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Media Release

International Consumers to Invigorate a Stale Market

Agfarm, in collaboration with the Department of Agriculture, Fisheries and Forestry, will be bringing to Australia international consumers, new to the Australian grain market, in an attempt to take advantage of new and existing trade opportunities.

As part of Agfarm's Expo 2009: Innovation in a Changing World, which is to be held in Moree, Dubbo and Wagga on the 6th – 8th October we will be bridging the gap between Australian growers and international millers. Government support for the expo has been provided through DAFF's Wheat Export Technical Market Support Grants program.

Agfarm is an independent grain marketing organisation and we are always exploring options to develop new buyers for Australian grain. Since the days of the single desk are over we believe we need to look outside traditional markets and investigate new opportunities as they arise. New technologies have reduced restrictions on how grain can be traded which allows us to shorten the communication path between global consumers and Australian growers, and the commodity produced by our growers to be valued according to merit.

Agfarm and DAFF have invited Mr Joshua Kim to speak at the Expo. Mr Kim is the Deputy General Manager of Purchasing from SPC Group. SPC is Korea's largest bakery chain and manages Samlip and Shany bakery products, Paris Croissant bakery franchises and Mildawon wheat milling. Their 2009 sales figures were US\$1,000 million through their international network of stores and they aim to become the number one global bread and confectionery company by 2011.

Presently SPC import their wheat from the US and wheat flour from the EU, however they are exploring the opportunity to access grain in Australia through Agfarm's network of grower clients.

This is an extraordinary opportunity for Australian grain growers to learn more about international consumer requirements and to gain knowledge on accessing these markets.

At the conclusion of the Expo Mr Kim will be remaining in the Riverina to visit local operations and gain a better understanding of the Australian market.

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

More information on the Wheat Export Technical Market Support Grants program can be found at the DAFF website - www.daff.gov.au