



11th October 2011

EP Grain introduces Personal Pricing Strategies to its Traditional Pool.

EP Grain, today launched new Personalised Pricing Strategies (PPS) to its popular pool.

EP Grain's General Manager, Tim Burrow, said he was excited about the evolution of its pools, with the PPS options now available to growers within the traditional pool. This innovative addition to the traditional pool, gives growers the ability to select a differentiated pricing strategy in line with their own requirements.

"EP Grain continues to deliver innovation and flexibility to growers'. The PPS options will be managed by our highly experienced team and delivers a set of additional features which delivers greater transparency and provides greater flexibility to suit growers' businesses.

The EP Grain pool for wheat, barley and canola retains all of its traditional features such as a range of full payment options. Our industry leading quality rewards for wheat continue to be a feature across the new pricing options.

Over this coming harvest both international and domestic markets will continue searching for quality and value, so rewarding growers for quality wheat is a positive for growers, and also demonstrates to buyers our commitment to sourcing quality grain. With growers as our customers, our focus is entirely on their grain marketing requirements. This means that we are able to deliver value added services for our customers along with competitive returns," concluded Tim.

For a limited time growers also have access to EP Grain's Early order Premium which is currently offering growers a \$10 premium for wheat, \$8 for barley and \$12 for canola via the traditional pool with the new Personalised Pricing options.

For more information contact EP Grain on 08 8682 4955 or visit www.epgrain.com.au

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Background information

EP Grain is a joint venture between Eyre Peninsula grower based and unlisted public company FREE Eyre Ltd and leading Australian grains manager Emerald Group Australia Pty Ltd.

EP Grain services the very specific needs of Eyre Peninsula grain farmers. Proudly local and farmer focused, this unique organisation provides a transparent, competitive suite of marketing products to grain producers in the Eyre Peninsula region of South Australia.

Headquartered in Port Lincoln, EP Grain joint venture partners maintain regional and joint venture offices in Adelaide, Melbourne, Ballarat, Horsham, Swan Hill, Wagga Wagga, Tamworth, Toowoomba, Perth, Albany, Esperance, Geraldton and Merredin.

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