

Media release

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ALLIANCE PURE SOUTH VENISON OFF TO EUROPE

Leading food company Alliance has dispatched Pure South venison to key global markets as the traditional European game season winds down.

The venison will be marketed in the retail and food service sectors in Europe over April and July, as well as the UK and North America. The co-operative is also experiencing strong demand for venison from the super premium pet food market in the United States.

David Surveyor, chief executive of Alliance Group, said: “The strong deer schedule and market returns for venison represent good news for farmer shareholders.

“Alliance Group has also been working hard to ensure this market growth is sustainable so we’re investing in diversifying our markets from a geographical perspective, but also across channels such as food service, retail, manufacturing and premium pet food.”

The beginning of the venison programme also coincides with the final stage of construction of the foundations for the co-operative’s new \$15.2 million venison plant at Lorneville, Southland.

The plant will include improved handling facilities, enhanced configuration, increased slaughterboard size, a wider boning room and an increased offal area.

“We are investing in a modern plant because we have confidence in New Zealand’s venison industry,” said Mr Surveyor.



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