

For immediate release  
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## Media Release Agfarm Launches New Product

### Agfarm Advantage, Managed Grain Marketing

Agfarm is delighted to announce the launch of a new product within the Agfarm business; Agfarm Advantage.

Agfarm Advantage was developed by Agfarm in response to demand from growers for access to a transparent, simple and effective alternative in which to market their grain. Agfarm Advantage combines growers' grain in order to achieve prices that are difficult to access individually with smaller parcels. By working together additional markets are open to growers as well as the ability to share costs, making the sale of their grain simpler and safer.

This follows Agfarm's commitment to providing excellent customer service and to listen to growers as to their needs and requirements.

In short, Agfarm Advantage combines grain from different growers into a range of managed grain marketing programs, which is then sold in a structured system to maximize the program's returns. The grain is sold in equal installments over a five or ten month sales period and proceeds distributed according to the period elected by the grower. During a five months Sales Program 20% of grain will be sold each month and during a ten month Sales Program 10% will be sold each month.

Agfarm Advantage offers a real alternative to selling grain into a pool or selling on the cash market on a daily basis and removes much of the worry for growers when marketing their grain, whilst also providing regular cashflow.

This product has the support of the Victorian Farmers Federation who have *said "During the 2008/09 season it became clear that using Agfarm as their grain broker remains a fantastic option for many grain growers, however other growers would prefer the flexibility of leaving the marketing up to someone else. Agfarm Advantage gives growers the certainty of utilising Agfarm's expertise and contacts within the grains industry without having to broker each parcel individually. Prices will be maximised as Agfarm Advantage will be able to leverage larger parcels of grain."*

Agfarm have received a great deal of positive feedback on this new product and look forward to receiving enquiries for this harvest. Interested growers can contact Agfarm on 1300 243 276 to discuss.

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