

# Alterra Appoints Brett Heather as Chief Operating and Technical Officer

Alterra Ltd (ASX:1AG) (**Alterra** or **Company**) is pleased to advise that it has appointed experienced agribusiness professional Mr Brett Heather as Chief Operating and Technical Officer.

## Summary

- Highly experienced & respected agribusiness professional appointed to executive team
- Appointment adds capabilities in commercialisation of genetics, post-harvest management & retail engagement
- Alterra positioning itself to address opportunities in the avocado industry & continues advancing a pipeline of near-term development opportunities

Mr Heather has extensive experience in international retail supply chains (particularly in the UK and Australia), having worked with vertically integrated fresh produce businesses. His experience includes working for some of the UK's largest growers, packers and marketers of fresh produce including G's Marketing, Munoz (MM UK), Produce World and in Australia with the Costa Group.

He brings valued experience gained over 17 years in retail engagement, supply chain planning, marketing, on-farm agronomic developments, quality assurance, post-harvest management and product innovations. He has worked extensively with horticultural genetics programs, having developed strategies for the commercial rollout of genetics across numerous high value crops.

The appointment of Mr Heather to Alterra's Executive Team adds significant inhouse technical and retail expertise as the Company positions itself to develop a pipeline of near-term opportunities providing investors access to best-in-class assets and management.

## Managing Director Comment

Managing Director Oliver Barnes said, "Brett has extensive experience working in highly competitive customer focused retail environments supplying Marks & Spencer, Waitrose, Tesco and Sainsbury's in the UK and Aldi, Coles and Woolworths in Australia.

Alterra is particularly focused on positioning itself to address opportunities in the avocado industry. Brett's previous role in transforming the avocado category with one of Australia's leading retailers by driving cost efficiencies from field to fork, improving post-harvest handling and implementing technology to provide consumers a 'ripe and ready' product offering means his skills will be put to immediate use.

In the long-term Brett's unique industry relationships and insight to market trends will complement Alterra's executive team as we focus on our strategy of transforming underutilised land and water assets into the next generation of agricultural assets capable of supplying premium whole foods that consumers increasingly demand as part of shift towards plant-based diets".



## **Brett Heather – Professional Background**

Mr Heather has a Bachelor of Agribusiness Horticulture (Honours) from Curtin University Western Australia with an exchange year at the University of London (UK). Post-graduation he worked in the UK for 7 years amongst highly competitive global fresh produce supply chains, in an extremely customer focused environment supplying UK retailers. As part of that role he travelled constantly to approximately 18 countries in a quality assurance and procurement role, delivering technical innovation within the global fresh produce supply chain.

On returning to Australia in 2008, Mr Heather was appointed Group Technical Manager for Costa Group based in Melbourne, returning to Perth after 5 years as WA State Manager of Costa Farms. More recently he has consulted to a range of organisations including growers, marketers, industry groups and government providing insights into industry investment, genetics, post-harvest infrastructure, marketing and export development.

Yours faithfully,

**Oliver Barnes**  
**Managing Director**

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## **About Alterra**

Alterra is a developer & manager of investment-grade agricultural assets focused on unlocking transformational investments that drive sustainable growth and leave a positive social, environmental and economic legacy. The Company is focused on 'land use change' opportunities in Australia, developing underutilised land and water into the next generation of agricultural assets that are capable of supplying premium whole foods.

## **For further enquiries, please contact:**

### **INVESTOR & MEDIA ENQUIRES**

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