

Eyre breaks free

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AT A TIME when they can least afford it, Eyre Peninsula farmers and businesses are digging deep and have already pledged \$400,000 to support the formation of Free Eyre.

EP growers believe they can achieve better returns for the quality commodities they produce and are willing to invest in the employment of professionals to carry out grain marketing and investigate methods of value adding, which they believe will lead to a sustainable future for EP.

Free Eyre is the brainchild of Darke Peake grower Liz Pearson who rallied local growers to a meeting at Rudall last month, which led to the formation of a steering committee to oversee development of the company.

Mrs Pearson and husband Doug, Kimba grain trader Chris Lehmann and husband Barry, and businessman Mike Wake, who farms at Cummins, Darke Peak and Buckleboo, have been the driving force behind Free Eyre.

Last week, they took their vision to the rest of EP, holding forums at Cummins, Kimba, Cleve, Lock, Wudinna, Streaky Bay and Ceduna.

Despite harvest, 300 growers and agribusiness leaders attended the forums, demonstrating strong support for the establishment of Free Eyre.

The company would initially employ a chief executive officer and grain accumulator to market EP's grain harvest to niche markets and conduct feasibility studies into value adding opportunities identified by growers.

Possibilities include container exports, establishment of a feedlot and abattoir, biodiesel production, noodle and pasta production, manufacturing feeds for the livestock and aquaculture industries.



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