

Peter Crane

Director



Influenced by a rural upbringing & tertiary qualification in Agri Science, Peter Crane GAICD has a personal understanding and passion for the issues surrounding agriculture and farming. He is committed to help drive the sector forward to the mutual benefit of society and industry.

As Executive Director of Food Futures Company, Peter is an experienced leader with a rare combination of senior strategic roles spanning the Food and Agricultural Industries. He has a proven ability to design and lead R&D programs and teams that facilitate concept generation through to commercial delivery in multiple industries, most recently in food. Collaborative by nature, Peter has an active, diverse, and relevant network, with many productive and mutual relationships at a senior levels in both corporate and government entities.

Peter has a track record of inspiring organisations, teams, and individuals to excel and combines honesty and loyalty, with high levels of personal integrity.