



Private Bag 3016
Hamilton 3240
New Zealand

0800 651 156
www.lic.co.nz

15 December 2016
Market Statement

LIC announces new General Manager NZ Markets

Livestock Improvement Corporation Limited (NZX:LIC) is pleased to announce it has appointed Malcolm Ellis as General Manager NZ Markets, effective from Monday, 19 December.

The NZ Markets group provides solutions to farmers that are relevant today and for the future, and that leave value on-farm.

For the past two months, Malcolm has been the Acting Manager NZ Markets and before this he was the Jersey and Short Gestation Bull Acquisition Manager for five years.

Chief Executive Wayne McNee said it was a pleasure to confirm his appointment to the role.

“Malcolm brings significant expertise at a senior level across all aspects of LIC’s business. He is a dairy farmer himself and has a practical knowledge of farming, as well as business acumen. His passion for herd improvement and farm system profitability give him a unique and deep understanding of farmers’ perspectives and the solutions that contribute to improving farmers’ prosperity and productivity.”

In his time at LIC, Malcolm has led the recovery of momentum of the Jersey breeding programme, prepared the SGL breeding programme for a 2014 launch into the fresh semen market and redesigned and relaunched LIC’s OAD Selection Index.

Malcolm holds a Massey University Diploma in Agriculture with Distinction and previously taught in the agriculture department at Waikato Polytechnic for seven years. He has also worked with NZ Rural Press.

Upon his move to LIC in 2011, Malcolm and wife Jody maintained their farming business in Pirongia.

ENDS

Contact: Jacqui Humm, Jacqui.humm@lic.co.nz 027 205 0818

About LIC: LIC is a farmer-owned co-operative that provides a range of services and solutions to improve the productivity and prosperity of farmers. This includes dairy genetics, information technology, herd testing, DNA parentage verification and farm advisory services through FarmWise. Subsidiary business LIC Automation also provides integrated automation systems and unique milk testing sensors that present real-time data while a cow is being milked. With origins dating back to 1909, LIC has a long history of world-leading innovations for the dairy industry.

Today the New Zealand-based co-operative employs more than 600 permanent staff, swelling to 2000 during the peak dairy mating season. LIC also has offices in the United Kingdom, Ireland, Australia and Brazil. All LIC profit is returned to its farmer owners/shareholders in new solutions, research and development or dividends. More information: www.lic.co.nz