



**Graham Young,  
Westfalia Group Global Category Management Executive**



Graham has more than 34 years' experience within the fresh produce industry. He specialised in potatoes for 13 years, helping to build a start-up company into the UK's largest potato company before moving onto semi-exotic vegetables in 2000 as Managing Director of Barfoots of Botley.

Graham joined Westfalia Fruit UK in early 2011 and drove the growth within the business exponentially across a range of retail and foodservice customers. Westfalia Fruit UK remains the market leader for avocados in the UK. In 2014, Graham was appointed Executive Manager for Westfalia Fruit Europe. In 2016, Graham initiated Westfalia's fruit farming activities into Europe with the first avocado orchard planted in Portugal as well as supporting the development of the Group's commercial and farming operations internationally.

More recently Graham also heads up the Westfalia Value Added Products Division across the Westfalia global operations, developing the product range to successfully utilise whole fruit including guacamoles, avocado oil, mayonnaise, sauces, purees and gelato.