

# Ravensdown – Engaging with our stakeholders

We work hard to understand what matters to our stakeholders.

## Customers and Shareholders



**To put the customer at the centre of everything we do.**

We regularly engage with our customers and shareholders to understand their needs and expectations in order to become the service and solutions provider of choice in the agri-sector.

Ravensdown offers a wide breadth of service and integration to farmers across all aspects of the farming operation.

### How we engage

- In person through tailored advice of our field-based team.
- Accessible advice of customer service teams.
- Annual customer satisfaction surveys.
- Field days, shows and events to showcase new products and services.
- Annual General Meeting and shareholder get togethers.
- Magazines (Ground Effect), newsletters and updates.

### Needs and expectations

- Consistent, timely delivery of quality products, services and experiences.
- Customised, up-to-date and informed farm solutions and services.
- Innovative tools, solutions and products for customers to farm in a financially and environmentally sustainable way.
- Long-term relationships.

## Our People



**To choose the best people, keep them safe, and enable them to do their best.**

We engage with our people to create an environment where smart passionate people can thrive and succeed while being safe and happy.

Empowering people and keeping them safe is hardwired into our values as a co-operative.

### How we engage

- Yammer (Internal social media tool) and Ravnet (intranet) communication.
- Annual employee engagement surveys.
- Regular direct engagement with and by managers.
- Staff and team events.
- Social events and social club.
- Induction, training and specialist workshops.
- Integrated report roadshow.

### Needs and expectations

- Good health, safety and wellbeing.
- Personalised training and career development.
- Strong positive culture and working environment.
- Diversity in the workplace.
- Good remuneration and conditions of employment.
- Smart tools to enable staff to perform their duties effectively and efficiently.

## Supply and Research Partners



**To develop long-term relationships based on integrity and trust.**

We build long-term relationships based on integrity and mutual trust.

This ensures that Ravensdown is provided with superior products and services as well as ongoing development of exclusive and innovative solutions for the benefit of New Zealand farmers.

### How we engage

- Regular visits with our suppliers.
- Dedicated procurement team.
- Collaborations with leaders at agri-science institutions.
- Work on and support a wide range of research projects to enable smarter farming.

### Needs and expectations

- Long-term relationships with mutual benefit.
- Robust and reliable supply chain.
- Values alignment.

## Communities



**To lead in the field of sustainability: clearly positioned as a key player in solutions to environmental concerns and consistently extending our social licence to operate.**

We continue to engage with our communities, neighbours and tangata whenua to understand our actual and potential impacts on interested parties. We appreciate our licence to operate and continually seek ways to better care for and have a positive impact on the communities and environment in which we operate, while making a positive contribution to New Zealand development.

### How we engage

- Formal site-specific engagement with surrounding communities.
- Invite locals to site open days to have transparent dialogues and discuss where we can improve.
- 'Lend a Hand' day – one day a year allocated to each staff member to volunteer in their communities.
- Publication of an annual Integrated Report and Operations Environmental Report.
- Social media.

### Needs and expectations

- Social development – employment, investment, development and learning opportunities.
- Respond to incidents responsibly.
- Respect for cultural views.
- Health, safety and environmentally conscious operations.
- Positive transparent relationship.
- Transparency in reporting.

## Regulators



We engage with national, regional and local levels of government and industry bodies regularly and meaningfully to ensure our operations are compliant, to work towards best practice, to contribute to new legislation and ensure compliant practices for all our stakeholders.

### How we engage

- Direct engagement at multiple levels including Chief Executive level, sector directors, policy and compliance teams.
- Participation in a number of Council-led stakeholder groups sharing knowledge and influencing policy direction as it relates to farming and our own operations.
- Submissions on new policy and guidance.

### Needs and expectations

- Effective management of legislative requirements, in particular: health and safety, environmental and labour requirements.
- Farm compliance for nutrient traceability, nitrogen use and consent compliance.
- Positive and proactive relationship.
- Contribute to relevant calls for submissions.