



**TOWN &
COUNTRY**



PRESS RELEASE

Incitec Pivot and Ruralco enter 10-year agreement

Fertiliser manufacturer Incitec Pivot Limited and Ruralco Holdings Limited (RHL) have entered a new trading era with the signing of a 10-year agreement. This will cover the supply, distribution and blending of the Incitec Pivot and Grow Force fertiliser solid granular product ranges.

Under the new arrangements, members of RHL branded either as CRT or Town and Country (T&C) will be able to trade directly with Incitec Pivot under both the Incitec Pivot and Grow Force (GF) banners. CRT/T&C stores will have the opportunity to sell the GF fertiliser range, as well as those products branded Incitec Pivot.

All members will be able to benefit from the new trading arrangements as well as other improvements currently being developed by Incitec Pivot for its distribution network.

“This will see RHL’s reporting of sales changing, but overall it will be beneficial to members and shareholders,” said Mr. John Hughes, Managing Director of RHL. He added: “The new arrangements put the relationship with Incitec Pivot on a long-term footing and secures the future of the Grow Force brand for CRT/T&C members.

“Members not already enjoying the benefits of working directly with Incitec Pivot will now be able to do so - a beneficial arrangement for all,” he said.

Mr Hughes said: “CRT/T&C members will be contacted shortly to discuss details of the new trading and supply agreement, however there would essentially be no change to their current (Grow Force) fertiliser dealer arrangements.”

Incitec Pivot Managing Director and CEO Greg Witcombe welcomed the new CRT/T&C members to Incitec Pivot’s agent and dealer network.

“The new agreement presents an exciting opportunity to build closer relationships with Ruralco and its members in the future” he said.

FURTHER INFORMATION:

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