

Profile

BRENDAN HOARE



Overview

I have 40 years' experience in the primary sector and have held governance and leadership roles nationally and internationally since 1998. With the ability to interface governance and senior management decisions I have a proven capability to operate across multi sided customer platforms to service private, public, research, government and non-government sectors delivering transformational change.

Career summary

2008 - Present

Managing Director – [Buy Pure New Zealand](#)

2022 – Present

Associate Director - [Veracity Lab](#)

2012 - 2018

Executive Chair / CEO- [Organics Aotearoa New Zealand](#)

1998 – 2008

Senior Academic, Sustainable Production Systems

[Unitec New Zealand](#)

1986 – 1998

Field Research and practice through Asia Pacific

Governance / Leadership summary

2019 – present

Board Member - [Organic Farm NZ](#)

2015 – 2018

CEO – [Organics Aotearoa New Zealand](#)

2012 – 2015

Executive Chair – [Organics Aotearoa New Zealand](#)

2012 – 2014

Oceania representative & facilitator of the World Consultative Committee to the United Nations'

[International Year of Family Farming](#)

2008 – 2012 & 2000 - 2004

Board Member [BioGro](#) New Zealand

2006 – Present

Founding Director Journal of Organic Systems

2006 - 2008

Board Member – [Unilever Sustainable Agriculture Advisory](#)

2005 – 2008

Board Member – [IFOAM Organic International](#)

Ongoing role included chairing numerous international working groups and project teams

1999 – 2006

Founder national organic body and its transition from Organic Federation of NZ > Organics Aotearoa NZ.

1998 – 2002

President – [Soil and Health Association of NZ](#)

Key qualifications and development

Institute of Directors (2023) Auckland, New Zealand.

Leadership New Zealand (2011) New Zealand.

MAppSci (1994)

Agricultural Systems and Rural Development, Hawkesbury, Australia.

BAppSci (1986)

Urban, Regional & Landscape Planning, AUT, Australia.

Diploma Hort (1984) Lincoln, Aotearoa New Zealand.

Integrated skills and knowledge

- Uniting and co-ordinating diverse communities of interest with specific recognised skills with Māori and Indigenous communities.
- Governance, team leadership, facilitation & strategic guidance nationally and internationally.
- Communication specialist; Asia-Pacific cross-cultural brokering, public speaking, and media.
- Strategy – business & organisation transformation.
- Education, extension and research in designing and maintaining productive landscape ecosystems and regional food economies from practice to policy, funding to implementation.
- Environmental auditing and certification systems.

I am regularly invited and speak to national and international audiences on sustainable resource systems, change management, organics and trade issues.

Awards and Recognition

- 2008 – IFOAM International Recognition Award – 'Service to International Organic Community'
- 2007 - World Association of Non-Governmental Organizations (WANGO) 2007 Humanitarian Award (team member Surf Aid)
- 2006 - OANZ Award, 'Developing National Strategy'
- 2006 – Distinguished Scholar, National Chung Hsing University, Taiwan.
- 2004 - Design Award, 'Create Your Own Eden' – Auckland Regional Council

A little about me...I:

- Live at Te Henga, Waitakere, with my wife of 33 years and two children, on a demonstration certified organic forest garden, 'Long Breath Farm'.
- Am an avid gardener, [surfer](#) and enjoy working in and developing of productive landscapes.
- Am passionate about NZ Inc and have dedicated my life's work to supporting and demonstrating eco-economic development & transition strategies.
- Write, read and actively engage in story-telling.
- Am committed to community – coach, manage, play and ref Ranui Swanson Football Club, support local initiatives and multiple young leaders nationally and internationally.
- Have done plenty of personal profiles over the years but find people most pay attention to Myers Briggs – mine is ENTJ / FJ. Or conversely, I'm a Leo /Dragon.

Skills Specific to the Role of Associate Director - Veracity Lab

The concept of veracity is core to my values. I am therefore excited to have the chance to be part of an international team that works to deliver a model of global excellence for New Zealand. I have recognised commercial expertise in delivering projects on time and budget with flare and a high level of entrepreneurial spirit.

I bring extensive international and national networks with recognised communication and applied skills to design, plan, deliver and monitor strategic projects that create lasting change. I have orchestrated and delivered multiple events at all scales from local 'in the field' projects through to national and international platforms including our own Parliament. I pride myself on being a team player and delivering measurable results. My leadership roles have been based on an accurate and creative reporting style and delivery, ensuring continuous stakeholder buy-in and wider interest through publications and social media.

My approach is based on a love of learning, systems thinking and critical theory with a strong technical background in applied sciences and design disciplines based in applied ecology. This along with 'on ground' up to date commercial experience, provides a unique ability to communicate the need to adapt to social and technical change. I am trained and understand the needs of media and the role public relations has in effective communications and project success. My style of communicating complex systems across a vast array of stakeholders is founded in participatory methodology and 'meeting people where they are at'. I use active listening and practical and 'real life' applied examples while simultaneously enabling those engaged to visualise a preferred future. To achieve this requires an in-depth understanding of the issues, a creative co-learning / evolutionary approach and an appreciation that humans and nature are inseparable.

For this position, the most pertinent example is that since 2012, I have championed the need for Aotearoa New Zealand to regulate the use of the term 'organic' – the fastest growing multi food sector in the world. The result is that the Organic Products Bill is now in its second reading before Parliament with the organic regulations and standards yet to be finalised. This required a high level of engagement from all stakeholders and multiple Government agency buy-in. I believe the timing therefore is perfect for Veracity Lab and I am strategically placed to deliver the Associate Director's role in providing strategic direction through technical, social, philosophical context and full stakeholder enrolment and engagement with the project's lead team.

The Organic Bill window would also enable Veracity Lab to pilot its capacity to deliver for the benefit of a wider digital future for Aotearoa New Zealand. Organic is inclusive of all class and cultures, covering every sector from community garden to corporate, domestic to export, traditional practice to recent entrepreneurship. Veracity Lab's intent and my values are aligned. My experience would help safeguard a high level of participation in the project, ensuring all steps in the process from design through to the engineering embrace human values and meaningful human control of a system the simultaneously develops societal and economic prosperity and the sustainable development of Aotearoa New Zealand and our planet.

It is my conviction that in doing so, Aotearoa New Zealand can go from being one of the last in the world to regulate organic (currently using an analogue modes of assurance) to creating a digitised system with harmonised metrics and thus becoming a world leader. A can be part of a team to help Veracity Lab enable this.

Key skill sets include:

- Forging relationships and developing uniting strategies under bold visions.
- Initiating, leading and managing participatory planning and extension programmes.
- Team leadership, facilitation & strategic guidance across multiple stakeholder entities.
- Developing lasting relationships with indigenous communities and specifically Maori.
- Education, extension and research thought leadership.
- Communication specialist; Asia-Pacific cross-cultural.
- Organic / natural / regenerative /polyculture farming and gardening specialist.
- Inspire, initiate and mobilise collective action.
- Ecological land use planning and design for sustainable development.
- Design, impact analysis and monitoring of projects.
- Big picture thinking, and down to earth action.
- Environmental auditing and certification systems.

Career overview

2008 - Present Managing Director, Buy Pure New Zealand

Buy Pure New Zealand™ is a multi-platform company focused on growing the organic sector through research and development, marketing, trade and training, advice and consulting. We work with the private sector, research, government and non-government entities. We are committed to the vision of New Zealand being a leader in sustainability and focus on delivering 'on ground', 'in field' family companies through to corporate entities access to some of the world's largest and fastest growing markets. We have developed and continue to build a thriving trading community of organic, natural and fair trade brands throughout the Oceania, Pacific Rim with a key focus on Asian marketplaces. We are committed to serving the Oceania region.

For over two decades, we have been building extensive networks to help create successful trading and research partnerships. As a result of this pioneering approach, we are recognised leaders in providing growth strategies and trade facilitation for sustainable New Zealand brands.

Role: We focus and work intimately with micro, small and medium businesses that adhere to the 100% Pure proposition. We develop and deliver pre, to and in market services from consultancy, advice and training. We then take that one step further by delivering full trade services to ensure both domestic and international trade relationships are long term, relationship based and deliver growth and maturity to all affected parties. We have also facilitated and delivered the last three national Organic Market Reports and are currently engaged in the 2020 one.

Key achievements:

- Delivery and execution of strategic plans that articulate vision, purpose, mission and quality products that result and deliver sales growth to over 40 companies
- Design, fundraise, delivery and engagement of international experts for the Organic Sector Market Reports since 2012 – three of these in parliament.
- Provide first time export trade to 20 NZ companies to three different continents.
- Create and deliver national distribution channels with full merchandising services to new business.
- Open and execute new international trade lines and routes to markets and destinations not yet realised
- Delivered 'Path To Market' Strategies to Australia, Taiwan, Korea and USA with NZTE
- Key partnership with NZTE's full suite of services which include: Regional Business Network, NZ and International Offices, whilst working with regional directors, research team, business development managers and beachhead advisors
- Partnering and delivering internationally recognised US Market leaders to deliver training programme (Hirshberg Institute) on how to enter the US Market. Secured key sponsors include NZTE, ANZ and FoodBowl.
- Facilitating global initiatives in NZ - International Year of Family Farming 2014 (decade to start from 2018)
- Sit on IFOAM Organic International's Standards Review Committee (2014 – present).
- Assist with new research initiatives.

2022 – Present Associate Director Veracity Lab

The Veracity Spearhead is a Science Challenge Fund project is a challenge to develop technologies that are needed to build secure, scalable, reliable, and resilient socio-technical approach that closes digital veracity blind spots at the transaction and interaction points within decentralised value exchange ecosystems. It is a collaboration from New Zealand universities and Crown Research Institutes, Māori and non-Māori businesses, cultural heritage institutions and the public sector.

Role: To develop an impact strategy with clear measurable outcomes and milestones resulting in a detailed pathway to impact. This comes about by facilitating outreach and engagement that bring together researchers, businesses, and the public. Specific skills are required to communicate with influence and clear explanation as to the new and novel science benefits to the media, the public, and affiliates via different professional communication channels.

Key Achievements:

- Engagement and influence across multiple ministries, politicians, scientists, primary sector, digital developers and other stakeholder groups.
- Deeper development with critical primary sector leaders.
- Engaging, enrolling and getting agreement from major primary sector to participate in a research programme.
- New and novel communication tools to assist in explaining Veracity and its opportunities.
- Developing a commercial project that involves digital developers, primary stakeholders (Winegrowers NZ) and the wider science community.
- Multiple webinars explaining the context and breadth Veracity technology has.
- Keeping the research team aware of the impact digital technologies are having on primary industries.
- Integrating mātauranga Māori throughout the project by engaging, enabling and utilising skills and attributes within the team.
- Creating a welcoming and hospitable culture.

2012 – Executive Chair (2012- 2015) / CEO (2015 – 2018) Organics Aotearoa New Zealand

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Organics Aotearoa New Zealand (OANZ) is the national voice of the New Zealand organic sector. Our member organisations include organic producers, processors, consumers, exporters and domestic traders.

As the organic sector's representative body, OANZ delivers leadership, coordination and advocacy at a national level.

Role: Since 2000 I have been instrumental in uniting the organic sector using participatory processes to deliver a single national voice. I facilitated the sector's strategy in 2003 and helped secure 1.3 million in funding from Government in 2005 for the establishment of a full Board and paid executive. I departed for a sabbatical in 2006. By 2012 the organisation was in collapse. I then resurrected the organisation, created an interim Board that is now a full Board to which I serve as CEO.

Key achievements:

- Leadership, development and guidance to New Zealand's Organic Products Bill.
- Development of national recognised body that includes the whole market segment from domestic to export agencies and deliver key messages to government.
- Engagement with Maori organic movement and assurance of its participation.
- Establishment of base strategy focussed on the regulation of the use of the term organic and a single national standard and mark
- Establish and maintain critical relationships with Ministers, Select Committees and Members of Parliament
- Forge relationships with key Ministry staff that affect and are affected by the growth of organic.
- Establishment and maintenance of a standards working group and technical team
- Design and delivery of three Organic Sector Market Reports in Parliament (2012, 2016 and 2018) with the 2018 one used to launch the Organic Bill.
- Regular raising of sponsorship (over \$200k since 2013) that includes corporates (ANZ, KPMG, Countdown, Foodstuffs, Zespri and lead organic agencies)
- Development of critical research questions and method for national and international markets with Nielson and NZTE
- Forging relationships with key primary sector agencies (Horticulture New Zealand, Wine Growers New Zealand Dairy NZ, Federation of Maori Authorities, Countdown and Foodstuffs – Beef and Lamb pending)/ Purpose to engage, enrol and share research and market opportunities.

1998 – 2008 Senior Academic, Sustainable Production Systems, Unitec New Zealand

Role: Lecturer in: Horticulture Practice, Soils, Industry Studies, Sustainable Design, Sustainable Land Management, Organic Systems, Indigenous Resource Knowledge, Integrated Studies through the Bachelor of Resource Management Degree program, and Diploma in Sustainable Horticulture and Certificate of Horticulture.

Key achievements:

- Team Leader and writer of Bachelor of Resource Management Degree Programme specialising in soft systems and multi discipline approaches to complex issues.
- Team member and co-writer of Diploma of Sustainable Horticulture specialising in integration of theory and practice.
- Director of Unitec Hortecology Sanctuary / Mahi Whenua, founded in 1998. Main responsibilities include strategic development, governance and financial management of an urban research /demonstration facility focusing on sustainable land management through low input systems.
- Research involved whole-systems integrated design that link traditional knowledge with leading edge science. This includes leading, designing and building examples that demonstrate preferred futures. Specific examples of his ability to integrate leadership, design, planning action and monitoring in research include:
- Applied Extension and action research methodology in how to transfer knowledge and change behaviour, included: Organic Aotearoa New Zealand's Organic Advisory Programme, Developing an Oceania Pacific network of Extension Education and Research practitioners.
- Waste Management: Managing urban waste, especially *putrescible* and green waste using state of art technologies. Collaboration with industry, local and regional government, and campus officials. *Research included: Disease suppression through compost*, Testing biodegradability of plastic bags,
- Urban Production: Moving cities and their edges from waste sinks to production focus have been a central theme of research over the last six years. A strong collaboration with non-government and government organisations, community groups. Research included: Community gardens / city farms, Swale design and function, restoration of rare and endangered plants, measuring value of food, forestry, aquaculture, crafts and human health
- Urban restoration and interface between ecostructures and infrastructures: Working collaboratively with other researchers to develop a theoretical framework which proposes that infrastructural design and management should enhance ecostructures not pollute them. Research includes:
- Designing, planning, implementing and developing monitoring tools for a 4hac certified organic peri-urban site, using watershed management and fowl / pig / perennial polyculture practices.
- Extensive publishing record stemming from 22 years old. Range from chapters in books reports, populist articles, press releases and scientific publications now developing a refereed publication portfolio.

Reason for leaving: Disestablishment of Department - redundancy.

1984 - 2008 Participatory Planning Facilitator / Educator / Landscape Ecologist Self Employed / Project Partner

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Role: From young age had deep interest in nature. Started work in forestry, moved to horticulture and apiculture and then field studies and extensive travel exploring traditional farming systems across Asia Pacific.

Other Key Projects:

- Initiator – community coordinator – driver. [Organic Products and Production Act 2023](#)
- Initiator – Advisor: East Asian Organic Forum. 2006 - present
- Founding Director – International Journal of Organic Systems <https://www.organic-systems.org/>
- [Team Leader Katiet Programme](#): Bosua Village, Mentawai Islands, Indonesia. Design, build and develop training programme. US\$250,000 annual budget with staff of 7. 2006 - 2008.
- Initiator – co-ordinator: Oceania Pacific Organic Forum 2006 – 2012.
- Team Leader: New Lynn [Sustainable Living Centre](#) design and implementation. \$75,000 budget. 2005.
- Team Leader: Tokanga and Falehanga Health Pilot Project. \$25,000 programme implementing 2005.
- Ka Mau Te Wero: Glenn Innes community development project. Sept 2002- January 2003.
- Te Puaha Economic Development Project. Involved in research and decision making process while highlighted impacts of decisions. Port Waikato. February 2002 – November 2002
- UNITEC campus watershed and eco-campus project. 2000 - 2005.
- Development and launch of Government funded [Organic Farm NZ](#) Participatory Guarantee system – budget \$550,000.
- NZ Organic eonation2020 national strategy. 1999 – present.
- Domestic Market Organic Certification – a need for Rural Reconstruction. For Soil and Health. Tauranga. December 1999 – June 2002.
- Organic New Zealand by 2020: For Soil and Health. Bowen House, Wellington. November 1998.
- Participatory Planning Facilitator ANZDEC New Zealand. Forum on Participation. For ANZDEC Consulting. Auckland. September 1995.
- Easter Island Smallholder Farming Systems and Development Project. For New Zealand Overseas Development Agency, Sulawesi, Indonesia. 1995
- Central Sulawesi Integrated Area Development and Conservation Project. For Asian Development Bank. Sulawesi, Indonesia. 1995.