



MEDIA RELEASE

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SunRice announces fixed price contracts for 2021 Riverina rice season

The SunRice Group has announced fixed price contracts ahead of the October 2020 planting window for the 2021 Riverina rice season, to encourage plantings, underpin its Riverina milling program and to assist the Group in meeting premium demand in key markets.

The offer is for the following varieties and prices:

Variety	C21 Varietal Pricing
Reiziq	\$475/mt
Doongara	\$525/mt
Koshi	\$625/mt

Commenting on the offer, SunRice CEO, Mr Rob Gordon, said:

“SunRice is optimistic that seasonal conditions, water availability and water prices will continue to improve so our growers can plant a large Riverina rice crop in 2021,” Mr Gordon said.

“As a consequence of the record prices we offered growers in August 2019, we secured enough seed in the recent 2020 harvest to enable the planting of an 800,000 paddy tonne crop, should conditions improve significantly before the planting window opens in October.

“Unfortunately the 2019 and 2020 Riverina rice crops were our third and second-smallest on record, respectively – we are hopeful of the improved weather outlook playing out, and a much larger rice crop being planted in the Riverina.

“We have strong demand in Australia and many of the approximately 50 markets we sell branded products to worldwide for Riverina-grown Australian rice, we just need improved water availability and lower water prices to allow our growers to increase production.

“With continuing low allocations and high water prices, the Group has determined to make this offer to growers to ensure we encourage plantings and secure sufficient volume of key varieties to underpin our Riverina milling program and assist in meeting premium demand in key markets.

“It will not be until we get closer to the October 2020 planting window that will be able to more accurately predict the size of the 2021 crop and what the operational requirements will need to be in our Riverina manufacturing facilities to process that crop after it is harvested.

“The Group will continue to monitor the conditions as we near the October 2020 planting window.”

The offer will open at 9am on Wednesday 29 July for growers who grew in a Critical Year (2019 and / or 2020), and then for all other growers at 9am on Friday 31 July 2020. For more information or to take up the offer, growers can contact SunRice’s Grower Services team on 1800 654 557.

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