

MEDIA RELEASE

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NEW ALLIANCE GROUP APP LAUNCHED TO HELP FARMERS

Alliance Group has launched a new app to support its 5,000 farmer shareholders.

The Farm Alliance app, developed as part of the co-operative's business strategy, provides a range of resources for farmers to help them manage the processing of their stock.

Farmers can now see their own livestock processing results in real time, access their latest kill sheets, make booking requests, check statistics and schedule and receive industry updates.

Mark Blandford, Chief Information Officer at Alliance Group, said: "We are constantly looking for new ways to help our farmer shareholders with their businesses.

"Farmers can get their kill sheets delivered straight to their mobile phones as soon as their stock is processed and they will be automatically notified when new information is available.

"The menu also includes all of a farmer's kills for the previous six months and annual kill statistics. These can also be filtered by species."

Alliance Group will also explore making further enhancements to the platform in the months ahead, he said.

Heather Stacy, Alliance Group's General Manager Livestock and Shareholder Services, said: "This is another example of our business strategy in action as we seek to improve our co-operative's performance and lift returns to our farmer shareholders."

The app accounts for patchy coverage in some rural locations by saving information, such as booking requests, and sending it only once the connection is active, she said.

Farmers can download the app free of charge by searching for "Farm Alliance" in either the Apple App Store or Google Play Store.

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NOTES TO EDITOR

Alliance Group is a co-operative owned by approximately 5,000 farmer shareholders and is the world's largest processor and exporter of sheepmeat.



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