

Simon Cook



My Wife Katey, our three girls and I own and live on a kiwifruit orchard in Te Puke. I am the third generation in my family to own and farm this orchard. Both my wife and I are involved in the industry and intend to base our long-term future around the kiwifruit industry. I have a number of industry governance roles including being a supply entity director, vice president of Te Puke Fruit Growers Association, a member of KGI's executive committee and a KGI representative on IAC.

I have a strong passion for the kiwifruit industry and a desire to see it succeed.

When Psa first was identified we lived and owned an orchard less than a kilometre from ground zero. As a spray contractor we were involved in the response right from the beginning and were employed directly by MPI to spray the first orchards as part of the initial response.

I later began working for KVH looking after spray research and tech transfer. I also assisted with monitoring and was involved with initial responses to a number of new regions as Psa spread. The experience of attending these regions and witnessing first-hand the impact on growers of Psa being identified, means I have a clear understanding of the importance of continually working to keep Psa free regions, just that.

I was elected onto the KVH Board in September 2016 as a grower director.

I believe I have areas of expertise that would benefit KVH.

Having owned and managed a spray contracting business for 12 years I add sound practical advice in terms of pest and disease control to the Board discussions. The research I oversaw when I was working for KVH also means I have a good understanding of spray application technology in general. I have also developed relationships with most of the key agri-chemical suppliers which will be of benefit when it comes to assessing future threats and looking at what control measures are available worldwide but may not currently be registered in New Zealand.

With your support I would like to see KVH continue to deliver in the key areas of trying to prevent further spread of Psa into new regions, minimising the risk of Psa developing resistance and identifying and preventing the spread of any new genetic mutations in Psa affected areas. I also want to see KVH continue to work with MPI and customs to further strengthen our border controls and to identify and prepare response plans for the potential incursion of any kiwifruit pest or disease that we can identify worldwide.

Thank you,
Simon Cook