

# Philp Brodie introduces Personal Pricing Strategies

**P**HILP Brodie Grains (PBG), in conjunction with Emerald Group Australia (Emerald) today launched new Personalised Pricing Strategies (PPS) to its popular pool.

Emerald's Group General Manager East Coast – Rob Proud, said he was excited about the evolution of its pools, with the PPS options now available to growers within the traditional pool. This innovative addition to the traditional pool, gives growers the ability to select a differentiated pricing strategy in line with their own requirements.

The PPS options will be managed by our highly experienced team and delivers a set of additional features which delivers greater transparency and provides greater flexibility to suit growers' businesses.

The PBG pool for wheat, barley and canola retains all of its traditional features such as a range of full payment options. Our industry leading quality rewards for wheat continue to

be a feature across the new pricing options.

Over this coming harvest both international and domestic markets

**PBG and Emerald, continue to deliver innovation and flexibility to growers**

will continue searching for quality and value, so rewarding growers for quality wheat is a positive for growers, and also demonstrates to buyers our commitment to sourcing quality grain. With growers as our customers, our focus is entirely on their grain marketing requirements. This means



**Rob Proud, Emerald Group's General Manager, East Coast**

that we are able to deliver value added services for our customers along with competitive returns," concluded Rob.

For a limited time growers also have access to PBG's Early order Premium which is currently offering growers a \$10 premium for wheat, \$8 for barley and \$12 for canola via the traditional pool with the new Personalised Pricing options. For more information contact Philp Brodie on (07) 4690 6400 or visit [www.pbgrains.com.au](http://www.pbgrains.com.au)

#### Background information

Emerald Group Australia Pty Ltd is a leading independent grain marketing company and specialist pool manager offering a range of products to assist

growers and agribusiness maximise returns and manage grain market risks.

As a specialist pool manager Emerald has significantly changed the pool marketing landscape in Australia. Emerald broke new ground with the establishment of the pool based contract premiums as well as forced the industry to maintain payments for quality by enhancing the quality payments matrix applicable in the 2008/09 season. Emerald also offers a range of fixed price alternatives and other products.

For more visit [www.emerald-group.com.au](http://www.emerald-group.com.au).

**NEW! PERSONALISED POOL PRICING**

## Harvest Pool new pricing options!

Philp Brodie's harvest pool now includes new innovative pricing options that give you additional flexibility. It's called Personal Pricing Strategies (PPS) and it lets you choose the level of market exposure that suits you best.

Philp Brodie's PPS – leading the way with the next generation of grower pools.



Choose the pricing strategy that works for you.  
Call (07) 4690 6400 or visit [pbgrains.com.au](http://pbgrains.com.au)

**PB Philp Brodie**  
GRAINS

WHEAT | BARLEY | SORGHUM