



By Chris  
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## Renee Pye joins Ausveg board

Marketing manager for potato, carrot and onion packhouse, Zerella Fresh, replaces outgoing Danny De Ieso as grower director



Renee Pye (L) has joined Ausveg's board

**A**usveg, Australia's peak industry body for the vegetable and potato industries, has announced the appointment of Renee Pye from South Australia as a grower director on its Board.

Pye will replace vegetable grower Danny De Ieso, who is stepping down after serving over six years on the Ausveg Board. She is the marketing manager for Zerella Fresh, one of South Australia's leading potato, carrot and onion suppliers and packhouses.

Pye has been involved in product development and marketing and is an emerging leader in the South Australian industry. She has overseen the development of Zerella Fresh's 'Spud Lite' range, which has contributed significantly to the company's recent growth.

Ausveg chair Bill Bulmer welcomed Pye onto the Ausveg Board, saying the industry was lucky to have a strong, passionate, up-and-coming industry advocate who will provide a unique and

informed perspective on South Australian issues advise on Ausveg's national policies and agenda.

"South Australia is a critical supplier of vegetables and potatoes for the national horticulture industry, whose growers face significant issues in sourcing labour and dealing with the challenges of a variable climate and extreme weather events," said Bulmer.

"Despite the challenges growers in this part of the country face, the industry is resilient and will continue to produce high-quality fruits and vegetables for local and international markets.

"Renee is a committed industry representative who already sits on a number of Boards, including Ausveg SA, the Murraylands Food Alliance and industry potato marketing consultation committees," he noted.

"She regularly works with politicians at the state level and has been the spokesperson for a number of key industry campaigns in attracting labour and securing key

investments for industry. Renee has already proven she is a committed advocate for the broader industry, and I look forward to seeing what she can bring to the Ausveg Board."

Bulmer congratulated Pye on her appointment and thanked De Ieso for his contributions to the industry during his time on the Ausveg Board.

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