



By Matthew Jones

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MG Marketing launches charitable trust

New Zealand produce wholesaler aims to make positive difference



Credit: MG Marketing

MG Marketing has launched a new charitable trust to support the New Zealand horticulture industry.

The grower-owned cooperative has provided a cash donation of NZ\$170,000 to establish the MG Marketing Charitable Trust (MG Trust). Ongoing funding will come from annual distributions generated by shares held by the MG Trust.

While the MG Trust will be supported by MG Marketing, it is run independently, with trustees making key decisions about how funding is allocated.

While applicants will be

accepted from across the New Zealand horticulture sector, MG Marketing said the trustees will focus their efforts on supporting the areas of education, innovation, research and initiatives that enhance the profile of industry.

“MG Marketing receives a large number of requests for funding for a number of worthy causes and initiatives,” said MG Marketing chief executive Peter Hendry.

“We’re pleased to establish the MG Trust which will formalise the co-operative’s charitable giving into one entity, with funds being distributed to a greater number of deserving projects that have a positive impact on New Zealand’s horticulture sector.

“This aligns with the goals set out in our sustainability roadmap, to enhance the way we support the communities in which we operate.”

Applications are now open and close on 22 October (2021), ahead of the MG Trust funding meeting on 1 November.

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