



By Matthew Jones

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Garry Langford joins INN

Experienced apple industry executive signs on as general manager following strategic review



Garry Langford

The International New Varieties Network (INN) has appointed Garry Langford as its new general manager.

Langford will provide INN with the capability to be engaged directly in all facets of the variety development process, from distribution and testing through to licencing the commercialisation of new varieties internationally.

Langford has been involved in the fruit industry in Australia and internationally for the past 35 years. He has extensive experience in the creation, selection, management and commercialisation of new varieties.

Langford was a founding director of Prevar – the company that developed and licenced the varieties behind the apple brands Dazzle, Smitten, Rockit – and supported the continued development of the Pink Lady brand globally through his role as the head of IP at Apple and Pear Australia, the owner of the Pink Lady trade marks.

“I have been working with many of the INN members in my previous roles and I am very much enjoying working to develop opportunities for variety owners, INN and our fruit industry partners around the world” said Garry Langford.

INN was established in 1996 by a group of nurseries based in France, Italy and the US to cooperate on the development of new varieties of apples, pears, cherries and other stonefruit.

It has since added further members in Chile, Australia, New Zealand and South Africa ensuring that the group covers the major growing areas of the world.

Members of INN have developed several key varieties and brands around the world, including Aztec Fuji, Modi, Kissabel, Royal Red Honeycrisp (LJ-1000) and Galaval.

Langford's appointment comes after INN undertook a strategic review, aimed at ensuring the business continues to support the global fresh produce industry into the future.

This review has resulted in INN's new mission – ‘to connect the global fruit industry to new varieties’.

It also aims to be the first-choice partner for breeders, IP managers and marketing companies in the commercialisation and development of new varieties of apple, pears and cherries and stonefruit.

“We are pleased to have secured the skills of Garry Langford to support our new mission,” said Bruno Simpson, chair of INN. “With the geographic reach of the group, our unrivalled production capabilities and now with Garry's experience we are excited about what the future holds for INN, our members and the global industry as we secure and introduce new varieties to meet the ever-changing needs of the market.”

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