



THE WIRE



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FROM THE MANAGING DIRECTOR

Welcome.

In this edition you will find an update of the EP Meat project, which is really gaining momentum, and you can read about some of Wudinna’s diamonds.

The final weeks of our fundraising effort resulted in FREE Eyre gaining quite a few new shareholders, including some supporters from outside EP (e.g. Yorke Peninsula). This means we have increased our numbers of shareholding entities from 248 to 376 since launching the prospectus.

This support and the feedback we continue to receive reflects the desire of primary producers, allied businesses and members of the greater community for change and worthwhile local action.

FREE Eyre’s activities have received supportive input from farmers in Western Australia, New South Wales and Kangaroo Island.

A key reason for so much interest is that people want to support farmers’ initiatives, and it is locals who are coming up with solutions to common farming problems.

The additional amount raised, however, reflects the global and local economic difficulties. The initial target of \$5 million was, understandably, not reached. This means we will not have the capital to implement all the projects we would like as quickly as hoped.

The significant amount raised allows for further research into the meat project and mallee trials to continue this year.

FREE Eyre is in the midst of the meat project with more information to be compiled in the next few months.

Working with FREE Eyre to research the project is Primary Industries and Resources SA and Meat and Livestock Australia, as well as consultants who are working with end markets.

The low sheep numbers in Australia and New Zealand signal it is a good opportunity in the next few years to work with sheep farmers on Eyre Peninsula to explore new and emerging domestic and international market opportunities for sheep meat.

(continued on page 2)

We are a company which is working for you and your wider Eyre Peninsula Community.



FROM THE MANAGING DIRECTOR (CONT)

Eyre Peninsula farmers have produced really good quality lamb over the last couple of years and we're looking toward producing a FREE Eyre branded product.

The research in to the meat project is really exciting. It doesn't happen overnight but we are making sure it is in the best interest of our shareholders.

FREE Eyre expects to come to more consolidated conclusions in the next few months regarding the meat project.

We have also helped to get training funding for farming businesses under AusIndustry's Small Business Advisory Services Program. The activities planned include farming workshops at four locations across EP as well as one-to-one individual business mentoring.

The mallee project is ongoing with trials at three properties on EP and more being established. FREE Eyre has implemented the project with the aid of funding from the EP Natural Resources Management and collaboration with Greening Australia, Port Lincoln.

Importantly, with the trials underway now, FREE Eyre's farmers will be well placed in having experience in mallee growing when national and international regulation policy regarding carbon is enacted.

At present, from a commercial perspective, we would like to prove that we are the region that can grow the trees which can in future offset carbon emissions from other companies.

Susi

WELL DONE, WUDINNA!

The Australian Farmer Granite Sculpture Project has won the Andamooka Community Project Award.

The award recognises community involvement in a community project.

It was presented at the annual Volunteers Day Concert by Premier Mike Rann and the Governor of South Australia, His Excellency Rear Admiral Kevin Scarce AC CSC RANR, at the Adelaide Festival Theatre.

Congratulations to the Wudinna Community Directions Group.

What a well deserved and wonderful honour to a community which has spent so many hours and/or made important donations for the "Australian Farmer"!

In FREE Eyre we really appreciate and applaud how much rural communities do to contribute to the economy, health, environment and culture of the region.



VOLUNTEER AWARD: Wudinna Community Directions Group Chairman Eleanor Scholz, Marlene Boylan, Graham Waters, Governor of South Australia His Excellency Rear Admiral Kevin Scarce, Barry Wilkins and Wudinna District Council Chairman Tim Scholz



EP GRAIN

The EP Grain team has had a busy time of late.

The rainfall received late autumn and so far this winter has finally spread to most areas, bringing much needed soil moisture at depth.

Good things often have a twist—and for the EP Grain team members it was the flooding of their office at the end of May. They rose (floated?) to the task and many of you will have been impressed by how quickly they were operational again.

The silver lining the team created from the wet cloud was to implement their plan to expand the office to encompass adjacent premises. This is now complete and provides a much better area for the team to meet with growers.

EP Grain also has an additional grain accumulator to support growers in the coming season. Tom Wake has relocated to Port Lincoln from north-west Western Australia. Tom will focus on grain accumulation in the Thevenard Port Zone. Welcome, Tom.

FREE Eyre encourages you to contact EP Grain regarding your grain marketing this season.

T: 08 8682 4955
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LOCAL DIAMONDS

Check out the July edition of the RM Williams "Outback" magazine.

Sorry for getting some of our farmers "in trouble" - to the Waters (Wudinna), Newtons (Mt Ive Station), Trezonas (Streaky Bay) and Grunds (Kimba) - but your involvement and drive in the community is too good not to include in the "Tracks" story about the Eyre Peninsula.

www.outbackmag.com.au

SHAREHOLDER NEWS

FREE Eyre has issued the shares applied for under the prospectus on 27 May 2009. All shareholders should have received their letters thanking them for their applications and advising them of the number of shares allocated to them.

We than you all for your support — whether as a new shareholder member or an existing shareholder who has purchased additional shares.

For any queries, please contact the FREE Eyre office:

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PETER OLSEN FELLOWSHIP

The Peter Olsen Fellowship for 2009 is now open and applications close 14 September 2009.

The Fellowship is open to all young South Australians involved in agriculture between the ages of 18 to 35.

The Agricultural Bureau and PIRSA are proud to again join forces to promote this initiative for the betterment of the young and agriculture in this State.

A state wide media release has been distributed to all media outlining details of the Fellowship. The bursary has risen to the value of \$8 000 again this year. Grateful thanks to the wonderful support of the Agricultural Bureau and PIRSA that make this prestigious award something to 'go for'.

Completed applications should be forwarded to:

Executive Support Team
Reply Paid 6631
Agricultural Bureau of SA Inc
GPO Box 1671
ADELAIDE SA 5001

Closing date for applications is Monday 14 September 2009.

For an application form, please contact Anne Madden

T: 1800 652 258 or 8226 0351

E: madden.anne@saugov.sa.gov.au



www.agbureau.com.au



LANDCARE

EP MEAT

STATE AND TERRITORY LANDCARE AWARDS

SA Landcare Awards are now open. There are awards for a range of areas including

- Individuals
- Landcare, Coastcare and other Community Environmental Groups
- Schools and Universities
- Catchment Management Authorities and Regional Groups
- Natural Resource Management Regions
- Local Councils
- Primary Producers
- Indigenous Groups.

For more details visit http://sa.landcareheroes.com/uploads/pdf/SA_awards2009_forweb.pdf.

Applications for the SA awards close 14 August 2009.
 Contact: Cherie O'Neill
 T: (08) 8463 6860
 E: oneill.cherie@saugov.sa.gov.au

PROGRESS

I would like to thank the member lamb producers regarding their interest in supplying to a FREE Eyre lamb value chain this year. The discussions I have had with various growers about the direction(s) we might take have also been very useful.

We have been fortunate to be able to access initial advice on the end-market implications of the value chain scenarios we have developed and costed so far.

At the forefront of our minds while working on the project is the need to create viable businesses for FREE Eyre and member lamb producers.

We will be able to report more in future newsletters.

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Ben Ranford

FREE Eyre acknowledges the invaluable support of Meat and Livestock Australia (MLA) and Primary Industries and Resources SA (PIRSA) for our EP Meat project.

