

Media statement

7th February 2011

Emerald Appoints New General Managers

Emerald Group Australia (Emerald) today announced a restructure of its national operations. Rob Proud, who has been General Manager of WA since joining Emerald in 2007, will be relocating to Victoria to take the General Manager- East Coast Distribution role based in the Melbourne head office. Murray De Jong will take up the role of General Manager- West Coast Distribution based in the Subiaco office.

In their new roles Murray and Rob will work closely together to leverage their respective experiences servicing growers and working with grower organisations. Mick Cattanach, the Emerald Managing Director, said the change will provide more dedicated resources within Emerald who are focused on how Emerald can better service our grower customers. “Emerald developed out of a desire to better service the Australian grain grower. The investment in resources in our business to deliver that service is an easy decision to make and I am excited by what we can achieve with Rob and Murray in their new roles” Mick said.

With Rob’s marketing and trading background, along with his experience in farming and developing Emerald’s West Australian team, he will play a pivotal role in creating products and services that benefit Emerald’s growers Australia wide. “I’m really excited to embark on a new challenge. I’ve spoken to many growers over the years and understand what growers’ desire from an acquirer. From Melbourne I can have greater input to help create the products and services that growers are looking for” Rob says.

Murray brings with him a wealth of experience and knowledge of grain marketing businesses, and a strong commitment to the Emerald model. He was involved with the acquisition of the Philp Brodie Grain business in Queensland last year, and establishment of its joint ventures with grower organisations through Victoria, New South Wales and South Australia.

“I am looking forward to working alongside the WA team and presenting innovative and flexible marketing options for our grower customers in this ever changing market. After a difficult last 12 months for WA growers, I will be talking to our team and our customers to understand directly the issues faced, and what Emerald can do to build on the flexibility and service we currently provide our grower customers” offered Murray.

The move will be effective from April 1st 2011.

For further information on Emerald’s prices, pool returns or distributions call 1300 880432 or visit www.emeraldwa.com.au

For further information – Rob Proud – 08 6389 7600 or 0428 221 217
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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.

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