



The Acorn brand represents a group of long established, independently owned, successful agri-business merchants from all over Ireland.

The group was set up with the overall objective of enabling members to provide their customers with the very best quality farm inputs at the most competitive prices possible. Its formation has allowed members to synergize and streamline certain aspects of their businesses, particularly in the areas of marketing and technical support. It also allows for a more co-ordinated and efficient approach to suppliers. Additionally there is also considerable inter-trading between members. This all means that members can conduct many aspects of their businesses more efficiently and cost effectively with the end result being they can be more competitive in the global marketplace for their customers.

Since its inception in the late 1990, the Acorn group has enjoyed considerable success with a range of Acorn branded farm inputs. Products bearing the Acorn Brand are exclusive to the group's members, and customers can be assured of what they are getting.

Acorn's Focus

- **Quality** – From the outset the group decided to produce, to brand and to promote only the very best quality under the Acorn brand. Whether that is nutritional solutions for your dairy, beef or sheep animals, or pesticide programmes for your crops, our approach is to take the long-term view. We aim to make lasting progress, so you can be certain that you are getting only the very best quality available.
- **Technical Superiority** – There are over 40 technical sales people within the Acorn Independent Merchant group. The majority hold B.Agr.Sc. qualifications from University College Dublin or have been a long time advising farmers on the most up-to-date scientific methods of farming. Practically all come from farming backgrounds and many are themselves heavily involved in farming. This means they have an innate understanding and knowledge of all aspects of modern farming. They are there to provide you with the most modern and technically proficient advice available, and to help you, our customer, deliver maximum profit and long-term viability from your farming enterprises.
- **Reliability**- Each member of the group is an independent, family owned, company, with a long history and proven track record in the Irish farm inputs arena. Between us we buy in excess of 450,000 tonnes of grain from Irish farmers annually. We are deeply embedded in our own farming communities, value our customers greatly and are totally committed to the long term viability of Irish farming.