

Donna Daken



Donna Daken is a Key Account Manager and Technical Representative at Key Industries, supporting growers, resellers and urban pest controllers across the Lower North Island and East Coast. With over 25 years in the horticultural sector—including a long tenure with Fruitfed Supplies, part of PGG Wrightson—Donna is known for her practical mindset, direct style, and relentless focus on helping people and growers succeed.

While her passion lies in vegetable production, a sector she believes deserves more recognition, Donna also works across a range of export crops, including apples, grapes, and kiwifruit. She provides hands-on support – everything from pest issues to crop protection strategies and long-range product planning.

A strong advocate for integrated pest management (IPM), Donna promotes the use of soft chemistry options and pheromones wherever appropriate. This reduces resistance risks, protects beneficial insect populations, and supports sustainable production practices.

Donna is also certified in urban pest management, expanding her capability to support a wide range of pest control needs across both rural and non-rural environments. In addition, she has a keen interest in personal respiratory protective equipment and is a qualified fit tester. She helps customers select and fit the correct respiratory mask for the tasks they undertake—ensuring both safety and compliance in demanding environments.

Donna enjoys site visits and working through tailor-made solutions in a positive, pragmatic, and practical way—helping to tackle challenges before they grow into bigger issues.

In her spare time, Donna enjoys CrossFit classes, walking her dog, and heading off on a good road trip—whether around New Zealand or abroad.