

## Curriculum Vitae

### David Pooch Food industry specialist



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| <b>Name:</b>                 | David L. Pooch (often known as Dave)   |
| <b>Nationality:</b>          | New Zealand  |
| <b>Specialisation:</b>       | Food and Agro Processing Technology: micro and small scale, training (needs assessment, writing manuals, training of trainers, actual training) project identification and review, technical assistance, processing tropical fruit and vegetables writing publicity material and technical brochures, public speaking                                |
| <b>Network</b>               | Knows a lot of senior NZ food industry people and academics and good contacts in South East Asia   |
| <b>Education:</b>            | Bachelor of Technology (Food Technology) from Massey University  |
| <b>Memberships:</b>          | Past President NZ Institute of Food Science and Technology (NZIFST)<br>Past President Auckland branch of NZIFST<br>Member and Past President of Northrise Toastmasters Club Auckland<br>Member Foodinc consulting group  |
| <b>Directorship Websites</b> | NZ Institute of Food Science and Technology <a href="http://www.nzifst.org.nz">www.nzifst.org.nz</a><br>Foodinc consultants <a href="http://www.foodinc.org.nz">www.foodinc.org.nz</a><br>Peppermint Press <a href="http://www.peppermintpress.co.nz">www.peppermintpress.co.nz</a><br>FoodNZ <a href="http://www.foodnz.co.nz">www.foodnz.co.nz</a> |
| <b>Personal</b>              | Professional, reliable, independent, gets on well with people, excellent communicator/public speaker, writes in simple clear English. Widely travelled. Lives in Auckland  |

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#### Key attributes:

- Food and agro processing expert; tropical and temperate crops, fruit and vegetable processing,
- Wide experience: worked 22 countries over the last 30 years.
- Project assessment, implementation and review.
- Trouble shooting in small and medium scale processors; walk in and solve it skills.
- Strong interests in training and rural based industries.
- Self motivated and task oriented.
- Set up, owned and operated own business so have strong entrepreneurial attitude
- Excellent writing and speaking skills

#### Contact details

## Curriculum Vitae – David Pooch food processing consultant

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- Fax +64 94108355

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| Languages: | Speaking      | Reading       | Writing       |
|------------|---------------|---------------|---------------|
| English    | Mother Tongue | Mother Tongue | Mother Tongue |
| French     | Fair          | Fair          | Poor          |

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### Conference papers presented

2013 'Food Bloopers When Everything Turns to Custard' brief humorous presentation at NZIFSAT conference in Hastings

2012 'Palm Kernel Expeller in New Zealand Farming' at Malaysia Palm Oil Council Conference Kuala Lumpur

2012 'Food Science Food Service: a New Zealand Perspective' at International Hospitality and Tourism Conference in Kuala Lumpur

2012 'UNIDO in India: Micro Scale Food Processing to Reduce Poverty' at the NZ Institute of Food Science and Technology Conference at Hamilton NZ

2012 'Transforming natural raw materials into value added products some New Zealand examples' at international conference on food science and nutrition at Kota Kinabalu, Sabah

2011 'Innovation and Productivity in the New Zealand Food Industry' in June 2011 at 11<sup>th</sup> ASEAN Food Conference, Bangkok. Also chaired a session and helped judge PhD presentations

2010 'Indigenous Food Research in NZ' at a Food Innovation Conference in Bangkok

### Work experience

**Current** Director and writer for Peppermint Press Ltd, publisher of Food New Zealand magazine. Bimonthly publication covers food technology, research manufacturing and NZIFST news.

#### 2012 **New Zealand Consultant**

Engaged by Auckland City to help organise a further NZ Food Innovation Showcase as part of the 2012 FoodTech PackTech expo

#### 2012 **India Expert of mission and team leader**

Engaged by UNIDO to lead team of national consultants in Kerala India to develop project for helping poor women improve their wellbeing through micro-scale food and agro processing. Worked in Kerala (highland vegetable production, pineapple jam and powdered supplementary food), West Bengal (parboiled rice, karonda or Indian cherry and forest-gathered honey) and Bihar (makhana or fox nut and jaggery).

#### 2011 **New Zealand Consultant**

Engaged by Auckland City Council for 3 months to help organise the three day 'Food Innovation Showcase'. [www.nzfoodinnovationshowcase.co.nz](http://www.nzfoodinnovationshowcase.co.nz)

#### **NZ Institute of Food Science and Technology**

##### June 2009 to **President**

June 2011

Chaired meetings of both Executive and Council  
Directed activities of Executive Manager  
Worked on NZIFST food trade expo at 3 annual conferences  
Helped arrange NZIFST stand and seminars at FoodtechPacktech 2006, 2008, 2010  
Helped develop and oversee professional development programme  
Developed relationships with IUFOST and ASEAN food science bodies  
Built up membership of Institute  
Helped develop conference programmes  
Spoke at many universities and branch meetings  
Oversaw redevelopment of website

## **Curriculum Vitae – David Pooch food processing consultant**

- Developed relationships with external bodies such as NZ Food and Grocery Council, Royal Society, Fonterra, Heinz Wattie, Sir Peter Gluckman, all NZ universities teaching food science/technology, Synlait, Hubbard Foods, Meat Industry Association, NZFSA, FSANZ etc etc  
 Developed and updated strategic plan for Institute activities  
 Served on various sub committees  
 Conducted membership drive  
 Wrote editorial material  
 Represented NZIFST at numerous meetings
- 2006 to now     **Food New Zealand magazine (Peppermint Press Ltd)**  
***Writer and director***  
 Write editorials, articles covering conferences and seminars. Articles include: Sago processing in Indonesia, In Those Days, the Synlait story, Edendale's new spray drier, interviews with then Minister of Science Wayne Mapp, The Blackball Salami story.  
 Take care of mailing lists
- 2010     **Tonga**  
***Consultant to NZAid***  
 December 2010 one-day training workshops in Nuku'alofa on Food packaging, Food labelling, Small scale jam making; practice and theory, facilitating higher level workshop on 'Developing the Tongan food processing industry'
- 2010     **Egypt**  
***International expert***  
 Wrote training material on fruit and vegetable processing for a large EU project 'Reform of Technical Vocational and Educational Training in Egypt'. Individual manuals are on Fresh cut fruit and veg, Frozen fruit and veg, Dried fruit and veg, Canned fruit and veg, Fruit juices and concentrates, Pickles and Jams. Each manual covers post harvest, food safety, good manufacturing practice, raw materials, specifications, preparation, processing, labelling and packaging.  
 Presented papers at workshops in Cairo on 'Functional Foods', 'Post Harvest and the Food Processor', 'Fruit and Vegetable Dehydration', 'Fruit Juice Processing', 'Freezing Fruit and Vegetables' and a New Zealand SWOT case study
- 2010     **South Africa**  
 August  
***President New Zealand Institute of Food Science and Technology***  
 Represented NZIFST at IUFOST International Food Conference in Cape Town
- 2008,2009     **Tonga**  
***Consultant to NZAid***  
 Conducted training workshops in 2008 and 2009 in Tongatapu, Vava'u, 'Eua and the Ha'apai group on  
 'HACCP and food control plans'  
 Adding value through food presentation and food safety'  
 'How to start a small food processing business'  
 'Food processing problem solving'
- 2007     **Tonga**  
***Consultant to NZAid***  
 Conducted training workshops on the islands of both Tongatapu and Vavau'u on food processing, food safety, food spoilage, food handling etc. Participants were from women's groups and the private sector and covered both theory and practical work
- 2006     **Indonesia**  
***Expert of Mission - UNIDO***  
 Studied the situation in Ambon, Maluku Province for UNIDO.  
 Studied extraction of sago starch from sago palms and sago baking.  
 Helped prepare concept for UN Human Security Trust Fund (approved late 2006)  
 Conducted preliminary assessment for agro processing potential of West Sumba in the province of Nusa Tenggara Timur
- 2005     **Laos – Non timber forest products**

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### **Consultant –UNIDO**

Prepared background technical information for UNIDO on a project proposal, which as designed to help find alternative livelihoods for opium farmers.

Prepared information on forest honey, traditional paper making, incense making, cardamom and peanut oil

2004-2005

### **Eritrea - Food processing industry**

#### **Expert of Mission - UNIDO**

Conducted sub-sector analysis on the food processing industry.

Researched supply of raw materials and other resources.

Researched current food processing activities and market supply/demand.

Analysed potential opportunities for investment in the sector.

Made recommendations on how-to move the food processing industry forwards.

Wrote Project Profiles for selected food processing businesses with good potential.

Identified training and other institutional-support needs.

2001-2004

### **Central Vietnam - Training for small scale food processing women entrepreneurs.**

#### **Expert of Mission - UNIDO**

Helped conduct initial assessment of situation and helped modify UNIDO project document. Designed a proposed food processing practice room, specified, costed selected and tested a range of small scale food processing equipment suitable for small scale women entrepreneurs. Wrote food processing training guide for TOT and accompanying Product reference manuals for 7 food products. Wrote Food Processing training guides for bakery, dried fish, generic, processed meat, rice noodles, rice paper, tofu. Wrote with national assistance basic Food Processing booklets for the same products. Visited numerous women entrepreneurs and gave advice as required.

Worked with self help groups as part of networks and clusters strategy in the project

Attended 2 tripartite reviews and numerous planning meetings

2003

### **Cameroon - Palm oil industry**

#### **Expert of Mission - UNIDO**

Analysed existing data on palm oil policies, regulations, research and relevant donor funded projects. Studied and evaluated current practices in small scale palm oil extraction together with by products and waste disposal. Surveyed current oil palm farming patterns, and palm oil marketing. Wrote report based on the above. Proposed suitable UNIDO interventions to be discussed at a regional workshop then developed in to a project document

1999-2002

### **Bhutan - Malting and brewing industry**

#### **Consultant: to the NZ Govt's Asia Development Assistance Facility (NZAid)**

Designed, planned, and conducted feasibility study on 'Malting Barley Production and Agro Processing. Designed, planned, conducted study tour/training module where three Bhutanese came to NZ and learned about the NZ barley growing, malting and brewing industries. Led team of brewing engineer, sociologist, maltster, crop scientist on 3 missions to Bhutan. Completed large report.

1997-1998

### **Zimbabwe – Needs assessment**

#### **Expert of Mission - UNIDO**

Conducted needs assessment on small scale women entrepreneurs in the food processing industry, especially with regard to technical training. Worked in association with small business development consultants. Produced technical report. Participated in and helped facilitate 'Objective Oriented Project Planning' seminar for UNIDO. This was follow-up mission after the needs assessment.

1997-1998

### **China – Assessment of Fruit Industry Plant**

#### **Consultant and team member - JAMAC Consultants Ltd**

Assessed state owned fruit processing company in Guyang for technical viability of setting up joint venture company. Assessed company technological strengths and weaknesses. Wrote report and presented report to company management

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- 1996      **Northern Vietnam – Technical training manual**  
**Expert - UNIDO**  
Wrote technical training manual for small scale women entrepreneurs in the food processing industry. Conducted food processing content of Training of Trainers course. Selected small scale food processing equipment.
- 1996      **Bangladesh – Food processing study**  
**Consultant**  
Wrote food processing section of a study for large privately owned tea plantation which wished to diversify into agro-processing. The company started making pickled gherkins as a result.
- 1993-1994      **Bhutan – Food Processing Expert**  
**Consultant - Danida**  
Conducted commissioning trials on equipment. Developed recipes and costing. Responsible for training staff, preparing operating manuals, production planning, quality assurance, product development, process development, hygiene and sanitation, conforming to food and drug regulations with labelling, ingredients, product specifications, advised on marketing. Company made jams, canned temperate fruit (peaches, pears, and apricots), canned vegetables (asparagus, wild gathered mushrooms), apple juice, orange juice, Indian style pickles, dried chillies.
- 1991      **Nigeria – Review**  
**Expert of Mission - UNIDO**  
Reviewed study on food processing industry. Helped organize, facilitate and spoke at 6 day national seminar on the Nigerian food processing industry for policy analysts, policy makers. Worked with Policy Analysis Dept, Federal Ministry of Industry.
- 1980-1990      **New Zealand – Managing Director**  
  
**Northern Foods Ltd, Auckland New Zealand**  
Set up this bakery and frozen foods company from scratch, attained a turnover of USD\$1 million and sold at a good profit. Responsible for everything: production, finance, marketing, technical problems, quality assurance, training, staff, strategies, maintenance, stocktaking, product development. During this time I made these short-term consultancies.
- 1987      Cook Island - UNIDO process and quality improvements for pineapple processing factory.
- 1986      PNG - study on cardamom and pyrethrum crop wholesaling, distribution and processing.
- 1985      Indonesia - wrote project profile on processed ginger
- 1985      Papua New Guinea - wrote pre feasibility study on fresh and processed citrus
- 1984      Tonga - made equipment recommendations for small scale snack foods project
- 1984      W. Samoa - advised small scale snack food plant; breadfruit, taro, tapioca chips
- 1983      Tonga - wrote project for small scale fried snack foods.
- 1982      Fiji - feasibility studies on orange juice, cocoa, kava, cardamom
- 1982      Tonga - feasibility study on passion fruit processing and vegetable drying
- 1980      Western Samoa - installed equipment and trained staff at coconut cream cannery.
- 1980      Thailand - tomato juice, rice molasses, QA, dehulling and milling legumes

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- 1978-1979      **New Zealand – Factory Manager**  
***Tauranga Fruit Processors, Tauranga, New Zealand***  
Responsible for profitably running cannery and juicing plants. Made citrus, apple juices, tomato juice, canned tomatoes, marmalades and jams, fruit toppings, processed kiwi fruit.
- 1978            Malaysia Consultant to NZ ministry of Foreign Affairs  
Study on small scale production of banana chips and dried ginger in Kota Bharu.
- 1976-1977      **Niue Developent Board, Niue**  
Founding General Manager with staff of 150 responsible to Minister of Economic Development. The Board was involved in food processing, rural loans, handicrafts, copra trading, cattle farming, butchering, citrus orchards, bee keeping.
- 1974-1976      **Niue Development Board, Niue**  
Food Factory Manager: Responsible for overall factory management. Juiced/pulped passion fruit, limes and papaya. Made steam distilled lime oil and passion fruit topping. Responsible also for honey factory & copra
- 1973-1974      **New Zealand**  
Private consultant in New Zealand: Advised and worked at cannery making jams, meat meals, fruit, bottled pickles & sauces. Tutored laboratory course in Dairy Technology & Business Theory case studies at Massey University
- 1972            **New Zealand**  
Food Technologist JBL Sea Foods Ltd, Auckland: Responsible for product development, quality control on canned/frozen consumer sea food
- 1971-72        **New Zealand**  
Food Technologist Fonterra, Hamilton: Conducted laboratory and commercial trials while developing instant whole milk powder