



Media statement

30 August 2010

Growers celebrate new Emerald product – Emerald celebrates BRW business Award

Emerald's exciting new pool product – the Express Pool – will be available for WA growers as of September 1st. Following the success of the recently launched 3 Windows product – Emerald continues to present innovative and highly desired grain marketing products to growers, adding another exiting option to enhance their pre-existing suite of industry leading pool and cash products for WA growers. The Express Pool delivers a unique balance of transparent pricing, security and market exposure, and follows a collaboration of both grower feedback and marketing initiatives from Emerald.

Emerald's General Manager – Rob Proud said the team at Emerald are pleased to deliver new, innovative and very effective grain marketing solutions to WA grain producers.

“The Express Pool has been specifically designed for growers who traditionally market grain for cash at set intervals throughout the season, with features that help minimise production risk. This product will also suit growers looking for a short and stringent marketing and execution strategy, with an early pool closure and final payment.

The Express Pool, like the cash market, will also be quoted Free In Store (FIS) not FOB, which is something completely new for pools and growers in WA. The bulk of the hedging and marketing will occur from September 2010 through to March 2011.

The Australian grain market is continually changing and Emerald continues to search for marketing options that balance risk and return for the benefit of our grower customers. The Express Pool will be available to growers via contract only and has a limited volume capacity due to its aggressive marketing strategy. Growers are advised to contact Emerald quickly to secure volume into this new and exciting product.

Earlier this month Emerald was awarded the BRW/ANZ private business in regional Australia of the year. This is a huge credit to the team and highlights the exceptional grass roots structure Emerald represents,” concluded Rob.

For further information on Emerald's prices, pool returns or distributions visit www.emerald-group.com.au or call your local emerald representative on 1300 880 432.

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