



## Media Release

9 June 2014

### Technology to top farmers' shopping list

Agricultural Fieldays 2014 will be a measure of how the agribusiness sector is gearing up to capitalise on growing export opportunities, according to New Zealand's largest agricultural lender, ANZ New Zealand.

"With an economic recovery in full swing and growing export demand for New Zealand agricultural products, the scene is set for farmers to again invest in the technology that will drive productivity," said Graham Turley, ANZ's Managing Director Commercial & Agri.

"Agri-business is New Zealand's most productive and successful business sector and it achieves this through ongoing investment in market leading technology. Agri businesses are only as successful as they are because they constantly innovate.

"This is why Fieldays plays such an important role. Increasingly it is an event where those who drive New Zealand's agricultural success go shopping for the ideas and technologies that lead to profitable, sustainable businesses with a clear pathway to growth, Mr Turley said.

"New Zealand has the potential to capture \$1.3 trillion more in agricultural exports between now and 2050. To realise that opportunity there is a need for up to \$NZ340 billion in international and domestic investment to enable production growth and support farm turnover."

ANZ will be getting behind National Fieldays again as a strategic partner. 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. Its strategic partnership with Fieldays reflects ANZ's broad and long-term commitment to New Zealand agriculture.

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

ANZ is again heavily involved in Fieldays activities, including:

#### **ANZ Showcase sessions**

Our new BBQ showcase sessions will focus on opportunities in the red meat sector, profitable sustainable dairy, and food & beverage exports. These will be held in the ANZ Outdoor Kitchen alongside the ANZ building. The sessions will feature experts from across the sectors. At the same time, they'll be cooking up some of the premium products produced by ANZ customers.

#### **Economic outlook**

Con Williams, ANZ's Agri Economist, will again present the Economic Outlook twice daily from the customer lounge, on the mezzanine floor of the ANZ Building.

#### **Customer Lounge**

Customers will be invited to use the lounge on the mezzanine floor of the ANZ Building where they'll be offered a bite to eat and barista-made coffee. Customers such as Dad's Pies, Loaf Breads & Slices, Vogel's Cereals and Neat Meats will be showcasing their products and offering tastings.

### **Onsite Banking Services**

Our ATMs, mobile cash carts and a fully operational branch open Wednesday to Saturday of Fieldays week providing deposits, along with cash and credit card withdrawals.

### **The ANZ Specialists Bar**

A team of experts from across the bank, including a team of Australian Agribusiness Managers, will be available to talk to farmers about issues such as doing business overseas, off-farm investments, and how to bring the next generation into farming.

### **UDC Finance**

UDC Finance will be based at the ANZ Building and available to help customers wanting to arrange finance for vehicles, equipment or plant on the spot.

### **Hospitality**

Come and enjoy a hot drink and scone in the ANZ Pavilion.

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