

IN THE AUSTRALIAN COMPETITION TRIBUNAL

of 2013

MURRAY GOULBURN CO-OPERATIVE CO LIMITED

**RE: PROPOSED ACQUISITION OF WARRNAMBOOL CHEESE
AND BUTTER FACTORY COMPANY HOLDINGS LIMITED**

Certificate identifying annexure

This is the annexure marked RAP23 now produced and shown to Robert Arthur Poole at the time of signing his statement on 28 November 2013.

Annexure RAP23
Extract from Fonterra website regarding company history



Our Heri...

OUR HERITAGE

Our story starts nearly two centuries ago when the first cows arrived in New Zealand. From those humble beginnings, we've become the world's largest dairy exporter, wholly owned by the farmers who supply us.



1800S - THE EARLY YEARS

In 1814 early European settlers, including missionary Samuel Marsden, brought the first cows to Zealand to provide fresh milk, butter and cheese. From this humble beginning, the industry grew rapidly, helped along by a temperate climate.



1800s



1871



1882



1923



1930s-1950s

New Zealand's dairy industry started in 1814 with the first cattle imported by early European settlers. By 1846, just six years after the Treaty of Waitangi was signed, the first exports began. The first dairy co-operative was created in Otago in 1871 – the first of more than 400 co-ops to be established throughout New Zealand.

Refrigeration in 1882 opened new markets to New Zealand's agriculture industry and, as a result, substantial trade to the United Kingdom developed, with the UK becoming our largest export market

until the 1970s.

Many different kinds of dairy products exported to a huge range of markets since then have changed the landscape of the industry, which eventually included major consolidation.

In 2001, Fonterra was formed to represent the interests of about 95 per cent of New Zealand's dairy farmers – our Shareholders.

Today, we export high quality products to more than 100 countries around the globe. Fonterra is the world's largest dairy exporter.

OUR HISTORY IN AUSTRALIA

Fonterra's **Australian operations** form a cornerstone of Fonterra's global operations and are a fundamental pillar of the trans-Tasman business unit. Through legacy companies, Fonterra has been part of the Australian dairy industry for more than 50 years.

Generations of Australians have grown up with Fonterra's products including **Western Star** butter, **Perfect Italiano** cheese, **Mainland** cheese and **Ski** yoghurt.

Fonterra came to Australia in 2001 when we acquired a 25 per cent stake in Victorian dairy processor Bonlac Foods. We increased this stake to 50 per cent in late 2003.

Since then, Fonterra has acquired other trusted, well-known Australian companies including Bonland Dairies and Murrumbidgee Dairy Products. In mid-2006, Fonterra Australia completed the full acquisition of Bonlac Foods and we continue our proud partnership with the Bonlac Supply Company.

Today, Fonterra Australia employs 2,000 people, collects 21 per cent of Australia's milk and operates **10 manufacturing sites**.



Read more >
Company Overview



Read more >
Our Governance