

Media announcement

Wednesday, 22 September 2010

Farm^{IQ} Directors Announced

New red meat industry entity, Farm^{IQ} Systems Limited, announced its six directors today.

They are: professional directors Alison Paterson (chair) and David Clarke, Silver Fern Farms director and farmer Rob Hewett, Silver Fern Farms chief executive Keith Cooper, Landcorp chief executive Chris Kelly and PGG Wrightson chief executive Tim Miles.

The Government, under the Primary Growth Partnership, last month approved a \$151m “plate to pasture” project to create a transformational integrated value chain approach to the red meat industry. Silver Fern Farms, PGG Wrightson, Landcorp Farming and the Government are jointly funding a seven-year programme which aims to turn the red meat industry’s production-led approach into one that is market-led and focused on consumer needs.

The programme will be run as a joint venture, through a new company – Farm^{IQ} Systems Limited – which is responsible for implementing seven core projects (market analysis, database, genetics, processing phenotype collection, processing improvements, technology transfer and farm productive capacity) to achievable outcomes. The projects are designed to build, or enhance the industry’s capabilities and deliver new technology.

Alison Paterson has more than 20 years’ experience in corporate governance – with a focus on agribusiness, stemming from her early background as a rural accountant. She is currently chair of Abano Healthcare, Auckland University’s National Research Centre for Growth and Development, BPAC NZ and Stevenson Agriculture. Past board positions include the Reserve Bank of New Zealand (1995-2009), Landcorp Farming (1991-2006, including seven years as chair), Wrightson (1993-2004) and District Health Boards New Zealand (2000-2001, as chair).

Dave Clarke has a background in both governance and management within the health, IT and biotechnology sectors. He was chief executive of Neuren Pharmaceuticals Limited from 2002 to 2007. From 1993 to 2002, he held various senior roles within the South Auckland Health / Counties Manakau District Health Board, including, chief operating officer and chief executive. He is currently chair of The TRG Group, Kordia Limited, Hawkins-Watts, Optima Corporation, Skin Institute and the Rodney Surgical Hospital.

Rob Hewett has been on the board of Silver Fern Farms since February 2008. He farms a 950 hectare property .He is a graduate of Lincoln University and holds a Master of Commerce (Marketing) degree. He is director of Business Increase Group Ltd and Crossdocks Australia Pty Ltd.

An executive search is currently being completed for the CEO role.

A series of Farm^{IQ} Systems farmer roadshows are being held throughout New Zealand during the next two weeks:

Dargaville	Monday 27 September	Dargaville Museum
Te Awamutu	Tuesday 28 September	Pirongia Rugby Club
Gisborne	Wednesday 29 September	Waerenga-a-Hika Hall
Dannevirke	Thursday 30 September	Dannevirke Sports Club
Feilding	Friday 1 October	Feilding Golf Club
Lumsden	Monday 4 October	Memorial Hall
Wyndham	Tuesday 5 October	Memorial Hall
Balclutha	Wednesday 6 October	Telford Rural Polytechnic
Waimate	Thursday 7 October	Rugby Club Rooms
Darfield	Friday 8 October	Darfield Rugby Club Rooms

The forums run from 9.30a.m. to 3.30p.m. and the media are welcome to attend.

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