



**July 2010**

## **News Release**

### ***Bernard Matthews Appoints New Agricultural Director***

***Andrew Ballantyne has been appointed as the new Agricultural Director at Bernard Matthews.***

***Mr Ballantyne, who was previously General Manager at Moy Park, has 27 years experience working in the poultry industry, during which time he has worked his way up from a hatchery supervisor to being responsible for a team of 450 and over 100 farms.***

***Commenting on his appointment Mr Ballantyne said: "I am delighted to be joining Bernard Matthews at a very exciting time for the business. The company has been a thriving farming business for 60 years, and has been at the forefront of innovation within the poultry industry. I look forward to working with the team and adding to their expertise."***

***"This is a major coup for the business," said Jeff Halliwell, Bernard Matthews UK Managing Director. "With the recent acquisition of the Lincs free-range business, and a large Christmas order book, is excellent news that Andrew as chosen to join the company. He not only brings extensive experience of managing large farming operations, but also a wealth expertise within the poultry industry."***

***Mr Ballantyne begun working in the poultry industry in 1983 for Padleys and held a range of posts within the organisation before joining Moy Park in 2001. He has a HND in Microbiology and Higher Technical Diploma in Food Science and Technology.***

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