



Media Statement

14th March 2011

SAG's EOP gives grain growers a powerful start to the 2011/12 season

Southern Ag Grain (SAG) has today announced the launch of its 2011/12 Early Order Premium (EOP) program, promising to deliver a clear head-start to their grower customer's grain marketing program for the year ahead.

SAG's General Manager – Simon Wishart, said on the back of competitive returns for the 2010/11 season, the 2011/12 EOP has been tailored to the specific needs of NSW growers. This includes offering premiums on pool returns as well as taking into account production risks.

"We are at the forefront of grain pool innovation, and year after year we tailor our EOP program to meet our grower's specific needs. This year the focus is on delivering optimum returns – whilst minimising risk".

SAG are also offering a limited exclusive offer to their grower customers who delivered to their pools last season with a bonus \$2 premium in March to these growers. "We expect to be oversubscribed once again this year, so we are encouraging growers to sign up early to avoid the disappointment of missing out," suggested Simon.

SAG has delivered strong pool returns for the 2010/11 season, with a particular focus on market leading quality rewards. The 2011/12 EOP aims to follow the high precedent set, giving growers a clear price advantage over delivering at harvest.

SAG's EOP program this season allows grain growers to lock in higher pool premiums for wheat, barley and canola; the choice to lock in a guaranteed minimum pool return in the future; to lower their risk by a secured Maximum Cancellation Fee; and to have guaranteed access to the Balance of Crop and Early Delivery Premium programs later in the season.

"With all of the uncertainties that exist for our grower customers, we have built into our EOP program some certainty through a choice of a guaranteed minimum pool price and a fixed contract cancellation cost. The EOP is now open but can close at any time so I encourage NSW growers to contact your local SAG representative today," Simon concluded.

For more information on this season's EOP program call the office on (02) 6932 4400 or visit www.southernaggrain.com.au

For further media information: Simon Wishart – (02) 6932 4400 or 0488 048 144
Shannon D'Arcy – (03) 9274 8888 or 0401 795 388



Background information

Emerald Group Australia Pty Ltd is a leading Australian grain marketing company operating via 13 offices across all Australian states and offering a range of grain marketing products to assist grower customers maximise returns and manage grain market risks. Emerald offers a range of pool, fixed price and tailored hedging products to a national grain grower customer base.

Emerald's unique business model includes commercial partnerships with grower organisations that assist these local communities take greater control and directly benefit from grain market liberalisation. It operates with various brand names via these partnerships including in Victoria a joint venture, Southern Quality Produce Pty Ltd, with grower group Southern Quality Produce Co-operative. On the Eyre Peninsula in South Australia Emerald has a joint venture, EP Grain, with farmer owned company FREE Eyre Ltd. Southern Ag Grain (SAG) is a joint venture, between grower-owned Southern Agventure (SAV) and Emerald which services the grain growers of southern NSW. In Queensland Emerald operates under the name Philp Brodie Grains. Emerald also services the grain growers of northern NSW in partnership with AMPS agribusiness.

In Western Australia Emerald operates in its own name and is one of the major marketers in that state. It has strong alliances have also been formed with WA Farmers and Ravensdown Co-operative. Philp Brodie Grains now operates as a subsidiary of Emerald after

Emerald acquiring the long established business in 2010; with its Toowoomba base servicing the southern and central Queensland grain growing regions.

-ENDS-