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MEDIA RELEASE

New Landcorp executive to drive more market-led approach

Landcorp Farming Ltd has appointed marketing and business development expert Sarah Risell as its General Manager of Marketing. The new position has been created to lead Landcorp's drive to differentiate and improve the value of its products sold to global customers.

Ms Risell was previously Marketing Director of Advanced Nutrition in Fonterra's Global Brands and Nutrition division.

Landcorp Chief Executive, Steven Carden, said Ms Risell was an exceptional addition to the company's commercial team. "This is a new and important role for Landcorp and we're delighted to have someone of Sarah's calibre on board."

"She will work closely with our meat, milk and fibre partners to stimulate and meet demand for our products in global niche markets. This work is key to our strategic drive to take a more active and market-led role in the value chain with a view to getting closer to end customers."

"Sarah's knowledge of emerging markets and specialty products will help Landcorp identify niche customers internationally who are prepared to pay more for the novelty of what Landcorp offers."

Ms Risell is experienced in developing and growing premium value dairy categories in major and emerging global markets including Asia, Latin America, Europe and Australasia.

"Sarah brings a new perspective to our business and her experience in marketing and innovation internationally personify the kinds of people New Zealand agriculture needs more of in our industry," Mr Carden said.

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For further information please contact John Mitchell on 027 975 4094.

Notes for editors

About Landcorp

Landcorp is a state-owned enterprise and New Zealand's largest farmer. It owns or manages 137 dairy, beef, sheep and deer farms from the Far North to Southland. With 1.6 million stock units on 376,942 Ha, it produces around 18,000 tonnes of milk solids, 10,000 tonnes of sheep meat, 10,000 tonnes of beef, 3,500 tonnes of wool, 2,500 tonnes of venison and eight tonnes of velvet per annum.