

Casie Anthony

"I joined the industry right before Psa hit and was amazed to be part of an industry that pulled together and worked to make sure our industry not only kept on going but found ways to innovate, not just to survive but to prosper."

Current position in the kiwifruit industry –

Zespri Grower Liaison Manager

Who do you work for?

Zespri International Limited, Mt Maunganui Office

What does your role involve?

As 'the face' of Zespri, Grower Services is the main touch point between Zespri and kiwifruit growers. Our team reflects the 'personality' of Zespri to its key stakeholders, and works to provide growers with the information they need, when they need it. We are often the first point of contact for growers, through one-on-one communication. We support group meetings, national roadshows, new variety trials, budwood collection and distribution and orchard audits. We also get involved in supporting industry tours and travel by growers to our offshore markets and kiwifruit growing locations.

What was your career path?

I completed high school at Tauranga Girls' College. Then I studied at both Massey University and Waikato University, starting a degree in Bioprocess Engineering, then changing and completing a degree in Management Studies majoring in Accounting and Marketing. After completing my degree I worked in retail until starting in the Zespri Contact Centre in 2010. Later I moved into the Zespri Grower Services team as Grower Services Coordinator. Then in May last year I started as a Zespri Grower Liaison Manager.

What do you like about working within the kiwifruit industry?

I love working in an industry where there are so many people and entities working towards a common goal of producing the best kiwifruit in the world. I really enjoy working in an environment that is dynamic, full of challenges, and innovative, including being part of the world-class breeding program of new kiwifruit varieties. It is refreshing to work with people that are passionate about kiwifruit, to be exporting and marketing a healthy, tasty product and to be associated with a globally recognised brand.

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Kiwifruit contains the natural digestive enzyme actinidin, which is unique to kiwifruit. This enzyme helps digestion by breaking down proteins