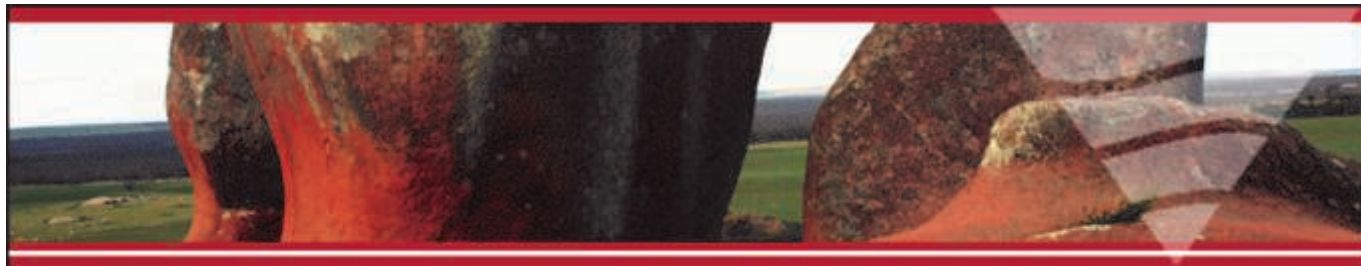




# THE WIRE



## IN THIS ISSUE

<i>EP Storage</i>	1
<i>From the Managing Director</i>	3
<i>From the Chairman</i>	5
<i>Our Condolences</i>	6
<i>EP Grain</i>	6
<i>Australia Day Awards</i>	6

## CONTACT US

**Registered Office:**

**FREE Eyre Ltd**  
**20 Payneham Road**  
**Stepney SA 5069**

**T: 08 8363 5010**

**F: 08 8363 5020**

**E: [info@free-eyre.com.au](mailto:info@free-eyre.com.au)**

**W: [www.free-eyre.com.au](http://www.free-eyre.com.au)**

## EP STORAGE

### **A storage facility owned by FREE Eyre and individual farmers in the Eyre Peninsula!**

When FREE Eyre was first established more than 50 ideas were raised by the community at the initial public meetings. Many issues facing primary producers then have not disappeared; in fact the costs of transport/storage/handling have increased, monopolies have become bigger and bolder and expanded globally (Viterra/ABB).

### **FREE EYRE'S GOALS**

FREE Eyre has focused on the 4 business opportunities which affect the majority of primary producers and those which are most likely to be successful and feasible.

The EP Grain marketing joint venture is well and truly up and running and doing well.

The EP Meat research has been completed and 4 regional meetings will be held in the week starting the 12th of October where we will provide feedback re the outcome, training opportunities and future options for primary producers.

EP Carbon now has 5 Mallee trials and FREE Eyre continues to monitor global and local carbon policy to identify opportunities for FREE Eyre shareholder producers.

As referred to in our last prospectus (which you have had a copy of), storage and access to Port facilities have been explored, feasibility determined, plans drafted and relationships built to provide access and storage options for the Eyre Peninsula. We are mindful that primary producers have indicated that they would also like the option of being co- owners of storage. As a result an EP Storage proposal has been developed and is in the process of being built.

### **THE SEASON AHEAD**

An average season in the Eyre Peninsula produces approximately 1.9 million tonnes of grain. The last few seasons have been quite erratic; however PIRSA is projecting a 2.6 million tonne harvest. This is well above the average and access to adequate storage will present challenges to the EP primary producer.

*(continued on page 2)*

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



# EP STORAGE—THE SITE

## EP STORAGE - THE PROPOSAL

The Board has made the decision to utilise its first year’s EP Grain JV dividend to build a 50k tonne bunker with Storage bags facilities of up to 20k tonnes in the Rudall area on the corner of Taragoro and Balumbah Kinnard roads. It is accessible not only by road but also rail.

FREE Eyre has plans and financial projections for several sites to be built over the next few years across the EP.

### Ownership of EP Storage

FREE Eyre will own 51% of the facility with local farmers being able to own the remaining 49% being open to individual primary producer co-investment / ownership. FREE Eyre will contribute part of the funding with the opportunity for the general farming community to further invest.



### Administration of the site

The EP Storage site will be managed by FREE Eyre who is contracting consultant Wayne Owens to operate the site, as well as a supervisor and staff. The supervisor and staff still need to be recruited and if you know someone who might be interested, please contact us. Wayne has had **many years of experience** with ABB, setting up the Pt Lincoln site and now working with companies in the Middle East. The site will meet the standards needed by Grain Trade Australia.

### Efficient and cost effective access to port

FREE Eyre is working with various companies which will allow long term cost effective access to port for export and we will provide further information as these business relationships progress.

### Invitation to visit

We will have a “Sticky beak” day on the 30th of October at 10:30am at the EP Storage site on the corner of **Taragoro and Balumbah Kinnard roads**.

If you are interested in attending and/or are interested in finding out how you can be involved, please do not hesitate to **contact** us on 08 8363 5010.

*Michael Tilley*



*The first EP Storage site!*

*Please let us know if you would like to visit the site on*

**When:** 30 October 2009  
**Where:** Cnr Taragoro and Balumbah Kinnard Roads  
**Time:** 10.30 am—noon  
*Tea & coffee provided*

**Contact FREE Eyre**  
**08 8363 5010**



## FROM THE MANAGING DIRECTOR

As I write this editorial, I reflect on how quickly the last 2 years of FREE Eyre (and my life has passed).

It seems like only yesterday, that admired the drive of a cluster of farmers across the EP led by Karen Burrows, Liz Pearson, Chris Lehman, the likes of Messers Polkinghorne, Waters, Brown, Trezona, Wake, Jericho and others from afar.

In only 2 years the fledgling community group and then start up Limited Company, Fresh Rare Enticing Eyre has achieved a considerable amount; raising investment capital and partnership funding to achieve goals prioritized out of the 50 + ideas raised at public meetings.

With 5 Mallee trails in the region, feasibility studies into pasta production, the development of EP Grain, feasibility studies into EP Sheep meat opportunities and EP storage have all added to the suite of business ventures developed or in the process of commercialisation. The growth rate and the speed of development has been considerable.

After thorough consideration, I have decided to hand the role of Managing Director and my Directorship over to other people. I have been humbled by (and will miss) the generosity of spirit of the EP community, your humour and courage to take on a challenge, and your personal welcome to me over the last 2 years. I have learnt plenty from each and every one of you and trust that my passion for agriculture, your company and its aim has been visible.

I am sure the Board will find a suitable person to fill the role and bring another set of skills and vibrancy to the next chapter of FREE Eyre's story.

I wish you, its shareholders all the best and encourage you to keep doing the things that keep your community sustainable and thriving.

I hope to catch up with you prior to my departure.

My last day at FREE Eyre will be end October and I look forward to hearing about FREE Eyre's progress as a shareholder.



*Sue Chase, Deputy Chairman*



*Susi Tegen, Managing Director*

Congratulations to Sue Chase who is a finalist in the Telstra Australian Business Women Award and has been chosen as an SA finalist of the Commonwealth Bank Business Owner Award which is awarded to owners with a minimum 50 per cent share in a business.

Sue Chase, the Deputy Chairman of FREE Eyre, is the determined Managing Director of Cowell Electrics which provides powerline, water, gas and communication infrastructure systems to remote and regional Australia.

Sue took over the company when it was close to liquidation in 2000 and five years later injected more capital to ensure the company's survival. Despite stiff competition from larger companies, Cowell Electric has quadrupled sales, lifted profitability and now employs 35 people.

*(continued on page 4)*



## FROM THE MANAGING DIRECTOR (CONT)

### EP MEAT—VALUE CHAINS & LIVESTOCK PRODUCTION

FREE Eyre is releasing the research it has been carrying out over the last few months identifying opportunities which may be available for sheep meat producers. It is sharing the outcomes and provide some nutrition training which will be of benefit to their bottom line.

FREE Eyre is holding 3 workshops run around the EP:

**Minnipa Ag Centre**  
— 13th October,

**Rudall Community Sports Complex**  
— 14th October

**Cummins Rambler Football Club**  
— 15th of October.

The full program is in the workshop flier included in this newsletter.

To register please complete the registration details and fax to 8363 5020 or email [susi.tegen@free-eyre.com.au](mailto:susi.tegen@free-eyre.com.au)

A Ceduna workshop was planned, however feedback suggested that early harvest would make this difficult. Information will be sent to all FREE Eyre shareholders after the release of the information.

The update includes a productive nutrition workshop with San Jolly. San is passionate about production sustainably and using best practice methods that are practical, achievable and that are cost efficient for farmers.

With many years experience gained from working with producers and other industry experts, managing her own property and stud flock together with her continuing interests in research, San has become sought after as a consultant (on-farm, remote and research). San's presentations are recognised for their engaging, practical and unambiguous style.

The workshop is sponsored by FREE Eyre, Sheep Connect, Making More from Sheep and Telstra Countrywide.

For those unable to attend any of the workshops a copy of the EP Meat project report will be mailed out. However, you will miss a wealth of nutrition knowledge!



Making More From Sheep



Government of South Australia  
Primary Industries and Resources SA



### TELSTRA COUNTRY WIDE — T-LIFE

In 2005/6 the Eyre Regional Development Board commissioned a feasibility study of alternative telecommunications options for the EP. The outcome suggested that there was a need to;

- Extend the coverage of mobile telephone services on the EP;
- Reduce the costs of communications both within the EP and to places beyond;
- Provide local call access to Internet services as far as practicable to all EP communities;
- Overcome limitations in Internet access posed by long or low quality connections to the local exchange;
- Provide communications tools for farmers and others with similar requirements enabling access to calls and to receive calls from the 'back paddock';
- Increase the utilisation of existing public access to video conferencing facilities on the Peninsula;
- Deliver higher capacity data communication speeds and systems to the majority of the regions communities and farming enterprises.

FREE Eyre has followed up on these issues over the last 2 years and provided feedback to Telstra Countrywide including the need for access to a local person ("even if it isn't in my town, just not the 1800 no!" as one farmer told me).



## FROM THE MANAGING DIRECTOR (CONT)

We have also suggested that there was an opportunity to work with farmers to “bundle” their telephones and also have their bills analysed as they may not be on the most cost efficient and effective program for their business.

We also felt there were opportunities for Farmers to trial new products and provide feedback in regard to what assists them in their every day work and what doesn't.

As a result of this feedback and the need for “real customer service” not an offshore office

**T [life] Whyalla** has been set up.



The T [life] office, opening on the 29th of October allows customers have the opportunity to interact with live devices and handsets in store to truly understand the equipment prior to purchase. More importantly several people will travel around the EP with equipment, information and discuss with you on how you can maximize your service.

T [life] is committed to assisting Free Eyre Members with understanding their telecommunication needs, advising of the right solution in an easy to understand conversation. This will be done by analysing individual's current usage, through bill analysis and matching the right plan and services.

To explain more on the services on offer, Ben Birrell, Managing Director, T[life] Whyalla will be in attendance at the upcoming October EP Meat update workshops week starting October 12 and will be available to take enquiries for follow up.

### EP TRAINING SESSIONS

As you are aware, FREE Eyre developed a proposal with the Eyre Regional Development Board for funding from AusIndustry to develop a series of farmer grain marketing and mentoring workshops.

Round 1 of the EP Farmer Training and Mentoring program is complete with more than 95 people attending across the Cummins, Lock, Minnipa, Streaky Bay and Ceduna courses.

We have had very good feedback re the independence of the resources delivered as well as calibre of speakers. The 2 day workshop presented a more intense content.

Follow up sessions will be held in the next month to provide another opportunity to revisit the issues and ask further questions. For further information please contact Amanda on 088 682 6588.

*Susi Tegen*

## FROM THE CHAIRMAN

We are sorry to acknowledge the resignation of our Managing Director Susi Tegen.

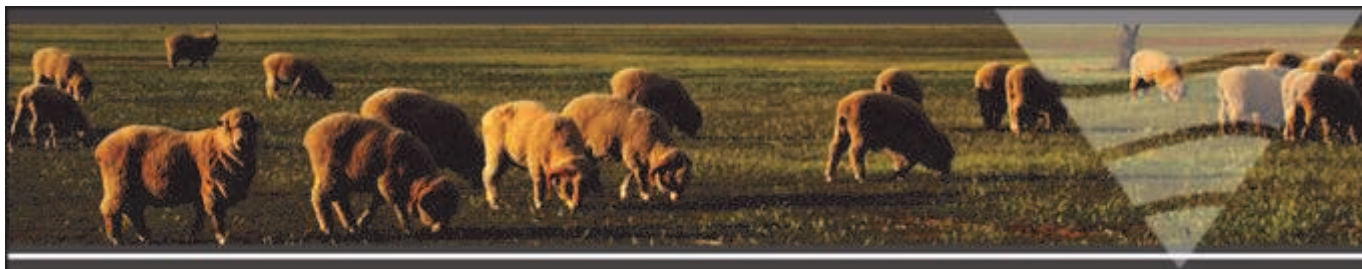
Susi became a Director of FREE Eyre in June 2007 when FREE Eyre became a company and required an independent Board. She brought enthusiasm, a positive attitude, energy and a real passion for rural communities and agriculture. Her links across Australia with government, business and community have been a real asset to the organisation in particular in the often difficult stages of a start up.

In late 2007, Susi was invited by the FREE Eyre board to become the Managing Director and since has focused on local people, issues demonstrating her ability to link their needs (and those of other stakeholders) with FREE Eyre ventures.

While at FREE Eyre she continued to be involved in rural medicine and services to rural communities. We wish her all the best in the future and continue to welcome her as a FREE Eyre shareholder.

The board will review its direction and find a suitable applicant to take the reins of FREE Eyre after Susi leaves at the end of October 2009.

*Michael Tilley*



## OUR CONDOLENCES

## AUSTRALIA DAY AWARD NOMINATIONS

### COREY FITZGERALD

Our sympathies are with FREE Eyre members from Cockaleechee, Ray and Julianne Fitzgerald, their children Braden and Brooke, on the sudden death of their son and brother. Other members of the family also support FREE Eyre.

Corey worked on the family farm and was much admired for his skill and contribution to football and tennis around the Cummins community.

### KEN MCCARTHY

We also send our sympathies to the family of Ken McCarthy. A strong supporter of FREE Eyre Ken was the local pharmacist for many years and until recently still helped his son “young” Ken, also a FREE Eyre member, in the Poynton Street pharmacy. He was Ceduna’s mayor from May 2003—November 2006.

Ken leaves his wife Sue, three children and five grandchildren.

This is your opportunity to recognise and reward someone in your community who makes you proud to be an Australian—  
[www.australianoftheyear.org.au](http://www.australianoftheyear.org.au)

You are invited to nominate a friend, family member, community leader, colleague or even someone famous - any Australian who you believe makes our country a better place to live.

Nominate online or download a nomination form and return it via post or by fax.

## EP GRAIN



EP Grain's Inaugural Customer Conference , Think Internationally, Sell Locally attracted more than 125 farmers who were updated on the new paradigms of selling their produce by 10 world class speakers. The speakers content brought to the farmers locally the International and broader Australian information they need to be able to make well thought out and calculated decisions about their own grain which is their livelihood. Being held locally allowed for many more farmers to hear firsthand what the major market place players are thinking and doing.

Broad topics of how climate change is going to affect us locally as farmers and the current state of supply & demand around the world for wheat in particular tempered by Australian logistical challenges under the new market place regime were particularly well received as measured by a follow up attendee survey.

Despite the easing grain markets globally and locally, farmers attending the conference were further informed about just how finely balanced the grain market globally is placed and how any production challenges & opportunities anywhere in the world have the ability to affect our values locally.

Several new products and services were discussed including the new WA ASX contracts and a "New Gen" sales contract for Canola producers here on the Eyre Peninsula exclusive to EP Grain.

General feedback and the formal feedback through the survey indicated strongly that EP Grain should conduct a similar conference in the future and from the feedback improvements can be made.

**Contact EP Grain for your grain marketing needs**

**Mark            0428 822 566**  
**Tim                0417 868 036**  
**Tom                0417 642 980**  
**Mandy & Gail (in the office)**  
**08 8682 4955**