



## **Bobby Lowe**



- Commercial Manager, SKL Produce – domestic market garden since 1982
- Industrial Design and Design Leadership
- Vegetables NZ Associate Director
- Secretary, Dominion Federation of NZ Chinese Commercial Growers Incorporated

As an Associate Director for the past year, I have been actively involved with Vegetables NZ concentrating on governance, leadership, and strategy. My vision includes honouring our rich horticultural past, addressing current challenges, and preparing for the future. This initiative allows me to leverage my management and leadership experience to give back to the industry.

My professional journey sets me apart. Starting with a background in industrial design and engineering, I worked in Australia before returning to New Zealand to join the family business. At SKL Produce, we specialise in spring onions, Shanghai Bok choy, and Kailaan.

In addition to my roles at SKL Produce and as a design leader, I serve as secretary for the Dominion Federation of NZ Chinese Commercial Growers. I advocate for all district associations to preserve history and knowledge within the industry through a PPF (Past, Present, Future) strategy.

My vision for the sector includes increased collaboration between Vegetables NZ and the Ministry of Health to enhance the domestic vegetable category to improve health outcomes in New Zealand. Supermarkets emphasise deals, value, and promotions, which undercuts the significant challenges of daily delivering fresh produce to homes. I aim to change this perception and elevate the status of vegetables in the market from being price-driven to an essential component of daily health.

I would appreciate your support for the Vegetables NZ Board Director Election, to bring fresh perspectives and innovative solutions, helping our industry thrive and grow.

**Nominated by:** Howe Young and Dennis Fong

**Declarations of interest (company, role)**

SKL Produce: Commercial Manager

Dominion Federation of New Zealand Chinese Commercial Growers Incorporated: Secretary

BPAC Services Ltd: Director

Ends