

## **Christchurch expansion supports southern farmers, growers**

Christchurch, 10 August:

One of New Zealand's biggest crop protection companies has just opened what is thought to be the only distribution hub of its kind in the South Island, quadrupling its capacity in a fast growing market.

Nufarm NZ has invested hundreds of thousands of dollars and months of preparation into the new Christchurch facility, which can now stock a broader range of products and began processing its first orders late July

Covering 1600 square metres, with enough space for 2000 pallet loads of product, the warehouse will receive consignments direct from Nufarm's Australian manufacturing plant to supply customers South Island wide.

With local staff, plus offices and work space for Nufarm's expanding Canterbury-based technical and sales team, this is a major infrastructure development for the company, reflecting its confidence in the South Island primary sector.

That's according to Nufarm NZ country manager Gavin Kerr, who cut the ribbon on the new warehouse yesterday [August 9] with Nufarm managing director and CEO Greg Hunt, Melbourne.

"We're now capable of holding four times as much product in the South Island as we used to, and that's a huge step forward not only in terms of sheer storage space but more importantly our ability to meet the demands and needs of our South Island market, both now and in the future," Gavin Kerr says.

"This is all about making sure our customers have what they need, when they need it, so they in turn can provide farmers, growers and contractors the right input at the right time to get the best out of their businesses."

The company is also currently recruiting for an additional territory manager in the Nelson Marlborough region as part of its South Island growth.

"This is a very exciting time for customers of our New Zealand business, and demonstrates just how much value we place in our oldest market," says Nufarm regional general manager – ANZ, Lachie McKinnon.

"Importantly, this is just one of many investments we are making. Our customers can look forward to an excellent pipeline of products including the newly released herbicide Betasana Trio<sup>®</sup> and seed treatment Rancona<sup>®</sup> Dimension."

Australia and New Zealand form one of four key regional hubs for Nufarm.

"Our Australian and New Zealand teams enjoy tremendous regional cooperation, partnering together in synergy to ensure the businesses have a beneficial connection and uninterrupted supply chain," McKinnon says.

He, Greg Hunt and Gavin Kerr were among 80 Nufarm customers and staff gathered in Christchurch for the official opening event, which coincided with the company's 100<sup>th</sup> anniversary celebration later in the day.

Increased irrigation, land use intensification and the growth of other important South Island sectors like viticulture and horticulture have all contributed to a steady rise in Nufarm's southern business in recent years, Kerr says.

"As a supplier, we ourselves have also grown significantly in terms of the range and diversity of products we provide to all primary sectors, whether it's new herbicides for fodder beet on pastoral farms or new fungicides for pipfruit production."

As well as ensuring more product is available when and where it is required, the new distribution centre ensures more efficient stock handling and turnaround, says South Island logistics supervisor Tony Schreuder.

This is thanks to both its location, in the newly-developed Waterloo Business Park on the outskirts of Christchurch, and expanded, improved facilities for unloading and loading shipping containers and trucks.

"Truck access is much better; we're now closer to the main transport artery links for north and south-bound freight instead of being in town, and we have a bigger covered area for handling consignments."

Importing product via Port of Lyttelton direct from Nufarm's main production site at Laverton in Victoria will also be a big change from the previous system, which saw the bulk of stock held in Christchurch freighted from Auckland.

Some product will continue to be imported from European suppliers, however, and a few lines will be sourced ex Auckland.

One thing that won't change is the emphasis on providing fast, knowledgeable service from a team that is already well regarded for its local experience and understanding of the market, Schreuder says.

"We're proud of the fact that when our customers ring the Christchurch warehouse, nine times out of ten they talk to someone who knows them, and knows their business. We have a great team in the South Island, and this new facility will help it continue to deliver the prompt, professional service our customers expect of us."

#### **Fast facts**

- New distribution centre is 1600 m sq with 2000 pallet capacity, vs 500 pallets at the old warehouse.
- Only dedicated agchem distribution hub of its scale and size in the South Island.
- Brand new building, part of the Waterloo Business Park development on the outskirts of Christchurch.
- Managed by long-time South Island logistics supervisor Tony Schreuder.
- Base for Nufarm South Island R&D specialist, South Island sales manager and 2 territory managers.

## **About Nufarm NZ**

- New Zealand's leading supplier of crop protection products for agriculture, horticulture, viticulture and forestry.
- Current product range in excess of 110.
- Total staff of 35 including 9 regional territory managers and 3 technical specialists.
- Part of the global Nufarm group, the 9<sup>th</sup> largest crop protection company in the world.
- Founded 1916 as New Zealand Farmers Fertiliser.

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High resolution photos will be available on request.

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