2015 AWARD REPORT

Agribusiness Award





Agribusiness Award

May 2015

Foreword

Agribusiness is an all-encompassing term used to describe every food item that's raised, grown, caught or harvested then processed, polished and refined for sale locally or globally in true 'paddockto-plate' fashion.

It's a complex and challenging business where everything from wild weather to commodity price crashes can derail monthly cashflow. Despite everything, Kiwis jealously guard their reputation for clean, green food and continue to be world leaders in many areas of supply in the food chain.

Behind every growing agribusiness is strong financial backing in the form of a good agribusiness bank. In New Zealand, a number of banks offer products and services designed exclusively for the farming and associated sectors. The requirements for these businesses differ markedly from the retail banking 'city folks' are used to. Comparing banks for agribusiness entails more than just comparing stand-alone products. Relationship managers, branches, online banking, specialty products, realtime industry insights and educational material are all important to those involved whether at the farm gate or the processing plant.

CANSTAR's annual comparison of what the banks offer their agri customers will hopefully give you the information you need to make the best choice for your business.



Mitchell Watson Research Manager



DELICATESSEN ON A PLATE

The humble family farm is one tiny piece that makes up the jigsaw that is the agricultural business juggernaut in New Zealand. Some 70% of New Zealand's exports come from the agribusiness sector and it has been said, with global admiration, that the whole country is a "delicatessen on a plate".

The growing global realization about the challenges of feeding the world's population gives a significant competitive advantage to this country's ability to produce quality, sustainable food.

Kiwis' drive for research and innovation has long been a feature of the sector, with robust investments in education, animal health, farm equipment and management technology, seed production and plant genetics - just some of the ongoing focus on agri efficiency. This country houses a vibrant agribusiness sector of which it is justifiably proud.

DID YOU KNOW?

New Zealand is the largest dairy and sheep meat exporter in the world, and a major global supplier of beef, wool, kiwifruit, apples and seafood.

> New Zealand-grown produce feeds over 40 million people, with 7,500 animal products and 3,800 dairy products going to 100 countries every month.

> > New Zealand's dairy industry is its biggest export earner with total value in excess of NZ\$13.4 billion (US\$ 11.0 billion) in 2013. Its largest market is China, with more than 30 percent of China's dairy imports originating from New Zealand. Milk powder, butter and cheese are in particularly strong demand.



VALUE CHAIN EFFICIENCY

In a remote, island economy such as New Zealand, successful agribusiness relies on the ability to understand the operation of competitive global markets, international marketing and the management of complex and extended supply chains.

Kiwis are constantly improving their agri practices through technology solutions such as herd improvement, software, pasture mapping and management. As such, there are new collaborations up and down the agricultural value chain – from seeds and grains, to animal genetics, quality control, farm assurance systems, farm equipment and technology. One thing's for sure, the pace of change is dynamic in this country's agri sector and that's largely what makes it so exciting for the future.



Please note: this is by no means a comprehensive list of Kiwi agri inventions and innovations - we don't have space for that!





It's true that most farmers take their role as custodian of the land very seriously. They work hard to improve their farms to leave the land in better shape for the generations after them. This often involves using farm cashflows and savings to invest in environmental improvements. These could be anything from fencing off waterways to planting trees on their farms.

Environmental compliance is becoming more and more of an issue, particularly in some areas such as dairying where nitrate leaching regulations are seeing farmers working with local authorities to ensure the non-contamination of underground water. This is often translating to putting in culverts to keep stock away from streams, upgrading or building new effluent ponds and undertaking other projects to meet their environmental compliance obligations.

The increasing focus for farmers to ensure that their farming practices are environmentally sustainable was the reason behind the appearance in recent times of the Environmental Loan. Essentially, this product is a low-interest loan designed to help farmers invest in systems to improve the farm and meet local council's environmental by-laws.

These loans are available for hundreds of approved purposes, broadly including the following:

- Effluent management Storage, pumping, mixing, separation, spreading and irrigation.
- Water and quality management Fencing, waterways, developing stock crossings, riparian planting, nutrient leakage management.
- Water and energy conservation projects Water recycling, variable rate irrigation systems, solar water heating, hot water insulation, milk vat insulation, heat recovery systems, variable speed vacuum pumps and energy efficient lighting.

Only two out of the five banks we researched offer a special Environmental Loans in their suite of agri offerings and their uptake has been consistent, proving there is a need in the farming community for such a product.



Environmental loans offered by ANZ and ASB

	ANZ	ASB
Interest Rate	5%	4.73%
Maximum Loan Amount for Environmental	\$300,000	\$200,000
Establishment Fee	\$0	\$0
Maximum Loan Term	5 years	5 years



Agribusiness combines all facets of business operations and associated organisations that make up the agricultural sector. Being one of New Zealand's leading export money earners, pretty much every link in the agribusiness chain needs a reliable bank behind it.

The specialized nature of farming enterprises requires a banking approach that differs from standard retail. So – what do agricultural producers require from a banking relationship? It goes without saying that standard business finance and deposit products are essential. Beyond the standard practice though, CANSTAR consider the following institutional factors to be an important part of a successful Agribanking approach:

Availability of Relationship Managers

Despite the increasing prevalence of online transacting and banking self-service, the specialised nature of agribusiness means that the human factor is still an important feature in a good agribusiness relationship. Whether face-to-face or on the telephone, an availability of well-trained, knowledgeable and productive relationship managers is paramount to the ongoing success of an agribusiness division within a financial institution.

Range of Additional Products and Services

Beyond standard loan and deposit products, agribusinesses can require access to other more specialised products, including:

- Risk management products. As an export industry that is subject to both currency and commodity price fluctuations, agribusinesses can require access to risk management products that help to even out cashflow.
- Seasonal finance. Aside from the risk of drought or flood, many agribusinesses are exposed to seasonal fluctuations in cashflow, with expenses often being incurred long before income is realised. Access to seasonal finance products can be essential to keep the business running throughout the year.

- Equipment finance. The equipment required to keep an agribusiness operational can range well into six figures per item. Specialised finance is a must!
- International services. Dealing with foreign countries provides its own set of issues and account needs. Foreign currency accounts, a smooth international bank transfer process and trade finance facilities are important.
- Additional products. There are a myriad of additional products – livestock easing arrangements or farm insurance, for example - that might be required to ensure the smooth operation of an agribusiness.

Other specialist services

In addition to products, agribusiness can benefit from access to other specialist financial services, including forms of insurance such as Key man cover, Farm Building cover, Business Life and Business Liability cover as well as financial planning advice.

Financial institutions can also play a key business coaching role; providing support, knowledge and guidance on all agribusiness financial needs.

Online Banking Functionality

Personalised service is crucial – but agribusiness also requires excellent online banking functionality. That includes mobile applications, multiple payment functionality and automated graphing and reporting.

Information and Education Services

Farming is an intensive business with little time for research. Financial institutions can add a great deal of value to their agribusiness clients by the provision of online economic and industry insights, analysis and education tools. It is in the interests of financial institutions for their customers to succeed financially and they can potentially play an important mentorship role, providing property owners with access to market knowledge and insights to help identify business growth opportunities.



WHAT WE LOOKED AT

To determine which institution offers the best value to agribusiness customers in New Zealand, we compared banking products and services valued by farmers, including loans, credit cards and business deposit accounts, as well as considering the institutional factors of each organization. In-depth details on the products and services assessed can be found later in this report's methodology.

Unsurprisingly, we found a strong suite of competitively-priced core products is the backbone of a good agri package. This consists of Business Loans, Business Deposits and Business Credit Cards.





Business Loans

Most interest rates moved in line with the cash rate increases in early 2014 and over the past six months, the interest rates have remained relatively stable with the cash rate.

In addition to interest rate, when it comes to loans features are all important. For overdraft accounts, we put great emphasis on the availability of access such as ATMs, cheque facility, EFTPOS, BPAY and branch access plus the fees charged for using these facilities. Additionally, the lending terms that are imposed on these accounts are important. We looked at things like the rate charged on the loan, minimum and maximum loan amount and whether the rate varies with LVR.

Within term loan accounts, emphasis is put on lending terms. The rate on the loan, term of the loan, minimum and maximum loan amount, maximum facility term, and whether the rate varies with LVR are taken into account. Also important are the repayment options and whether you have the flexibility to split or switch your loan.



Business Transaction Account

In terms of current average interest rate paid, only three out of 14 accounts considered offer an interest rate. Of those three, the average interest rate is 0.85%

Then there are fees: For the business that does a lot of transactions each month, the average costs per month could run up to \$20.62, according to our calculations. However, the average monthly costs among our 5-star rated products is \$9.86 – a big difference.

The lowest average monthly cost we found was five dollars for a monthly account keeping fee with unlimited transactions.

As with Business Loan accounts, convenient access to your money is vital so we look at ATMs, branches, as well as features such as cheques and sweep facilities.





Online Saver

The current average interest rate paid is 2.68% on a \$20,000 balance; the majority of the accounts are fee free.

The average rate offered among 5-star rated Online Saver products as at the 01/04/2015 was 3.12%. This is certainly a healthier return than the average across all Online Saver products rated.

RaboDirect can lay claim to the highest interest rate paid – 3.25% on its Business Online Call account.

It's important to be aware of conditions with online savings accounts. CANSTAR researches factors such as the balance used to calculate interest, the frequency of interest payments, minimum needed to open an account and any subsequent deposit requirements. It's also important not to set and forget your Online Savings account; rates paid can vary. In the graph below we compare the cash rate against the highest and lowest online saver account, interest rates on our database.



Cash Rate Movement Vs. Online Account Rate Movements

Source: CANSTAR.com.au. Based on products assessed for this rating.



Credit cards

In terms of assessing credit cards we look at their functionality in relation to two different types of user: revolvers, who continue to carry a debt and transactors, who pay the balance in full each month.

Credit Revolver

For the Business carrying over a debt from one month to the next, the average annual fee across all credit cards accounts we assessed is \$65, average number of free days is 52 and average interest rate is 18.86%.

The best account on offer for credit revolvers has a \$60 annual fee, 14.95% rate and 55 free days.

Credit Transactor

The Business who pays off a credit card in full each month can afford to think about a rewards program of interest. Three out of the nine cards offer a rewards program, while the average annual fee for this profile is \$63.

The lowest annual fee offered is \$25 with an 18.95% rate and 40 free days.





Agribusiness New Zealand



ANZ RETAINS BLUE RIBBON

It's obvious ANZ continues to place great importance on growing its agri customer segment. The bank has strengthened its relevance to this sector and, for the fourth year in succession, taken out the CANSTAR Agribusiness Award.

ANZ has streaked ahead by having the highest number of branches – 232 - and providing one agri-manager for every 78 customers. The agri sector is generally not a nine-to-five operation so the ability to access an 18-hour call centre can't be underestimated. Neither can the ease of banking online via a quick link to the rural resources from the ANZ homepage.

Also topping the score for products, ANZ's rural finance offerings include everything from a Farm Start-up Package to Supply Chain Finance. Of the products we rated, ANZ was particularly strong in its business term loans, as well as credit cards and cash management accounts – it's Online Saver: Business Premium Call Account comes with an interest rate of 3%.

Other services to impress were insurances, disaster relief and support, and environmental loans.

Customers have access to a wealth of rural news and insights resources to give an updated snapshot of business and economic conditions. ANZ also engages with its agri community through free educational seminars and workshops for its customers. The whole box and dice earned them the top score for education.

CANSTAR congratulates ANZ on this very considerable achievement.





CANSTAR Q & A

CANSTAR CAUGHT UP WITH AWARD WINNER ANZ FOR SOME INSIGHTS INTO THE CHAL-LENGES AND OPPORTUNITIES CURRENTLY FACING THE NEW ZEALAND AGRIBUSINESS SECTOR.

A: The financial service needs of New Zealand agribusinesses do not change significantly from year to year, but emphasis on different services does differ from time-to-time depending on economic conditions. The eight most important service features are as follows:

- Be price competitive this is a given in any industry of course. 1.
- 2. Provide a comprehensive product suite. For example, environmental and pasture renewal loans, alongside a traditional product suite of transactional banking, insurance and wealth management products.
- 3. Ensure specialists have a strong understanding and insight of their specific sector
- 4. Also ensure specialists have a strong understanding of their customer's business and the specific things that influence its performance. This includes a strong understanding of the businesses future growth aspirations.

influences to be able to provide access to key expertise when required.

- 5. It's important for customers to be able to have a strong and stable
- relationship with a direct bank manager. 6. Good business connections with key service providers (i.e. accountants, real estate agents and others) and other industry
- 7. An institution must be prepared and eager to provide consistent and loyal support during both the 'good' and 'bad' times.
- Actively participate and contribute in the local community. Many rural communities are close knit for obvious reasons, and it's 8. a given that the financial institution needs to be a part of this.

Q: Briefly, what are some of the main challenges facing the New Zealand agri sector at the moment?

A: Challenges can be divided into international and domestic. Internationally, the challenges we are seeing across the sector as a whole include:

• Sluggish economic and real wage growth in many markets outside the US, dampening demand. The retail channel's constant conditioning of consumers for "specials" is also proving hard to shake in many markets.

· Greater uncertainty over the economic and demand trajectory of some key

emerging market economies, including China.

- The downstream implications of falls in other commodity prices such as oil, with oil exporting nations key buyers of the likes of dairy.
- Geopolitical ructions disrupting trade flows and import demand in some key import regions (mainly Europe and the Middle East). Russian sanctions and the dramatic fall in the ruble continue to reverberate through many soft commodity sectors and key markets.
- Conflicting views on what the impact of European quota removal and other policy changes will mean for global dairy supply.

Q: Access to finance is essential for any type of business, but agribusinesses do need a specialised approach. What are some of the most important service features that your agribusiness clients tell you are important to them?



- Lower feed costs for the Northern Hemisphere boosting the competitiveness of key competing exporters and products.
- Generally lower commodity prices for key inputs, such as oil and fertiliser, weighing on both the cost curve and sentiment.
- Competitors opening up market access into China and other emerging markets.
- Foreign exchange movements altering competitiveness. The rise of the USD makes imported food products more expensive in some key emerging import markets. The flipside is a weaker NZD/USD and reduced US export competitiveness. While the USD is up, the euro is down. Euro weakness boosts the exporter competitiveness for the likes of dairying, but reduces local earnings for those products such as venison, sheepmeat, pipfruit and kiwifruit that derive a large proportion of earnings from Europe.
- Non-tariff trade barriers.

Each of the individual sectors have their own industry specific challenges too. For example some of the specific challenges in the livestock sectors are:

Dairy:

- 1. Moving more milk into 'value-add' segments.
- 2. Current unsustainable farm-gate prices and generally milk price volatility.
- 3. Environmental regulation and compliance.
- 4. New entrants surviving downturn.

Meat sector:

- 1. Overcapacity and inefficiencies in the processing sector. Very slim margins have reduced reinvestment back into marketing, R&D and processing efficiency.
- 2. Succession and skills shortfall.
- 3. Long tail in on-farm performance (this is both a challenge and opportunity).

A: Addressing many of the domestic challenges will create new opportunities. The largest opportunity is key companies within the main sectors successfully executing their own strategies. More specifically:

Q: What do you see as some of the main current opportunities for the sector overall?

- The Horticulture sectors look fairly steady and profitable, this has many signalling a willingness for new investment
 and growth: Kiwifruit is on the rebound from Psa, Viticulture continues to grow and pricing for Sauvignon Blanc is much more
 sustainable at present, the pipfruit industry is looking to expand especially in Asia. Many other smaller horticulture sectors are
 growing quickly, especially fresh produce into Asian markets.
- Irrigation developments provide an opportunity to improve water efficiency on-farm.
- Manuka Honey is a smaller export sector at present, but has large growth potential.
- Improving on-farm and off-farm performance in the Red Meat sector, as well as pasture renewal and crop innovation. There is also potential in the specialised livestock sectors, including goat and sheep milking.
- Maori Agribusiness and improving under developed land.
- Forestry and environmental services. New range of products that could be produced from further processed logs.
- Moving more of New Zealand's milk into higher margin product categories, such as elderly and infant nutrition.

These are just a few of many opportunities that exist. There is a world of opportunity for New Zealand's high quality food products and when the international operating environment improves if the key companies are successfully executing their chosen strategies the 'light bulb' will turn on.





METHODOLOGY AGRIBUSINESS AWARD

What is the CANSTAR Agribusiness Award?

CANSTAR Agribusiness Award is awarded to the institution that provides the best combination of products available for agribusiness customers, as well as excelling in a range of institutional factors. The award aims to give recognition to the institution that backs up quality products with great service to the agribusiness sector. Institutional factors that were considered include:

- Relationship Management
- Range of Additional Banking Products
- Other Services (e.g. insurance)
- Online Banking Functionality
- Information and Educational Resources

The breakdown of weighting for each category is displayed in the following methodology tree.

CANSTAR Agribusiness Award Methodology





Product Score

Loan Features

More than 100 individual features of each loan and overdraft is scored for positive traits and awarded an Agribusiness Features score. Table below highlights the contribution of the various groups of information to award the Agribusiness Loan features score.

Feature Category	Term Loan	Overdraft
Lending Terms	35%	25%
Security Accepted	10%	10%
Portability	5%	5%
Loan Purposes Availability	10%	10%
Repayment Capabilities	20%	0%
Split Facility	10%	0%
Switching Facility	10%	0%
Overdraft Terms	0%	50%

Business Credit Card Star Ratings



Profile	Pricing	Features	Total
Revolver	80%	20%	100%
Transactor	20%	80%	100%



Business Credit Card Pricing



Profile	Total costs	Historical rate
Revolver	70%	30%
Transactor	100%	-

Revolver

The pricing score for the revolver profile is based on a 6-month average historical interest rate and the current cost of revolving \$5,000 at an assumed spend level of \$60,000 per annum. 80% of the revolve amount is based on the purchase rate, with the remaining 20% based on the cash advance rate.

Transactor

The pricing score for the Transactor profile is based on the annual cost of keeping the card active at an assumed spend level of \$60,000 per annum. Cards that do not charge an ongoing fee automatically receive the maximum pricing score while other cards are awarded a score based on their annualised fees. This calculation includes charge cards.

Business Credit Card Features & Weightings

Feature Category	Revolver	Transactor
Specific business credit card conditions	20%	20%
Merchant acceptability	10%	10%
Premium Card Facilities	10%	15%
Online transactions	10%	10%
General Card Terms	5%	5%
Fees & Charges	10%	5%
Late Payment/Interest Charged	10%	5%
Repayment Capabilities	5%	5%
Rewards programs	20%	25%



The rewards program score is determined by the product's best reward program assessed on the following criteria:

	Feature Category	Weighting
	Earning policies	30%
	Points capping information	20%
Rewards programs	Instant rewards information	20%
10-20%	Bonus points partners	15%
	Account status information	10%
	Points Expiration	5%

Business Deposit Star Ratings

The Business Deposit Account Star Rating methodology was applied to arrive at the Agribusiness Deposit Star Rating score. The Business Deposit Star Rating Methodology tree below shows the elements and the weightings used.

To arrive at the total score CANSTAR applies a weight against the Price and Features. This weight will vary for each profile and will reflect the relative importance of either costs or features in determining the best business deposit account. This method can be summarised as follows:





Business Cash Management accounts, Business Transaction Accounts and Business Internet Accounts are eligible to be included. CANSTAR proposes to use two profiles of business users for this calculation:

- ONLINE SAVER
- TRANSACTOR

Business deposit account proposed price/feature weightings are:

Profile	Pricing		Feat	ures
Online Saver	75%		25	
Transactor	70%		30%	
	Scenario Rate		Features	Accessibility
Online Saver	-	100%	100%	0%
Transactor	90%	10%	80%	20%

Pricing Score

The tiers for 6 month historical rate calculations are applied for the following amounts

	Weight	Online Saver	Transactor
Balance 1	33%	\$5,000	\$5,000
Balance 2	33%	\$20,000	\$10,000
Balance 3	34%	\$70,000	\$20,000

Monthly Transaction Cost Scenarios

The scenario analysis is conducted using CANSTAR's unique transaction calculator which prices the transaction behaviour of 500 randomly generated customers by combining their unique behaviours with transaction fees and each accounts policy on rebates and free transactions. The product with the lowest overall cost for the group of 500 customers receives the highest SCENARIO score.

	Transactor Scenario
Average minimum balance	\$10,000
Average Deposit per month	\$50,000
Average no. of transactions per month	50
Internet transaction	35%
Branch cash withdrawal	5%
ATM Cash withdrawal	5%
Branch cash deposit	-
Cheque withdrawal	10%
Cheque deposit	5%
Direct Credit	15%



Billpay online	15%
Direct Debit	10%

Features

More than 100 individual features of each account is scored for positive traits and awarded a FEATURES scores. The following table highlights the contribution of the various groups of information to award the business deposit account FEATURES score.

Feature Categories	Online Saver	Transactor
 GENERAL FEATURES Reporting options: passbook, statement, internet, email. Access channels: ATM, EFTPOS, Phone, Internet, cheque. Facilities: offset, overdraft, sweep, periodic payment. 	20%	90%
 SPECIFIC CONDITIONS Calculation & payment frequency, balance used, bonus interest. Minimum opening/subsequent deposit, ongoing balance, withdrawal. Maximum withdrawals per drawdown: ATM, EFTPOS, combined. 	80%	10%

Accessibility

The ratio of the total number of free ATMs and branches across New Zealand (both islands) against the New Zealand population is calculated against a cap of 10,000 people per ATM and 25,000 people per branch. Any institution who exceeds the cap will receive full points for this category with the remaining institutions being indexed against the caps. Both access areas are weighed equally at 50%.



Institutional Factor Score

Each Institutional Factor feature is categorised into five different categories outlined below and is allocated points. Based on the points received each individual product gets a total institutional factor score. This total score is then weighted against the weights provided from the methodology tree for their respective profile feature score. The feature scores then get indexed to provide final feature score.

Institutional Factors Category	Weighting	Examples of features captured
Agribusiness Relationship Manager	50%	Ratio of Specialist Agrimanagers to Customers Agribusiness Manager Finder Tool online Contact details of agrimanagers published online Specific agribusiness call centre Bank branches
Range of Additional Banking Products	15%	Seasonal and/or Equipment Finance Risk management products Investment products International services Multiple product pricing or discounts
Other Services	15%	Agribusiness Insurance Other available insurance (e.g. Keyman, Farm Building, Business Life, Business Liability) Specialist services based on segmentation or industry Specialist agribusiness credit and/or wealth team Disaster Relief and Support Environmental Loan
Online Banking Functionality	15%	Multiple payment functionality Personalised/differentiated limits View-only access Transact online on dual signatory account Automated graphing/reporting available Mobile applications
Information and Education Resources	10%	Tools/Calculators Succession/Estate Planing Agri Industry specific reports/updates Community Engagement Benchmarking

How many financial institutions were assessed?

In order to calculate the award, CANSTAR analysed five financial institutions in New Zealand.

Does CANSTAR rate all products available in the market?

We endeavour to include the majority of product providers in the market and to compare the product features most relevant to consumers in our ratings. However this process is not always possible and it may be that not every product in the market is included in the rating nor every feature compared that is relevant to you.

How often are agribusiness products reviewed for award purposes?

All ratings are fully recalculated every twelve months, based on the latest features offered by each institution. CANSTAR also monitors changes on an ongoing basis. The CANSTAR Best Value Agribusiness award will be decided once a year.

Does CANSTAR rate other product areas?

CANSTAR researches, compares and rates the suite of banking products listed below. These star ratings use similar methodologies to guarantee quality, consistency and transparency. Results are freely available to consumers who use the



star ratings as a guide to product excellence. The use of similar star ratings logos also builds consumer recognition of quality products across all categories. Please access the CANSTAR website at <u>www.canstar.co.nz</u> if you would like to view the latest star ratings reports of interest.



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Agribusiness

Company	Agribusiness Package	Seasonal Finance Available	Equipment Finance Available	Trade Finance Facility	Foreign Currency Account	Cash Flow & Budgeting Tools	Relief	Industry Reports	Transact Online on Dual Signatory Accounts	Environmental Loan	Total Number of Bank Branches
ANZ Bank	~	 	~	~	~	~	~	~	✓	✓	232
ASB Bank	×	×	 ✓ 	~	~	×	×	×	 	~	154
Bank of New Zealand	×	~	 	~	~	~	~	×	 	×	140
Rabobank	~	~	 	~	~	×	✓	~	~	×	33
Westpac	×	×	~	~	~	~	×	×	✓	×	187