

# You Said, We Did.

You gave us some great feedback.  
These are some of the improvements  
we've made as a result.



## Managing volatility in the dairy market

### What our customers were saying

A customer in Latin America asked us to help them manage price volatility and reduce pricing exposure with the ability to secure pricing at a time they find the most favourable. They also wanted us to help reduce supply risk caused by limited milk supply.

### How we acted on customers' feedback

We connected the customer's pricing team with our own price risk management experts. Through direct communication between these two subject matter experts, we could dive deeper and better understand the customer's requirements. This allowed us to better advise our customer on deciding which price risk management solution best suited their needs and situation with the added benefit to lock in supply.

### Success results

With pricing tools such as PriceLock, our customers have gained greater confidence in their forecasting, and can focus on more strategic priorities and value-added activities. Today, the NZMP account team is able to help them more with added value opportunities, such as innovation to grow their range and distribution solutions.

*"The time we spend with our customers can now be used to think more about strategy – not only to negotiate pricing or an agreement, but what else we can do for that customer and how we can add more value."*

Guillermo Batiz, Key Account Manager, Mexico

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OUR WEBSITE.**



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popular pricing tool**



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