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MEDIA RELEASE
Plum Grove pool tops Industry report

Pool Manager Plum Grove has officially been recognised as the best harvest pool performer in Western Australia since wheat deregulation.

The recently released Kondinin Group “Western Australian Wheat pools performance industry report” saw the Plum Grove Harvest Pool register the best results of all harvest pools since de-regulation of the industry.

The Report found that over the last three completed pool seasons, the Plum Grove Harvest Pool outperformed the second best harvest pool by \$10/mt and the worst performing pool by \$15/mt.

Plum Grove Managing Director Andrew Young said the results, from a recognised and credible independent source such as Kondinin Group should provide growers with some clarity when considering how to market their wheat.

“Growers are constantly bombarded with information and product offerings connected to pools and cash prices and as new competitors enter the market this will only add to this confusion,” he said.

This report is a valuable tool for growers as it seeks to sort the wheat from the chaff and clearly identify which pool provider has given the most critical of outcomes - more dollars in their pockets.

“Obviously it is a great result for Plum Grove’s growers and shows that long term we can deliver better returns to participants in the Pool. I think it’s also interesting that all other harvest pools were within \$5 of each other but we were \$10 clear of the pack - again a great result for our clients.”

“But while these results are fantastic for our current and past clients and we are proud of these efforts, it’s ongoing. You can’t rest because you’ve posted some good numbers. Ultimately happy growers returning year after year are the best endorsement you can get.”

This year’s Pool Report included a comparison to cash prices at harvest for the first time. Mr Young said the results were interesting and went a long way to explain why three years after deregulation; many growers were now questioning the time and effort they had spent trying to implement their own sales program and whether this has added value compared to using a reputable harvest pool.

“At the end of the day the Plum Grove Harvest Pool aims to add value by allowing growers to spend more time growing the most profitable wheat crop, and allowing us to market it for them.” said Mr. Young.

Plum Grove pool manager Rob Kelly added that “The way we manage is not just about having the best strategies in place but about having the best contingency plans as well: anyone can get a couple of calls right, but successful pools management runs far deeper

and wider than this. It's about managing unforeseen market events that can catch you unaware and diminish your returns. The final result of this is more money for clients in our pools."

The Plum Grove Harvest Pool is currently open for deliveries.

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