



MEDIA RELEASE
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New Agcarm chief executive starts next week

Agcarm is delighted to announce the appointment of its new chief executive Mark Ross, who starts on Monday.

Agcarm President Mark Christie says "Mark has a great understanding of industry issues, strong leadership ability, as well as advocacy and policy development experience. He is well placed to lead the organisation and represent Agcarm members."

Mark has an Executive MBA from Massey and agricultural qualifications from Lincoln University. He comes to Agcarm after seven years as general manager of policy and advocacy at Federated Farmers, and prior to that worked for the Ministry for Primary Industries (MPI) for 12 years.



Mark is already very well connected with the primary sector, Agcarm, and key government agencies. He has detailed knowledge of field research, horticulture, animal welfare, and experience in relationship building and stakeholder relations.

Mark also has an understanding of relevant legislation such as the Agricultural Compounds and Veterinary Medicines Act, Hazardous Substances and New

Organisms Act, and extensive knowledge of the machinery of government. He is also adept at developing policy and regulations, influencing decision makers and problem solving.

Mark has experience of orchard spray programmes and aerial spraying – having helped manage successful eradication programmes against the Asian gypsy moth and white-spotted tussock moth in the Waikato and Auckland regions.

Mark's involvement with animal health issues include Federated Farmer's oversight of New Zealand cases of the blood-borne *Theileria* parasite and *Cythericercus bovis*, the larval stage of a species of tapeworm. He contributes to the disease eradication programme, TBfree New Zealand, is involved in foot and mouth simulation exercises, and is a member of the MPI-led Livestock Sector Biosecurity Group.

"Mark's appointment coincides with significant change in the regulatory environment, especially in the areas of health and safety, data protection, and hazardous substances. His policy experience will be invaluable in achieving the best outcomes," says Mr Christie.

"We are lucky to have appointed someone as qualified and as experienced as Mark. We received a very high calibre of applicants for the position and he stood out from those," Mr Christie said.

Mark replaces Graeme Peters who stepped down after seven years in the role.

About Agcarm

Agcarm is the industry association which represents crop protection, animal health and rural supplier businesses. Agcarm members distribute and sell the majority of veterinary medicines and crop protection products in New Zealand. Agcarm members promote responsible use of products right through the product life cycle, from research to disposal.

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