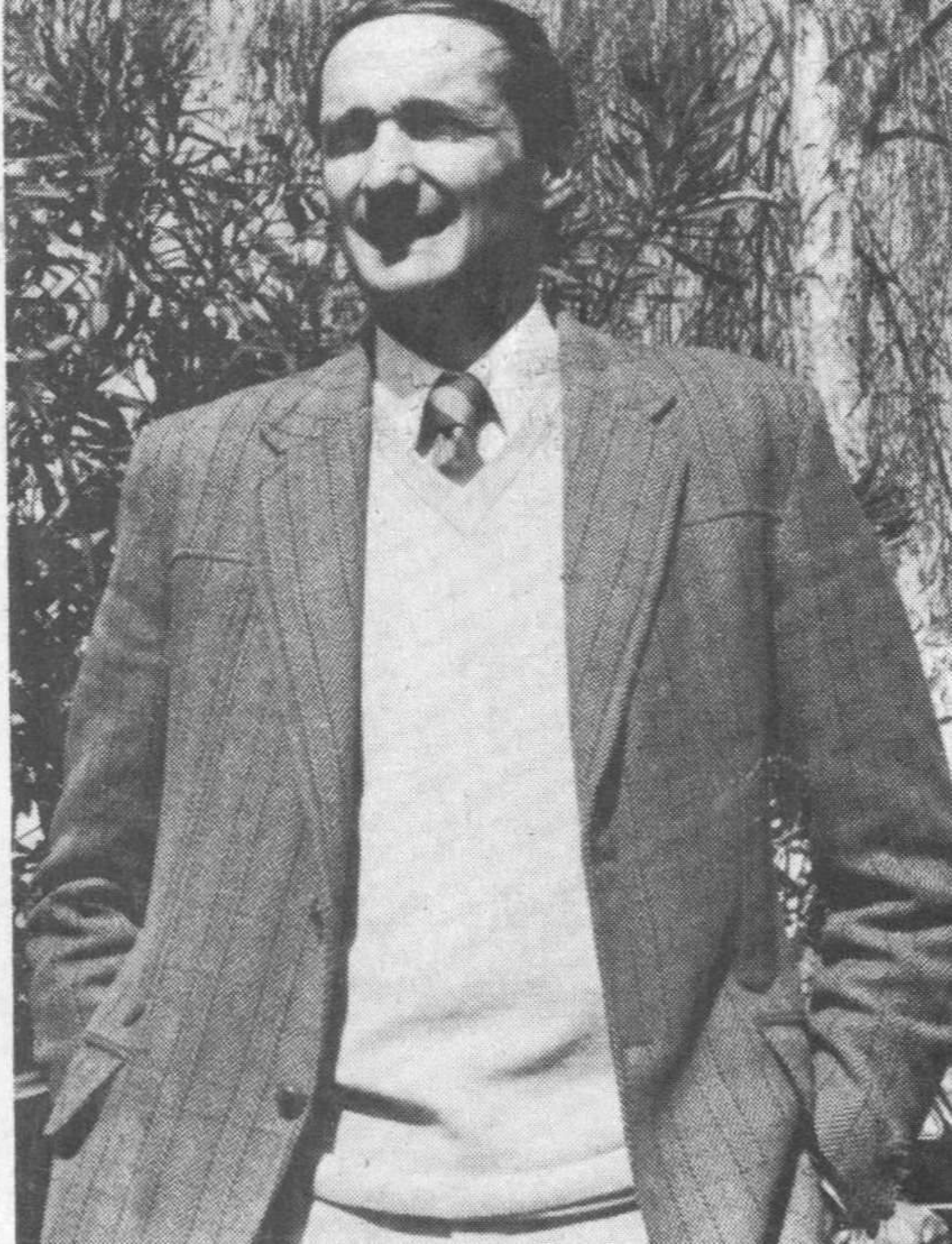


NEW FACES AT HBF



ALLY MacKAY, HBF's first Horticultural Manager, examines a nectarine blossom for signs of brown rot — and finds it. Ally earned his Bachelor of Agricultural Science degree at Massey University in 1967. He worked with the Department of Agriculture from 1966 to 1970 then joined the field research programme of ICI New Zealand Ltd. In 1978 he joined the NZ Fruitgrowers Federation in Hastings as Field Supervisor. He has his own Riverlea Orchards in Hastings, and writes a column on grapes and wines for the Hawke's Bay Herald-Tribune. The exploding interest in horticulture led HBF to create this new job. Ally reports to Mercantile

TONY WATT became HBF's first Forestry Manager on September 15. His office is in the Hastings Area Office. Tony had been Forestry Extension Officer with the NZ Forest Service in Christchurch since 1959. According to his boss, Mercantile Manager Jock McKenzie, "Tony will help farmers get the most from their trees in everything from before planting the trees down to getting rid of the product."





BRIAN CALLAGHAN (right) joined HBF on September 8 as Manager of Elm Products, Taupo, makers of Continental Swiss Foods (bierwurst, garlic sausage, kasseler, etc). Here he discusses the market with Brian Kelsey (centre), HBF Meat Marketing Officer, and Craig Hickson, consultant food technologist. There are 12 employees at Taupo. Though making good products, Elm Products had gone bankrupt. HBF bought the machinery and then decided to have a go at making it profitable. Now, says Brian Kelsey, "The company hopes to establish a strong North Island base, then move for export. If it works, we might establish a meat-cutting plant at Whakatu to handle meats for export."