,000 direct employees through peak harvest, and up to 25,000 in the grower network.