

Customer Profile.

Shires Fruit and Vegetable Market



Suresh Patel, MG's Willie Little and Peter Patel



Suresh and Peter Patel

Knowing your stuff and good old-fashioned customer-service never go out of fashion; in fact, they are probably the two most important things to the long-term survival of any business.

That's the advice from the current caretaker of a family business that has been operating in the fruit and vegetable industry for near-on 100 years. And the hordes of discerning customers queuing for the premium produce that lines the store and the shop-front pavement is clear testament to the truth of this mantra.

Suresh Patel co-owns Shires Fruit and Vegetable Market in Dannevirke with his wife Nayna and elder brother, Peter. The small family business established by Chibba Pancha Patel (Bill Shire) on the High Street of the Hawkes Bay town in 1922 has been passed down through the generations. Bill's son, Chuni, joined him in the late 1940s and Peter and Suresh would then repeat the winning father-son combination when they joined Chuni in the business in the 70s. With each change in guard, the brief has been to nurture the success to date and build on that for the next generation.

Not only has the horticultural industry changed dramatically since the business opened its doors 97 years ago, so too have the fortunes of the small rural service town that is home to the Patels. Yet the business has thrived in the face of economic downturn and sometimes fierce competition from other merchants - including the large supermarket chains - to become one of the most successful small businesses in the industry.

The single biggest challenge to the survival of the business over the years has been how to remain relevant to an increasingly astute consumer.

From the time the doors first opened, the family has placed enormous emphasis on product quality, on product knowledge and keeping abreast of consumer trends. And they have worked relentlessly to marry all three.

"Customers today are very aware of what they're buying and they expect you to be even more aware," says Suresh. "We'll often have customers in the shop googling a particular product before they buy it ... so they know what qualities they should be looking for, what fresh looks like, when it's best eating, or how they should cook it," says Suresh.

"Forty years ago, no one ate broccoli and you'd be hard-pressed to find it but now it's a dietary staple to the point where we're selling more

broccoli in a week than we are potatoes - habits have changed and people have become more adventurous in what they put on the table and we need to be across that and up to speed with the next best thing."

But product knowledge doesn't stop at knowing what vegetable is what, or what fruit is in season, or when or how best to cook it. Knowing how to select and handle the produce, and knowing the optimum time to put it on the shelf, is equally as important.

For the Patels that is, in part, about personally selecting the produce they sell to their valued customers.

"We make three trips to MG in Palmerston North each week and buy directly off the floor, and make regular trips up the Bay to buy direct from growers. I personally sight upwards of 95% of the produce that we buy, before we buy it. We need to know that what we're putting in front of our customers is the very best ... and they trust us to do so."

"And then it comes down to timing," says Suresh. "You take the line of peaches currently available ... the sugar levels are good but they're still hard at the moment ... it's about knowing at what point to take them out of cool storage so that you're presenting the customer with the optimum

sweetness and eating experience without compromising the shelf-life."

With the family having been so prominent in the town for such a long time, they know just about everyone who has lived, and currently lives there. The Patels have long contributed to the community through their involvement in, and generous support of, business, sporting and cultural organisations within the area. The strength of the relationships the family has built up across many facets of the community is both well recognised and well respected and undoubtedly positively impacts the custom the business receives.

According to the Patels, you never stop learning and you never stop caring. As soon as you do, your business is vulnerable and it's a slippery slope from there. The town and the industry will watch with interest as the family reveals how they'll keep the business relevant for the next one hundred years.



Grower Profile.

Ye Olde Berry Farm



Peter Molloy and MG's Brett Reid

In business, changes often occur as part of a natural evolution.

Pieces of the puzzle come together over time to refine – or redefine – an existing process or method. Sometimes the light goes on simply from being in the right place at the right time, but more often than not it's a matter of striding down there and lighting the damn thing yourself.

Nestled in the heart of the Waikato, Ye Olde Berry Farm is home to Peter and Debbie Molloy. They run their successful berryfruit business with partner, Michael Jiang. Originally an outdoor operation, the business has undergone massive change in recent years, and both by design and by necessity, has seen it avoid the path of an impending motorway and paved the way for a new partnership and an innovative enterprise pioneering the protected cropping of berryfruit in New Zealand.

Having stumbled into the horticultural industry as a 17-year-old fresh from his parent's dairy farm, Peter Molloy now wears four decades of experience on his sleeve. Getting his start with an apprenticeship in horticulture and gardening, he discloses a brief period as a landscaper before moving to what he cheekily dubs the "dark side" of commercial horticulture in 1985. The late 90's saw him venture out on his own with his wife Debbie and two children, Shayna (26) and Jayden (24), along for the ride. The family's wealth of knowledge has provided a solid foundation for the recent development of the property whereby the business has undergone a complete revolution in the space of a few short years.

"We had been an outdoor berryfruit operation and while we thought we were doing ok, we weren't making a hell of a lot of money...while we could turn over a lot of money, for every \$10 we made, we spent \$9. We knew it wasn't sustainable to keep running the business like that and we may as well go and find a new career and do something else" says Peter.

The added complication of a proposed new motorway that ran straight through their property effectively left the Molloy's nowhere to farm, making change a necessity.

2015 saw Ye Olde Berry Farm partner with Matangi Berry Farm, extending the Matangi site by three hectares and developing the property around a new production model. "We found that there were opportunities to purchase genetically superior varieties of fruit and we moved to protected cropping and hydroponic systems which, while capital-intensive, provide a better return long-term" says Peter. This move had multiple benefits, including the ability to spread production out over 20-26 weeks as opposed to six to eight weeks per annum.

While protected cropping is relatively new to the domestic market, the initiative is growing in New Zealand. Peter estimates the current 20 hectares of protected soft berryfruit crop found across the country will expand to several hundred hectares within five years. He explains that this change in methodology is simply a response to market demand, "consumers want an extended period of supply...as they get used to a product that is superior in quality, taste, size and price, they will want more of it and they'll buy it from those growers who can deliver".

The results speak for themselves. Prior to the development Peter harvested 12.5 tonne of raspberries per hectare; these days he harvests 35 tonne per hectare, saying "of the 12.5 tonne, half of that was harvested in a two-week period, whereas now that 35 tonne is spread out over 20 weeks. This means we don't have huge labour bills over times of peak supply and we don't have unskilled, untrained labour; we can train and retain that workforce".

People are at the heart of the business and it is clear that Peter places great importance on the development of his staff and in ensuring the business is a sustainable model for his employees. This ethos of sustainability goes beyond employer responsibility. Priority is given to the use of fewer chemicals in the growing operation and a desire to be "as close to organic as a hydroponic system allows".

Peter credits MG Marketing as a key relationship in his success, saying "it's the person who picks up the punnet that pays our wages". Aside from the family-operated farm gate sales, 100% of Ye Olde Berry Farm's fruit is sold through MG Marketing. Peter acknowledges that MG always puts quality and taste first and foremost, and has the grower's best interests at heart. "We're working hard and I know MG is working hard with us".

While it seems somewhat contrite to ask Peter "what next", he admits that once the development is complete in May this year he hopes to be able to take a breath and enjoy the business in its new, sustainable form. With his son, Jayden, managing a berryfruit farm in Tasmania "four times the size" of their home patch, and daughter Shayana paving her own way in the big smoke, Peter is deservedly proud of the legacy he has created.



35 tonne raspberries per hectare



Peter Molloy with Michael Jiang

GDA Update.

GDA proves a valuable tool

With a majority of growers now actively using MG's Grower Delivery Advice (GDA) web portal, and well over 70% of all produce currently supplied being pre-receipted online, the GDA programme is well-established and growers are already reaping the benefits.

The GDA is an internet-based system, that allows consignments to be logged electronically with a MG branch, ahead of the produce arriving. The GDA is customised for each grower and includes a full range of products normally supplied to MG. Once a consignment advice has been created and confirmed, an office copy can be printed, along with a copy to be despatched with the produce. Any changes made by MG will be automatically emailed back to each grower providing an efficient audit trail.

Reports from the field have been glowing. Growers are finding the system a far more efficient way of reconciling consignments, crates and pallets as well as dealing with any anomalies. Being able to access their full history of consignments online at any time has proved hugely beneficial to growers when forecasting and planning for the future.

Shirley Hiscock of Panmure Orchards, Cromwell, says The GDA has revolutionised a large part of the administrative side of the business.

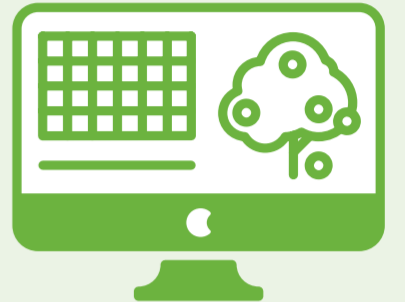
"It's fast, it's efficient, and importantly, it gives us a record that we can go back to and use as input into some of the future focussed decisions we're making in our business".

Other growers echo this sentiment ...

"I absolutely love the new system!!! It is great to use, easy to change crates, pallets etc. and has saved so much time in the mornings for me! And is much easier than other markets' systems," says Sue Wood of Turiwiri Produce, Dargaville.

The MG procurement and sales team, too, have found the GDA particularly useful for understanding what produce is due to be received from growers; making it easier to forward-plan and ensure faster, more efficient sales.

MG is encouraging all growers to be actively using the GDA web portal and enjoying the benefits of the system as soon as possible. If you would like to know more about the roll-out or wish to discuss how the GDA programme could benefit your operation, please contact Ian Reisima from MG's procurement team on 021-749-644.



The 5+ A Day Charitable Trust Celebrates 10 Years Of Helping Kiwis Eat More Fruit & Vegetables

A decade has passed since the 5+ A Day Charitable Trust was launched to help encourage us all to eat more fresh fruit and vegetables.

The message is simple – eat at least five servings each day to help maintain good health – but one which requires ongoing promotion and education to ensure New Zealanders of all ages understand the importance of healthy eating.

We're fortunate to live in a country where fresh, delicious, seasonal produce is always available and the 5+ A Day Charitable Trust, with support from founding industry organisations such as MG Marketing is proving to be an effective way to help increase consumption.

The 5+ A Day logo now appears on over 600 packages and promotions while independent research shows 94% of household shoppers are aware of 5+ A Day (up from 82% in 2012). Around two thirds of household shoppers with children eat at least two servings of fruit, and three or more servings of vegetables, per day.

But there is still plenty of work to be done. According to a 2017 Ministry of Health survey, only 40% of the general population eat five or more servings a day (up from 36% in 2013).

The 5+ A Day Charitable Trust is focusing on a range of different initiatives to connect with people in schools, workplaces and online, to boost consumption even further.

A dedicated education website (www.5adayeducation.org.nz) is well utilised by

schools around the country and the 'Growing and Learning with Fredge and 5+ A Day' is the most widely used resource amongst Early Childhood Education providers.

The consumer website (www.5aday.co.nz) provides recipes and nutritional information and hosts the new Workplace Wellness Hub which large companies such as The Warehouse, Mitsubishi, health boards and city councils are encouraging their employees to use.

5+ A Day ambassadors Julia & Libby are highly effective, sharing key messages and healthy recipes with their 125,000 social media followers. The Kiwi sisters are part of the trust's wider move to reach more people via digital platforms. 5+ A Day now regularly shares vibrant photos, recipes, serving suggestions and fun facts on its own

Facebook, Twitter, Instagram and Pinterest accounts, connecting with a huge audience nationwide.

The trust sponsors Sticky TV, Stage Challenge, the National Secondary Schools Culinary Challenge, and a Football in Schools programme to reach a younger audience, and engages with United Fresh members through seasonal fruit and vegetable promotions and regular media releases.

Ten years is a significant milestone but 5+ A Day continues to look to the future. It plans to focus on the workplace and education sectors, stay at the forefront of social media and develop more nutritional information for Kiwis to use.



Grower Profile.

Greendale Mushrooms



George Gibb and MG's Michael Breitmeyer

It takes great courage to start a-fresh. While most of us relish the comfort of the familiar, a few boldly embrace the challenge of a new beginning.

Although owner of Greendale Mushrooms, George Gibb, might never refer to himself as "bold", he certainly has made a success of adapting to change and starting a-fresh. His strong agricultural roots on a sheep and beef farm in North Canterbury paved the way to a Bachelor of Agricultural Science at Lincoln University and a successful career utilising by-products in the meat industry, before purchasing Greendale Mushrooms with his wife Vivian in late 2016. Based just south of Burnham outside of Christchurch, Greendale Mushrooms produces approximately 2.5 tonnes of button mushrooms a week; making it one of the country's smallest commercial scale mushroom farms.

The prospect of life on the land without the necessary capital required of a livestock operation was a major drawcard for the Gibbs. "We looked at other intensive horticultural set ups, checked out Greendale Mushrooms and this seemed to make sense, so we just went for it" says George.

Joking he has "built a career out of other people's waste", George says the idea of being able to fully reuse all of the by-products from his operation was hugely appealing, conceding this waste-not, want-not approach may be in his DNA as "Grandad never threw anything away". He sees this sustainability aspect of the business as an untold "good news story" that has the potential for growth as sustainability becomes of greater importance in the marketplace.

While he's the first to admit the learning curve has been steep, saying his highlight for the year is "still being here", George also acknowledges the enormous amount of personal growth he has achieved by embracing this new adventure. His first year in horticulture has had its ups and downs and George credits his staff, family and particularly Vivian (who has divided her time between her job in Auckland and the farm) with helping him through, simply saying he "wouldn't be here without them".

A somewhat unexpected ally was the team at MG Marketing, who were referred to him by the previous owners. Six months after taking over the business, George "didn't hesitate in becoming a shareholder", saying the relationship was hugely beneficial as MG took care of the "selling", leaving him time to learn the ropes. "Aside from that, the thing that has really impressed me is the support; they knew very quickly when I was having issues and provided feedback and assistance wherever they could. There were times when it wasn't easy and that support made all the difference."

George notes that what has surprised him most has been the number of individual operators that have built impressive businesses relatively under the radar. He credits the likes of MG Marketing Board member, Lynn Crozier of Brookside Produce, as a source of inspiration.

Further down the track he hopes to fully evaluate the business' opportunities for growth and become more involved in the continuing education that MG Marketing provides, attributing his growing knowledge base to the genuine and unwavering assistance of the co-operative. "They're great at what they do and their approach is unique in my experience with agricultural co-operatives...MG are much faster to respond to the market and offer direct feedback that can be acted upon immediately".



He also aims to retrace the steps of previous owners, who had the business running at optimum efficiency, delivering consistent results that produced a significant yield.

If fortune favours the bold, then George and Vivian are on the path to a long and successful career as growers and will no doubt add huge value to their fellow shareholders in years to come.



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From the Board.

The End of One Chapter Signals the Beginning of Another -Brian Gargiulo



Brian Gargiulo is well acknowledged for his standing within the horticultural industry, and for good reason. As he steps aside from his long-time commitment to the Board of Market Gardeners Limited (MG), it is timely to reflect on the role he has played in the industry during his 40-plus years of involvement and, most particularly, in securing the profitability and sustainability of New Zealand's largest fresh produce cooperative.

Awarded an MBE for services to horticulture and New Zealand, as far back as 1986, he has been relentless in his commitment to developing the industry as a commercial proposition. He has championed innovation, lobbied for change when change was clearly long overdue, and represented growers when they felt ill-equipped to represent themselves.

Brian was a key player in the establishment of Horticulture New Zealand and held the role of Vice-president for nine years (2005-2014); he served on the Board of the New Zealand Vegetable and Potato Growers' Federation before that (1998 - 2015) and the Board of MG for 36 years (1981-2017) - 25 as Chairman.

Many of Brian's achievements within the industry have been well documented but his contribution to the growth and success of the grower cooperative, MG, is less well published.

Established in 1923 by a small band of resolute and like-minded growers, MG today stands as a leading supplier of fresh produce to New Zealand,

Australia and the Asia-Pacific region. The success of the cooperative is testimony to the vision, the leadership and the tenacity of a few and the commitment of many. Brian Gargiulo is one of the few - a leader, a visionary and an individual who has been keenly focussed on building resilience in the business, first and foremost, from which opportunities could be successfully leveraged.

The son of a grower and a grower himself, Brian's ability to identify an opportunity and then find a pathway to commercialise that opportunity has been to the benefit of many. There are many milestones during his tenure on the MG Board that secured real and sustainable growth for the company and shareholder wealth; not the least of which are the Dole partnership that changed the game for the banana category in New Zealand, the expansion of the MG branch network, establishment of MG Direct to provide growers with a direct distribution channel to key customers, the acquisition of the Australian LaManna Group of companies, and then the merger of LaManna Group with the Premier Fruits Group to form the LaManna Premier Group. Brian's continuation as Chair of the LaManna Premier Board is testimony to the regard in which he is also held across the Tasman.

Brian's years around the MG Boardroom table will be remembered not only for his business acumen, but for the value he placed on people and the things that they valued. The impact that his inclusiveness and collaborative approach has had on the culture of the company is evident, both in terms of the sense of team within the Group and the strength of relationships that have been built with growers and customers alike.

While Brian has handed over this role to Bruce Irvine to lead MG into the next decade, he will continue to focus on the challenges of the LaManna Premier Group and the opportunity that this presents to lead a strategic programme of growth in the Australian market for the long-term benefit of the cooperative.

Company.

Setting a new benchmark in quality

To meet consumer demand and achieve our core purpose of leveraging greater value for our growers' produce, we must constantly strive to increase the quality of our product.

The new year brings with it a renewed focus on quality with the roll out of a quality assurance and supply project driven by our newly-appointed National Quality and Supply Manager, Rob Mulholland. The aim of the project is to take a multi-faceted approach to quality assurance to deliver a competitive advantage and enhance

margin for customers, growers and suppliers alike.

The project presents the opportunity for MG Marketing to set a new benchmark for the industry, resulting in better assessment, better reporting and better communication throughout the co-operative including MG growers and customers.

Over the next six months, growers will be regularly updated as the project rolls out. The MG procurement team will be on hand to guide growers throughout the process. We look forward to further enhancing the reputation of MG Marketing as a reliable, quality supplier and leading the way for the industry as a whole.



Te Mata Exports

Since first collaborating with Te Mata Exports as a joint venture export partner in 2012, the company has continued to diversify its product offering and off well-established relationships across all major trading regions.

In 2017, apples remained the key product line and, despite a lower than expected industry volume, the business experienced growth for the year. Returns, while not generally to the level of previous years, were again very encouraging for our grower suppliers.

Our apple business continues to grow year-on-year, but other products in the portfolio are also showing rapid growth, in particular citrus. The business is now trading from New Zealand, Australia and commencing this season, from California. This continues the strategy of linking global

opportunities through existing MG suppliers (and others) to Te Mata's reputable customer base.

The business growth strategy relies on partnering with quality growers and working in their interest to achieve the best possible returns - but it does extend beyond the pure financial benefits of growth and also applies to enhancing our business customer relationships by providing quality supply solutions for an ever-increasing global hunger for fresh fruit.

Avocado and cherries also show promising signs of growth. New opportunities are being explored on a case-by-case basis with the proviso that we deliver on sustainable supplier returns and match with the necessary resource to ensure that the business is transacted to its usual high standards.

MG is excited about the future prospects of this joint venture and look forward to capturing more export opportunities for our grower shareholders and suppliers.

Food safety a priority

Compliance with the Food Act 2014

The introduction of the Food Act in 2014 led MG to assess the co-operative's best practice, with management working to ensure MG is compliant by June 2018. Risk and Internal Audit Manager, Kimberly Chavez, says the project is progressing ahead of schedule and that a number of initiatives are already in place.

To ensure consistent document compliance across the country, MG has also engaged an independent reviewer to assess related documentation in each branch.

MG Initiatives

Updating product withdrawal and recall processes

Over several months, the MG team have been working to update the work flow and procedures around product withdrawal and recalls.

Evaluating product testing

MG is reviewing the number of products currently tested for microbiological defects

and residue. Historical data is being analysed to assess any areas requiring renewed focus.



Evaluating product testing

Health & Safety.

Take a load off

It's easy to dismiss health and safety guidelines as another layer of administration. That is, until the day you have to rush a valued staff member to A&E. While setting industry standards might seem to be an exercise in common sense, at the end of the day it's about people and productivity.

Over the next four months, MG Marketing will be undertaking research into the implementation of new industry standards for maximum crate/carton weights and pallet heights. This research comes off the back of employee feedback and aligns our industry with other sectors, such as the airline and retail industries, who both have set standards in this area.

MG will be looking into what crate/carton weights and pallet height is most practical and comfortable for handling and transporting. The aim of the research is to ensure consistency across the business and reduce one of the most common injury complaints in the industry; back strain. It is hoped that by leading the way, MG growers will set a new benchmark for staff safety and wellbeing, making our workplaces safer and more attractive to potential employees.



Energy efficiency is everyone's business

Energy is crucial for the day-to-day operation of businesses. Knowing how efficiently energy is used across your business, and how small changes to usage patterns impact on the bottom line, is a new benchmark in best practice.

Constant increases in energy prices together with the increasing importance of energy efficiency and emission reduction in sustaining New Zealand's "clean green" image, mean that even the smallest operator needs to consider what steps they can take to reduce their energy consumption.

The first steps on your road to energy efficiency and emission reduction:

1. Measure up

Given how easily energy consumption can be tracked, the process of measuring, analysing and managing your electricity spend on a day-to-day basis is the most sensible starting point. Ask yourself if there are any redundant activities or equipment. Is there any particular machine or implement that is inefficient to run and should you consider investing in more modern, efficient plant? Can the process be done differently, or at a time of day when energy is traditionally cheaper?

2. Share the knowledge

No two businesses operate the same, even your nearest competitor will do things slightly differently. Sharing ideas with fellow growers in relation to energy efficiencies will almost certainly be of mutual benefit. Knowledge sharing can help avoid costly mistakes and save money in the long-term.

3. Call in the experts

The Energy Efficiency and Conservation Authority (EECA) have a number of online tools and offer advice on how to achieve energy efficiencies and reduce carbon emission, no matter what stage your business is at. Visit www.eeca.govt.nz for further information.



Standpoint.



Peter Hendry
CEO

Sustainability is the word on the tip of everyone's tongue these days, but none more so than those involved in land-based industries. The horticultural sector is no exception.

With consumers more environmentally conscious than ever before, we find ourselves increasingly under the spotlight and held to account for our sustainable practices and the ways in which we are taking steps to mitigate the impact of commercial business on the environment.

MG already commits significant effort and resource to ensure that, as a business, we behave in a way that reflects environmental best-practice. We're also working closely with various customer groups on developing and enhancing their own sustainability programmes.

However, sustainability in our sector is not just concerned with issues relating to the environment. We also need to place much greater emphasis on practices which streamline business processes and reduce operating costs and continue to innovate to ensure that our businesses remain financially sustainable.

There is a real opportunity to work collectively with growers around sharing knowledge in this space and in adopting best practices within their own growing operations that are not only more

environmentally friendly but improve long-term profitability.

While our core business is about producing off the land, the business context in which we all operate today is driven by technology and our ability to innovate in order to disrupt the norm.

Technology continues to be at the forefront of how we transact and analyse our business to deliver greater efficiencies and profitability, freeing-up resources that are better utilised elsewhere in the business. Automation and IT-based systems and processes are prime examples of how technology, when integrated into day-to-day operations, can make a positive contribution to the bottom-line. Those growers who have adopted the grower delivery advice (GDA) system of receipting consignments are already seeing the benefits of this IT-based admin function. MG is looking to further develop the GDA to include more timely sales information along with product and category trends. This will enable both MG and our growers to make more informed decisions around what they're growing, when they're growing it and when to supply it.

Our ability to constantly innovate to create (and control) the next wave of consumer demand is also critical to the long-term sustainability of our business. Today's consumers are global, discerning and adventurous. They are prepared to pay a premium for freshness, for flavour and for a novelty factor.

MG will continue to invest in Intellectual Property (IP), with dedicated resources working directly

with growers to identify and develop new products that have a genuine point of difference for which new and premium consumer demand can be created.

Part of investing in IP is, however, actually about investing in people. The up-skilling of our people is an ongoing process and it pays dividends to growers and customers alike. The investment MG have made in our procurement resources has enabled us to develop the sustainable supply programmes mentioned above and we will continue to work in parallel with growers and customers to optimise returns for both. Growing You is now in its third year and the programme will continue to evolve to keep abreast of new challenges and ways in which growers can adopt, adapt and evolve to remain relevant and profitable in the face of these challenges.

We also recognise the ongoing need to attract new talent into the industry. Our graduate programme is specifically designed to do this and is also now in its third year. Two hundred tertiary qualified applications were received for the five positions on offer for 2018, and we are looking to extend the programme beyond sales to include the development of a grower graduate programme with the intention of the first Grower Graduates commencing in January 2019.

Success in any endeavour is invariably a team result. We look forward to working alongside all our business partners in 2018 to ensure all stakeholders continue to grow, to prosper, and to remain truly sustainable.

From the Board.

MG's Intern Director - Trudi Webb

The MG Marketing Board is pleased to announce Trudi Webb as the recipient of the 2017 Director Internship for MG Marketing (Market Gardeners Ltd).

The director internship was introduced in 2015 as part of the Growing You initiative and also formed part of the MG Board's strategy to broaden the knowledge and experience base of our shareholders and their families, while giving those with an interest in the governance of MG Marketing a taste of what is involved. While the intern is not an actual director, the appointment allows the intern to participate and gain experience in MG's corporate governance.

Trudi is best known as part of the fourth generation of growers in what is arguably one of New Zealand's most successful summerfruit and apple producing family enterprises, Webb's Fruit. Alongside her husband Simon, Trudi operates the original family-owned orchard that was established over 100 years ago on 32 hectares of land near Cromwell in Central Otago.

Backed by first-class honours in a Bachelor of Applied Science (Horticulture), Trudi has a wealth of experience in the summerfruit sector and holds an industry vision of environmental and economic sustainability for future generations.

Trudi says she was "pretty stoked and surprised" to learn of her appointment, explaining "I put my name in the hat as I want to get into governance within the horticultural industry...I'm looking forward to gaining a better understanding of what happens around the boardroom table, finding out more about how MG operates and learning from the wealth of experience the Board has. I really want to take these experiences back home and integrate them into the business".

Trudi, like all growers is very busy with the family business, is a chairperson of Otago Fruit Growers Association and add to this Simon and she have three young children.

The Board congratulates Trudi on her appointment and looks forward to the valuable insights and fresh perspective she will bring to the table. Trudi will join the MG Board as an intern for the 2018 calendar year.

