



Media statement

Monday 1st August

Emerald launches Grower favourite 3 Windows

Emerald Group Australia (Emerald) today launched its 3 Windows product to grower customers for the new 2011/12 season. Flexibility, innovation and managing production risk are the key attributes for Emerald's 3 Windows contract.

The 3 Windows contract was offered on the west coast, and across Australia, for the first time by Emerald last season, and proved to be very popular and successful for growers. This year Emerald is pleased to be offering the 3 Windows product for fixed or multi grade wheat.

Emerald Group General Manager – West Coast Region, Murray de Jong suggested that with the ever changing Australian grain market, it was important for Emerald to continue developing innovative and effective marketing options for their customers.

“Western Australian growers are increasingly looking to balance risk, security and control in relation to how their grain is marketed. The 3 Windows contract reduces production concerns for growers, ultimately reducing their risk by allowing deliveries across two seasons.

This particular contract has been design for growers who are looking to sell cash but are reluctant to do so due to production or financial year income related concerns. Under a 3 Windows contract a grower can nominate one of three delivery time frames (windows), including post-harvest (July), and new season, which can be set by the grower at any time up until the first of November 2011.

The team at Emerald are continually partnering with growers to deliver effective marketing solutions. Our prime objective is to assist our grower customers with marketing options that deliver the best possible outcome – and offering flexibility we feel is essential to growers businesses,” concluded Murray.

This season the 3 Windows contract is available for wheat only. For further information on Emerald's prices, pool returns or distributions call 1300 880 432 or visit www.emeraldwa.com.au

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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.