

# TRACTA

Champions  
of Agribusiness

We are the only specialist agribusiness marketing and communications agency in New Zealand. We exist to champion the sector, and to make a significant contribution to our clients businesses and the industry.

Rural is our backyard and we're privileged to call it home. Being heartlanders directly influences the way we think and act, and the values we hold dear. It defines us.

If you're in agribusiness, talk to us.

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## TRACTA AT A GLANCE

Established:	1990
Ownership:	New Zealand owned and operated
Location:	Napier
Number of employees:	18
Specialisation:	Agribusiness Marketing and Communications
Media accreditations:	Fully-Accredited
Services:	Full Service
Client spread:	Our clients include agribusiness brands in both New Zealand and in Australia. Our commitment to agribusiness, and the fact that it is so widely spread means we have great experience in servicing local, national and international clients no matter the geography.
Areas of experience:	Over the past 26 years we've worked in many fields within the agribusiness sector, including but not limited to: <ul style="list-style-type: none"><li>• Dairy systems</li><li>• Agriculture machinery</li><li>• Seed</li><li>• Horticulture</li><li>• Industry bodies</li><li>• Genetics</li><li>• Farm retail (OTC)</li><li>• Rural communications and broadband</li><li>• Rural mental health</li><li>• Animal health</li></ul>

## SOME OF OUR CLIENTS

