

Fonterra plans to merge New Zealand and Australian brands

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Dairy for life

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Fonterra, the dairy cooperative, plans to merge its New Zealand and Australian brands into a single entity called Fonterra Oceania. CEO Miles Hurrell stated in a letter to farmers that this move would strengthen its trans-Tasman offering in the increasingly competitive marketplace.

Fonterra Brands New Zealand comprises consumer brands and foodservice businesses, such as Anchor, Mainland and KÄpiti, while the Australian milk pool will continue to provide milk solids for Fonterra's Australian brands and ingredients. Fonterra processes milk from Australian farmers at eight sites across Victoria and Tasmania for brands including Perfect Italiano, Mainland, Western Star and Bega.

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