

MEDIA RELEASE

17 April 2019

Alliance Group welcomes New Zealand Food Basket

Leading food and solutions co-operative Alliance Group has welcomed the launch of the New Zealand Food Basket in China.

Alliance Group, alongside 17 of New Zealand's most respected food and beverage exporters and brands, have launched New Zealand Food Basket Ltd in a landmark partnership with e-commerce giant Alibaba.

A select basket of premium New Zealand products including Alliance's Pure South lamb, beef and venison will be available on Alibaba's first Country Pavilion flagship store on the Tmall Fresh e-commerce platform.

David Surveyor, chief executive of Alliance Group, said: "This exciting development will directly connect affluent Chinese consumers with our grass-fed natural Pure South lamb, beef and venison.

"This represents another step in the delivery of our strategy that seeks to capture more market value and return it to our farmer shareholders.

"It will also serve to further strengthen our presence in China, a market Alliance Group has been working in since the mid-1990s. We are the largest exporter of New Zealand lamb to China.

"As New Zealand's only 100 per cent farmer-owned major red meat co-operative, we are committed to further strengthening our relationships in China and wider Asia to deliver value to our farmer shareholders."

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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.

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