



Company Announcement

13 January, 2017

Nufarm Limited

ACN 091 323 312

103-105 Pipe Road
Laverton North VIC 3026
Australia

P: +61 3 9282 1000

F: +61 3 9282 1001

nufarm.com

Peter O’Keeffe appointed as Nufarm ANZ Regional General Manager

Nufarm Limited today announced the appointment of Peter O’Keeffe as ANZ Regional General Manager. Mr O’Keeffe’s appointment is effective immediately.

Mr O’Keeffe will oversee Nufarm’s wholly owned ANZ based entities of Nufarm Australia, Nufarm New Zealand, Croplands and Crop Care. Mr O’Keeffe has been working in the role in an interim capacity since August 2016 when former Nufarm ANZ Regional General Manager Lachie McKinnon took on an international position with Nufarm.

Nufarm Limited Managing Director and CEO, Greg Hunt said “Peter is an exceptional business leader with a vast knowledge of both our company and agriculture in Australia and New Zealand. He has a great connection with our customers and the industry - I expect his appointment will be of no surprise to many.”

“Peter and I share the vision of growing Nufarm’s position as market leaders in this important region by delivering an exceptional customer experience and listening to the needs of our customers.”

Mr O’Keeffe said he is thrilled to be confirmed in the role at an exciting time for the company.

“We are now seeing the benefits of major investments and smart decision making made throughout the business. In recent months we’ve made extensive progress in increasing our competitiveness and this is paying off with improvements in market share,” Mr O’Keeffe said.

“I have spent much of my career with Nufarm and am proud to be leading a company that has built such a strong reputation of supporting agriculture in this region for the last 100 years,”.

Mr O’Keeffe has spent almost 15 years with Nufarm, initially joining the company in 1996 as a Territory Sales Manager. He went on to the role of Australia National Sales Manager before leaving the company in 2008 to take on senior roles that would include regional management responsibilities with industry competitors Monsanto and later Cheminova. Mr O’Keeffe returned to Nufarm in early 2015 to lead Nufarm Australia’s commercial business – a position he held before being appointed ANZ Regional General Manager. He will continue to lead the Nufarm Australia business until these responsibilities are reassigned later in 2017.

Mr O’Keeffe is a member of CropLife Australia, the peak national industry organisation representing the agricultural chemical and biotechnology sector in Australia.

-- end --

Further information:

Chris Tetley
chris.tetley@au.nufarm.com
Tel: (03) 9282 1136