

Picking a path to pipfruit success

Picking a career in New Zealand's booming apple and pear industry is a great way to get ahead says Danielle McArley, who is joining a major recruitment drive to support her industry.

"All you need to do is find the right ladder and start climbing," she says.

New Zealand's booming apple and pear industry needs to attract 4000 more people, as it grows thousands of permanent and seasonal jobs in the next five years.

Danielle, 26, says she wanted a career that opened doors for professional development, offered variety and gave her the opportunity to climb even higher.

So she followed her passion for science to Hawke's Bay and joined Fruition Horticulture as technical services manager two years ago.

"The apple industry ticks everything off my wishlist — working outdoors, putting my degree into practice and most of all, plenty of different career options," she said.

"The best part for me is you can do anything from driving tractors, to helping growers improve business performance and profitability through science — there are so many different ways to climb the career ladder."

Completing a Bachelor of Applied Science in Horticulture through Massey University has allowed her to access scholarships and travel the world.

"I was able to get \$10,000 in scholarships and went on a trip to Thailand in my third year of study. I also did a six-month stint as a grower relations representative on vineyards in California, which was an incredible opportunity."

Pipfruit New Zealand is encouraging more young people to consider a career in the industry. Capability development manager Erin Simpson is working with secondary schools to showcase the many different branches.

"Hawke's Bay apples are in hot demand across the globe, the industry is innovative, forward thinking and going places — so can young Kiwis," he says.



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DANIELLE MCARLEY

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CAREER MOVE: Danielle McArley has found success as a scientist in the pipfruit industry.

New Zealand's apple industry is the most competitive in the world, outperforming more than 33 major apple producing countries, and is now well ahead

of forecast to become a billion dollar industry by 2020.

"It's certainly an exciting time to join the industry," Erin says.