



SANFORD

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NZX Continuous Disclosure

Peter Reidie appointed as Sanford CEO

The Chairman of Sanford (NZX: SAN), Sir Rob McLeod announced today that the company has appointed Mr Peter Reidie as its new Chief Executive Officer.

The appointment follows a rigorous recruitment process over more than three months, which assessed internal as well as external candidates. The board was very impressed by the calibre of applications received.

Peter Reidie has extensive primary sector experience. He is currently CEO of the Farmlands Cooperative Society, a position he has held for over five years. Previously, Mr Reidie was Managing Director for Australia and New Zealand at Goodman Fielder.

“The Sanford Board is very pleased to have appointed Peter, given his relevant and lengthy experience as a commercial leader across a range of settings, and the deep insights he offers on local and international consumer markets,” said Sir Rob.

“Peter’s personal qualities and values shone out during the recruitment process. He is pragmatic and empathetic, has a strong focus on health and safety, and has the ability to get alongside growers and other stakeholders who ultimately give companies their social license to operate. All those qualities will be highly valued in his new role at Sanford.

“Our strategy was reiterated at the recent annual shareholder meeting: Sanford will get closer to its customers and increase our ability to create value, while maintaining our strong capabilities as a commodity producer of beautiful seafood.”

Peter Reidie said he was delighted to have secured the role and the responsibility to lead this iconic New Zealand business into its next stage.

“Sanford is a great business. Its people are highly engaged and motivated and I can’t wait to join them in 2021.

“I have fresh perspectives to bring to Sanford and I am clear on my mission. I welcome the challenge of navigating the business and its people through the current volatile conditions, while working towards a long-term vision to grow sustainable shareholder returns.”

Mr Reidie said that a more prosperous Sanford will be good for the seafood industry as a whole and will ultimately contribute to New Zealand’s exporting success.

Sir Rob McLeod said the Sanford Board wanted to publicly thank Andre Gargiulo for the excellent job he has done as acting CEO over the past few months, helping Sanford to adjust quickly to a dynamic environment.

Peter Reidie’s start date at Sanford will be announced in the New Year. Mr Gargiulo will continue in the role of Sanford’s Acting CEO until Mr Reidie joins the company.

Investor inquiries:

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