



Media Release

For Release: 11 June 2013

NZ must redefine business of agriculture

New Zealand must redefine the business of agriculture if it is to maximise the enormous export opportunities in the decades ahead, according to New Zealand's largest agricultural lender, ANZ New Zealand.

"The business of agriculture no longer ends at the farm gate – it ends on the supermarket shelves or dinner tables on the other side of the world," said Graham Turley, ANZ's Managing Director Commercial & Agri.

"New Zealand has the potential to capture \$1.3 trillion more in agricultural exports between now and 2050. To simply be an efficient producer is not enough – we must develop cutting-edge follow-on industries that enable us to capture value at every step of the process.

"New Zealand agriculture is fast changing to meet the needs of traditional markets, as well as the growth markets of Asia. It's crucial that the focus of the farming sector now is producing the right products, at the right price for these diverse markets.

"New Zealand is a world leader in agricultural production. The next step is for it to be the world leader in the business of food production – from start to finish."

For the 38th year, ANZ will be getting behind National Fielddays as a strategic partner. National Fielddays starts at Mystery Creek tomorrow.

"This year's National Fielddays theme of Getting Down to Business in the Global Economy is timely for everyone in the agricultural sector. More than ever, the sector will have to work more closely together, and Fielddays is a great place to network, learn about new developments and explore new ideas," Mr Turley said.

ANZ is not only New Zealand's largest on-farm lender, but it is also the largest bank to agri supplier industries, processors and exporters. ANZ's strategic partnership with Fielddays reflects its broad and long-term commitment to New Zealand agriculture.

"We've been sponsoring Fielddays for nearly 40 years, during which time millions have attended what has become a landmark event for agriculture in this country, and internationally," Mr Turley said.

"As this event shows so clearly, NZ agriculture is open for business on the global stage."

ANZ is again heavily involved in Fielddays activities, including:

- **Free ANZ Seminar Series** – covering topics such as the current economic outlook, an update on investment markets, protecting farms, and why so many rural families are missing out on the benefits of KiwiSaver – and what to do about it.
- **The ANZ Specialists Bar** – a chance for farmers to talk to ANZ's team of experts on issues such as doing business overseas, off-farm investments, and how to bring the next generation into farming.
- **Onsite Banking Services** - including ATMs, mobile cash carts and a fully operational branch open Wednesday to Saturday of Fielddays week providing deposits, along with cash and credit card withdrawals.

- **Hospitality** – the chance to enjoy a hot drink and one of our *'world famous in New Zealand'* scones made on site each day by our ANZ team.

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