



Binnie Brown



30 Harvey Street  
Tauranga, 3112  
New Zealand  
+64 21 766431  
binnie@organicliving.co.nz

Integrity | Professionalism | Perseverance

PROFILE



**Managing Director: Organic Living Ltd 1995 | 2023 – semi retired**

- Exporting | international marketing and management for Aotearoa New Zealand boutique honey
- Bringing stakeholders together to achieve best results
- committees | working groups | advisory

Canada | USA | Singapore | Malaysia, | Japan | China | UK/EU



**Earlier roles: 1985 - 1995.**

Director: Ceres Marketing Group Ltd – Binnie Brown Marketing Ltd evolved into Organic Living Ltd  
Networking | group facilitation | training, | developing strategies and actioning in market.

Purpose: bringing isolated growers together into specialised export umbrella groups to strengthen market access. Industry involvement: committees – working groups

NZTE and HEA: Network advisory for NZTE (New Zealand Trade & Enterprise). Facilitating individual grower groups with exporters to work as an export collective under the then newly formed HEA (Horticulture Export Authority) – 1987. Inaugural in-market research for some of the groups to assist their inaugural EMSs (Export Marketing Strategies) then actioning in market. *(Note: HEA was primarily set up to assist grower groups and the exporters of smaller specialised crops such as blueberries, persimmons, summerfruits and avocados to work under a government regulated export licensing system. It is still operating to this day (2023) but evolved to become bureaucratic. Some groups left to set up set their own platform.*

**Export Courses: NZ & Australia: Produce | NZ Meat**

Setting up and managing export courses and seminar road shows around New Zealand for individual produce and meat growers to inform them with export knowledge: world renowned international professors were engaged as speakers for these courses. We also ran the courses throughout NSW and Victoria in Australia for the National Australian Horticultural Industry

Networking | research | strategy | implementation via the facilitation into collective groups: fresh produce | tomatoes | berryfruit | certified organic products | honey. Some products we cross-merchandised in-market (ie NZ LAMB / Berryfruit in USA (San Francisco & Los Angeles | and tomatoes and avocado oil NZ)

Countries for these groups: : USA, UK, SE Asia, Hong Kong, Australia



## Experience | specialisation | national and international

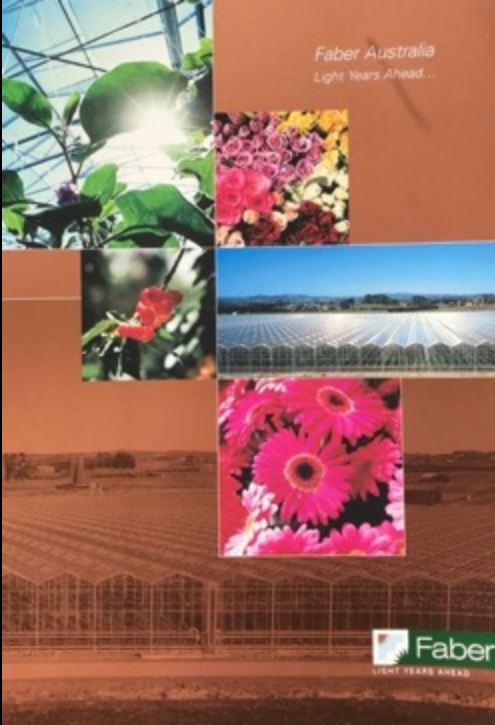
- Legal Executive | Business Management
- Tomato Grower – seedling specialist - garden centre owner
- Export conference facilitator: fresh produce | flowers | NZ Native Plants
- Bringing individuals and groups together to work as a collective
- Market development | exporting | management | implementation
- Export Collectives | Group facilitation – national and international
- Proposal writing | presentations
- Fund | grant raising
- Export courses | seminar road show development, management and implementation (NZ /Australia)
- Market research | export strategy development | delivery
- Brand development and delivery
- Promotion | advertising | PR & communication strategies & delivery
- Trade Fair design and facilitation in target markets
- Cross merchandising programmes in NZ and in export markets
- International relationship development and management
- Website strategies and development
- Social Media recommendations - management
- Giving back - voluntary work



## Results: national and international

- **Honey Exporting: 1995 – now semi retired in 2023:** opened markets in five countries **Results:** Sales allocations fully sold annually.
- 1990s: Packhouse Assn NZ (PANZ): Bringing four individual tomato growers together around NZ for the purpose of marketing their tomatoes collectively under a number of quality brands (including the Beekist brand) to ensure more stable pricing. Developing and launching the brand with a quality chart. Early 1990s
- *Beekist Ltd & Status Produce Ltd: 2001 – 2010.* Responsible for re-branding and repositioning the Beekist prepack tomato range throughout Foodstuffs New Zealand and facilitating cross merchandising opportunities at shows and in-store with Tauranga based Avocado Oil. **Results:** Prepack Sales of 750,000k in 2001 rose to more than **15m in 2008**. Turners & Growers took over the Beekist license from the two growers who owned it. The project is still growing and evolving. It was a privilege to spearhead the cutting edge of the prepack tomato era.
- *Glasshouse Consortium: 1990s early 2000s.* Out of the PANZ project, facilitation of individual tomato growers to work together to erect the first grower collective glasshouse structure in New Zealand (Auckland). This was an innovative state-of-the art project at the time and after the first one, it morphed into a number of collaborative glasshouse projects. This project was team-work at its best at that time.

Faber Australia  
Light Years Ahead...



## Results cont'd

2002/03: Project Faber Glasshouses: (Glasshouse Builder):

Re-branded Faber NZ then researched and developed the inaugural marketing plan for Faber NZ to open Faber Australia. Assisted the Australian appointed manager of the time to undertake the research throughout Tasmania and Victoria – set a strategy and actioned the plan.

**Results:** 42m worth of enquiries. One two-hectare (4m at the time) commitment within in a highly competitive Australian market.

Article is on a  
USA Blueberry  
project.  
Available on  
request



NEW ZEALAND  
**Blueberries**



The Persimmon  
Story



FROM NEW ZEALAND

As the next generation swung in, 2015 saw Faber NZ merging with corporate Apex Greenhouses Australia to offer seamless solutions to both countries. Such is the evolution of an industry.

## Background & Qualifications

- Private school education – 5 years.
- Private Business Management School - 2 years.
- Legal PA – New Zealand – Australia – UK (ten years) *conveyancing and litigation*.
- 17 yrs Managing Director successful glasshouse tomato business and garden centre
- A series of international marketing and management diploma courses over that timeframe.
- Export conference & seminar facilitator and manager at the then BOP Polytech: mid 1980s sharing this role with another person covering horticulture, flowers, native plants.
- 30 yrs. sole trader: Organic Living Ltd.
- Group facilitation strategies | action plans | implementation | management (national & international)
- Working with the diverse and 'street wise' produce markets around the world.
- USA, Canada, Malaysia, Singapore, Hong Kong, Australia, Japan and China for New Zealand hort. & api. products.
- Advisory to small businesses wishing to export or rebrand and re position.
- Wide range of national and international contacts .
- Certificate in International Executive Management, Communications & Marketing (Sydney.)
- Certificate in Organisational Management (New Zealand).
- Certificate in Education for Ministry (Anglican Church) – 5 years – Tutor – Sir David Moxon.
- Keeping up with latest relationship, marketing communication and social media trends.



## Qualities & abilities

- Integrity, honesty, reliability
  - Thinking outside the square
  - Innovative | creative | entrepreneurial
  - Action orientated
  - Perseverance
  - Self motivated
  - High initiative
  - Ability to work independently
  - Results orientated
  - Strong analytical skills
  - Strong on processes
  - Business management skills
  - Quality focused - attention to detail
  - Relate well to all cultures and differing backgrounds
  - Find the right people for the right job or purpose
  - Bringing groups together for a specific purpose
  - Raising funds for projects
  - Work well under pressure
  - Work within a constantly changing and evolving environment
- Plus:
- Continually updating knowledge and skills
  - Well-traveled nationally and internationally
  - Strong understanding of how relationships work

## Personal & Professional interests

Two sons well established in their own genres - one grandson

People | all cultures | walking| reading| gardening | food | history | museums | art |  
art galleries | music | heritage of all kinds | volunteering

'If you can keep your head when all about you.....'

*by Rudyard Kipling'*





1997

HONORING OUTSTANDING  
ACHIEVEMENT IN  
DESIGN COMMUNICATIONS

GRAND WINNER  
BEST OF PACKAGING

Presented To

President's Choice Limited

Binnie Brown Marketing Limited  
"Berryfruit Project"



## Awards

1997– International Astrid Awards New York, USA. Grand Winner for Packaging & Presentation for President's Choice 'Berryfruit Project'. The result of bringing individual specialist Berryfruit growers together to market under the one brand in New Zealand and off-shore. Design directed by Binnie. Innovative at the time.

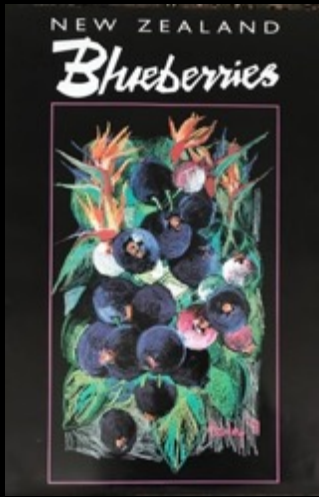


2001- UK AWARD – Commended Organic Food Award from the UK for organic network initiative and presentation. The result of bringing 4 individual beekeepers together from South Island and North Island, to market under the one brand.

Design directed by Binnie – project managed by Binnie



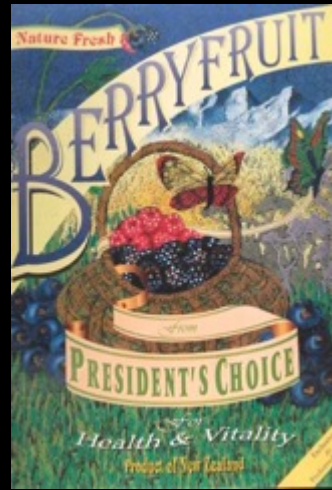
2001 – Winner - FOODSTUFFS Fresh Produce Trade Display for Beekist Display & Project. Design directed by Binnie – but a team of us with balanced skills put it together



NZ Blueberries  
California  
LA / SFO



Persimmons: SE Asia  
Hong Kong  
Singapore



Berryfruit project  
NZ, SE Asia,  
California



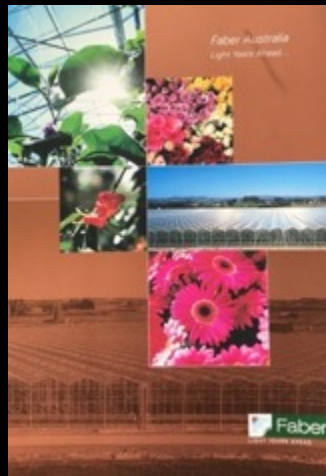
Summerfruit  
Australia,  
Hong Kong



Tomato & Glasshouse  
Project New Zealand



Funding Proposal



Australia  
Glasshouses



Potatoes  
Hong Kong &  
Malaysia



Honey  
Canada, UK, EU,  
Japan, China



Organic  
Compost Tea  
New Zealand



Binnie Brown  
30 Harvey Street  
Tauranga  
New Zealand  
+64 21 7 66431

[binnie@organicliving.co.nz](mailto:binnie@organicliving.co.nz)

*Exporters of certified organic manuka honey*

Credit image: Chris Taylor