

* * MEDIA RELEASE * *

Wednesday 30th April

All Eyes on Australian Grain Growers

The second annual ProFarmer/Callum Downs Planting Intentions Survey has just been launched, with hopes that the level of participation will match or exceed the significant response to last season's survey. ProFarmer/Callum Downs subscribers represent a significant portion of Australian grain production, and survey results provide an accurate guide to national planting intentions.

"The survey provides data that help to significantly improve the accuracy of our crop production forecasts", says ProFarmer Managing Director Richard Koch.

The survey has been launched via web and email. Subscribers are asked to specify what state they live in and what their planting intentions (by crop) are compared to 2007, assuming an average May break.

"With high grain prices this season, we are anticipating a big swing toward grain plantings, and toward wheat and canola and away from barley, oats and livestock. With grain stocks extremely tight globally and grain prices sky-high, the eyes of the world will be on the intentions of Australian grain growers," says Mr Koch.

Growers have been asked to complete the survey by 12 May 2008 so ProFarmer can provide timely results. Results will be released in the ProFarmer newsletter on 15 May 2008. The ProFarmer newsletter is available via subscription at www.profarmer.com.au.

ProFarmer will conduct a follow-up crop survey with growers during the growing season to confirm actual plantings. Results will be published in the ProFarmer Crop Conditions and Crop Forecast Report, available online via subscription at www.profarmer.com.au.

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Background Information:

ProFarmer is Australia's leading independent supplier of agricultural commodity market information and strategic advice. ProFarmer offers national coverage of all broad-care commodities through its network of analysts with over 50 years of combined experience. The flagship ProFarmer Newsletter and Market Update is read weekly by over 2,000 of Australia's top farmers. ProFarmer also offers advisory, consulting and training services.