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FRESH RARE ENTICING EYRE



# THE WIRE



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## FROM THE MANAGING DIRECTOR

As I write I reflect on whether the **14,000 Mallee trees FREE Eyre** and the EPNRM Board planted, as part of our Mallee trials in the vicinity of Rudall and Darke Peak, will receive some rain this week end. Thank you also to Corey Yeates (EPNRM Cleve).

These plantings bring the trials to five sites. While national and international carbon policy and price may not yet make Oil Mallee farming financially worthwhile for many farmers at this stage, there are two clear benefits of continuing the trials. The first are the proven NRM benefits such as through creation of windbreaks. The other, is being ready for opportunities that may arise once policy and pricing is resolved.

The **Sheep Meat project** is now at a stage where we are ready to inform you about the outcomes of the work we carried out.

We have been fortunate to have Q Lamb, PIRSA and a processor close to Adelaide willing to work with us on scenarios. This has involved us speaking with super markets and stakeholders along the value chain.

Ben Ranford and I will be organizing a series of workshops for FREE Eyre sheep meat farmers to be held in September/October. These will provide you with the opportunity to hear about the options explored, the feasibility of carrying these out in the Eyre Peninsula, the current market

and where to next for you, the farmer.

Details of the Sheep Meat workshops will be announced in the next few weeks.

*(continued on page 2)*



*Racks, wrapped in plastic, enable many seedlings to be transported long distances and kept in good condition for planting.*



## FROM THE MANAGING DIRECTOR (CONT.)

I caught up with Rowan Ramsey recently. It is pleasing that he continues to lobby on behalf of rural communities for your children's ability to access **Independent Youth Allowance** while being educated in the city. It is no easy task and an important factor to equitable access to education.

You will note in this Wire, the ERDB-AusIndustry training sessions for farmers. More information about one-to-one business mentoring will be released soon.

The issues with internet access and mobile phone coverage were raised at the very beginning of FREE Eyre's development. I have been working with **Telstra** on opportunities to work exclusively with FREE Eyre shareholders, to improve your coverage, service and access and other special offers. More information will be in the next Wire. Several FREE Eyre directors will be at the EP Grain Conference 2009 (see details below). See you there.

*Susi*

## EP GRAIN CONFERENCE 2009



EP Grain is holding its inaugural grower conference on **Wednesday 26 August 8.30 am—4.30 pm** at the **Port Lincoln Hotel**. It will feature marketing of grain on Eyre Peninsula and global farming outlook.

The day is free and lunch will be provided. All FREE Eyre shareholders are invited, but **bookings are essential**.

Contact **EP Grain ASAP** to register  
**T: 08 8682 4955 F: 08 8682 4966**

## MEAT EXECUTIVE PROGRAM 2009

The StreamWise (Monash University) Meat Executive Program 2009 has been approved for reimbursement up to \$1500 from **FarmReady**. It is for emerging leaders in the Australian and New Zealand meat industry and is designed to **develop skills** in areas including:

- understanding emerging consumer demands
- domestic and export markets
- effective customer management
- managing the supply chain
- creating and using innovation
- leading and managing people
- successful business growth

For more information visit <http://www.streamwise.com.au/learning/programs/meat-executive>, fill out the **online enquiry form** or **T: (03) 9904 4172**

## WHEAT MARKETING PLANNING COURSE

Do you understand how to align your wheat hedging and pricing decisions to market conditions?

ERDB and AusIndustry are providing a 2-day course covers topics such as

- characterization of forward markets
- market positioning and risk exposure
- alignment of strategy with forward market conditions
- Establishing more flexible pricing objectives
- flexible risk management strategies and tactics
- Strategy comparison of marketing and pricing tactics

Date: **27 & 28 August 2009**  
8.30 am—5.30 pm

Where: **Cummins Bowling Club**

Cost: **\$100+GST**  
(FarmReady may apply)

**Limited places available.** Contact **ERDB T: 08 8682 6588** or **reception@erdb.org.au**

## LOCAL DIAMONDS

We were a bit "quick off the mark" in our June-July Issue when we mentioned that some of our farmers were to feature in the July Issue of the RM Williams "Outback" magazine. The article actually appears in the **August/September "Outback"** issue—available now.

We hope you will still get to see the article about members of your community in the "Tracks" story about the Eyre Peninsula.

[www.outbackmag.com.au](http://www.outbackmag.com.au)