

## Shane Thorsen

*"No two kiwifruit seasons are alike, with each season providing unique challenges to overcome."*

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

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

Carter Holt Harvey Packaging

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

*I manage the Bay of Plenty division of Carter Holt Harvey Packaging. Our business here is based around supply of Zespri-branded export packaging to the industry. Although the export packing season runs from mid-March through to early June, our operation is year-round. As soon as one kiwifruit packing season finishes, we begin to prepare for the next season.*

*I manage a team of very dedicated people, across a number of functions; customer service, engineering, warehousing and transport, and packaging assembly.*

*We supply Zespri packaging to a large number of packhouses, both within the Bay of Plenty and as far afield as Gisborne and Kerikeri. As well as the actual supply of packaging, we manage the assembly of the packaging (turning flat cardboard into assembled packs, ready for packing), with a fleet of packaging erecting machines deployed to our customer's packhouses and the subcontracting of approximately 120 seasonal staff to operate these machines.*

*We work in close partnership with Zespri and our post-harvest customers, with the aim of continuously improving our packaging designs and offering packaging solutions that allow Zespri to take advantage of new market opportunities.*

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

*I graduated as a Bachelor of Business Studies from Massey University, and then joined Carter Holt Harvey Packaging's Graduate Programme, working in our Auckland operation. I spent several years in the UK, working as a Business Analyst for Heinz and BBC, and then returned to New Zealand in 2006 to work again at Carter Holt Harvey Packaging. I moved to Tauranga in 2010, which is when my involvement in the kiwifruit industry began.*

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

*It's an exciting, fast-paced industry to be involved in. There is a real united spirit demonstrated across all the industry players, in order to successfully pack such a high volume of fruit over such a limited number of weeks. My team and I are proud to represent a company that is a major contributor to the successful New Zealand kiwifruit industry.*

## **Regional Manager**

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**High in vitamin C -  
Zespri SunGold  
contains three times  
more vitamin C  
than oranges**