



**Zac Bard,
Global Category Management Executive**



After completing his MBL, MLA and MSc Agric, specialising in avocados, Zac started his career at the South African Avocado Growers Association.

He joined Westfalia in 2000 with the establishment of Westfalia Marketing. He was involved in taking the company to new territories, such as Kenya, Tanzania and Zimbabwe and spearheaded the further development of the South African avocado market in 2008.

Zac was appointed as an executive in 2012 and has been part of the company's growth in many new territories such as Colombia, Burkina Faso and Mozambique.

Zac was involved in founding the World Avocado Organisation (WAO), which aims at increasing avocado consumption in markets outside of the USA. He was appointed as the Chairperson of WAO in 2018 and serves in this role currently.