



## MARKET RELEASE

# Xero and Federated Farmers join forces

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Online accounting software service Xero (XRO) has signed a Heads of Agreement with Federated Farmers to facilitate the roll out of its international award winning solution to members of Federated Farmers and the rural community.

“Farms are complex, not unsubstantial businesses and it is vital that informed decisions are made,” says Federated Farmers CEO Conor English. “Farmers are innovative people and through this agreement we hope to provide our farmers with some innovative tools that will help them manage and progress their businesses.”

“We have been lobbying Government on the provision of rural broadband because we know it is vital to get a step change for rural New Zealand. Some have suggested that farmers don’t need or would not use broadband. This is simply wrong.”

“This alliance with Xero will build on the products Xero has developed to date, to tailor accounting and other applications specifically for the rural market. This will integrate online banking, which currently many farmers can’t access, along with other data sets such as dairy or lamb receipts and farm inputs.

“Being online means that the system operates in real-time. Farm advisers can also be invited to collaborate in Xero, ensuring everyone is on the same page.”

“This alliance is another exciting initiative in what has been a very busy year. We look forward to working with Xero to make it a success,” says Conor English.

Xero CEO Rod Drury says Xero’s accounting partners have asked the company to extend Xero to support the requirements of the rural sector - a vital part of the New Zealand economy. “Working with Federated Farmers gives us direct access to consult with industry experts in farming productivity and accounting,” he says.

“We applaud the initiative of Federated Farmers to not just be thinking about getting broadband to the farm, but also in reaching out to application providers so that online services are available to drive rural productivity.”

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### *About Xero:*

Xero is an easy to use small business SaaS (Software-as-a-Service) accounting system co-founded by technology entrepreneur Rod Drury. Xero listed on the NZX in June 2007. The company has customers in more than 50 countries and sales teams in New Zealand, the United Kingdom and Australia.

[www.xero.com](http://www.xero.com)