

## **MEDIA RELEASE**

**30 APRIL 2018**

### **ALLIANCE GROUP DISTRIBUTES \$5.9M IN LOYALTY PAYMENTS TO SHAREHOLDERS**

Leading food company Alliance Group will reward its committed shareholders with a distribution of \$5.9 million in loyalty payments today.

The quarterly payments have been made to the co-operative's Platinum and Gold shareholders who supply 100 per cent of their stock to the company.

Today's loyalty payments are for the period January-March 2018 and brings the total amount distributed to loyal shareholders for the season to date to \$9.8m, an increase of 4.7% compared to the same period of the 2016/17 season.

Farmers supplying 100 per cent of their lambs are paid an additional 10 cents per kilogram for each lamb, 6 cents/kg for sheep, 8.5 cents/kg for cattle and 10 cents/kg for deer.

David Surveyor, Alliance Group Chief Executive, said: "Alliance Group is 100 per cent owned by our farmer shareholders and we're committed to offering a range of benefits above the price on the day including loyalty payments and yield contracts. We also provide other benefits such as priority processing and store stock facilitation.

"Our Loyalty Payments programme is a major part of our strategy to reward our loyal suppliers for their consistent and committed supply.

"Every cent Alliance Group makes in profits is delivered back to farmers or re-invested into the business to continue to improve our operational efficiency and ultimately lift returns to our farmer shareholders."

The \$5.9m distribution includes GST.

Alliance Group distributed more than \$15 million in loyalty payments over the 2016/17 season.

ENDS

## **NOTES TO EDITOR**

Alliance Group is a co-operative owned by approximately 5,000 farmer shareholders.



**For further information, contact –**

Sam Halstead  
Mobile: 027 474 6065  
Email: [sam@latitudesc.co.nz](mailto:sam@latitudesc.co.nz)

[www.alliance.co.nz](http://www.alliance.co.nz)