



MEDIA RELEASE
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Wellard donates to Victorian Bushfire Appeal

Australia's largest sheep and cattle exporter Wellard Rural Exports has donated \$50,000 to the Victorian Bushfire appeal.

In addition, the company will donate 40 cents a head for all cattle its buyers purchase and 10 cents a head for all sheep its buyers purchase between now and the end of June, which will add an estimated \$100,000 to the figure.

Wellard Rural Exports Managing Director Steve Meerwald said the images and stories of devastation caused by the fires were extraordinary, so Wellard wanted to do its part to help out.

"The human toll, in terms of loss of life from the bushfires, is huge. The bushfire's survivors are now forced to deal with the loss of friends and family, which is a tumultuous period and in addition must also deal with the loss of their homes and possessions at the same time," he said.

"We want to do everything we can to try to help ease that burden."

Wellard is also encouraging its supply network of farmers and agents to participate by asking producers to match the company's contribution on each livestock sale and agents to donate a portion of their commission on sales to Wellard to the Bushfire Appeal.

"Life can be tough on the land, but when compared to the trauma the bushfire victims are enduring, their battle is infinitely tougher," Mr Meerwald said.

"So while it will be up to individual farmers to decide whether to contribute, I am positive our ideals of mateship and a fair go will see most of our donation matched."

The bushfire donations will not affect Wellard's regular donations to the Royal Flying Doctor Services and the Children's Leukaemia and Cancer Research Foundation.

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Background – Wellard Rural Exports

Wellard Rural Exports is Australia's largest cattle exporter. It has supplied quality Australian dairy and beef cattle and sheep and goats to the world for 30 years. Based in Fremantle, the company's operations cover every aspect of the export chain, including feed and high fibre milling, road transport, feedlot facilities and modern shipping.

Wellard has priority access to the most modern fleet of livestock carriers on the ocean through its association with Siba Ships. The company's flagship carrier, the MV Becrux, is a purpose-built livestock carrier capable of carrying 75,000 sheep or 18,000 cattle from Australia to major markets around the globe. She was commissioned in 2002.

Two new vessels, the MV Stella Castor and the MV Stella Pollux, are due for launch in mid and late 2009 respectively. In August 2008 Wellard and Siba Ships announced a US\$250 million contract to build two new livestock vessels which will be able to carry 17,000 cattle or 70,000 sheep or a combination of the two.

For more information visit: www.wellardgroup.com.au