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Media Release

Agfarm Advantage Pricing Grain for \$1/MT

Agfarm's new managed grain marketing product, Agfarm Advantage, has distanced itself from the status quo of grain pool operators by quoting only \$1 MT as their Estimate Silo Return.

Agfarm Advantage is highlighting its different approach to combining and selling grain and highlighting to the industry that it is impossible for pool operators to predict with any certainty the price they will achieve.

"The current system where pool operators compete to get grain into their pools by displaying higher and higher prices is fundamentally flawed" said Bob McKay, the Managing Director of Agfarm Advantage. "Agfarm Advantage aims for the best possible price at all times that sales are made not an estimated price quoted months or years before the grain is sold".

This uncertainty is one of its main selling points of Agfarm Advantage as it offers a structured program which sells a percentage of the grain each and every month during the sales period. Growers who deliver their grain to the program are buffered from highs and lows in the market. Agfarm's grain marketers have discretion as to when they sell grain during a one month period but they must sell a fixed amount of grain each month. They have a better idea as to what will happen to prices within a three to four week period than growers or other pool operators could possibly hope to have over a six to twelve month period.

Agfarm Advantage expects some controversy and confusion to result from their \$1/MT quote but believe it is the only way to bring attention to the fallacy of estimated price quotes given by other pool operators. *"If we were able to put "no one knows where the final price will be" instead of the \$1 we would"* he said.

Obviously Agfarm Advantage expects to receive prices far exceeding \$1/MT, in fact analysis based on the past performance of other pools highlighted how well a structured approach to grain marketing could actually work. However Agfarm refuses to attract grain into the product based on estimated pricing and believes returns over time will be the best measure of performance.

"To be truly transparent we cannot stand behind a figure that is at best an educated guess and not completely accurate" said Mr McKay.

This position reflects Agfarm's commitment to innovate the industry and to work hard for growers. *"It is growers who are very aware as to the way in which the market works that this product will most appeal to".*

Transfers to Agfarm Advantage close on 15th January 2010.

**For more information or to arrange an interview please contact Lorissa Barrett,
Communications Manager by return email or on (02) 8305 1000.**