

DISPATCHES

TALKING HEADS

—Australia



Gilad Sadan Navi Co

MELBOURNE—The capabilities of modern technology mean Gilad Sadan can operate his fresh produce marketing consultancy from virtually anywhere in the world.

Can you give us a brief overview of your current position in the fresh produce business and the roles you have held previously?

GS: I am the managing director of Navi Co, a fresh produce marketing consultancy. I offer services and tools to the produce industry to create engaging brands and innovative ways to market produce, using packaging as the vessel to tell a story about the product.

How did you first get into the fresh produce business?

GS: In 2004 I started working for a Brisbane-based plastic packaging manufacturer. A large portion of the products were for produce packaging. They included products to pack strawberries, cherries, tomatoes, apples, leafy mixes and salads. Through my sales work I travelled across Australia and saw hundreds of packing sheds, where I observed how packaging worked in conjunction with other packhouse equipment. This gave me an insight into how to create an efficient pack-

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ing line and what to avoid. In 2015 I decided to start my own company that could offer the right services to growers, packhouses and produce marketing companies, taking a product from a concept level to a product that sells and goes into your shopping trolley.

What is your proudest achievement in your work in the business?

GS: A project I recently brought to fruition for a large table grape grower-marketer. The packing line automatically de-stems over a tonne of grapes per hour, washes the grapes clean and packs them into convenient 150g ready-to-eat punnets at a production rate of over 100 punnets per minute.

Can you describe your typical day-to-day schedule?

GS: I am very fortunate to have a flexible schedule that enables me to work from my office, or my client's office, on the farm or during a business trip overseas. I love the fact that with a good laptop, phone and WiFi these days you can be anywhere in the world.

What do you love in particular about your job, and what, if anything, would you change?

GS: I love marketing. I love packaging. I love using packaging well to

sell a story. I love the creative side of the role and feel that I am expressing my creativity through the projects that I put together. I love working in a collaborative environment and encouraging the people I work with to express their ideas and concepts with as much passion as I do. I wouldn't change a thing really.

How much fresh produce do you consume and where do you shop for it?

GS: I consume about two pieces of fruit a day and three to four servings of vegetables per day.

What do you do to unwind after a tough day at work?

GS: I love playing with my young kids and laughing with them. I read them stories before they go to bed. I then spend time with my wife and we talk about our days over a nice dinner.

What is the best piece of advice you've ever received?

GS: During my first strawberry season in the industry I heard this piece of advice from a strawberry grower: "You have two ears and one mouth. Use them in proportion." The art of listening helps me gather insightful information that enables me to help the customer and their business. 🍓