

"I WORK IN AG" INTERVIEW

HI, MY NAME IS JIM AND I WORK IN VEGETABLES (HORTICULTURE).



1. WHAT IS YOUR CURRENT JOB TITLE?

Managing Director

2. HOW LONG HAVE YOU WORKED IN AGRICULTURE AND HOW DID YOU GET STARTED IN THE INDUSTRY?

I have worked in agriculture for just over 40 years. I am a 3rd generation farmer. I left school at 15 and went to Tech (TAFE – Technical and Further Education), then studied horticulture when I began working at the farm.

3. WHAT JOBS HAVE YOU HAD IN THIS TIME?

I have had all jobs within the business, including pulling weeds by hand, sweeping the shed, driving tractors, and now I am the Managing Director and run the overall business.

4. WHERE IS YOUR WORK LOCATED? (I.E. REGIONAL OR METRO)

The head office, main farm and processing facility is based in Neerabup. We also have two farms in Gingin and one farm in Broome.

5. PLEASE GIVE A BRIEF DESCRIPTION OF A TYPICAL DAY IN YOUR JOB.

I oversee the business. My main job is Sales and Administration. The growing of the crops is a specific and more important part of the business that is managed by my brother Arthur and my cousin Michael (also directors).

6. WHAT QUALIFICATIONS OR TRAINING HAVE YOU COMPLETED WHICH HAS HELPED YOU TO GAIN OR PERFORM WELL IN THIS JOB?

Certificate of Horticulture and some minor Management Certifications.

7. PLEASE DESCRIBE WHAT THINGS YOU ENJOY ABOUT YOUR JOB.

We have to control the full process to end product, selecting varieties that perform best. We export to several countries; I immensely enjoy overseas travel and doing business abroad.

8. PLEASE LIST SOME OF THE CHALLENGES YOU FACE IN YOUR JOB.

Nature is perhaps the greatest challenge. Pest, disease and weather events typically cause the worst outcomes in the business and, also, labour challenges. Finding people to pack and process products is also challenging.

