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**23 September 2016**  
**Market statement**

### **LIC announces Acting General Manager NZ Markets**

Livestock Improvement Corporation Limited (NZX:LIC) is pleased to announce it has appointed Malcolm Ellis as Acting General Manager NZ Markets, effective from 17 October 2016.

This is a pivotal role – the NZ Markets group provides solutions to farmers that are relevant today and for the future, and that leave value on-farm.

Chief Executive Wayne McNee says Mr Ellis will bring a wide range of skills to the role, including a deep understanding of farmers' perspectives and the solutions that contribute to improving farmers' prosperity and productivity.

Mr Ellis says his key passions include herd improvement and farm system profitability. He is currently LIC's Bull Acquisition Manager Jersey & SGL and has worked in that role for five years. In this time, he 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. He has practical knowledge of farming and herd improvement, as well as business acumen.

Mr Ellis 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 previously with NZ Rural Press. Both roles were worked around the development of a successful farm business for himself and wife Jody. Today the couple have retained the ownership of one of the dairy farms.

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### **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](http://www.lic.co.nz)