



**Australian Independent Rural Retailers**

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Dear Valued Customer,

It is with great excitement that we announce that Sanders Fodder has entered into an agreement to be acquired by Australian Independent Rural Retailers (AIRR), with settlement due to occur on **1st May 2025**.



For our customers, it will be business as usual in our day-to-day operations. Same location, same team, same service and products. We will retain our brand, phone numbers, email address, and social media platforms. As part of the sale, we are pleased to advise that our Sanders Saver customer loyalty program will remain. Any points accrued against your membership will roll across and all benefits that members enjoy as part of the program will remain. To ensure the highest level of service continuity for our customers, all team members will continue in their current positions, which includes current owners Matthew and Jane Sanders.

We have always taken collection of your personal information very seriously when we welcome you as a Sanders Saver loyalty member or need your details for an order. As part of the sale, Sanders Fodder assets, including personal information provided to the Sanders Fodder business, will be provided to AIRR to enable a continued supply of goods and services to customers. That information will only be used or disclosed for the primary purpose for which it was collected and not any secondary purpose. If you have any concerns/queries with respect to your personal information, please let us know as soon as possible.

AIRR's purchase of Sanders Fodder will ensure that our clients have the best possible supply relationship and access in the industry. We are committed to working closely with the team at AIRR to ensure our clients continue to receive the high level of service and communications that you expect. AIRR and our team are absolutely committed to making this transition process as seamless as possible for our customers.

We are proud of the business built by the Sanders family in Gawler since 1979 and we are especially grateful for the support of many customers who have been on that journey with us in the 45 years.

We will be around to ensure a smooth transition for all and are excited for the opportunity this gives us to continue our family brand with more resources, knowledge and innovation, which enables a continuation of a high level of service and product into the future.

Our operating hours will remain the same, and we welcome the continued support of our current customers and any new horse, pet, poultry and animal owners to purchase our great range from us in-store. We acknowledge our key staff throughout the years who have undoubtedly contributed to the success of our business, and we value their friendships.

Please do not hesitate to contact any of us if you have any questions or concerns.

Regards,  
Matthew and Jane Sanders

Our member & product brands



**making  
independence  
rewarding**