



## Media statement

Thursday 4th August

# Emerald still rewarding quality

Emerald's Quality Reward program continues to set the benchmark for grain marketers and accumulators across the country. Rewarding Western Australian wheat growers for quality based on protein, screenings, moisture and test-weight – Emerald's Quality Rewards have consistently returned value to growers for producing high quality wheat.

Since its inception in 2004, Emerald has always had quality rewards as part of its pool payments to growers. In 2008, at time when other marketers did an about face and did not want to reward quality, Emerald was the first pool manager to announce it would continue to provide quality payments in the then new deregulated market. In fact, Emerald extended the rewards program to include Test Weight. No one except Emerald has included this very important quality parameter into growers' pool rewards structure.

Group General Manager – West Coast Region, Murray de Jong, said the Emerald Quality Rewards program was continued and strengthened, following extensive consultation with WAFarmers and feedback from growers nationally.

"At the time (2008) Western Australian growers made their preference for quality payments very clear, and Emerald moved to ensure we could deliver this requirement for growers. With Australia having a proud reputation for supplying quality wheat internationally, growers wanted to ensure that this was maintained and continued to realise the value in quality they worked hard to produce. We ensured this reputation and service continued through our pools reward program, when most choose to divest or significantly reduce their interest in this important grower and international market necessity.

Although other marketers have followed suit, now offering payments for quality, Emerald remains the market leader in quality payments. Our grain merchants, located regionally through Western Australia, continue to work with and listen to our grower customers, and the message from growers remains the same – "we want to be rewarded for quality, and we want to supply excellent quality grain to the world". Emerald is committed to delivering this, and as an example a Western Australian APW producer who delivered to the Emerald pool this season received an average of \$18.80 premium for quality.

Our prime objective is to assist our grower customers with marketing options that deliver the best possible outcomes for their businesses. We would welcome growers visiting the Emerald team at the Newdegate Field Day to speak with us about this, and the other Emerald grain marketing solutions Emerald offers," Murray concluded.

Emerald's quality payment scales are available on the Emerald website.

For further information on Emerald's prices, pool returns or distributions call 1300 880 432 or visit [www.emeraldwa.com.au](http://www.emeraldwa.com.au)

### For further media information:

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### Background information

Emerald Group Australia Pty Ltd is one of Australia's leading grain marketing companies 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 grower customer base.

Emerald's unique business model includes commercial partnerships with grower organisations that assist them in taking greater control and directly benefiting from grain market liberalisation. These include in the western and Wimmera districts of Victoria a Joint Venture 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. In Southern NSW, Southern Ag Grain is a Joint Venture between Emerald and the farmer owned company Southern Ag Venture. In Western Australia, Emerald has strong alliances with WAFarmers and Ravensdown United Farmer Co-operative. Emerald also solely owns the West and South Australian operating units as well as Philp Brodie Grains in Toowoomba.