



John McGillivray
Agri Services Business Manager



Wilmar

Project Catalyst Major Sponsor

Garry Mulvay, Executive General Manager Wilmar Bioethanol
John McGillivray, Agri Services Business Manager



Precision application.

“The global market realities are increasingly demanding higher standards of stewardship in agricultural supply chains. We embrace those challenges and responsibilities.”

Why are you interested in innovation in agriculture & how important do you believe innovation is for the future of this sector?

Productivity enhancements through sustainable practices is essential for the future of the sugarcane industry and its stakeholders.

Innovation suggests finding better ways of doing things. Wilmar is intimately associated with production and processing of sugar.

There are significant benefits for us and our stakeholders, of finding better and sustainable methods of producing and processing sugar and of raising productivity of the industry as a whole.

Why have you chosen to be involved in Project Catalyst and what benefits do you perceive?

Wilmar is a vertically integrated sugar business, operating along the length of the supply chain.

The global market realities are increasingly demanding higher standards of stewardship in agricultural supply chains. We embrace those challenges and responsibilities

Project Catalyst seeks to bring together stakeholders who share interests in sugar production and

environmental sustainability. Wilmar seeks to contribute and learn from its involvement with Project Catalyst and fulfil its responsibilities as a significant player in the Australian sugar industry.



GPS Tracking.

