

# DMS – Vision and Values



Our vision is to enrich the lives of our growers and our team, through exceptional management and performance.

Underpinning that vision is a set of 6 core values by which our capable teams perform to:

- Consistent Customer Focus
- Passion for Success
- Together We Achieve
- Positive Attitude
- Show Initiative
- Our People's Wellbeing



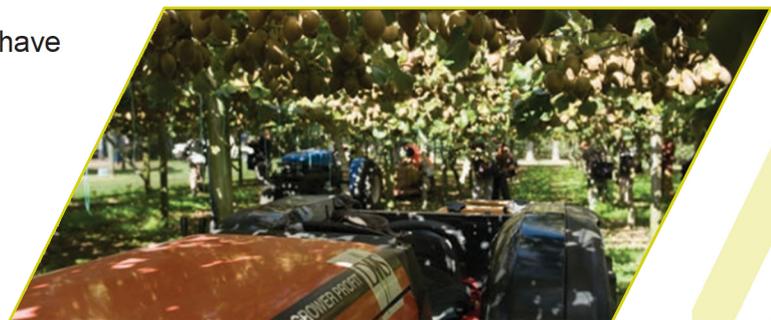
DMS

We demonstrate these values every day in our dealings with clients, staff and external organisations.

As growers ourselves, we understand our clients and deliver on promises made. We are outcome-focused and aim to foster collaborative relationships with our clients.

We value our people and the difference they make for clients. These people provide high-quality services to our clients, which deliver top results and increased profitability.

DMS is proud to be recognised within the industry as G3 Champions. We were the first to endorse G3 as the pathway to recovery for the kiwifruit industry and have since proven to be industry leaders in growing, packing and coolstoring this variety.



# ...Board of Directors

## Peter De Luca, Chairman

Peter was appointed as Independent Chairman of DMS in September 1999. Peter is a senior partner in Hamilton commercial law firm TompkinsWake and is an experienced company Director across a range of sectors. Peter has been a member of the Institute of Directors since 1993 and currently holds a role on the board of the Waikato Branch of that organisation.



## Craig Greenlees, Director

Craig has been involved in the Kiwifruit industry as an orchard owner and manager since 1983. Along with Paul Jones, Craig is a founder and owner of DMS, which was established in 1989. Craig became active in industry politics in the early 90s and was subsequently selected as one of its leaders to chair Zespri. Craig served on the Zespri board for 15 years, standing down in mid 2014.



## Paul Jones, Director

Paul, along with Craig Greenlees, is a founder and owner of DMS and has been involved in the Kiwifruit industry for over 20 years as a grower and manager. Paul has led the orchard management team of DMS with a focus on orchard productivity and grower profit. He is also actively involved in post-harvest operations. Paul has been a member of New Zealand Kiwifruit Growers Incorporated's (KGI) Forum since it was formed in 1995 and has served on numerous work groups and committees with the representative body. Paul was elected as a Zespri Director in 2014.



## Tony Leicester, Director

Tony's background is with Challenge Corporation Wellington, in roles such as senior management, marketing, sales and staff development, prior to his purchasing of a 9 hectare Kiwifruit orchard in the Hawke's Bay in 1992. Appointed to the DMS Board in October 2011, Tony is also a committee member of the DMS Supply Entity Group and was voted onto KGI as their representative in 2009.



## John Cook, Director

John has corporate experience in all facets of the Kiwifruit industry value chain over the past 30 years and has owned top-producing orchards in Te Puke since 1996. He also has experience in Australian multi-variety fruit orchards, from growing, packing and marketing, both domestically and internationally. John is an experienced Company Director and a member of the Institute of Directors.



## Lain Jager, Director

Lain completed a Masters Degree in Social Sciences at the University of Waikato in Hamilton in 1993 before working for the Sheraton Hotel Chain in Auckland and Rotorua and Fletcher Challenge Steel and Wire in Otahuhu in the early years of his career. Lain joined Zespri in 1999 as Human Resources Manager, was appointed GM Supply Chain in 2004 and Chief Executive Officer of Zespri in December 2008. Lain completed his time as Zespri CEO in December of 2017 and is now involved with a number of investment projects mostly in the Agriculture and Tourism industries. Lain acts as a strategic advisor to a number of CEO's and is a Director of Spring Sheep and DMS.

