



Media statement

1 December 2010

Southern Quality Produce (SQP) today announced the opening of their third regional office in Sea Lake. This office will compliment the Ballarat and Horsham offices.

According to SQP's Northern Regional Manager, Aaron Matheson, the opening of the Sea Lake office emphasizes SQP's commitment to Victorian grain growers.

"SQP now have offices strategically located across most grain growing regions in Victoria, with more planned to open in the New Year.

The purpose of having our offices regionally based is to be accessible to our grower customers at all times – whether they be in town doing their grocery shopping, or driving past to the farm.

By opening our third office in Sea Lake our ability to provide a higher level of service to our growing number of Mallee customers will dramatically increase," suggested Aaron.

The new SQP Sea Lake office is located at 121 Best Street Sea Lake, phone number 03 5070 1000 and will be open two days a week or by appointment.

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

For further information – Aaron Matheson – 03 5381 0512 or 0417 053 414.

Background information

SQP Pty Ltd is a leading Victorian independent grain marketing company offering a range of products to assist its grower customers maximise returns and manage grain market risks. SQP offers the range of pool and fixed price marketing alternatives and continues to develop products that meet the needs to its grower customers.

SQP has significantly changed the pool marketing landscape in Victoria. 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.

ENDS