

MEDIA RELEASE

Friday 26 June 2020

NEW INDEPENDENT CHAIR FOR POTATOES SOUTH AUSTRALIA INC



The peak representative body for the potato industry value chain, Potatoes South Australia Incorporated, has appointed experienced director Mr Mark Geraghty as its new Independent Chair, at a meeting of the Association's Board on 24 June 2020.

Mr Geraghty replaces Dr Andrew MacDonald who has been in the role since 2017. Dr MacDonald said that the Board was very pleased to announce Mr Geraghty's appointment at a time when Potatoes South Australia is entering an exciting new phase of its evolution. "We're delighted to have someone of such strategic calibre come on board to help guide Potatoes South Australia as we look to build momentum and strength both upwards and onwards nationally," Dr MacDonald said.

"The 'not-for-profit' association continues to improve its capacity and professionalism in the delivery of relevant, timely, value-adding information and services (particularly R&D) to industry stakeholders in the nation's largest horticultural sector. This appointment will ensure that our strategic direction remains on target as the business further evolves, involving new complexities and challenges domestically and internationally. I am also very grateful for the foundations cemented by Andrew, particularly commercially in our value-adding pursuits," said Potatoes South Australia CEO, Ms Robbie Davis.

"Mark will lead a Board of Industry and Independent Directors, who collectively have a skillset complementing the organisation's new and most significant growth into a larger, more targeted arena. His knowledge of the industry as a former Director in addition to his astute corporate vision augers well for this development. "

Mr Geraghty said he was delighted with his new role. "Potatoes South Australia has a unique opportunity to represent and drive this important sector of the state's primary production and beyond. Collectively the Board recognises and looks forward to continuing to support progress in the industry, particularly with the fabulous opportunity to showcase the state and nation at the World Potato Congress (WPC) to be convened by us in Adelaide in 2023."

"I am also very much looking forward to working with Robbie who has led the organisation so capably since its inception in 2012. Robbie's industry and general agribusiness knowledge, passion and stakeholder engagement skills are an asset to the entire sector across all parts of the value chain", he added.

Mr Geraghty is an Executive General Manager of RACV, a mutual organisation employing over 3,500 staff in the insurance and hospitality industry across Australia. Mark has more than 30 years' experience in sales, marketing, supply chain and general management activities in a wide range of commercial sectors, covering consumer goods including food & beverages, rural services, and financial services. Immediately prior to joining RACV, he worked in several senior roles at Elders Ltd across all aspects of the agricultural sector. He has also held several Board roles in industry associations including as a previous Board member of Potatoes South Australia.

Mark holds a Bachelor of Science (Hons), and a Master of Commerce from the University of New South Wales. He is also a graduate of The Australian Institute of Company Directors.

The current Board comprises Industry Directors: Mr Frank Mitolo, MD The Mitolo Group; Mr James Wandel, Kangaroo Island Irrigated Seed Producers Group; Mr David Williams, COO Thomas Foods International Fresh Produce, Mr Andrew Widdison, South East Potato Growers Association and Mr Aaron Haby, Forster Hill. Independent Directors are Mr Mark Jackson, Partner Crawford Legal; Mr Brad Higgins, Regional General Manager SA/NT Westpac Agribusiness, Mr Rod Knight, Commercial Manager Lindsay Australia Ltd and Mr Richard Haynes, National Account Manager Elders Ltd.

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