

## **Peter Visser**



Peter is a Key Account & Technical Manager at Key Industries, bringing 40 years of unmatched expertise in agriculture and horticulture. Regarded as a walking encyclopaedia, Peter is known for his ability to provide precise, actionable solutions to growers and retailers.

His blend of practical and technical knowledge comes from decades of hands-on work – three years managing orchards, 16 years in leading technical roles at Fruitfed, and 24 years at Key Industries. Peter’s expertise spans a wide range of disciplines: he advises clients on crop-specific needs, seasonal challenges, as well as the most effective pest and disease control methods and systems.

Innovation is the principle that drives Peter’s work – discovering superior products and methodologies. True innovation is a long game, the rewards often coming after years of experimentation. Peter understands the process.

“Everyone wants immediate success. I certainly do, but that’s not the nature of innovation. You build a platform of information and knowledge from so-called failures, and these unsuccessful trials become the basis for future success – a product that enhances crop growth, or one that thwarts a pest. It’s very satisfying when it happens, but you need resilience to get there.”

Peter’s other passion is solving complex problems. It’s why clients seek him out. They know he’ll pick up, and they expect he’ll find a solution for their problem. They also trust Peter’s integrity, his willingness to admit when he doesn’t know the answer.

“I’m always upfront about my knowledge gaps. Then I start researching to fill in the blanks. There’s almost always a body of work you can find that will unlock solutions. But you must be willing to dig.”

Off the clock, Peter enjoys anything that connects him to the land: hunting in the Nelson region, golf on his local course, and walking the family dog.

“I love my work, but I’ve learnt how important it is to keep things good at home. The job takes me out of town a lot, so I make things count when I’m back with the people I love.”