



West Australian Grain, Stock Feed & Oilseeds Industry Expo "Marketing together to stay the Best"

July 2007

Oilseeds WA, National Agricultural Commodities Marketing Association WA (NACMA-WA)
Stock Feed Manufacturers' Association of WA (SFMA of WA), Pulse Australia WA

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Grains West Expo 2007 to tackle Marketing

According to Expo convener John Duff the 2007 Expo has been ambitiously themed **"Marketing together to stay the Best"** to reflect the WA grain industry's desire to operate according to world's best practice.

According to John, "Like other grain producing regions, Western Australia faces challenging times. Global warming, fuel and other input cost increases, consumer preferences and marketing regulations are all currently hot issues in WA. The Expo will address these issues.

"The exceptionally high quality program featuring four international and eight interstate speakers amongst our own WA grain industry leaders has already attracted interest from overseas delegates."

An example is Katie Dean a Senior Economist, International at ANZ who will be providing advice on the China demand phenomenon and world grain markets from a dollars and cents perspective. Katie has a special interest in the financial markets of Asia. Katie previously worked on domestic and international macroeconomic issues in Canberra.



The full program will be reported in Farm Weekly during coming weeks.

The 2007 Grains West Expo has attracted increased support from the Grain industry.

Diamond sponsors are the CBH group and GRDC.

Gold Sponsors are Riverland Oilseeds, Department of Agriculture & Food, ABB Grain, Emerald Group and COGGO Seeds.

Also getting right behind the expo are the ANZ bank, Farm Weekly, COGGO, and Colquhoun's Fremantle Bag Company.

The 2007 Expo is a joint venture of the Stock Feed Manufacturers' Association WA, Oilseeds WA, NACMA WA and new partner organization Pulse Australia WA.

Persons interested in exhibiting their products or services at the Expo or wish to know more are invited to contact Charlene Kolman on 9475 0753.

A limited number of exhibition opportunities are now available.

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Photo Katie Dean