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NEWS RELEASE

New stockfeed partnership for Gayndah

Wilmar Sugar Australia is proud to announce a new liquid stockfeed partnership with Gayndah Rural & Veterinary Supplies in the North Burnett region.

The CRT store held an information session at Gayndah's Grand Hotel last week to launch the Wilmar product range and share the results of recent product trials with local graziers.

Wilmar's range of natural protein liquid supplements are derived from 100 per cent Australian sugarcane, and are produced at Wilmar's Sarina BioEthanol Distillery in North Queensland through a unique molasses fermentation process.

AgServices Business Manager George Russell said Wilmar had been working with CRT for several months to establish a supply partnership through the CRT network of stores in Queensland and northern New South Wales.

"Gayndah Rural & Veterinary Supplies has been quick to get on board and give North Burnett livestock producers direct access to our Australian-made liquid supplements."

Mr Russell said Wilmar's SuplaFlo, OrganicFlo and SuplaFlo+Urea products were a source of protein and essential amino acids to support livestock feeding and maintenance programs.

"In a recent trial conducted at Alpha in Central Queensland, the young cattle that were fed our OrganicFlo product outperformed the control group by an average of 20kg per head over the course of the 100-day trial."

Wilmar Stockfeed Customer Relationship Manager Chris Williams has been working with CRT stores to provide in-store education on the product range, and hold information sessions for their customers.

"The information sessions are a great way to educate local graziers on the benefits of our liquid stockfeed range," Mr Williams said.

"It's also an opportunity to provide specific advice to graziers about local conditions and what products may be better suited in that area."

Gayndah Rural & Veterinary Supplies Store Manager Shane Gannon said he was excited to be able to offer Wilmar's SuplaFlo liquid stockfeed to customers.

“We already have some customers using Wilmar’s products, and I’ve now learnt more about the range to ensure customers can maximise their results.

“We currently have plenty of product availability, so I’d encourage anyone in the area interested in using the products to come have a chat with us in-store about them.”

For more information about Wilmar’s liquid stockfeed range, contact Shane Gannon from Gayndah Rural & Veterinary Supplies on 4161 1077.



From left, Liana Lillford and Chris Williams from Wilmar AgServices, Shane Gannon from Gayndah Rural & Veterinary Supplies and Geoff Chambers from Boehringer Ingelheim at the Gayndah information session.



From left, Gayndah grazier Jessie Dolding, Gayndah Rural & Veterinary Supplies Store Manager Shane Gannon and Wilmar’s Research & Development Agronomist Liana Lillford.



Wilmar's Stockfeed Customer Relationship Manager Chris Williams (centre) with Gayndah graziers Ian Spry (left) and Andrew Dent (right).

Media contact: Leanne Oliveri 0447 791 226