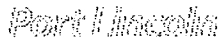


Port Lincoln news, classifieds and community.

[YOURGUIDE](#)
[ACT](#)
[NSW](#)
[NT](#)
[QLD](#)
[SA](#)
[TAS](#)
[VIC](#)
[WA](#)
[Life by local](#)


Saturday, 29 March 2008

# Port Lincoln Times

02 August 2007 - 3:35PM

[View all news](#) | [Send to a friend](#) | [Print](#)

## Flexibility for farmers

CREATING flexibility in a market that's dominated by a small number of companies is one of the aims of newly established grower company Free Eyre.

The Free Eyre board held a strategic planning meeting in Cummins on July 21 and 22, where board members looked at several projects they plan to undertake.

Free Eyre chair David McFarlane said in a market dominated by few companies, the growers' interests were being left behind.

Mr McFarlane said Eyre Peninsula growers were not getting a true return on their product, and Free Eyre wanted to address the imbalance.

"We want to enable growers, through Free Eyre, to establish some sort of market wholesale position," Mr McFarlane said.

"How can a farmer in the Eyre Peninsula form a reliable view as to what future prices are going to look like in the next two-year period?"

"It's about what we can do about increasing our position in the market."

Mr McFarlane said one of the company's first aims is to form a "market advisory brokering function", and gain industry and objective advice.

He said Free Eyre would get a wholesale market expert team in place to help with this.

Mr McFarlane said Free Eyre would look at storage and shipping possibilities on Eyre Peninsula, as well as a "grain accumulation model", which would address the economic imbalance due to market monopolies.

He said Free Eyre would like to create flexibility for growers, which could be done through asset-based trading.

"We should be going in that direction but we have to convince our shareholders it's the right thing to do."

Mr McFarlane said other projects include red meat finishing, biodiesel production, and carbon trading entities.

He believes Eyre Peninsula farmers are willing to move with the times and want other options.

"There's no resistance to change.

"There's only certain things we can control, what we want to do is look at all these new ideas and see where we they can take us.

"I'm convinced of one thing, that the success of Free Eyre will be conditional by the support it's grower shareholders give it."

[View all news](#) | [Send to a friend](#) | [Print](#) | [Back to top](#)

### Most Viewed Articles

#### Port Lincoln

- Pre-season carnival under lights
- Navy plan paying off
- Carey ducks, weaves in Denton interview
- RAAF says new fighters more than a match
- Demons 'moved on' after Hawks hammering

#### Life is Local

- TV pair back in court [Ballarat]
- Mobiles may be death sentence [Canberra]
- Labor senator vouches for bar owner [Canberra]
- Appeal for witnesses in horror smash [Canberra]
- Urban delights, but no sign of mum-to-be Nic [Illawarra]