



## **New Silver Fern Farms Co-operative Board Appointment**

Tirau farmer Adrian Ball has today been announced as a new Board-appointed Farmer Director to Silver Fern Farms Co-operative Ltd starting on 1 September.

Alongside his wife Pauline, Adrian runs Dennley Farms, a 196ha fully integrated dairy and dairy beef finishing farm supplying finished cattle to Silver Fern Farms. He is also the Chairman of Rahinga Dairies in Dacre, Southland.

Adrian says he's always had his heart in the red meat sector growing up with a family finishing cattle.

"I've watched the highs and lows within the sector for 30 years, but the rebuild of Silver Fern Farms is inspiring in itself," he says

"I'm a big supporter of the Co-operative model. Continuing to grow benefits that encourage share-backed supply, and preferential access to processing space and programmes will be the key to strengthening loyalty and the sustainability of the Co-operative. It's also critical we continue our market-led focus by securing and passing through in-market premiums," he says.

Adrian and his wife were the recipients of the 2019 Gordon Stephenson Trophy which is part of the Ballance Farm Environment Awards, They were the 2019 National Ambassadors for sustainable farming and growing. He has also recently completed a strategy specialisation certificate at the Harvard Business School and an Advanced Directors course at the Institute of Directors NZ.

Adrian says that as consumers become increasingly aware and connected to how their food is produced, they will demand more.

"The challenge for farmers is to see the pace of change as a new opportunity, understand where future profits will be generated and adapt early," he says.

"Investments in science and innovation along with strong customer relationships will be critical in keeping our sector in front of disruption. However, I also genuinely believe we have the very best farmers in the world along with a grass-fed production system that sets us up well to prosper," he says.

Silver Fern Farms Co-operative Chairman Rob Hewett says Adrian's appointment is another step along the Co-operative Board's ongoing plan to invest in governance capability.



“Ensuring we have a pipeline of talented up-and-coming Directors is a big focus for the Co-operative Board, particularly with the challenging external environment we are currently operating in” says Rob.

“To support the next generation of Directors, the Board has been focused on providing opportunities for shareholder suppliers to undertake professional development. This includes our To the Core programme, which has now been running for six years, and our Extended Development Group.

“Having two Board-appointed Directors helps build experience before these individuals put their name forward for election by shareholders and potentially appointment to the Board of Silver Fern Farms Limited.

“Adrian is a real self-starter and has demonstrated that he is prepared to invest in himself, and accordingly the Board is prepared to invest in him as well. He’ll make an excellent Director for the organisation,” he says.

#### **Note for editors**

- Adrian Ball is a Board-appointed shareholder/supplier (“Farmer”) Director and has a term of 3 years on the Silver Fern Farms Co-operative Board starting from his commencement in September.
- Up to five Farmer Directors are elected by shareholders who are suppliers of livestock to the company. Up to a further two Farmer Directors may be appointed by the Board for one term of three years duration.

#### **Media Contact**

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