

## MEDIA RELEASE

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# New corporate branding unveiled for Alliance ahead of roadshow

Alliance Group is marking the next stage in its transition into a food and solutions company with the launch of a new corporate identity ahead of the co-operative's annual farmer roadshow.

While the name does not change, the new branding focuses on the strong connection that Alliance Group, New Zealand's only 100 per cent farmer-owned major red meat co-operative, has with its farmer shareholders. It reflects the growing demand from consumers who want to be directly connected to the farm and know where their food comes from.

Alliance Chief Executive David Surveyor said the new corporate identity celebrates the co-operative's proud history and highlights its evolution from its beginnings 70 years ago.

"Alliance is globally-trusted and a great name. It speaks to farmers coming together. The company was established by a group of like-minded farmers who saw that unity and common purpose were strengths and owning greater parts of the value chain made absolute sense. Today, we continue that by expanding this vision even further.

"Over the last three years, we have been evolving. We are not just a great livestock processor, but also a world-class food and solutions co-operative.

"Alliance is building on its history and there is so much to be proud of. We are leveraging our farmer relationships and processing expertise and connecting more directly to consumers.

"That's why we chose the farm gate because the in-built 'A' is a simple, effective representation of the 'direct from farmer to consumer' philosophy. It is symbolic of the incredible hard work of farmers, and our people, environmental sustainability, farming practices and skill that go into all of our produce.

"Our farmers produce quality free-range grass-fed natural lamb, beef and venison in beautiful environments where the animals are a reflection of the way they are farmed. Our farmers love what they do and have a deep affinity with the land. They are proud, and so are we, of producing food for people across the globe."

Alliance is determined to lead the world with an increasingly differentiated portfolio of lamb, beef and venison branded products, said Mr Surveyor.

“World-class produce starts from the farm. Alliance is about taking New Zealand’s best farmers’ produce to global markets. Our job is to ensure a strong connection between farmers and families from all over the world that choose our food.

“The key is using our strengths, our unique produce from this unique land and matching it to the needs of consumers around the world. Consumers want to know the provenance of their food and the values of the people behind their meal. They want to know what makes our produce different and worthy of their investment.”

Alliance is investing in the global food services sector, which demands the differentiated needs of chefs are recognised and catered for, he said.

“Servicing this sector, along with premium retail, requires integrated sales, marketing, processing and distribution. It also means truly understanding the end customer, chefs and the entire service chain along the way.

“We are also committed to embracing innovation across the value chain from on-farm practice, traceability, processing techniques and engaging our customers.”

Mr Surveyor said Alliance’s employees are playing a vital role in the evolution of the co-operative.

“They embody the co-operative spirit, the ethos of working together, and with farmers, to build the customer experience.”

The annual roadshows begin in Cheviot on 24<sup>rd</sup> September and end in Akaroa on 26<sup>th</sup> October. Shareholders, suppliers, rural professionals and anyone interested in the co-operative are invited to attend.

**ENDS**

## **NOTES TO EDITOR**

Alliance is a co-operative owned by more than 4,000 farmer shareholders and exports lamb, beef, venison and co-products to customers in more than 65 countries.



**For further information, contact:**

Chris Bristol

Telephone: 027 202 2737

Email: [chris.bristol@alliance.co.nz](mailto:chris.bristol@alliance.co.nz)

Sam Halstead

Telephone: 027 474 6065

Email: [sam@latitudesc.co.nz](mailto:sam@latitudesc.co.nz)

## ALLIANCE GROUP ANNUAL FARMER ROADSHOW SCHEDULE - 2018

DATE	TIME	LOCATION	VENUE
Monday, 24 September	1.30pm	Cheviot	Cheviot Rugby Club Rooms
Monday, 24 September	7.30pm	Culverden	Culverden Area School Community Hall
Thursday, 27 September	1.30pm	Darfield	Darfield Recreation and Community Centre
Thursday, 27 September	7.30pm	Ashburton	Ashburton Trust Event Centre
Monday, 1 October	1.30pm	Masterton	Copthorne Hotel and Resort
Monday, 1 October	7.30pm	Dannevirke	Dannevirke Services and Citizens Club
Tuesday, 2 October	1.30pm	Feilding	Coach House Museum
Tuesday, 2 October	7.30pm	Taihape	Taihape Golf Club
Wednesday, 3 October	1.30pm	Blenheim	Marlborough Convention Centre
Wednesday, 3 October	7.30pm	Nelson	Moutere Hills Community Centre
Thursday, 4 October	1.30pm	Fairlie	Fairlie Golf Club
Thursday, 4 October	7.30pm	Waimate	Waimate Event Centre
Monday, 8 October	1.30pm	Kurow	Kurow Rugby Club
Monday, 8 October	7.30pm	Palmerston	Ardleigh Golf Club
Tuesday, 9 October	1.30pm	Lee Stream	Lee Stream Community Hall
Tuesday, 9 October	7.30pm	Balclutha	South Otago Town and Country Club
Wednesday, 10 October	1.30pm	Heriot	Heriot Community Centre
Wednesday, 10 October	7.30pm	Gore	Longford Function Centre
Thursday, 11 October	1.30pm	Tokanui	Tokanui Golf Club
Thursday, 11 October	7.30pm	Winton	The Top Pub (Commercial Hotel)
Wednesday, 17 October	1.30pm	Omakau	Matakanui Rugby Club
Thursday, 18 October	1.30pm	Mossburn	Mossburn Community Centre
Thursday, 18 October	7.30pm	Tuatapere	Waiau Town and Country Club
Friday, 26 October	3.00pm	Banks Peninsula	Akaroa Golf Club