

Free Eyre steering group established

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An interim steering group has been formed to oversee the newly formed grower company 'Fresh Eyre'.

The group includes people from right across Eyre Peninsula who have an interest in seeing the region prosper.

Chaired by David Jericho, the group's members are: Mike Wake, Andrew Polkinghorn, Liz Pearson, Ben Ranford, Chris Lehmann, Clem Fitzgerald, Paul Brown, Karen Burrows, Neville Trezona and Mark Cant.

The group believes there are realistic opportunities for the region to provide increased value for the region's grain production from a commodity and production-based focus to an integrated business.

The aim of the company is to focus on three or four key value adding opportunities, which may include biodiesel/ethanol production; feedlot production; noodle and pasta production; stock and aquaculture feeds; and grain accumulation.

Mr Jericho said the key to the business will be to "undertake professional business and feasibility planning for each of the identified value adding opportunities" and "develop the business structure during which a formal board will be established".

"It is encouraging that there is certainly interest and support for the concept and that growers and business representatives wish to pursue value adding at an economic scale that ensures the sustainability of the region's agricultural sector," he said.

Following the pledges of \$169,000 for seed capital to help establish the company at a meeting in Rudall last Tuesday, further meetings have and will be held across Eyre Peninsula this week to garner more support.

People not directly involved in farming across Eyre Peninsula are also being encouraged to be a part of Free Eyre and can contact one of the steering group members for more information.

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