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By Mike Knowles

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## Zespri and Fall Creek CEOs join PMA board

Led by Dwight Ferguson, group also includes directors of Grupo Alta, Frontera, Amerifresh and Measure to Improve



Pictured clockwise from top left: Alan Aguirre Ibarra, Grupo Alta; Amelie Aust, Fall Creek; Daniel Mathieson, Zespri; Amy Gates, Frontera Produce; Jim Richter, Amerifresh; Nikki Cossio, Measure to Improve

**D**aniel Mathieson of Zespri, Amelie Aust of Fall Creek and Alan Aguirre Ibarra of Grupo Alta are among six new industry leaders that have joined the Produce Marketing Association's new board of directors.

"I am excited to welcome the six newly elected leaders to the PMA Board of Directors," said the organisation's chief executive Cathy Burns. "These volunteers are essential to helping PMA reach the goals set in our strategic plan and realising our vision to grow a healthier world."

She added: "They provide strategic guidance, thought leadership, and their own unique perspectives to guide the organisation's growth and value to members and industry. It's a blessing to have their partnership and collaboration in the years ahead."

The six new appointees are: Alan Aguirre Ibarra, chief executive of

Mexican supplier Grupo Alta and Divine Flavor; Amelie Aust, second-generation owner and recently named co-chief executive at blueberry breeding and nursery company Fall Creek; Nikki Cossio, founder and chief executive of sustainability consultancy Measure to Improve; Amy Gates, former president of Texas-based Frontera Produce; Daniel Mathieson, chief executive of New Zealand kiwifruit marketer Zespri; and Jim Richter, president and chief executive of Arizona-based company Amerifresh.

The board will be led by incoming chair Dwight Ferguson, formerly president and chief executive of Naturipe Farms, who recently took up the same two positions at the California Agricultural Leadership Foundation.

Ferguson has outlined a new strategic plan for the group. "Our vision remains the same – to bring together the global

produce and floral communities to grow a healthier world – but we will use some new filters to get there," he explained, "including, a stronger focus on building deeper global connections with produce and floral sectors worldwide; a lens of diversity and inclusion to ensure we do all that we can to welcome new talent and new thinking into our community; and exponentially expanding our reach to include everyone who enjoys the joy of fresh produce and floral."

An earlier version of this article quoted the original press release in listing PMA board chair Dwight Ferguson as president of Naturipe. This has since been amended as Ferguson recently moved to a new role as president and CEO of the California Agricultural Leadership Foundation.

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