

## Media statement

14<sup>th</sup> February 2011

### Emerald launches 2011 Early Order Premium +PLUS program

Emerald Group Australia (Emerald), Australia's leading independent grain marketer, today announced the launch of its 2011 Early Order Premium +PLUS program open for contracting March 1st.

Emerald's Early Order Premium +PLUS program was designed to benefit West Australian growers by offering a premium per tonne over and above their competitive wheat, barley, canola and lupin pool returns. The program also takes into account production risk and offers a maximum cancellation fee to protect Emerald growers against excessive washout costs at harvest time.

General Manager, Rob Proud, said that last year's Early Order +PLUS program has been a huge success for its participants. Emerald growers who committed early have received up to \$20 per metric tonne (wheat) on top of our very competitive pool returns.

"Growers that commit to Emerald's Early Order +PLUS program have peace of mind as they knew exactly what they are signing up for," said Rob.

"We know there are a lot of uncertainties in farming today, so our Early Order Premium +PLUS program offers our growers certainty through a fixed contract cancellation cost to abate their production risk. Depending on the season, Emerald can also offer a range of flexible alternatives to our loyal customers in the instance of genuine production failure.

This year, we are offering a limited exclusive offer for those growers who delivered to us last year. And like last year, we expect to be oversubscribed so we are encouraging growers to sign up early. Participants in the March EOP will also have guaranteed access to our 3 windows contract, balance of crop contract and a guaranteed minimum price option is available in the future," concluded Rob.

In 2005 Emerald pioneered the pool contracting concept in the grain industry, following that with the introduction of the Early Order Premium +PLUS program in 2008.

For further information on the Early Order Premium +PLUS program, pool prices or distributions call 1300 880 432 or visit [www.emeraldwa.com.au](http://www.emeraldwa.com.au)

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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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