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PRESS RELEASE:

MG Trading now AG Warehouse™

Dairy and rural retail business MG Trading is changing its name to AG Warehouse,™ strengthening its support to its dairy customers while increasing its focus on cropping, beef, sheep and lifestyle customers.

AG Warehouse™ is a retail farm supplies business that provides merchandise, fertiliser, fuel and feed to customers through a network of over 30 outlets across southern NSW, Victoria and Tasmania.

“We’ve got a great business and as we continue to grow, it was time for a change of name,” said General Manager, Michael Loxton.

“We have seen significant changes in recent times in the agricultural markets serviced by our footprint in southern Australia. While dairy remains core to our business, we have also been diversifying and building our offering to cropping, sheep, beef and lifestyle customers.”

“If you’re not a dairy farmer there is a good chance you don’t know we also service these other segments. And we have some dairy farmers who aren’t aware they can shop with us.”

“With AG Warehouse, our aim is to continue supporting our traditional dairy base, while also welcoming new customers from other farming backgrounds.”

Steve Andrews, Head of Buying & Marketing said “It was clear we needed a new name to reflect our growing business; one that would be recognised by all parts of agriculture, not just dairy.”

“AG Warehouse™ has received very positive feedback. It’s seen as all things agricultural and reinforcing our wide range of products on offer at competitive prices.”

“AG Warehouse™ aims to be the ‘one stop shop’ for all farmers’ agricultural needs.”

“We will be running a promotion in March and April for autumn, so we encourage farmers to come and check out our new-look AG Warehouse™ stores.”

For more information on AG Warehouse™, please visit our website:

www.agwarehouse.com.au