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## **NEWS RELEASE**

### **New stockfeed partnership for Childers**

Wilmar Sugar Australia is proud to announce a new liquid stockfeed partnership with Northern AgriServices Childers.

Wilmar's Australian-made liquid supplements for cattle are now available from the Childers CRT store, giving local graziers ready access to the unique product range.

Northern AgriServices Childers is hosting an information session next Wednesday (9 October) from 5pm to introduce local producers to the Wilmar product range and give them an opportunity to speak with the product experts.

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.

"Northern AgriServices Childers has been quick to get on board and give the region's 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."

Northern AgriServices Childers Store Manager Lex Allen said Wilmar's SuplaFlo liquid stockfeed products were a good source of energy and natural protein for cattle.

"The products are flowable so they're easy to use and they're cost effective. They're also naturally bitter so cattle self-regulate their intake," Mr Allen said.

Mr Allen said the store recently installed a new tank on site to meet product demand.

"We're currently stocking SuplaFlo + 6% Urea but we can also arrange direct-to-farm deliveries of SuplaFlo, OrganicFlo and the SuplaFlo with Urea range."

Wilmar Stockfeed Customer Relationship Manager Chris Williams and Product Development Manager Liana Lillford have been working with CRT stores to provide in-store education on Wilmar's product range, and hold information sessions for local customers.

"The information sessions are a great way to inform local graziers of the benefits of our liquid stockfeed range, especially when we are introducing the product to the region," Mr Williams said.

"The upcoming event will us the opportunity to provide specific advice to graziers about local conditions and what products may be better suited in that area."

The information session will be held in the Northern AgriServices Childers store on Wednesday 9 October, starting at 5pm.

To RSVP, contact Lex Allen and his team on 4126 1170.



*CAPTION: Northern AgriServices Childers team members Will Bargenquast (left) and Dean Finkel (right) fill up a cube with SuplaFlo + 6% Urea from the new storage tank.*

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