



PETER SILCOCK

Chief Executive, Horticulture New Zealand

Peter Silcock is the chief executive of Horticulture New Zealand, the industry representative body for New Zealand's 5500 commercial fruit and vegetable growers.

Mr Silcock's knowledge and understanding of the commercial horticulture sector in New Zealand is considerable, and highly respected by growers, colleagues and government agencies. He began work in the industry in the mid 1980s.

He has represented the horticulture industry on a wide range of issues including biosecurity, market access and trade for more than 25 years.

Mr Silcock is a past member of the New Zealand Biosecurity Ministerial Advisory Committee, a member of the Plants Market Access Council (past Chair for four years). He is an executive member of United Fresh New Zealand and member of the Horticulture/Viticulture National Seasonal Labour Governance Group.

In 2009 Horticulture New Zealand released an industry-wide Strategy, developed to support its vision of an industry value of \$10 billion by 2020. Mr Silcock was instrumental in instigating and managing the strategy development and continues to drive and promote its adoption across the industry.

Member since 2012.

☎ +64 4 472 3795

✉ Peter.Silcock@hortnz.co.nz