

Co-op welcomes new book to support MNC dairy farmers

Hastings Co-op's four IGA supermarkets have introduced a children's picture book, titled "Holly the Holstein" in a bid to support Mid North Coast dairy farmers.

Chief executive officer Allan Gordon explained that proceeds from the book sales will be donated to the Mid Coast Dairy Advancement Group (DAGs) to provide relief for dairy farmers devastated by floods earlier this year.

"This is a perfect partnership for us, as we have a long and proud history with dairy farmers, dating back to the late 1800s," Mr Gordon said.

"Stocking the book at Wauchope, Timbertown, Port Macquarie and Sovereign Place IGAs was an easy decision for us – and we know our customers will love supporting the book, and in turn dairy farmers, as well.

"The book is only \$15 and we'd love to see the Mid Coast DAGs reach their fundraising goal of \$10,000 by Christmas."

Author Russell Smith said he was very appreciative of Hastings Co-op's support and the opportunity to spread the book's significant educational message about the importance of the dairy industry and self worth.

"I think Hastings Co-op's support is fantastic," he said.

"It's another example of how they care for the local community and support local dairy farmers," he said.

The book's characters are inspired by Mr Smith's best friend from primary school, who is still farming in Far North Queensland today.

Since its release in May 2021, 'Holly the Holstein' has raised more than \$7,000 for the Mid Coast DAGs. Copies can be purchased from October 26 at Wauchope, Timbertown, Port Macquarie and Sovereign Place IGAs, Mitre 10 and CRT Wauchope, Kew Rural Store and Comboyne Rural Store for \$15.

**Media contact -
Executive Manager Sales and Marketing, Nicole Langdon,
Phone: 02 6588 8916, Mobile: 0498 111 353**



Caption – Toddler Albert Nicholson loves 'Holly the Holstein' and can even recite it in full. Albert, his baby brother and parents Rachel and Sam Nicholson, who are Taree dairy farmers, attended the book launch at Wauchope IGA, along with a potty calf and a group of local dairy farmers.

Help us help local dairy farmers

All proceeds from the sale of the 'Holly the Holstein' picture book will be donated to the Mid Coast Dairy Advancement Group to support flood-affected dairy farmers

\$15



Available now at Wauchope, Timbertown,
Port Macquarie and Sovereign Place IGAs