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* * MEDIA RELEASE * *

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NZX ProFarmer expands to meet market needs

ProFarmer is expanding to meet the more sophisticated needs of its larger subscriber base.

Among the developments at ProFarmer is a partnership to supply our market information to EP Grain grower customers (450 growers on the Eyre Peninsula of South Australia) and the renewal of our SQP alliance (200 growers across south-west Victoria). These relationships push our market reach to more than 2,500 growers nationwide and over 200 corporate agribusiness clients.

New access to local and international markets

To better meet the needs of our expanding subscriber base and to ensure that they have immediate access to critical market information to help counter an increasingly dynamic market place, ProFarmer has made some significant appointments.

ProFarmer has entered into an agreement with Lachie Stevens of Lachstock Trading based in Geelong, Victoria to improve our regional coverage of South Australian and Victorian markets. Lachie has worked with ProFarmer Australia for the past 18 months but has agreed to an expanded role as our South Australian and Victorian market analyst. Formerly, Lachie held senior trading roles at Louis Dreyfus and is one of Australia's most respected grain market analysts.

Not only do local markets need to be watched more closely, international grain markets continue to be extremely dynamic and influential. One of the major changes is the increased influence of Eastern European grain supply. While it has not yet been reported in the general press, agriculture has become a 'strategic' industry in Russia meaning increased government involvement leading to more unpredictability.

To better understand these markets we have hired Ana Komarova from Moscow, Russia via New York. Ana was a business analyst in the world's leading glass manufacturer and the world's largest gas company before becoming involved in her family's turf and irrigation business. Ana's has spent the last two years setting-up seed supply distribution arrangements from the US to her family company in Russia. Her role as Strategic Development Manager and Eastern European market specialist will be based in the Perth office, Western Australia.

"With Ana's vast and worldly experiences and her intimate knowledge of the increasingly important Eastern European grain markets we have no doubt she will prove a valuable addition to the ProFarmer team" said ProFarmer Managing Director Richard Koch, adding that "we look forward to gaining greater insights and verification of Eastern European market events."

ProFarmer has also welcomed its first foreign correspondent, Richard Smith, based in Tokyo, Japan. Richard will be covering developments in Asian agricultural markets. Richard has

written for a large range of international publications and has extensive trade media and political networks throughout Asia.

Mr Koch says “Richard’s on the ground presence will allow ProFarmer to quickly pick up on news and trends out of Asia and relay the implications for both global and local markets back to our subscribers.”

Also joining ProFarmer recently is Paul Hooper who will provide in depth analysis on the wool market each week. Paul has extensive experience in the industry; as a wool grower, journalist for the Elders Weekly (WA newspaper), and now as a wool buyer for the Avon Valley region.

“Clearly as the size of the wool industry has contracted the number of people servicing this sector has shrunk” says Mr Koch, adding that “we are very lucky to have Paul join the team who will give us insight into an industry which remains very important but is facing some big challenges.’

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Background Information:

NZX ProFarmer is Australia’s leading independent supplier of Agricultural commodity market information and strategic advice. NZX ProFarmer offers national coverage of all broad-acre commodities through its national network of analysts with over 50 years of combined experienced. The flagship ProFarmer Newsletter and Market Update is read by over 2,500 of Australia’s top farmers weekly. NZX ProFarmer also offers advisory, consulting and training services.