



## **PRESS RELEASE**

# **Farmer co-operatives to highlight the benefits of working together at 2012 Royal Norfolk Show**

**19<sup>th</sup> June 2012**

Saturn Agriculture, the buying platform for three major farmers' co-operatives in the East of England, will use the 2012 Royal Norfolk Show on 27<sup>th</sup> and 28<sup>th</sup> June to highlight the considerable benefits of co-operation to their Members.

The strength of the relationship between Saturn Agriculture's three members, Suffolk-based AtlasFram Group, Dengie Crops Ltd in Essex and Woldmarsh Producers Ltd in Lincolnshire, will be underlined by their joint exhibit on the Saturn Stand (Number 318). New Membership enquiries which come through Saturn Agriculture are appointed to their nearest agricultural co-operative to ensure that the best benefits are achieved for the Member.

Saturn Agriculture, which is named after the Roman god of agriculture, firmly believes that by acting as a central negotiator the cumulative benefits outweigh those that might be achieved by any Member company acting individually. At the same time, it has also welcomed the opportunity to develop relationships with key industry players that can only be to the mutual benefit of manufacturers, suppliers and farmer Members alike. On behalf of its Members, Saturn, which represents more than 1800 farmers who farm over 500,000 hectares across the UK, now negotiates annual purchases of 10% of the UK's agchem spend and purchases 250,000 tonnes of fertiliser.

As part of its presence at this year's Royal Norfolk Show AtlasFram Group, the UK's foremost inputs purchasing and grain marketing co-operative, will host a business breakfast on the first day in conjunction with the Country Land & Business Association and Case IH, a key supplier of agricultural machinery. At the event, AtlasFram's Chief Executive Officer, Richard Anscombe, will outline the benefits of cooperation within the agricultural supply industry, at all levels, while Andy Whiley, Major Accounts Manager for Case IH, will highlight the mutual benefits of team work and working with the Group.

AtlasFram is now the only organisation able to offer farmers access to the most preferential terms as part of the largest fleet deal on Case IH equipment in Europe. The long-established link between the two businesses will be highlighted by AtlasFram's exhibit, which will feature a classic Case tractor from the 1960s and one from the current Case IH range.

Commenting ahead of the Royal Norfolk Show, Richard Anscombe stated:

“With markets for farm inputs and outputs set to be even more volatile in the future it will be increasingly important for farmers to belong to a strong farmer-owned co-operative which operates entirely in their best interests. For this reason, I believe that the AtlasFram Group will fulfil an expanding role within the agricultural industry and become ever more important to the success of Members’ individual businesses.”

**Further details are available from AtlasFram on 01728 727700.**

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**NOTES FOR EDITORS**

**ABOUT THE ATLASFRAM GROUP**

AtlasFram Group is a highly-successful farmer-owned cooperative with an annual turnover of £168 million. Based at Framlingham in Suffolk, it purchases all types of farm inputs and markets combinable crops on behalf of its 1250 Members, who collectively farm more than 300,000 hectares throughout the UK. The Group attracts professional arable and livestock farmers who recognise the value of belonging to a large, expertly-managed input purchasing and crop marketing business operated entirely on their behalf.

In addition to financial savings on a wide range of inputs, from fuel, fertiliser and ag-chem to workshop equipment, tyres, electricity, building materials, feed, animal health products and mobile 'phones, AtlasFram Members benefit from access to a team of product specialists. Working solely in the best interests of Members, they provide expert advice on a wide range of farming-related issues, advise when to place orders to obtain the best discounts and ensure that products are delivered on time, to the right location. Members receive just one monthly invoice that shows all purchases, which further reduces the time and cost of administration.

Further details are available at [www.atlasfram.co.uk](http://www.atlasfram.co.uk)



**Richard Anscombe, AtlasFram Group’s Chief Executive Officer, will outline the benefits of co-operation within the agricultural supply industry at this year’s Royal Norfolk Show.**