

New leader in the south

POTATOES South Australia has a new chief executive officer, just six months after its first CEO was appointed.

Robbie Davis (pictured) is now in the CEO role, taking over from Jonathan Eccles, who stood down because of personal reasons.

PSA was formed last year and lured Mr Eccles from his former role as CEO of the Australian Banana Growers Council.

Ms Davis has a degree in agricultural science and an MBA from the University of Adelaide, and is an affiliate of the Australian Institute of Company Directors.

She has more than 10 years experience as a consultant in the agribusiness sector working in both Australia and South East Asia.

Chairman of the board of Potatoes South Australia (PSA), Nick Psevdos, said the organisation was delighted that Ms Davis was joining.

Mr Psevdos said Ms Davis brings a unique blend of skills to



the new organisation.

"She has business experience in both the private and public sectors domestically and internationally and at board level, and I have no doubt she will use those skills, experience and networks to drive the industry to new heights. She is also a primary producer and understands agricultural

production systems," he said.

Ms Davis said it would be "exciting and challenging" to work with this peak industry body.

"Developing and sustaining partnerships with stakeholders in the entire value chain for the long-term benefit of the South Australian potato industry and the food industry as a whole will be critical," she said.

"This is an opportunity to be the voice of the largest horticultural sector at a state level."

A statement from the organisation said it will represent and promote the interests of potato industry stakeholders, undertake research and development, commission marketing and consumer education programs, and provide policy advice to government regarding potato industry issues.

South Australia produces more than 485,000 tonnes per year and is the nation's largest producer of fresh potatoes and a significant contributor to the processed market, employing more than 2000 people.