

## David Draffin

*"It is an industry ideally-suited to software applications."*

### **Current position in the kiwifruit industry –**

*Assistant Technical Lead, Radfords Software Limited*

### **Who do you work for?**

*Radford Software Limited*

### **What does your role involve?**

*The scope, design, development, testing and support of software solutions for the post-harvest horticultural sector. This is particularly focused on orchard and inventory management, quality control, traceability and the management of grower payments.*

### **What was your career path?**

*In 2005 I completed a Bachelor of Science and Technology degree at the University of Waikato, majoring in Computer Science. I worked as a GIS (Geographical Information Systems) web developer in Hamilton for three years before moving to Japan for a further three years working on GIS web applications. I have also been involved in a variety of solutions for the kiwifruit industry, including Grownote: a web application used in the management of kiwifruit orchards; and FreshPack Shift Analysis: a web application used by larger kiwifruit packhouses and coolstores to measure the real-time costs of labour.*

*Apart from that, I like rugby, cricket, skiing and fishing – and spending time with my two daughters.*

### **What do you like about working within the kiwifruit industry?**

*There is a lot of interaction with passionate and hardworking clients who really appreciate the benefits our products can deliver, and with all the busy seasonal deadlines, there's never a dull moment!*

## **Assistant Technical Lead**

**David Draffin**

*"With all the busy seasonal deadlines, there's never a dull moment."*

**"Zespri Green Kiwifruit can contribute to normal bowel function"**

*(World's first self-substantiated health claim for fresh fruit – and first ever in NZ – lodged under the Food Standards Australia-New Zealand (FSANZ) Standard for Nutrition, Health and Related Claims)*