



By Gabrielle Easter

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## ***Freshmax awarded for IP innovation***

Andrew Maughan of vertically integrated fresh produce company Freshmax has been recognised for his varietal development of apple and pear



**F**reshmax intellectual property (IP) and commercialisation manager Andrew Maughan has been awarded the Productivity Partner Award at the Apple and Pear Australia (APAL) conference for his work in developing new varieties of apples and pears.

Maughan has been instrumental in developing IP operations in Australia for the vertically integrated company's produce lines including apples, pears, stonefruit and citrus.

"IP is a key part of our portfolio and something that we feel differentiates us as produce marketer," Matthew Crouch, Freshmax marketing manager said. "The brands we develop through our IP program are a real focus for our Marketing team."

As part of its 2015 National Awards for Excellence, Apal recognised a range of industry professionals and newcomers for their work in the apple and pear industry. Among several recipients, Susie Green, CEO of Apple and Pear

Growers Association of South Australia, was awarded the Women in Horticulture Award, and Dane Griggs of BW Griggs and Sons was recognised for his innovation in branding marketing and exporting with the Innovative Marketing Award.