

# VOTE

# JO HAY

## SILVER FERN FARMS CO-OPERATIVE BOARD

Dear Shareholder,

I am seeking your vote to join the  
**Silver Fern Farms Co-operative Board.**

I am a hands-on sheep and beef farmer with governance skills and experience. I have the commitment and passion necessary for a shareholder-elected director role.

Alongside my husband Ross and our three children, I farm a 270ha partly irrigated sheep and beef, breeding and finishing property in North Otago. I am a proud third generation SFF supplier and shareholder who is focused on our Co-operative's growth and sustainability—ensuring that we not only face our industry's challenges but also capitalise on the opportunities ahead.

Like you, our business is facing many pressures which are threatening profitability. While I support the current strategy and direction of SFF, it is imperative that farmers are rewarded with consistent returns. I want to ensure our Co-operative is successful for generations to come, it is integral to our farming business like it is yours.

I welcome any conversation about **Silver Fern Farms** and value your input greatly.

It would be an honor to earn your vote and serve as your director.



## Your Vote, Our Future

## What I'll bring to the Board:

- A practical, on-the-ground perspective from a hands-on sheep and beef farmer.
- Governance expertise gained through real-world experience.
- A future-oriented mindset that is strategic and committed to sustainable growth.
- I am a listener and questioner, who will represent your share holder interests.
- As an inaugural member of the SFF Emerging Development Group, I have had insight into the co-op and the operational company, and have a good understanding of where things stand.



## Professional Milestones:

- 2023 Institute of Directors Emerging Director Award Recipient.
- Graduate of the Agri-Women's Development Trust Escalator Program.
- Member of the Institute of Directors.
- Alumni of the KPMG & University of Waikato Food & Fibre Insights Course.
- Bachelor of Education from the Dunedin College of Education

## Governance and Leadership Roles:

- Director at North Otago Irrigation Company Ltd.
- Trustee of Meat the Need.
- Steering Committee member at NOSLAM.
- Co-founder of Lip Gloss & Gumboots.
- Former Farmer Councilor for Beef + Lamb NZ Central South Island.

*I am always available  
to listen to you ...*

Contact me anytime

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**Your Vote, Our Future**