

MARKETING MADE EASY



With Wilmar as your GEI Sugar marketer, you'll benefit from flexible pooling and pricing options, professional on-farm support and the strength of a global network.



Simple and straightforward

Our pooling and pricing options are easy to navigate and easy to use. They give you the flexibility you need to effectively manage your risks and returns.



More of your money, sooner

We've increased our Advance Rates to give you a better cashflow. With in-season advances starting at 70%, you now see more of your money, sooner.



Complete transparency

We report net IPS values and are 100% transparent about marketing premiums, costs and deductions. Our open fee structure means there are no hidden charges.



Personal on-farm service

Our grower marketing consultants provide one-on-one support so you can make informed choices. Our professional service is tailored to meet your needs.



One-stop shop

Our familiar GrowerWeb lets you access your farm reports, manage your pricing and choose your payment options on a single platform.



Global expertise

We're part of Wilmar International, one of the world's largest sugar traders. This gives us access to an extensive global network and a wealth of expertise.

Local presence. **Global reach.**

With eight sugar mills and more than 2,000 employees, we're invested in your community. As part of a leading international sugar business, we're connected to global networks and expertise.

Choosing Wilmar as your GEI Sugar marketer means you reap the benefits of Wilmar's local presence and global reach. Our professional grower marketing consultants connect your farm with the world.



Simon Hood

Manager Grower Marketing
0458 021 228

Simon joined the Grower Marketing Team in June 2022, relocating from Sydney to Townsville. He has a deep understanding of agricultural commodity risk management, having worked in similar roles with Fonterra Australia, Namoi Cotton, Elders, Rabobank and Michell Wool. Simon grew up on a diversified farming operation in southern NSW, so understands the challenges farmers face over and above managing commodity price risk. This practical experience is complemented by a Bachelor of Agricultural Economics from Sydney University and a Masters of Commerce from University of NSW.



Franco Zaini

*Herbert
Grower Marketing Consultant*
0419 476 770

Franco has been supporting the Herbert region since May 2018. He's no stranger to the sugar industry, coming from a cane farming and harvesting family in the wet tropics. He joined Wilmar in 2002 as a Grower Relations Officer in the Herbert. Franco has a bachelor's degree in Tropical Plant Sciences and worked in a number of roles with Wilmar including grower relations, cane transport and logistics. These roles have seen him foster strong grower relationships across all Wilmar regions.



Fiona Villis

*Burdekin
Grower Marketing Consultant*
0437 297 978

Fiona is a cane grower with an extensive background in farming and agribusiness. She joined the Grower Marketing team in September 2023. Fiona grew up on a sheep and grain property on the western Darling Downs and holds dual Bachelor of Business degrees (Agribusiness and Travel Management) from the University of Queensland Gatton Campus. She worked within the horticulture industry in the Lockyer Valley and Bowen before moving to the Burdekin in 2005, where she operates two cane farms with husband Paul.



Meghan Wilson

*Burdekin
Grower Marketing Consultant - Intern*
0437 669 118

Meghan joined Wilmar's Grower Marketing Team in October 2022 after graduating from the Queensland University of Technology with a Bachelor of Business, majoring in International Business and Marketing. Meghan grew up on a cane farm at Proserpine so understands the challenges that come with being a farmer, along with the many rewards. She enjoys fostering grower relationships and supporting growers with their pricing and marketing decisions. Meghan is based in the Burdekin.



Shirley Norris

*Proserpine
Grower Marketing Consultant*
0437 803 019

Shirley enjoys talking to local growers about the benefits of Wilmar's sugar marketing offer, including the strength and reach of our global sugar business. Shirley has a strong rural background and brings a wealth of international experience to the team. She grew up on a coffee farm in Kenya and has worked in the agricultural and horticultural sectors in East Africa, Holland and Australia. During her time in Kenya, she grew roses commercially for export markets.



Angus McKerrow

*Plane Creek
Grower Marketing Consultant*
0419 238 536

Angus joined the Grower Marketing Team in September 2018, supporting the Plane Creek region. With a Bachelor of Business (Agribusiness) from the University of Queensland, he has 30 years' experience across a range of agricultural industries and has worked closely with growers to help market their production through changing markets. With a passion for agriculture, Angus is focused on helping growers make more informed business decisions about their marketing and pricing options.

FOR MORE INFORMATION

www.wilmarsugar-anz.com

