



Media Release

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Asian consumers emerge as the driving force in NZ farming

Consumers, rather than politicians or regulation, will determine the future of New Zealand farming, according to Fieldays strategic partner, ANZ New Zealand.

“Demand for safe, high-quality agricultural products from the growing economies of China, India and Asia will increasingly determine what agricultural products are produced by New Zealand, and how we produce them,” says ANZ’s Managing Director, Commercial and Agri, Graham Turley

“Supplying these markets will be the lifeblood of the New Zealand economy for the foreseeable future. It’s crucial that the focus of the farming sector now is producing the right products, at the right price and getting them to those markets.”

For the 37th year, ANZ will be getting behind National Fieldays 2012, which starts at Mystery Creek tomorrow.

ANZ New Zealand Chief Executive Officer David Hisco says: “Fieldays have always been about looking ahead to the next step for agriculture. It’s a great place to network, learn about new developments and explore new ideas – and this year will be very much about how best to run a farm as a successful business and take advantage of the enormous opportunities ahead.

“ANZ’s strategic partnership with Fieldays reflects our long-term commitment to New Zealand agriculture, which underpins our economy and is key to New Zealand’s economic success. We’ve been sponsoring Fieldays for nearly 40 years, during which time millions have attended what has become a landmark event for agriculture in this country, and internationally.

“Nearly half of New Zealand farmers bank with ANZ or The National Bank. We are the largest supporter of NZ agriculture and are uniquely placed to link farmers to export opportunities across Asia-Pacific. We’re very proud to be working with the National Fieldays Society to deliver this iconic event.”

The theme of this year’s Fieldays is ‘The Changing Face of Farming’, including the evolution from farmer to business-owner as farms become more productive and more complex. It will also explore the challenges and opportunities for the next generation of farmers, who are essential to the long-term sustainability of the industry.

Graham Turley says: “As well as showcasing cutting-edge technology and innovation, Fieldays provides a tremendous platform for exploring and developing ways to maintain New Zealand’s position as a world leader in agriculture.

“With its focus on farming as a business, this year’s event will demonstrate how strong governance and management disciplines are increasingly important to the success of modern farms.

"It will also explore how consumers – rather than politicians or regulations - are fast shaping the industry, as they dictate their expectations of what and how we farm.

"Key to this is understanding the entire value chain. ANZ is committed to New Zealand agriculture, from farm gate to the consumer's plate, through our networks across Asia and beyond, supporting New Zealand exports to those lucrative markets."

ANZ is again heavily involved in Fieldays activities, including:

- Ten public seminars and eight client events in the ANZ Marquee. These are a vital part of promoting networking and the exchange of ideas.
- A wide range of onsite banking services, with Agri Managers available throughout Fieldays to discuss all aspects of customers' banking and financial needs.
- As part of ANZ's sponsorship of the New Zealand Olympic Team, it will be running Olympic-themed activities and competitions on the 'Village Green'.
- A London double-decker bus, which will bring a taste of the London 2012 Games to towns and cities across NZ, will start its journey at Fieldays. The bus will be open to the public with interactive games and activities such as rowing and cycling machines, as well as iPads for sending photos and messages of support to New Zealand's athletes. The bus will be outside the ANZ main building next to the Village Green throughout Fieldays.
- The ANZ Main Building will be open to the public offering scones, hot drinks and soup throughout the four days.

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