

June 15, 2018

Hort Innovation announces its new CEO

The Hort Innovation Board is pleased to announce the appointment of Matt Brand as the Rural Research and Development Corporation's new Chief Executive Officer. Mr Brand will take office in early September 2018.

Mr Brand brings a wealth of experience, most recently from his previous role as the long-term CEO of NSW Farmers, Australia's largest state farmer organisation. In this role, he drove a strategic, structural and cultural change agenda within NSW Farmers, since he took the position in late October, 2010.

He has also held senior marketing, commercial and sponsorship roles in the 'fast-moving consumer goods' industry and professional sport, and is a member of the Australian Institute of Company Directors.

Hort Innovation Chairman Selwyn Snell said Mr Brand was a formidable choice based on his long-standing commitment to Australian agriculture and his qualifications across agriculture science and marketing.

"Mr Brand has a solid track record of strong agricultural organisational leadership and driving a strategic change agenda - these attributes made Mr Brand an excellent choice to lead Hort Innovation into the next phase of its exciting future," he said.

"Mr Brand has made an outstanding contribution while heading up NSW Farmers, repositioning the company to reflect a more modern-day approach to a member-based organisation.

"I look forward to welcoming him formally to the role when he takes office early in September this year."

Mr Brand succeeds CEO John Lloyd, who led the company through a challenging yet successful transition from the previous Horticulture Australia Limited to Hort Innovation in 2014.

Sally Holmes, Executive Head of Governance and Risk and Company Secretary, will take on Acting CEO responsibilities from July 9, during the interim period before Mr Brand's commencement.

Hort Innovation is the grower-owned, not-for-profit, research and development corporation for the Australian horticulture industry. It delivers more than \$100 million in research, development and marketing activities each year with funding from the Australian Government, grower levies and other sources.

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