

Leadership at The Fresh Produce Centre



30 September 2020

With a number of positive commercial opportunities in the pipeline for The Fresh Produce Centre, we need the right people with experience and acumen to take the lead.

Fortunately, we haven't had to look far to find our ideal structure. We're announcing today that two members of our existing leadership team are taking on new roles.

John Counsell (previously Interim Operations Director) has been appointed as our Managing Director. John joined us in February this year to lead operational change projects in our facilities. He brings us a wealth of food manufacturing experience from a distinguished career. John will be applying his skills to continue driving our business forward in all areas. Successful delivery of Project Apex will be a core priority, along with making sure that the business is well-managed from every perspective.



John Counsell

Paul Frowde (previously General Manager of The Avocado Company) has been appointed as our Commercial Director with overall responsibility for all commercial strategies within The Fresh Produce Centre. Paul has developed a great deal of knowledge about our customers and growers and is determined to ensure that The Fresh Produce Centre is the clear sourcing and fulfilment partner of choice.



Paul Frowde

John and Paul will work very closely with the many talented people we have here, further building on the energy and enthusiasm of the team.

John said upon his appointment "I am super excited about the challenges in front of us to unlock the full potential of The Fresh Produce Centre. We have a great opportunity and with the support of Paul and the management team, I know we can deliver."

Paul said "Having worked with the TAC team to deliver against a strategy for fast growth, I look forward to applying my experience and knowledge to the other areas of business too. Project Apex will completely reconfigure the operational space here so a key priority will be to make the most of that major investment with significant new business wins."

Martyn Fletcher, CEO, said "I would like to share my congratulations with John and Paul on behalf of the Fresca Board. I strongly believe their skill sets will complement The Fresh Produce Centre in delivering the wider Fresca growth strategy.

Congratulations to John and Paul on their new roles and responsibilities. These changes are effective 1st October 2020.

