



Brief Bytes

Email update from Alliance Group - your co-operative & partner in farming excellence



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Online meat store launches

Farmer-shareholders and employees can now purchase premium Pure South lamb, beef and venison products from our new online store at www.alliance.co.nz. An exciting development for Alliance Meats, this represents our first step in e-commerce and will provide an excellent platform to increase our domestic sales. We will be

Shop

CLICK ON THE PRODUCT CATEGORIES BELOW TO SELECT INDIVIDUAL PRODUCTS.

IMPORTANT: Delivery to rural addresses is not available due to limited shelf-life of chilled and frozen products. Please visit the [NZ courier website here](#) for the nearest agent/depot for collection.



Apple Tree Farms Pork



Pure South Beef



Pure South Lamb



Pure South Venison

working on adding more products, different sized portions and recipe suggestions over the coming months. Delivery options are either Click and Collect from one of our Alliance Meats locations or transported to you by our delivery partner, New Zealand Couriers.

Courier deliveries can be made to any business or urban address. Rural deliveries will be made to the nearest NZ Courier depot or agency and payment can be made via credit card. At this stage of development, please ignore the "AGL Supplier" input field. We hope you and your families enjoy the best quality lamb, beef and venison.

Leading sales and marketing



One year into delivering our new strategy, we're making pleasing progress. The next critical strategic step is to capture more market value through increasing sales and margin and developing new products and services. Murray Brown is important to this with a move into a new role of General Manager Sales. We are creating a new role, General Manager Marketing, which will include developing and delivering our global marketing strategy, shifting our product up the value chain and delivering increases in new revenue including new products and pipelines and brand leadership. These changes reflect our commitment to continuing to build organisational capacity by increasing investment in our people to support the delivery of our strategy, alongside our focus on lifting efficiency. We've begun the recruitment process for a new General Manager Marketing and I look forward to updating you later this year on the appointment.

More focus on Southland farmers

John Crawford, Area Manager Southern, will retire from the end of September after 38 years with Alliance Group. I would like to take this opportunity to thank John for the significant contribution he has made to Alliance Group and our farmers over this time and wish him all the very best for his retirement. As part of our strategy to strengthen the service and support we provide to farmers in the Southland region, we have made some other changes. Nathan Benfell, currently a Regional Solutions Manager for Livestock Improvement Corporation (LIC) in Southland, will become Area Manager Southern. Andrew Mackie, currently Business Development Manager for the Livestock Division, will take on the new role of Area Manager Western Southland. Andrew will also take responsibility for venison across Otago/Southland.

Welcome to Chris



Welcome to Christine (Chris) Bristol who joined us on 1st August as our Group Manager - Brand and Communications. This is an important role, fulfilling Alliance's strong commitment to strengthening our brand and ensuring good communications with you, our farmer-shareholders, and our staff. Chris's extensive experience in relationship management, communications, marketing and brand management and experience of the rural sector will be of great value. She joins us from Ruralco NZ, where she was General Manager Business Development. Her previous roles have included Marketing Manager for Ashburton Trading

Society, Rural Marketing Strategist for Meridian Energy and part of Fonterra's marketing and communications team.

Pure South helps power NZ elite rowers

Pure South beef and lamb to help fuel New Zealand's elite rowers to glory has arrived in Rio. Alliance Group supplies Pure South meat for our competitive rowers at international competitions and their nutritionists tell us not only does the meat provide vital high quality protein but is also a morale-boosting taste of home. Murray Behrent, General



Manage Livestock, is currently in Rio to cheer on his daughter Genevieve, who has been competing in the women's pairs and women's eight events. Best wishes to Genevieve - we expect Murray to have lost his voice from shouting by the time he gets back.

Supporting the Southland Party

Alliance Group is proud to support the Southland Party, a charity event held at Parliament, Wellington, on Friday, September 16. The Southland Party aims to celebrate all that is good about the province. Guests will be treated to the best quality Pure South products. We have two complementary tickets to the event for Southland-based farmer-shareholders. To enter the draw, please email your name, and in no more than 50 words, what you love the most about living in Southland to: communications@alliance.co.nz. The lucky winner will be announced in the next Brief Bytes. Please note flights are not included. The Southland Party's chosen charity this year is Conductive Education Southern.



Market visits

Members of our team will attend the annual Shanghai leather fair in the first week of September. The fair is an integral part of our Chinese market strategy and a focal point for Chinese tanners. We will also be visiting a range of customers in Canada, US, Europe and China next month.

Market update

Lamb

The Middle East market continues to show improved interest, with lower stocks supporting the market to pay higher levels. Post-Brexit issues continue in the UK around the Sterling and domestic farmers' concerns about subsidies - this is unlikely to impact discussions as we lead into the Christmas chilled supply season. Limited supply continues to drive demand in Europe and currency fluctuations have resulted in some product diversion benefits into the region. The North American market continues to track well with on-going improved prices but lower processing numbers are limiting our ability to maximise all opportunities especially chilled sales requirements.

Typically for this time of the year, the Chinese market has slowed, with inventory levels low on all major lines.

Mutton

Mutton inventories are well down and will not improve until processing numbers lift from November. However, new season interest in the key markets has already commenced.

Venison

Venison supply remains tight with potential shortages on the back of lower availability. However, the market is holding strong currently as we lead into the key consumption game season period in Europe.

Beef

Chinese market prices are under definite downward pressure but other Asian markets are making more positive noises with limited volumes being offered from New Zealand. Chilled prices have eased as demand reduces. The US market is in temporary hibernation with buyers either showing no interest or indicating lower levels. The main issues appear to be US domestic sales and the futures market has been softer. There is also increased hype over the entry of Brazilian beef to the US, which will likely put pressure on other imported beef prices. However, on a positive note, Australian beef exports to the US are running about 15 percent behind year on year.

Pure South Sharp Blacks

Alliance Group is supporting the Pure South Sharp Blacks, New Zealand's national butchery team, which will compete against the world's best at the 2016 World Butchers' Challenge on Australia's Gold Coast. Watch them work their moves here:

<https://www.youtube.com/watch?v=5165D43sMF0&feature=youtu.be>.

Warm regards

David Surveyor

Chief Executive

Your co-operative, working with you across the supply chain



PROCESSING
YOUR STOCK



MARKETING YOUR
PRODUCTS



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