

# Food & Fibre Gippsland Inc.

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**Food & Fibre  
Gippsland**

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31/05/2023

Dear valued Food & Fibre Gippsland stakeholder,

The Board of F&FG is delighted to announce that Ben Gebert, General Manager at F&FG will assume the role of Acting CEO following the departure of current CEO Nicola Pero.

Nicola is leaving to work in the private sector, after three and a half years as CEO. The board wishes her every success in her future endeavours and thanks Nicola for her commitment and leadership as she steered F&FG into the significant regional peak body that it has become.

Board Chair Barry Rogers believes that Ben has the skills and capabilities to further develop FFG to become a major institution for the development of the Agri sector in Gippsland and a major policy influencer at the state and national level.

Barry said, *“Our aim is for a smooth transition and to continue the organisation’s growth during difficult times that are impacting members and stakeholders in all parts of the food and fibre value chain – from growers to retailers and all in between.”*

*“The Board has carefully considered the options as to who can lead F&FG into the next phase of its development and strongly support the appointment of Ben in this transition period. As part of the review process the Board will consider the strategic direction for the organisation over the next six months and consider the best organisational structure that can be put in place to support the industry into the future.”*

Ben and Barry spoke on Friday evening last week and Ben enthusiastically accepted the offer. *“I feel distinctly honoured to be commencing the role of Acting CEO following Nicola’s departure, and heartily wish Nicola all the best for her future endeavours”*, Ben said.

*“Since joining F&FG in 2019, I have seen our organisation evolve into one that plays a unique role in representing and supporting many levels of the \$7B regional food and fibre value chain in the Gippsland region (and beyond). Our growth and breadth of representation has been enabled by equal parts visionary leadership; the passion of our team; and having the right people in our corner. I look forward to working alongside our passionate, capable team, and in collaboration with our many valued stakeholders to ensure F&FG continues to contribute to the prosperity of our industry and communities”.*

The board re-iterated its thanks and appreciation of Nicola’s work.

Ben commences his new role from 1 July 2023.

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Nicola Pero  
CEO, F&FG