



## Nuffield Spring Tour



October 25 2009

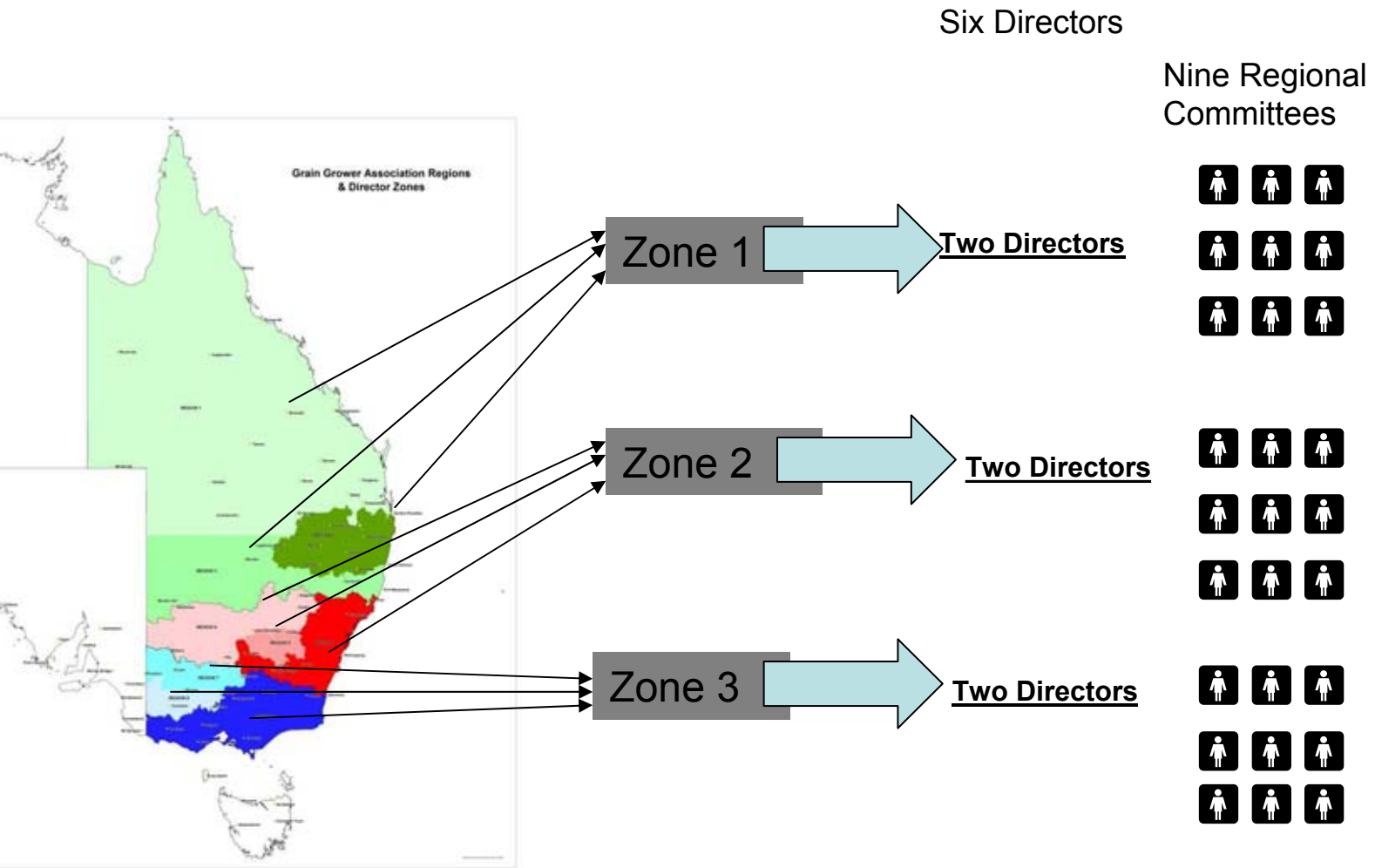
# About GGA



- Independent Membership group
- 17,000 members mostly Eastern seaboard = approx 50% of all grain growers
- Work nationally - internationally
- Strong capital base
- 9.3 (5.8) shareholding in GrainCorp
- 50% shareholding in Kondinin Information Services (joint venture between GGA and Aspermont Ltd)
- \$5-6M annual operating budget

- GGA - public company limited by guarantee,
- Sole Object – to promote and develop Australian agricultural resources
- Members do not directly benefit from GGA membership
- GGA is income tax exempt with the entity holding a charitable status
- Six board members, elected on a three year rotational basis – 3 zones, 9 regions
- 3 members on Regional Committee in each zone
- “One man one vote”

# Zone and Committee Structure

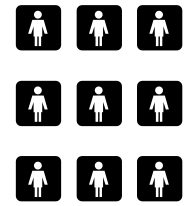


Six Directors

Nine Regional Committees

Zone 1

Two Directors



Zone 2

Two Directors



Zone 3

Two Directors



# GGA History



- PWA 1958
- Promoted a better system of grain quality assessment and segregation
- Improved marketing system for high protein wheat
- Differentiating grades = payment for quality

# GGA History



- Acquired the storage and handling assets of the Grain Handling Authority from NSW government in 1992
- Testing assets rolled into “GrainCorp”, with GGA retaining circa 25% of the entity
- Listed on ASX in 1998 with GGA retaining “Foundation Share”
- In 2000, GNC merged with Vicgrain, GGA was born through the merger of Prime Wheat and Victorian Grain Services – combined membership of 13,500

# GGA History



- GGA refocused in 2000 on being a membership organisation
- In 2003, GNC merger with Grainco gained GGA complete east-coast member coverage, circa 18,000 members
- 2003 – Foundation Share in GNC was renewed
- February 2008 – the Foundation Share in GNC was defeated
- GNC relationship has traditionally hampered GGA - now fully independent

# GGA Today....



- Thought leadership/issues management
- Grower education and training (capacity building);
- Information provision and delivery
- Research and development investment
- Strategic development of the Grains Industry
- Leadership programmes and tertiary education support
- Representation at Government level.
- Independent – no formal affiliations with other farming groups
- Operate with a corporate model

- Major change in last 8 months for GGA
- Acquired BRI Research (BRI Australia)
- Merger of Kondinin Group Ltd
- Related change of shareholding in Kondinin Information Services
- Acquisition of Agrecon
- Launch of PriceWise
- Moved from 5 employees to 70 across the group



*BRI Australia*



Agrecon 

# GGA Group of Companies

# GGA Strategic Intent



- GGA Board revisited strategic plan in 2008
- Three key drivers for change:
- Rationalisation of the industry
- Change of corporate relationship with GrainCorp
- Deregulation of export wheat market
- A need for GGA to redefine its purpose
- “New Horizons” 2009-2013



# New Horizons



GRAIN GROWERS ASSOCIATION  
STRATEGIC PLAN 2009–2013



## Grain Growers Association's role in the Australian Grains Industry



### What is our role?

*"The objects of Grain Growers Association are to promote the development of Australian agricultural resources, including by promoting and fostering a sustainable, viable and efficient grains industry in Australia... (and) to generally promote the interests of grain producers including those that are members".*

NEW HORIZONS is Grain Growers Association's (GGA) strategic response to seismic change in the Australian and global grains industry.

Export wheat marketing arrangements have changed. Some of the industry services we take for granted may not be provided in the future or will radically change. GGA's relationship with GrainCorp has changed.

As an independent company GGA now has the freedom to do new things for the good of the industry, and ultimately, for our members.

We have a mandate to effect positive change across the grains industry.

New Horizons GGA Strategic Plan 2009-2013

### New Horizons 2009–2013 Strategic Plan

NEW HORIZONS is a plan for how GGA can thrive and deliver value in this new environment. The Board has named our 2009-2013 Strategic Plan New Horizons because GGA will be expanding its view across the industry.

We have revisited our vision, mission and values to reflect the new grains world.

GGA has identified four strategic priorities to add value to the industry.

- 1. Establish an informed and efficient marketplace,** so growers have reliable market intelligence, access to transparent grains pricing and payments to growers are efficient and reliable.
- 2. Provide industry promotion and market development,** both in Australia and globally.
- 3. Generate innovation** by making R&D reflect industry needs, ensuring growers get access to technology and improved industry processes.
- 4. Improve grains industry productivity** by investing and pulling for a more efficient grain production and supply chain.



***Over the next five years, GGA is determined to build  
a leading services organisation  
that is indispensable to the Australian grains industry.***

**Vision**  
GGA is indispensable to the Australian Grains Industry

**Mission**  
Build Australia Grain's Global Competitiveness  
Strengthen the position of growers in the marketplace

**Values**  
Independence  
Flexible and responsive  
Collaboration

**Strategic Initiatives**  
Build an informed and efficient marketplace  
Industry and market development  
Invest in innovation  
Grow the Industry's productivity

**Innovation Capital**  
*Direct new capital into the grains industry to support innovation and continuous Improvement*

Market and infrastructure are suitably Capitalized to ensure a sustainable industry

**Business Services**

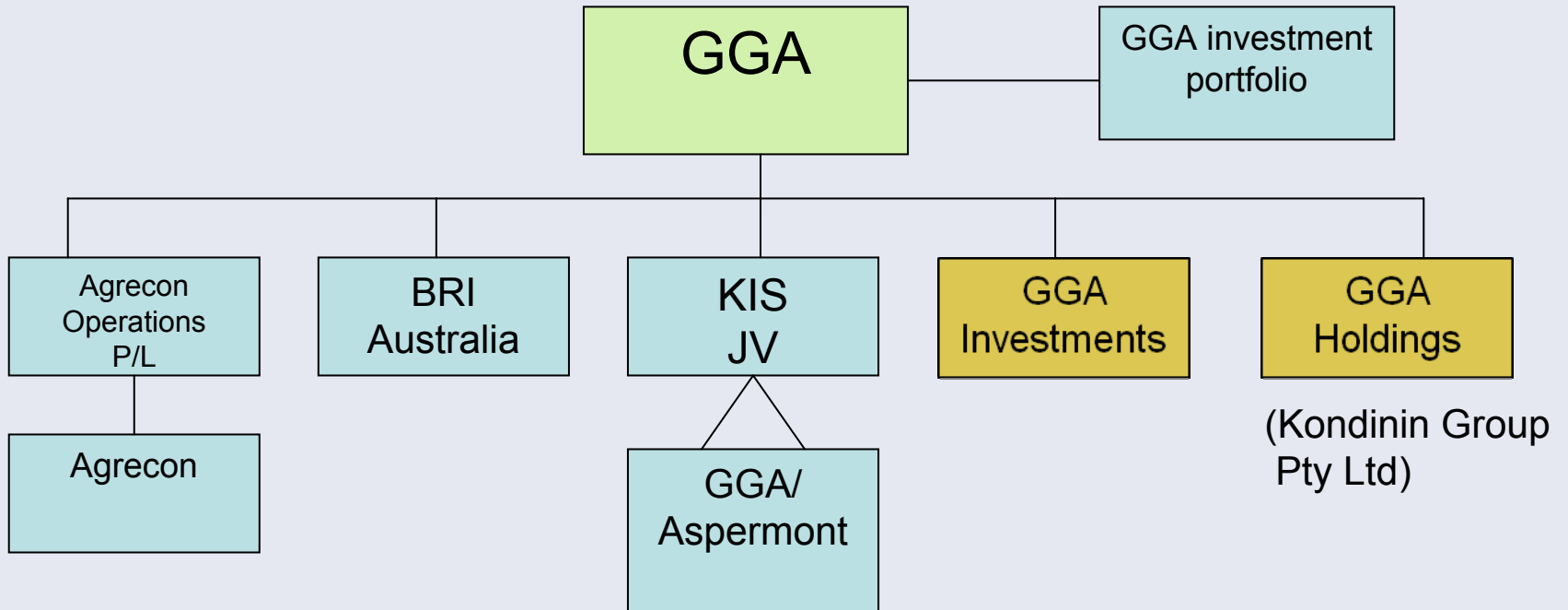
- Wholly owned subsidiaries
- For profit companies
- Commercially focussed

Promoting Australia as the global supplier of choice

**Intelligent Grains**  
*Improve the knowledge capacity of the grains industry*

Informing the market and advancing a globally competitive supply chain

# GGA Corporate Structure Aug 09



# GGA Governance with subsidiaries



GGA as parent company



Performance  
Criteria

GGA invests in subsidiaries at  
arms length



eg Wheat Classification  
Crop Report

GGA and subsidiary joint  
approach



eg Promoting  
Australian Produce

# Beyond integration projects



- Reviewing and modernizing GGA governance structures
- Establishment of GGA capital fund

# What are we responding to and what have we done so far?



- Seeking to improve supply chain outcomes for all participant
- Development of products and services
- Taking a leadership role
- GGA – still has low market recognition – credibility building with the trade



*BRI Australia*



# Australian Crop Quality Report East Coast Wheat 2008/09

A REPORT PRESENTED BY GRAIN GROWERS ASSOCIATION (GGA) AND  
THE GRAINS RESEARCH AND DEVELOPMENT CORPORATION (GRDC)



## BRI AUSTRALIA

**Innovation, technology and services  
to support the Grain and Food Industries**

BRI Australia provides services, training and research for the grain, flour milling, grain processing and grain based food industries. The company is a wholly-owned subsidiary of Grain Growers Association Ltd.

BRI Australia has extensive laboratory facilities, world class personnel and over 60 years experience in the grain-foods sector. BRI Australia is independent and does not trade grain, own seed varieties or market food products.



**BRI Australia**  
1 Rivett Road, Riverside Corporate Park, North Ryde NSW 2113, Australia  
PO Box 7, North Ryde NSW 1670, Australia  
Ph: +61 2 9888 9600 | Fax: +61 2 9888 5821 | Email: [contact@bri.com.au](mailto:contact@bri.com.au)



### → Key Services

#### Food and Grain Analytical Testing

Accurate and on time results are a hallmark of our NATA accredited laboratory. The laboratory offers a wide range of testing to suit the grain and food industries. We specialise in nutrition panels and labelling compliance. (NATA – The National Association of Testing Authorities is Australian's peak authority for accreditation and testing).

#### Grain Quality Assessment – matching quality to product needs

Our research capacity and services will help your business match grain quality to product needs. We provide expert analysis and interpretation of results to add value to your products.

#### NIR Technology Solutions

Our world leading near infrared (NIR) specialists can provide measurement solutions across a wide range of applications including meat, dairy and grain.

#### Grain Milling Optimisation

BRI Australia has NATA accredited test mills and the only pilot milling facility in the Southern Hemisphere. The pilot mill provides for commercial scale evaluation of milling performance and production runs for niche products.

#### Grain Food Products

BRI Australia has first class baking and Asian food facilities. We have technical and scientific expertise in bread, cake and pastry production to support product development, ingredient optimisation and trouble shooting.

#### Food Production Optimisation and Solutions

We conduct process audits to drive efficiency and quality improvements in your food manufacturing plant. Specialist thermal technology allows us to trouble shoot industrial ovens and freezer operations.

#### Training

BRI Australia presents specialised training in grain technology and processing. Training includes: grain and flour testing, flour milling, baking and Asian foods.

#### Economic Market Analysis

BRI Australia supports grain research with market forecasting and investment analysis.

#### Quarantine accreditation for grain import

To support BRI Australia's operations we offer Australian Quarantine Inspection Service (AQIS) accredited facilities to support the import of grain and grain foods for testing and evaluation.

BRI Australia's world leading professional team, will help you make fast, accurate and reliable commercial decisions based on professional, confidential and independent information.

#### KEY FACILITIES:

- Food Laboratory with NATA accreditation
- Test Mill, NATA accredited
- Pilot Mill (approximately one tonne per hour)
- Pilot Bakery
- Asian Foods Laboratory
- NIR Laboratory
- Grain Research Laboratory



## Get “real time” grain pricing when you need it most

Log on today for your **FREE TRIAL**



✓ Reduce complexity and better manage risk when marketing your crop



✓ Calculate farm-gate equivalent prices of crops produced anywhere in Australia




✓ Choose the delivery site, buyer and pricing option that best suits your farming business

[www.pricewise.net.au](http://www.pricewise.net.au)

PriceWise is an initiative of Grain Growers Association Limited

Log on today for your **FREE** trial and see how the PriceWise website will get you a better grain price.



 **PriceWise** Freecall 1800 620 519

[www.pricewise.net.au](http://www.pricewise.net.au)

PriceWise is an initiative of Grain Growers Association Limited



## Industry report card?

- GGA is best positioned grower group to effect positive change
- Beyond east coast to national and international role
- GGA is doing it!
- Lots of work to do
- Growers should have confidence in GGA moving forward