



## Bledisloe Medal

### Michael Barker

Michael Barker has made an outstanding contribution to the fields of business, marketing, manufacturing and horticulture in New Zealand and internationally. As a proud Lincoln alumnus, he has brought credit to the University through his successes, hard work and contribution to the local economy.

As CEO and now Chairman of Barker Fruit Processors Ltd, he developed a small family fruit winemaking business into a nationally recognisable icon and business, making world class jams, chutneys, syrups, and condiments. Barker's now employs over 270 people and has become market leader in multiple categories. Anathoth Preserves joined the business in 2007 and all manufacturing takes place near Geraldine on a corner of the old family farm, making over 600 products from more than 1000 ingredients.

He obtained a Bachelor of Horticultural Science degree from Lincoln University in 1980. He approached his Lincoln marketing lecturer, Michael Mellon, and asked for help to create a business plan for Barker's. Together, Mellon and Barker developed a business strategy beginning with locally pressed blackcurrant juice that led Barker's to become, firstly a New Zealand, and then Australasian leader in processing fruit into grocery, bakery, foodservice

and ingredient products. It has won numerous food industry and business innovation awards. His strategy was always to innovate to create great tasting foods and food solutions.

In 2015 Barker's sold a majority stake to family-owned French company Andros, with Michael Barker retaining a shareholding in the business and remaining as Chairman. The alignment with Andros has provided Barker's with much needed international connections including technology transfer and export opportunities and will enable Barker's to continue to flourish as an iconic New Zealand food producing company.

In 2019 he opened a Geraldine site for the new Barker's Foodstore and Eatery and developed the former Anglican vicarage for boutique accommodation. Speaking at Barker's 50th anniversary celebrations via video message, New Zealand Prime Minister Jacinda Ardern and French ambassador Sylvaine Carta-Le Vert both commented on Michael Barker's innovation, ingenuity and hard work as being keys to the business' success.

**Michael Barker is a worthy recipient of the Lincoln University Bledisloe Medal.**

Professor Grant Edwards  
Vice-Chancellor

Bruce Gemmell  
Chancellor