



Media statement

23 December 2010

SAG offers new feed grain options to assist growers.

The first month of summer has seen heavy rainfall across eastern and central Australia – following what was one of the wettest springs on record leading to major quality concerns for SAG’s growers across the east coast. To assist local growers to market their downgraded crops, SAG recently announced that they intend to run a large feed grain program based around ensuring growers have sufficient marketing options this harvest.

The team at SAG in conjunction with joint venture partner Emerald Group Australia have released two new pool marketing options for growers across eastern Australia who have been affected by the continuing rains and poor harvesting conditions. These pools, called the Short Term Feed Wheat Pool and the Strategic Feed Wheat Pool have been designed to give growers greater flexibility with marketing their feed wheat grain.

SAG’s General Manager – Simon Wishart commented that SAG has an advantage to deal with such circumstances due to its unique focus of the grower as the customer.

“When our grower customer is faced with such issues we focus on providing clear market feedback to our growers, getting the right segregations and delivery options, and providing the right marketing option which, in many instances, is a pool with a long term focus. SAG will ensure that it finds a way to provide a market for any downgraded wheat and barley that is produced by its customers this year,” concluded Simon.

Emerald’s Managing Director – Mick Cattanach – today said that after many years of drought, he felt for growers that have been affected by the extreme weather conditions and has revised a number of product options accordingly to suit feed grades.

“This is simply devastating for growers, and we hope at SAG by offering products that accommodate grower’s crops changes, this will add some support and relief to producers and their families this harvest. We have developed a short terms pool and a long term strategic pool to assist growers through this period.

What is reassuring for growers is that demand for lower-quality Australian wheat has increased after wheat stopped flowing from the drought-stricken Black Sea region into the Asian pacific. SAG’s partner Emerald has developed a strong presence into South East Asia in conjunction with Sumitomo Corporation, with a strong focus on Korea as a traditional feed buyer. A recent trip to Korea has seen positive feedback on the appetite for Australian feed grain into that market. These long term marketing alliances ensure that the SAG grower customer will have a committed team working to assist them in the marketing of their wheat and barley irrespective of the quality.



Our relationships into the Korean market, coupled with our strategic partnership with Sumitomo, puts us in a good position to successfully market feed grain this harvest. With our revised product range, and local teams working closely with producers, we hope to offer some form of relief and help maximise returns for growers this harvest," Mick concluded.

For further information on SAG's prices, pool returns or distributions call 6392 4400 or visit www.southernaggrain.com.au

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