



26<sup>th</sup> November 2010

## SAG's NewGen canola contract is back!

Southern Ag Grain (SAG) today launched its "New Generation" (NewGen) Floored Average contract for NSW canola growers, delivering a unique balance of price flexibility, security and market exposure.

The NewGen canola contract was offered in Australia for the first time last year by SAG's joint venture partner Emerald. This year SAG has tweaked the product slightly to include further benefits to the much loved product and have renamed the contract to New Gen Floored Average canola contract.

SAG's General Manager – Simon Wishart – said that SAG was pleased to be able to continue to offer NSW growers innovative grain marketing products that help maximise grower returns.

"This improved Floored Average contract allows growers to market their canola during harvest without the worry of big falls in price or market fluctuations. By entering into this contract, growers will be pricing an equal portion of their contract each day for the duration of the pricing period, with the comfort that the component of the Floored Average price will not fall below the floor price.

The Australian grain market is changing rapidly and SAG continues to search for marketing options that balance risk and return for the benefit of our grower customer. At SAG we understand that local growers are increasingly looking to balance risk, security and control in relation to how their grain is marketed. The NewGen Floored Average contract seeks to reduce price volatility for growers, ultimately reducing their risk. This contract also provides growers with a transparent benchmark," concluded Simon.

For more information on Southern Ag Grain call 1300 880 432 or visit our website at [www.southernaggrain.com.au](http://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

Southern Ag Grain is a joint venture between southern NSW grower group Southern Agventure Ltd and leading Australian grains manager Emerald Group Australia Pty Ltd.

Southern Ag Grain services the specific needs of southern NSW grain farmers. Proudly local and farmer focused, this unique organisation provides a transparent, competitive suite of marketing products to grain producers in the southern region of New South Wales.

Based in Wagga Wagga, Southern Ag Grain joint venture partners maintain regional and joint venture offices throughout NSW, Victoria, South Australia and Western Australia.