

9 December 2022



Introducing Altora Ag – a national leader in cereal cropping

The combined BFB and Daybreak Cropping businesses will become **Altora Ag** under a rebrand to take effect early next year.

As part of the combination of BFB and Daybreak Cropping, which was announced earlier this year and is on track for completion at the end of January 2023, the business has been working on the creation of a single name and identity. It has been supported by branding experts Re, with input from people across the combined businesses.

Earlier this week, the Altora Ag brand was launched to employees and will be gradually rolled out across the business in coming months.

About Altora Ag

Altor was a Roman god who nourished everything that springs from the Earth – the plants that draw nourishment from the soil, as well as the animals that feed on the plants. His brother, Rusor, was responsible for returning that life back to the Earth. They worked together in cycles.

The name has been a modern twist – Altora Ag – but has retained its strong link to the heart of agriculture, to the history of the two organisations coming together and to everything the business does on its farms each day – harnessing the energy of the sun to grow crops, feed livestock and produce high-quality food for Australia and the world.

The new name is backed by a clear purpose that will be embedded throughout the organisation: “Bringing heart to modern agriculture.”

Altora Ag Chief Executive Officer Shane Bird said: “The introduction of a single, unifying brand across our organisation is a significant and highly symbolic step in our transition. Ever since we announced the combination of BFB and Daybreak we have been working on a new brand and identity that truly captures the potential of this national farming champion. Built on the back of input from people across the organisation, we believe

Altora Ag more than meets that objective. We believe the new name and identity will stand out and position Altora Ag as a leader in Australian agriculture.”

