



23rd September 2016

Co-operative Business NZ's smaller agri-producers

I had the pleasure of meeting with three of Cooperative Business NZ's smaller agri-producer Members last week in Richmond (NZ Hops, Marlborough Grape Producers and NZ Blackcurrants). Each Member has its own challenges and opportunities within respective local and overseas markets, growing conditions (and in particular protection from harsh spring frosts) and meeting Member expectations. [We profile each online.](#)



Pictured at NZ Hops' facility are from left: Mike Kearney (NZ Blackcurrants), Craig Howard (Marlborough Grape Producers) and Steve Wilson (NZ Hops).



[New Zealand Hops](#) has origins going back over 150 years in the Nelson/Motueka region while its growers are planning on a collective capital investment of over \$35 million over the next few years. This agri-producer has been able to align supply to meet changing consumer taste and flavour preferences following the rapid growth of the craft beer market globally over the past 20 years, over 75% of volumes being exported.



[Marlborough Grape Producers](#) had been a privately-owned company up until 2013 when it chose to become a co-operative. In 2016 it produced over 12,500 tonnes of grapes (almost 3% of NZ's total production) and then converted that to approximately 9.3 million litres of sauvignon blanc for overseas markets. This agri-producer has seen spectacular growth over the past three years and now has 80 grower Members.



[NZ Blackcurrants](#) exports most of its produce in a global market that is dominated by supply from Poland that is subsidized by the EU. Other challenges include crops surviving through strong spring frosts, fluctuating demand from China, and a strengthening NZD. Despite this, NZ Blackcurrants has been able to grow its volumes significantly since its formation in 1997 while about half of national supply is provided to Frucor for the manufacture of Ribena.

BOOK NOW for next Co-operative Governance Seminar!

DATE 18th November 2016: 10.00am – 4.30pm

VENUE Business School, University of Auckland, 12 Grafton Road, Auckland CBD.

PRESENTER **Richard Westlake**



Trusted corporate governance advisor and experienced board chair and director, Richard Westlake – pictured – will present the value-packed seminar. An MA graduate from Oxford University, Richard has a strong co-operative knowledge including serving on the board of Dairy Goat Co-operative and advising the Fonterra Shareholders Council and Rabobank. He has been a popular presenter at several Cooperative Business NZ events in recent years and led our recent governance seminar held in Wellington last month which was sold out. Due to a good level of ongoing demand we have decided to hold another co-op governance seminar before Christmas.

COST \$695 plus GST (*includes morning tea, lunch, afternoon tea*)

CONTENT This comprehensive seminar will give you the essential governance knowledge and skills to become an effective leader within the co-operative environment. Developed by Cooperative Business NZ in association with Richard Westlake Governance, this seminar is ideally suited for our Members, including our Members' Members.

In the morning, you'll learn about *The Co-operative Difference* – what's the origin of co-ops, why do people set them up, and what are the unique advantages (and challenges) of this type of company? Most of the day will be devoted to *Leading in a Co-operative* – what governance in a co-op is and should be; what's different from other companies; and what are your duties and responsibilities as a director of a co-op? You'll learn how to get the most from your co-op's board meetings and how your board can become a 'champion team' and not just a 'team of champions.'

Working with real-life examples across supplier, purchasing and customer-owned co-ops, this interactive workshop has proven to be very popular in the past. If you're a new director of a co-op or you're thinking of standing for election, otherwise if you are a CEO or senior executive within a co-op, this is the workshop that you should not miss.

- **Places are limited to 24 and I have had a good level of interest already. Please advise me by [return email](#) if you or others within your co-op would like to attend. Thanks.**

Kind regards,
Craig Presland