

7th November 2011

New grain marketer for South Australia – Sturt Grain

Leading Australian grain marketer Emerald Group (Emerald) has expanded its presence in South Australia by today launching a new Adelaide based company to be known as *Sturt Grain*. This new business will focus on the Eastern South Australia region.

Emerald Chairman, Alan Winney, indicated today that the establishment of *Sturt Grain* was an important plank in Emerald's strategy to work in partnership with Australian grain growers by providing local representation and focused products in specific regions. This business model has proved very successful in many other Australian grain regions, including the Eyre Peninsula of SA where the Emerald Joint Venture with local growers now has a 30% market share.

"The deregulation of the grain market has resulted in much international investment but has also allowed smaller, locally focused companies – such as *Sturt Grain* – to utilise local knowledge and deliver farmers a range of specialised products to best suit the needs of a specific region. Our customer focus is the farmers across Australia and this expansion is part of Emerald's ongoing commitment to be located on the ground, in local grain growing regions," Mr Winney noted.

"We have launched this business initially as an Emerald subsidiary but we are confident that during 2012 we will be able to conclude discussions with graingrower groups that will allow us to run *Sturt Grain* in a structure that more resembles our preferred structure involving local grower ownership. We plan to expand discussions with groups representing local growers after the harvest and to continue to build the linkages that make our model unique. We would encourage any growers interested in being involved in these 2012 discussions to contact the *Sturt Grain* Adelaide office."

Sturt Grain will operate from 2 Hutt Street in Adelaide and will be headed by General Manager Tim Burrow, with Gary Wehr as a Grain Merchant coordinating activities across the Mid North and Yorke Peninsula regions, Julianne Fiebig as a Grain Merchant focusing on the Mallee and South East regions of SA, and Louise Fitzgerald as Office Administrator.

Tim Burrow has until recently been based in Port Lincoln as the GM of Emerald JV company *EP Grain*, he brings with him a wealth of experience after playing a key role in building that business from a start-up company to the leading grain marketer on the Eyre Peninsula within a three year period. Gary Wehr has been with Emerald for the past 12 months building solid relationships with growers in eastern SA during that period. The Board of *Sturt Grain* will include well known SA locals John Warda and Ashley Roff, both former SACBH/Ausbulk and later ABB employees, who moved to Emerald after the Viterro takeover of ABB.

Tim Burrow commented "I am very excited about the prospects for this new venture, we are very conscious that many growers are not satisfied with the products and services currently being offered in South Australia. We hope that *Sturt Grain* will be able to provide a valuable new service to growers during this coming harvest and then in the New Year we will be able to further expand our team and add additional resources to better service our grower customers. "

The *Sturt Grain* office in Adelaide will grow the Emerald footprint (either directly, or in conjunction with its JV partners) to 15 grower focused offices, located throughout the Australian grain belt. Growers seeking more information on products should phone (08) 8100 3777, search www.sturtgrain.com.au or visit the office at 2 Hutt Street, Adelaide.

For further media information: Shannon D'Arcy – Marketing and Communications Coordinator
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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 SA and *Southern Ag Grain* with Southern Ag Venture in Sthn NSW. In Western Australia Emerald operates in its own name and also has a strong alliance with *WAFarmers*, in Queensland it operates as *Philp Brodie Grains* and in eastern SA as *Sturt Grain*.

Emerald is an Australian business founded in 2004, it was originally owned 100% by the directors and staff of the company and now includes amongst its shareholders Sumitomo Corporation, who has offices in 66 countries. This alliance with Sumitomo has provided Emerald with unrivalled access directly 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.