

Press Release

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DEVONDALE UNVEILS A FRESH NEW LOOK FOR THE AUSSIE FARMER CO-OP

Devondale, the Aussie Farmer Co-Op, is proud to unveil its contemporary new look that champions the 2,500 farming families that own the co-operative and the ingenuity at the heart of Australia's largest dairy company.

The historic re-brand gets underway with the rollout of a contemporary new logo across the Devondale range, in addition to a raft of new products that celebrate the wonderful world of dairy foods.

The updated Devondale logo embodies the unique nature of the organization, with its farmers at the fore supporting a new-look Devondale cow – an image long associated with the Devondale brand.

Suzanne Douglas General Manager Innovations, Marketing and Special Projects says, "Devondale is an iconic Australian brand which is 100% owned by Aussie farmer families. We aim to return the Devondale brand to its rightful place as the leading dairy brand in this country. The packaging re-launch is the first step in modernizing our brand and making it more relevant to the everyday lives of today's Australians".

Consumers will begin to see the new packaging and new products on shelves nationwide from late September.

- ENDS -

About Devondale: Devondale is the flagship consumer brand of Murray Goulburn Co-operative. The Co-Op is owned by approximately 2500 farming families and is Australia's largest dairy foods company processing approximately 3 billion litres of milk annually, or one third of Australia's milk. All of the returns generated through the sale of Devondale products support Aussie farming families.

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