

ZARMEEN HASSAN

National Manager - Biosecurity and Extension | AUSVEG



Zarmeen is a driving force behind simplifying and improving on-farm biosecurity in the vegetable industry. She leads the Biosecurity and Extension team at AUSVEG, the Peak Industry Body for Vegetable, Potato and Onion Growers, to build a prepared, robust and resilient industry that can sustain in the face of increased challenges, including plant health, food safety and sustainability. She represents the industry on the Emergency Plant Pest Response Deed and works with vegetable farmers to elevate biosecurity measures on farm and enable the industry to navigate and mitigate biosecurity threats and incursions. She brings a wealth of experience across industry and the private sector to her work, having worked across a range of industries including vegetable seeds with Monsanto / Bayer, and the fast-moving consumer goods industry with roles in FrieslandCampina, Reckitt Benckiser and Coca-Cola. Her work spans engagement across government, research, RDCs as well as grassroot level engagement to deliver powerful outcomes for growers and industry and she represents the Australian vegetable industry on numerous industry and government working and advisory groups.

Critically, Zarmeen develops and establishes frameworks to foster change and enable effective and efficient adoption of best practice. She is an expert in knowledge brokering from subject matter experts to farmers and from farmers to policy makers ensuring that the agriculture sector is empowered for success.

She combines technical knowledge on farm health and biosecurity, a passion for sustainable food production, and an absolute drive to support farmers and industry to bring powerful solutions for a robust industry.