

JANE LOVELL

Director | Freshcare

Chair | Freshcare Steering Committee



Jane Lovell began her career as a plant pathologist, undertaking research into post-harvest diseases affecting export horticulture. She went on to work across vegetable production, packing and international supply chains before specialising in the development of practical quality assurance systems for primary producers. As Managing Director of TQA Australia for more than a decade, Jane helped businesses across the supply chain implement practical food safety, quality and environmental assurance programs.

Jane is Chair of the Freshcare Technical Steering Committee and has held numerous executive and board roles across the not-for-profit, corporate and government sectors, including leadership roles with industry peak bodies across primary production. She has worked across horticulture, dairy, grains, forestry, grazing, apiary, wine and fisheries, and throughout the supply chain from primary production to processing and export.

Her work has consistently focused on translating complex technical, regulatory and market requirements into practical systems, building collaboration across diverse sectors, and championing the needs and potential of primary producers.