Connecting People through Provenance
ABARES Outlook Conference 2018
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What is it that makes Norco special and unique in the eyes of consumers?
Norco profile

- 215 supplying farms in NSW and QLD
- Diversified business
- Fresh milk processing 180m litres at two sites
- Ice cream manufacturing site adding value to last litre producing 50m litres
- Rural retailing providing product and services out of 30 sites in NSW and QLD
- Turnover $560m
- Traditional Co-operative one member one vote
Our Norco strategy to connect

• Stay true to our core values
• Build a proposition that sets the co-operative apart from its competitors
• Our owners, the farmers are why we exist
• Commercial focus driven by co-operative minded people
• Our relationships with all our stakeholders is the key to future success

100% FARMER OWNED
AN AUSTRALIAN FARMER OWNED DAIRY CO-OPERATIVE
Provenance needs to create a connection

• Consumers crave:
  • Authenticity
  • Transparency
  • Sense of being a partner
  • Understanding of your values and theirs
Creating Value

• It’s not necessarily about creating new products or increasing farm supply
• Our perspective is far more broad ranging:
  • We support our farmers
  • We support our people
  • We support our community
  • We do this by actively engaging with them to build a better Australia
We bring value to our consumers in ways that aligns to their values and beliefs

- Continually share our story and what we stand for all the way along the path to purchase

**IN THE HOME**

Introduce consumers to our farmers and our story at home through mass media

**ON THE GO**

Use technology and social media to amplify our story to people outside the home

Support our farmers and their communities through events

**IN STORE**

Launch products that drive category value and deliver a consumer benefit
Always deliver great quality, award winning milk!

• An award winning range of products that talks to who Norco is and what we stand for
• Strong emotional benefit to the consumer (supporting Norco Dairy Farmers)
• Leverage packaging to deliver the story of our history and our provenance (Northern NSW and SE Queensland)
And continually maintaining trust.