

PGG Wrightson to Showcase Agriculture in China

PGG Wrightson has announced that its AgriTech business, PGG Wrightson Seeds, had entered into a Memorandum of Understanding (MOU) with The Administrative Authority for Yangling Agriculture High-tech Industries Demonstration Zone and Agria Corporation to establish a centre which can showcase agricultural technology and modern production methods in China.

The Yangling Demonstration Zone is one of ten technology industry parks in China which is open to APEC companies and the only agriculture zone supported by the central government. It is a leading centre for world-class agriculture, scientific and technological R&D, innovation, application, demonstration and promotion. The zone is located in the Shaanxi province, in North West China and enjoys a temperate-continental climate.

Under the MOU the parties have agreed to co-operate in establishing a centre to showcase and promote advance agricultural production methods based on New Zealand experience and expertise and to provide training and education on these methods. It is hoped that the project will become a platform in China for PGG Wrightson Seeds and other New Zealand agriculture-related businesses to promote New Zealand style agriculture.

In commenting on the MOU, John McKenzie, PGG Wrightson Group-General Manager AgriTech, stated that the establishment of the centre is the first step in a long process of developing and building the Chinese market.

"Pastoral farming in China is quite different to farming in New Zealand and while there are some climatic zones similar to New Zealand, generally New Zealand pasture species aren't the best solution for China. The establishment of the centre is the first step in putting together a science-based programme to develop our ideas around the mix of species and the right approach to pastoral farming in this area. Experience in other markets around the world shows that this is an important step in both proving what the right farming systems model is and in educating local farmers as to the benefits."

"It's an exciting development and important step forward, but realistically it is likely be several years before this translates into significant business for PGG Wrightson Seeds."

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