

**MG Marketing**

**WORKING TOGETHER**



**® Together.  
Stronger.**





## Who is MG Marketing (MG)?

MG is New Zealand's largest wholesaler of fresh produce. As a co-operative, MG is grower owned and our grower shareholders share in the benefit from the company's commercial success. Over many decades, MG has pioneered market-led sales and trading relationships with New Zealand's top retail supermarkets, food service and independent outlets.

This grower-shareholder business model has thrived since 1923 and our long history of success is because of the strength of our growers and their vision to realise the significance of working together. The co-operative comprises more than 430 grower shareholders, 700 active growers and 380 full-time committed staff, working together to achieve the kind of results and benefits that would not be possible on your own.

Our strong branch network and local understanding of our growers' operations, backed by our collective capability and the fact that we think like a grower, are the characteristics that truly set us apart.

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### MG'S VALUE PROPOSITION

These two words sum up the way MG does business.

They not only capture the true meaning of our co-operative but also sum up the way we partner with our growers, the way we interact with our customers and the way we work together as a team.

# MG Strategic Pillars

## RESILIENCE

Show true leadership to grow the business and overcome challenges by making decisions that protect the future of our grower Co-operative and make sure the benefits are enjoyed by generations to come.

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## VALUE

Keep reviewing the benefits our grower shareholders receive while finding new and relevant ways to add value.

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## PARTNERSHIP

Expand the level of communication to keep our grower shareholders up-to-date and support a positive delivery of our shared vision, direction and values.

## CO-OPERATIVE BEHAVIOUR

Work hard together to make sure the benefits of our Co-operative model drive growth, value, trust and a willingness to work closely alongside each other.

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## GROWTH

Diversify and expand produce lines locally as well as make our Co-operative attractive to off-shore markets so we can grow our export activity.

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## CAPABILITY

Continue to have the best people, doing the right job, with the right tools to support the wide range of needs of our grower network.





## How you can benefit

### FROM OUR BRANCH NETWORK

A national footprint of well-established branches across the country provides you with:

- Strategic product placement throughout multiple outlets and across multiple locations increasing sales potential and improved returns.
- Direct brokering supply channel to New Zealand's largest customers.

### FROM OUR BUSINESS STRENGTHS

- Aligned specialist business units including Procurement, Key Accounts, Marketing, Sales Representatives and Retail Support.
- Industry insights and tailored practical advice from our 380 staff to assist growers in making informed decisions that will maximise returns and develop or expand their business.
- Category planning and promotional activity developed to align supply and demand in order to remove bottlenecks in the market, thereby realising the full value of produce for growers.
- Stability of ownership from the co-operative owned by New Zealand growers.
- Highly experienced procurement team that maintains close contact to deliver advice and support to the individual grower.
- Ongoing investment in significant strategic projects with key growers and partners.
- Exclusive New Zealand agents for Sunkist Citrus, Dole Bananas and Pineapples which helps to strengthen relationships with customers and provide returns for grower-shareholders.
- Unity, and benefits including supply chain efficiencies, freight, hire equipment, packaging, and telecommunication.

### FROM OUR BROAD CUSTOMER BASE

- Reducing risk associated with reliance on one customer.
- Providing access to a wide group of customer types with distribution to over 550 retail clients.
- Ability to negotiate better value for growers.
- Movement of significant volumes of produce through a planned and strategic approach to category management.
- Providing access to growing export markets around the world.

### FROM THE SERVICE WE PROVIDE

- Daily Sales Report emailed/faxed to you outlining sales, stock-on-hand and average price achieved.
- Tax invoices emailed daily or posted weekly.
- Direct credit to suit your banking and financial arrangements.
- Intellectual Product (IP) development – pro-actively exploring new product opportunities, exclusive marketing rights and premium returns.
- Assistance with the development of business plans that align with MG key business strategies (pre-packing, seasonal crops, IP/product development, category leaders).
- Other added-value services such as marketing support from MG's in-house team.

### FROM OUR FACILITIES

- Access to excellent facilities and modern equipment.
- Temperature controlled facilities maintaining product quality and supply chain protocols.
- State of the art ripening and conditioning facilities to add value to our growers' product.



## Working together

**At MG our relationship with the growers we work with is one of partnership, with the overriding objective being to make your growing enterprise an outstanding success, whether it is large or small.**

We are more than a link in the chain, we're the marketing arm of the growers we work with. Our long history of success is due to the strength of our growers and their vision to realise the significance of working together.

You focus on what you do best – producing quality fruit and vegetables. We provide a proven, successful and profitable link between our many produce growers and our retail clients. Such a partnership secures you a healthy income and value for your efforts.

MG Marketing's staff have a well-earned reputation for being trustworthy, professional and caring. Our sales team takes their growers' business very seriously, as if it were their own. They have the capacity to take a growers' full range of crops and work hard to provide the best possible returns for growers.

As a grower working together with MG, you benefit from being involved in the supply chain and capitalise on sales continuity, quality assurance, packaging and presentation advances – all designed to satisfy consumer needs.

For generations MG has provided a highly efficient supply line from the paddock to the consumer and supported growers in attracting top market prices.

No matter what you grow, MG can add value to your bottom line through a suite of services unmatched by our competitors. MG's highly experienced procurement team maintains close and regular contact with you as a vegetable or fruit supplier, offering tailored practical advice and support.








**“Being a sole supplier to MG has given us the confidence to significantly reinvest in our business and enjoy the strong market position that MG Marketing offers”**

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**Jeremy Hiscock**  
Panmure Orchards

# MG Branch & Support Network

-  MG Branch
-  MG Support Office
-  MG Direct
-  Ripening Centre's
-  Procurement Representatives based
-  Te Mata Exports



## OUR BRANCHES & BRANCH MANAGERS

**Auckland**  
**Dominic Gargiulo**  
 021 349 128

**Tauranga**  
**Jared Woodcock**  
 021 227 8362

**Wellington**  
**Ben Ross**  
 029 772 0242

**Christchurch**  
**Jeff Neumann**  
 021 223 9029

**Invercargill**  
**Lynzy Francis**  
 027 439 8878

**Hamilton**  
**Roger O'Sullivan**  
 021 922 426

**Palmerston North**  
**Willie Little**  
 021 482 543

**Nelson**  
**Jamie Russ**  
 021 221 7258

**Dunedin**  
**Wayne Hume**  
 021 275 8384

**Support Office**  
 (03) 343 0430





## OUR NATIONAL PROCUREMENT TEAM

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**Roger Georgieff**

*National Procurement Manager*

**021 229 6398**

**rgeorgieff@mgmarketing.co.nz**

Overall responsibility for Domestic Procurement,  
Central Otago Summerfruit.



**Andrew Body**

*National Procurement Manager*

**021 717 254**

**abody@mgmarketing.co.nz**

Green Vegetables, Melons, Pumpkin,  
Sweetcorn and Beans.



**Andrew Cross**

*National Procurement Manager*

**021 872 517**

**across@mgmarketing.co.nz**

Carrots, Cherries, Citrus, Garlic,  
Onions, Parsnips, Yams, Persimmons  
and Potatoes.



**Scott Mason**

*National Procurement Manager*

**021 222 7960**

**smason@mgmarketing.co.nz**

Avocados, Capsicum, Cucumbers,  
Eggplant, Soft Berries, Kumara,  
Strawberries, and Tomatoes.



**Neil Bridgens**

*National Procurement Manager*

**021 989 801**

**nbridgens@mgmarketing.co.nz**

Auckland/Northland Green Vegetables



**Rob Hollier**

*National Procurement Manager*

**021 482 568**

**rhollier@mgmarketing.co.nz**

Apples, Pears, and Hawke's Bay  
Summerfruit.



**Nigel Bridge**

*National Procurement Manager*

**027 591 4911**

**nbridge@mgmarketing.co.nz**

Kiwifruit, Feijoa, Passionfruit, Tamarillos,  
Figs, Exotic Fruits, Mushrooms, Herbs  
and Salads.

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**www.mgmarketing.co.nz**

# Responsible Sourcing

At MG Marketing (MG), we want to work with likeminded businesses. This includes suppliers who look after their employees, their communities and the environment in a way that is consistent with the MG Sustainability Roadmap. Our expectation is that business is conducted lawfully and with integrity and all people throughout the supply-chain are treated with dignity and respect.

MG is also committed to supporting our customers at the other end of the supply-chain to achieve their Responsible Sourcing objectives.

## COUNTDOWN

Countdown are committed to promoting better work practices in the supply chain. They want to ensure that human rights issues are understood, respected and upheld. Countdown know that New Zealanders want to buy from responsible and ethical businesses and we are committed to working with our business partners to fulfil this common goal.

*Please note – All growers who supply Countdown through MG must adhere to their Responsible Sourcing Standards and complete one of their third-party Social Practice certifications. Please refer to the Countdown documents for more detail or discuss with one of the MG Procurement Team. More information, including the key documents, can be found in the Responsible Sourcing section of the [www.countdown.co.nz](http://www.countdown.co.nz) website.*

## FOODSTUFFS

Foodstuffs NZ state they make the biggest difference when they work with their team, customers and suppliers to source ethically, reduce energy use and waste and protect New Zealand's unique environment wherever they can. Sustainable and ethical sourcing is one of their key Social Responsibility platforms. This includes a commitment to having Responsible Sourcing policies, product provenance and working practices publicly available by 2023. More information can be found in the Corporate Responsibility section of the [www.foodstuffs.co.nz](http://www.foodstuffs.co.nz) website and in the Foodstuffs Social Responsibility Snapshot document.

## OTHER CUSTOMERS

A number of our food service customers and independent fruit and vegetable retailers also have a set of environmental, social and ethical guidelines and standards. MG is committed to supporting their goals to promote ethical and sustainable sourcing.

