



Private Bag 3016  
Hamilton 3240  
New Zealand

0800 651 156  
[www.lic.co.nz](http://www.lic.co.nz)

## **Market Statement 7 July 2025**

### **LIC Board appoints new Director**

Livestock Improvement Corporation (NZX: LIC) is pleased to announce the appointment of Blair O’Keeffe as Board Director, effective immediately.

Blair brings 25+ years of international and local executive experience across multiple sectors including energy, retail, automotive, health, transport, infrastructure, property and regulatory.

LIC Board Chair, Corrigan Sowman, says Blair’s commercial experience will play a vital role in supporting the co-operative’s strategic objectives.

“I see Blair bringing skillsets which will really help our Co-operative develop. His global perspectives and extensive market and customer experience will be key to delivering to the changing needs of our farmer owners.”

Blair is the Chair of NZX listed Napier Port, Chair of the Crown Entity Maritime NZ, Chair of the Hawke’s Bay Regional Recovery Agency, Deputy Chair Unison Networks, Non-Executive Director Clarus and Chair Hawkes Bay Rescue Helicopter Trust.

Blair replaces Tim Gibson, who will step down as an appointed director at LIC’s Annual Meeting in September. Shareholders will have the opportunity to ratify Blair’s appointment at the 2025 Annual Meeting.

**ENDS**

For any shareholder enquiries please phone 0800 264 632

For media enquiries, please contact Kellie Addison 021897548

#### **About LIC**

LIC is a farmer-owned co-operative and world leader in pasture based dairy genetics and herd management. LIC exists to deliver superior genetics and technological innovation to help its shareholders sustainably farm a profitable animal.

With origins dating back to 1909, LIC has a long history of developing and delivering world-leading innovations for the dairy industry. The co-op continues to be one of the sector’s biggest private investors in research and development. [www.lic.co.nz](http://www.lic.co.nz)