



# Who am I ?

By Les Anstis

We all have  
our  
problems

This is the question I'm regularly asked as the new Managing Director of Naturally Native New Zealand Plants (2013) Ltd; with the added expression ..... Do you know what you are doing??



My problem with this question and associated expression suggests

that there is actually a plausible answer. Almost as if my being was a fixed thing and that I either pass (equals win) or fail (and lose). You are the examiner and I am the student. Tell me if I pass.

I was born in Victoria, Australia (first "X" I'm sure). My father a Kiwi, with a strong can do attitude, moved to Oz in about '48 and married a 4<sup>th</sup> generation Australian "sheila". I was raised a country boy starting in dairy and then later in drystock and sugarcane in central Queensland. I obtained an Engineering degree [B.Eng (agric)] and got my first serious job working for NZAEI (now known as Lincoln Ventures) in Christchurch. My career specialised in pesticide application techniques and post harvest handling methods which fitted well with the kiwifruit boom.

In '84 we (I married a good kiwi girl from Wellington - Bronwyn) moved to the Bay of Plenty where we setup a company Spray-tec Consultants to assist the rapidly expanding kiwifruit and later avocado industries. I was strongly involved in the "kiwigreen" IPM approach in kiwifruit, was a Growsafe trainer and became part of the management team at Waimapu Packhouse. In the late 90's I sold my business to take up the role as GM of Waimapu. Next it was GM of Seeka followed by CEO of Ellos. In 2008 I was offered the job as Chief Operating Officer of Satara where I continued in that role until 2012 where we both went for a belated OE for 6 months. Freedom camping takes on a whole new meaning in the bush in Africa.... but that's another story.

We have 3 children and a lifestyle section on Joyce Rd, Tauranga with a large native garden and a QE2 covenant over the bush block. We both love outdoor recreation, keeping fit and new challenges. **Naturally Native is our new challenge.**

We are inherently passionate about the product. The location allows for a hands on involvement and my skill set in managing the production, quality and costs balance while exceeding customers' requirements is what this business needs. Naturally Native New Zealand Plants (2013) Ltd has new energy and focus to provide cost competitive quality native plants to the industry.

## Back to business

We will be at the Auckland Spring Nursery Industry Trade Day on Wednesday the 14th August 2013 to be held at the Life Convention Centre, 110 Montgomerie Rd, Mangere from 8.30am to 3pm. Come along and visit us on **Stand 40**.

Remember we still have plants available on our specials list but these are moving fast, so don't miss out, give us a call if you need to place an order.

## Need a Quote Today

Email your requirements to  
ann@naturallynative.co.nz

## Contact us today

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