

60-SECOND INTERVIEW

Sixty seconds with ...

Trevor Howard



Trevor Howard, MD
Fabcon Food Systems

Trevor has travelled extensively throughout the world and has a wealth of experience in food handling and processing. At Fabcon, Trevor looks after the sales and marketing activities as well as taking care of business management. His experience with turnkey projects and application knowledge is a result of 40 years in the food industry working with major international companies.

Describe yourself in three words.
Engaging, enthusiastic, honest.

How did you get to where you are today

Four things: 1. ambition; 2. the love of a challenge; 3. having a can-do approach; 4. being forthright.

What does a typical day look like for you?

There is always something to concentrate the mind. At the moment it is keeping the wheels turning. Normally, it's making sure they are well oiled and our staff and customers are feeling valued.

What's your biggest professional achievement and what made it so special?

It was winning the Barclays Entrepreneur Award in 2018. I was delighted to accept it on behalf of the company because it was a confirmation of the dedication from the whole team at Fabcon.



What is the most satisfying part of your job?

Delivering what we have promised. Seeing our systems work for clients, which gives them the benefits they expected.

What are the biggest challenges you are facing as a processor?

Covid-19 and the difficulties that brings. Not having face to face

meetings – and hoping that Zoom, Teams and WhatsApp don't drop out when the crisis is over.

Do you think coronavirus will lead to greater adoption of equipment to automate processes?

The whole world will, and must, behave differently. Automation can be brilliant, but realistically you need knowledge and experience to make anything work.

What have been the highlights of the company's history?

- Our growth rate and profile
- Our penetration of the global market
- Our ability to react to new challenges.

What is your pet hate?

Laziness.

Give us a prediction for the food industry over the next 12 months?

People need to eat and companies need to keep investing in new technology to reduce costs by improved efficiency.

Tell us something about yourself that few people know?

That's for my wife to tell you about!

How do you relax?

Not sure how you spell that. **F&D**

