



Media statement

Friday 12th August

SQP Express Pool delivers in protecting growers from price volatility

Southern Quality Produce (SQP) today announced the finalisation of its inaugural Express Pool, exceeding its objective of providing a higher return to its grower customers than the prevailing cash market.

SQP's innovative Express Pool was launched in August 2010, in response to grower customer's needs for a pooling product that competed directly with the cash market, but assisted to manage the volatility of daily pricing. The product offered another flexible choice to SQP customers from the existing suite of industry leading pool and cash products.

SQP's Managing Director – Ben Fleay - said despite the many challenges both growers and marketers have faced this year, SQP's Express Pool has delivered an outstanding result relative to the prescribed strategy and post-harvest cash markets, creating value for grower participants.

“Despite one of the most difficult harvests for quality and logistics in recent memory, SQP's Express Pool has delivered on its promise of participating in the market over time, and has delivered exceptional outcomes for growers relative to current post harvest cash markets.

We are driven by our promise to maximise growers' farm gate returns. Therefore I am thrilled to advise that the final EPR of \$246.36 for AGP and \$208 for Feed Barley 1, which is an extremely competitive result in today's market.

SQP remains committed to working in partnership with growers in grain marketing. Following the success of our inaugural Express Pool, we look forward to rolling out the next prescriptive pool in coming months,” concluded Ben.

For further information on SQP's prices, pool returns or distributions call (03) 5331 4943 or visit www.sqgrain.com.au

For further media information: Ben Fleay (03) 5331 4943 or 0427 465 796
Shannon D'Arcy – (03) 9274 8888 or 0401 795 388

Background information

Southern Quality Produce Pty Ltd (SQP) is a leading independent grain marketing company and specialist pool manager offering a range of products to assist growers and agribusiness maximise returns and manage grain market risks. As a specialist pool manager SQP has significantly changed the pool marketing landscape in Australia. SQP broke new ground with the establishment of the pool based contract premiums as well as forced the industry to maintain payments for quality by enhancing the quality payments matrix applicable in the 2008/09 season. SQP also offers a range of fixed price alternatives and other products.

