

## MEDIA STATEMENT

8 December 2011

### EMERALD POOL PRODUCTS GIVING GROWERS OPTIONS

An expected record crop accompanied by carryover stock from last season and large volumes of low protein grain make this a good time to consider Emerald's innovative pool marketing products.

The latest edition of the ABARES *Australian Crop Report* predicts a record 2011-12 national winter crop driven by recovery in Western Australia and favourable conditions in South Australia, Victoria and New South Wales.

Emerald Group General Manager Trading and Marketing Brian Dalitz said now was the time to take advantage of Emerald's innovative Personal Pricing Strategies.

"Cash prices are already under downward pressure from carryover stock and the prospect of high volumes of low protein grain. Higher than expected yields will continue to impact prices," said Mr Dalitz.

"Emerald's Personal Pricing Strategies provide growers with the flexibility needed to price their grain in a way that suits them, and away from current market values."

Emerald customers can select one of three Personal Pricing Strategies to best suit their needs:

- The *Stable* strategy: a conservative, heavily hedged strategy suited to customers who want less exposure to market movements and greater certainty on the final pool return.
- The *Balanced* strategy: uses a traditional pool pricing method, and suits customers seeking some ongoing exposure to market influences post-harvest but who still prefer predictability in the final pool return.
- The *Dynamic* strategy: offers an estimated pool return that is heavily influenced by market conditions post-harvest but which stabilises towards the end of the pool.

"We have developed these products to deliver tailored support and better outcomes for growers," said Mr Dalitz.

"Emerald is committed to working with growers to deliver a range of specialised marketing products that best suit this harvest and beyond."

-ENDS-

Media enquiries: Kristian Galanti  
03 8631 1415  
[kristian.galanti@baldwinboyle.com.au](mailto:kristian.galanti@baldwinboyle.com.au)

---

## Background information

Emerald Group Australia Pty Ltd is one of Australia's leading grain marketing companies offering grain marketing products to assist its grower customers maximise returns and manage grain market risks. Emerald offers a range of pool, fixed price and tailored hedging products to an Australia-wide grower customer base.

Emerald's unique business model includes commercial partnerships with grower organisations that assist these grower groups take greater control and directly benefit from grain market liberalisation. The Joint Ventures between Emerald and grower groups include *SQP Grain* with Southern Quality Produce Co-operative in Victoria, *EP Grain* with FREE Eyre Ltd on the Eyre Peninsula in South Australia and *Southern Ag Grain* with Southern Ag Venture in southern New South Wales. In Western Australia, Emerald operates in its own name and also has a strong alliance with *WAFarmers*, in Queensland it operates as *Philip Brodie* Grains and in eastern South Australia as *Sturt Grain*.

Emerald is an Australian business founded in 2004. It was originally fully owned by the directors and staff of the company and now includes amongst its major shareholders Sumitomo Corporation, who has offices in 66 countries. This alliance with Sumitomo has provided Emerald with unrivalled access into a range of grain processors in countries throughout the world, and in particular, into the rapidly growing markets in East and South Asia. During the 2010/11 harvest, Emerald received 3.4 million tonnes of grains and oilseeds directly from Australian grain growers and had a turnover of A\$1.2 billion.