



FARM PRIDE FOODS LIMITED

**Change
starts from
within**

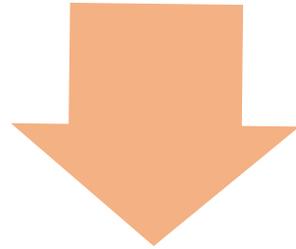




Financial Results FY15

Farm Pride Strategy

Our focus is on a strategy to create long term benefit for all stakeholders

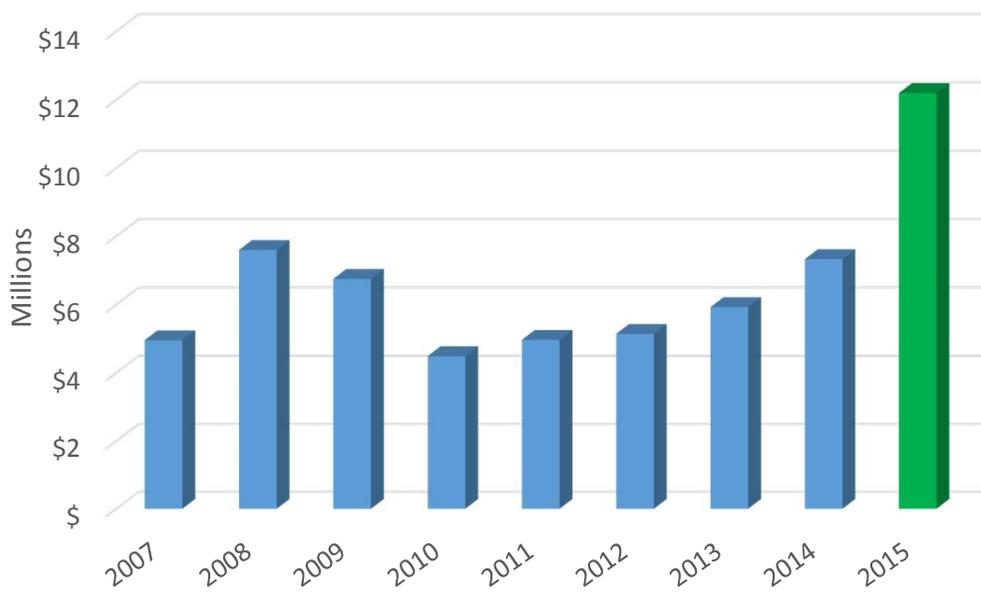


Our absolute priority is our customer

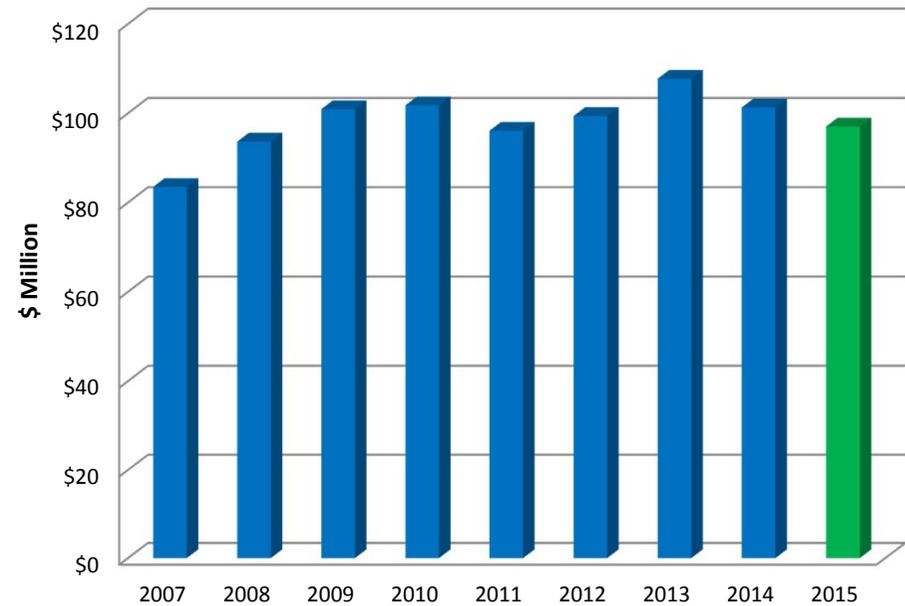


Improved Performance

EBITDA

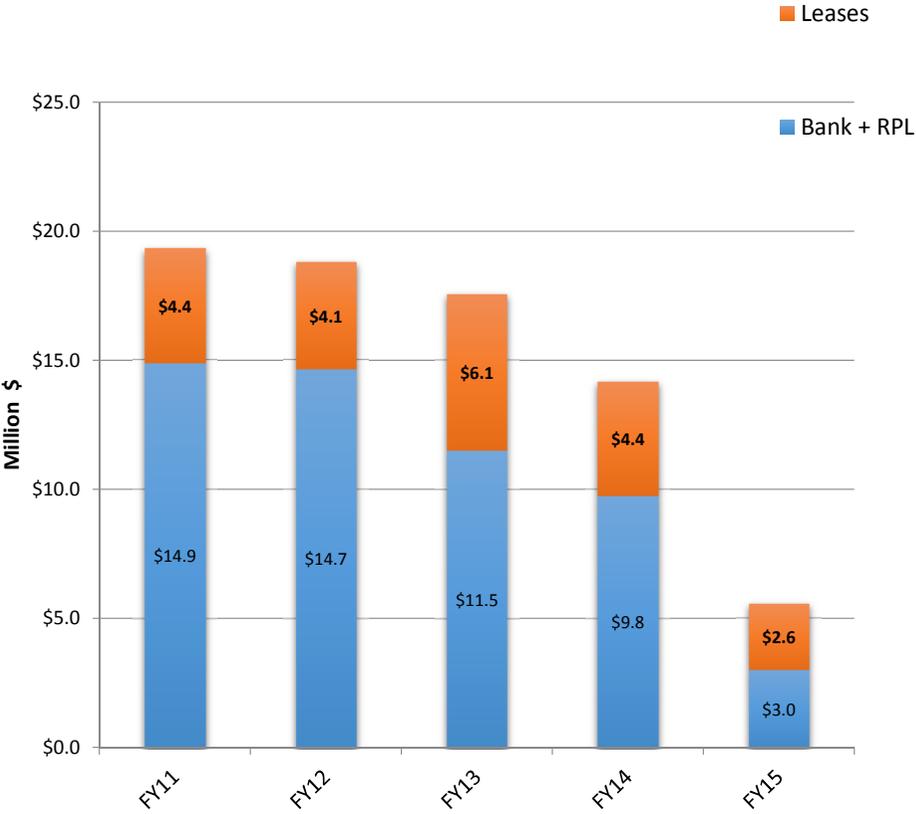


Gross Revenue

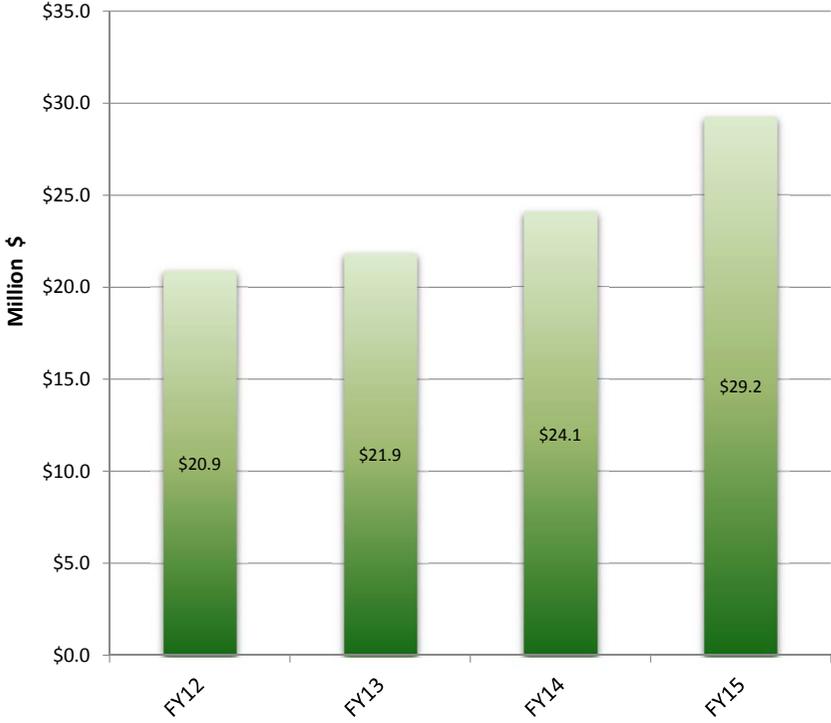


Improved Performance

Borrowings - Bank + Lease Finance

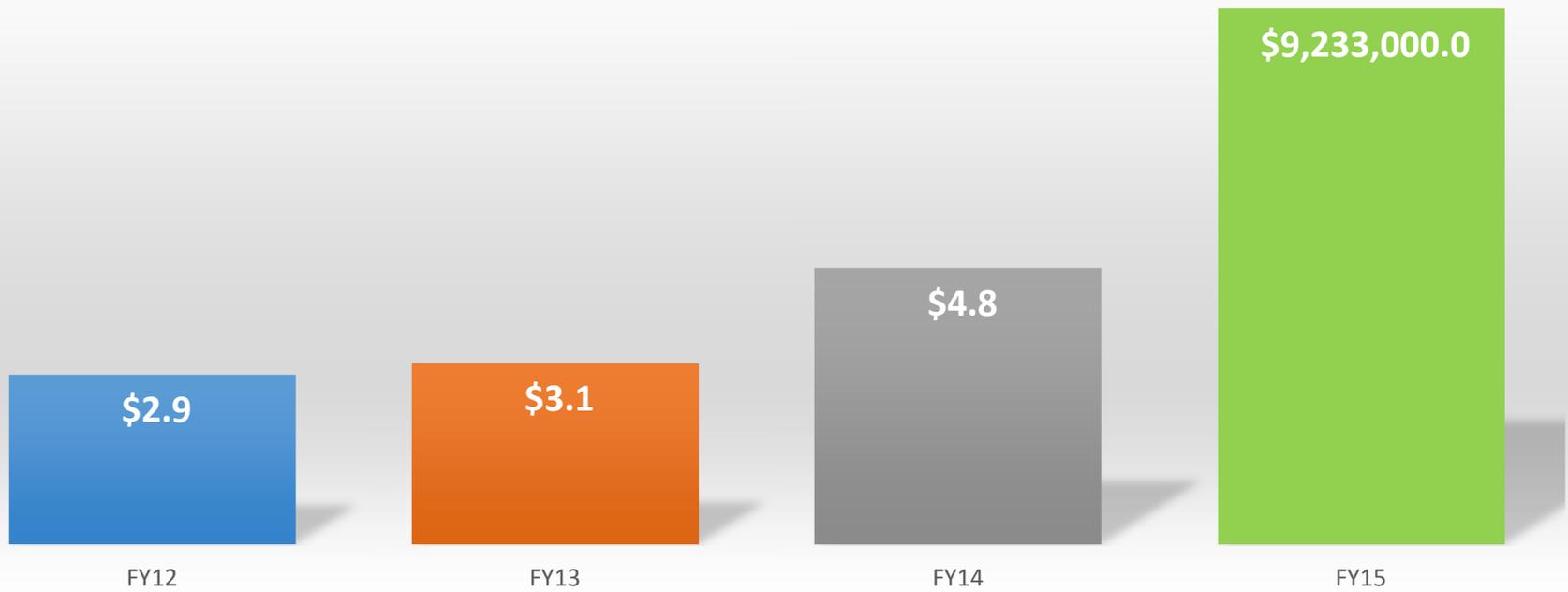


Net Tangible Assets



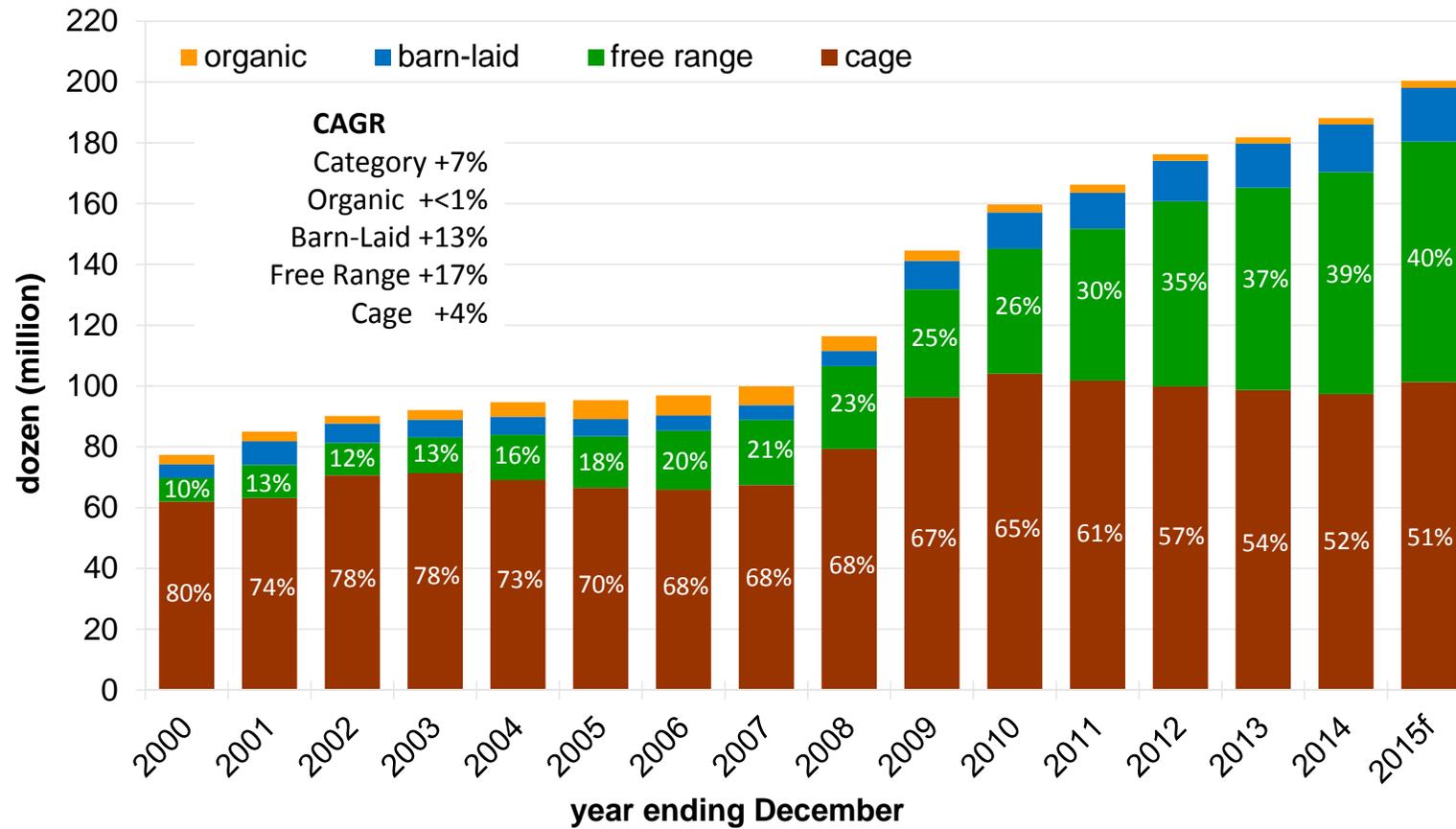


Net Cash Flow from Operating Activities (Million \$)



Retail egg volume sales – grocery

- by egg segment -



Source: AZTEC

Message on nutritional benefits of eggs has great cut-through with over 70% of GPs more likely to recommend eggs

Recall and impact of advertisements





Ad 1 (left) was recalled by 16%; Ad 2 (right) by 22%



72% of GPs reported to be more likely to discuss the dietary benefits of eggs with patients



Q14: Have you seen this advertisement?
 Q15: What do you think is the main message?
 Q17: After seeing these ads, are you...?
 Base: n=200 (2015)

Two-thirds of GPs are now convinced that egg intake has little to no effect on serum cholesterol level

% GPs who think egg intake has little to no effect on serum cholesterol level

The Egg-vestigator



A new study about egg consumption and cardiac risk

A new study shows daily egg consumption had a similar impact on heart disease risk factors as a high carbohydrate breakfast or egg replacement breakfast. This research adds to other evidence which suggests eggs do not need to be excluded by those with or at risk of, heart disease.

[Read More](#)



US guidelines remove limit on dietary cholesterol intake

The 2015 US Dietary Guidelines Advisory Committee Report has recently removed any recommendations around limiting dietary cholesterol intake. The report brings together new scientific evidence that may inform revisions to the 2010 Dietary Guidelines.

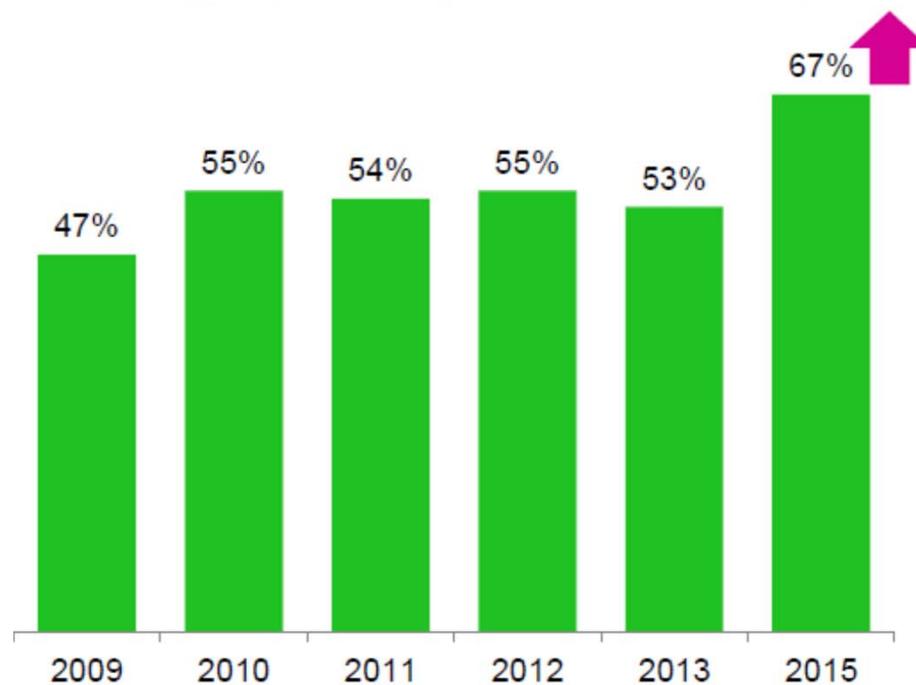
[Read More](#)

Egg Tip

To tell if an egg is still fresh, pop it in a glass or a basin of water. Fresh eggs will stay at the bottom, while older eggs will float because of the large air cell that forms in its base.

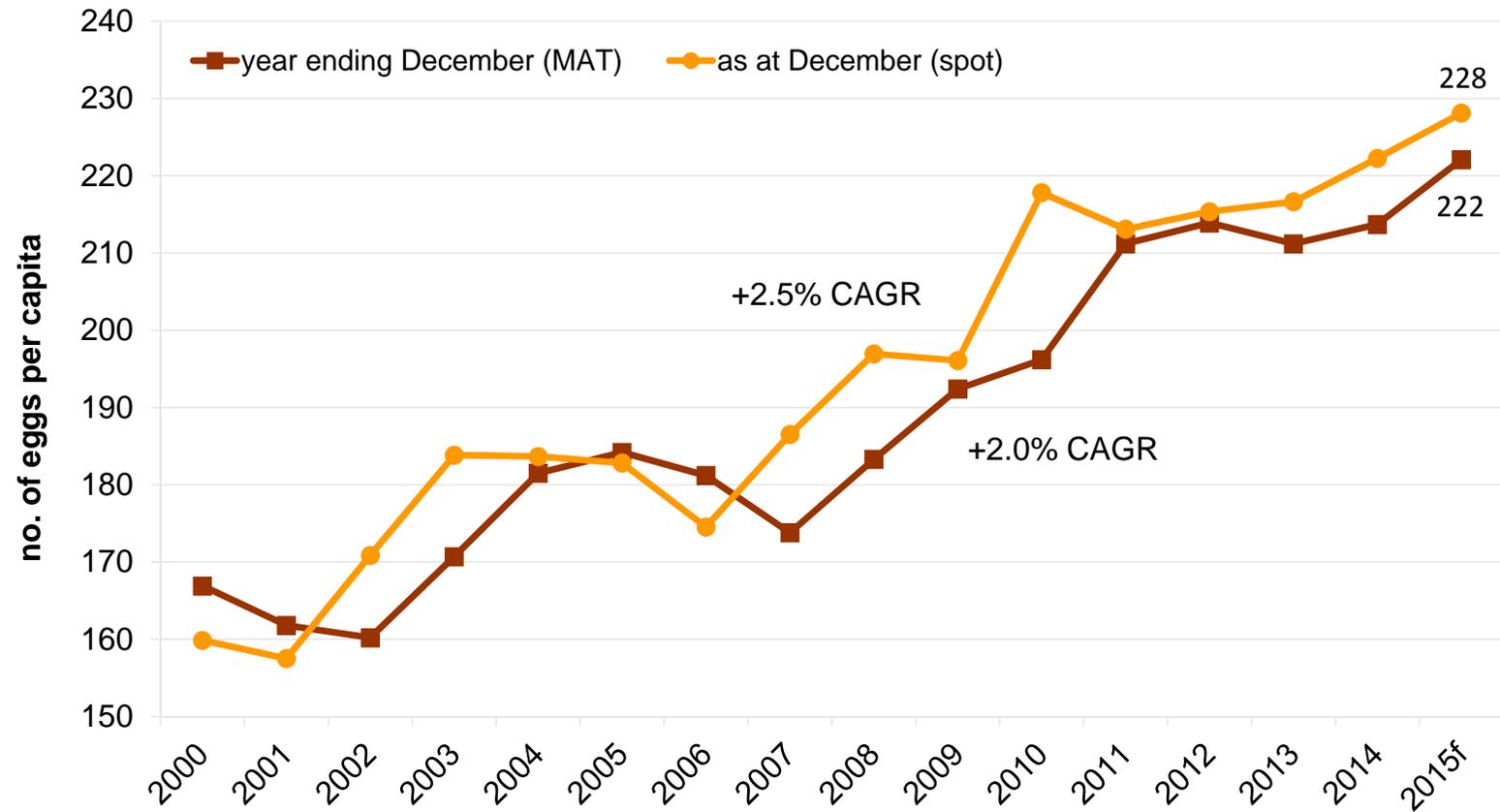


This is a big jump from the years 2009 to 2013 (only ~50%)



Egg consumption – annual

- based on hatchings -



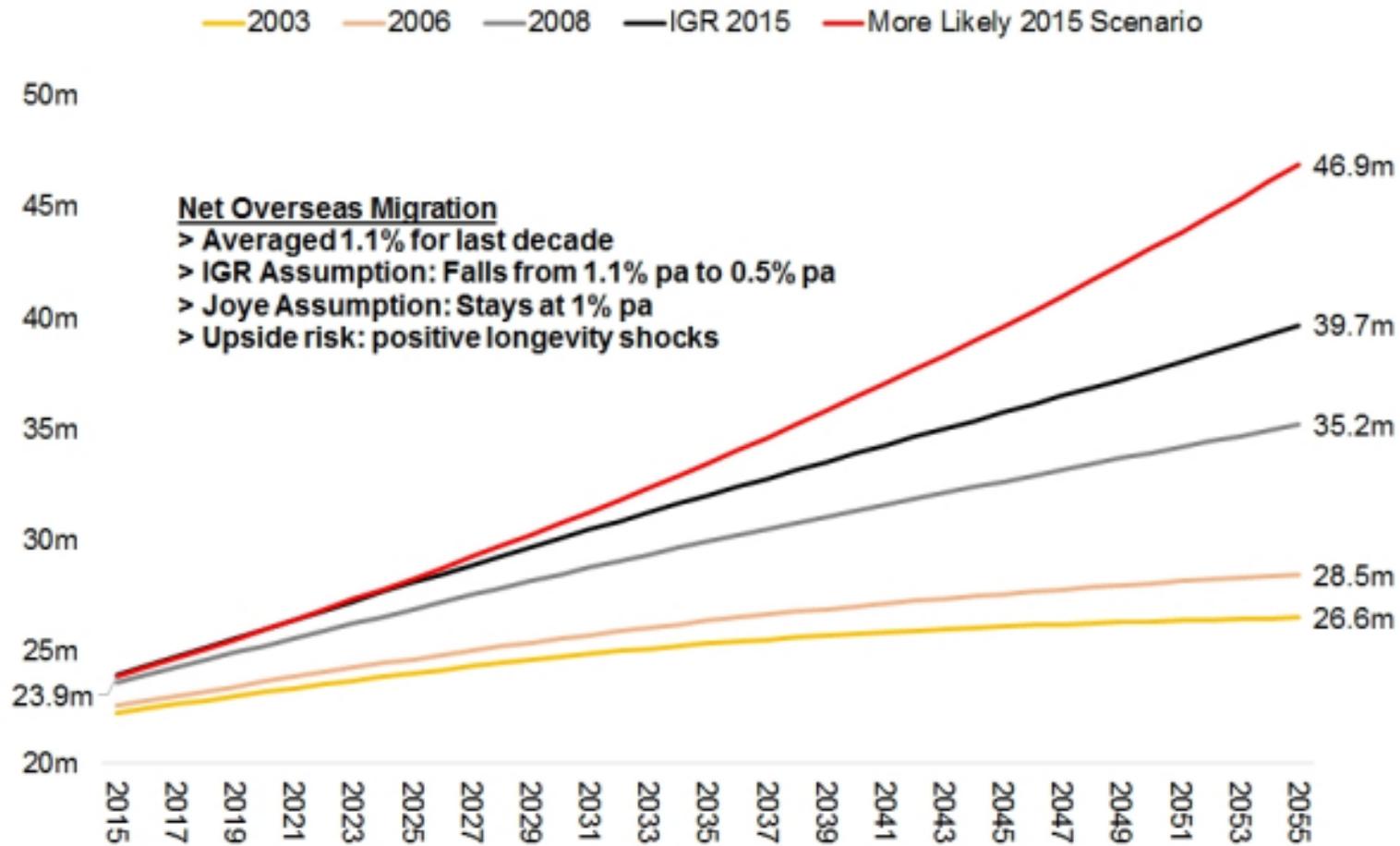
Source: AECL

“The question for canny investors is how to capitalise on what I expect to be a doubling in the number of residents from about 24 million today to close to 50 million within 40 years. And God help "small Australia" acolytes if there is a positive longevity shock, which is perhaps a 50:50 probability (such as a cure for cancer or cell regeneration remedies that radically decelerate ageing).”

Source: Christopher Joye Australian Financial Review

Australia's Population to Double to 47m in 40 Years

Source: AFR; ABS; Treasury



The “Pink” McGrath packs given a new facelift.

Original Design



New Design



On pack promo.... The Hobbit – The Battle of Five Armies

THE HOBBIT
THE BATTLE OF THE FIVE ARMIES
IN CINEMAS SOON

WIN 1 OF 30 EGGS-PLORER PRIZE PACKS WORTH OVER \$100

Prize pack contains Walking With Dinosaurs Blu-ray movie, lenticular lunchbag, 3D cap, projection torch and Walking With Dinosaurs book. **TO ENTER:** Purchase any promotional carton of specially marked Walking With Dinosaurs Farm Pride eggs and either describe in 25 words or less or draw what would an 'Eggasaurus' would look like; enter online at farmpride.com.au/promotions, or post to: Walking with Dinosaurs, Farm Pride, PO Box 141 Noble Park, VIC 3174. Promotion runs from 14 April 2014 until 6 June 2014. For full terms and conditions visit farmpride.com.au/promotions

Check the CleverCarton

Free Range Eggs

FARM PRIDE

L XL J
12 X-Large eggs

700g Min. total weight

WIN 1 OF 30 EGGS-PLORER PRIZE PACKS WORTH OVER \$100
SEE TOP FOR DETAILS

THE HOBBIT
THE BATTLE OF THE FIVE ARMIES
IN CINEMAS SOON

MGM NEW LINE CINEMA WWW.HOBBITMOVIES.COM.AU RoadshowFilms

Free Range Eggs

L XL J
12 X-Large eggs

700g Min. total weight

FARM PRIDE

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Social Media and other activities



- Our Facebook page receives a lot of enquiries about all of our products including retail egg whites.
- This is great space for the close knit and socially active community to share tips and recipes.
- New competition underway with Disney Pixar





Quality Assurance

- Food safety
- Improved yield
- Egg quality
- External suppliers
- Key customers
- Ongoing education
- Further investment



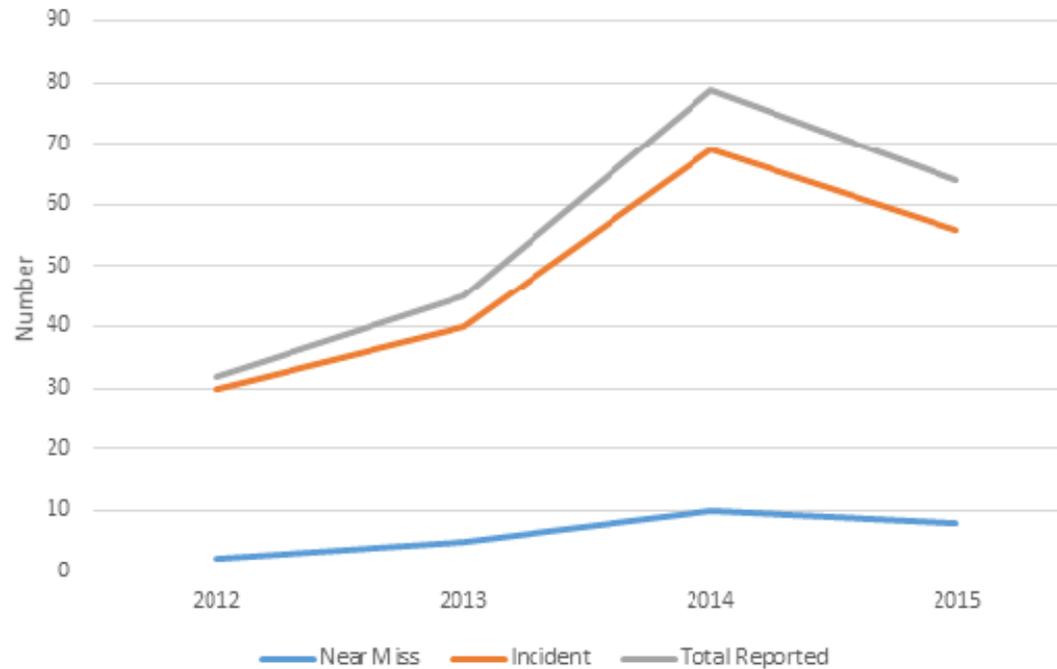


WHS - safety first

- People across the business are better informed and more aware of the company's safety standards and requirements.
- Board of directors committed to employee safety.



Total Reported Incidents & Near Misses





Nothing to Hide

A responsible egg producer with a focus on hen welfare

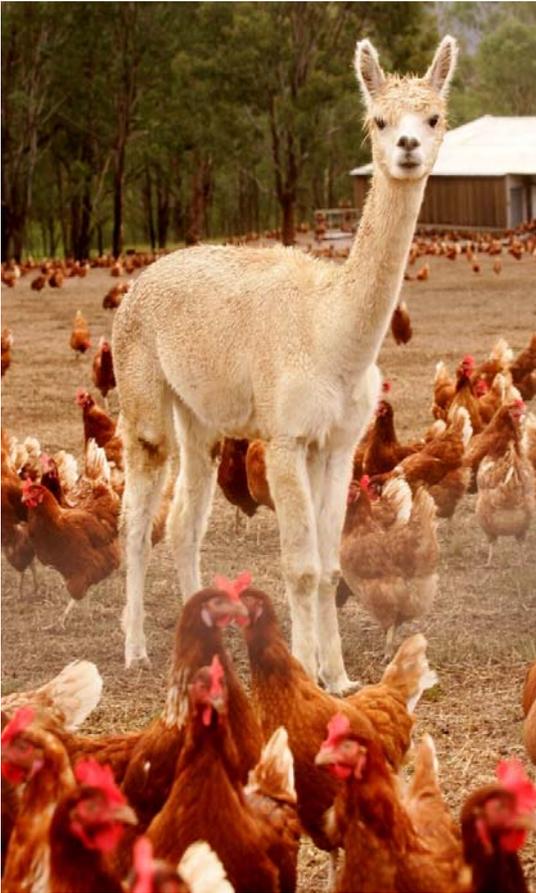
Zero tolerance for animal cruelty.

Digital billboard with GPY&R and oOh Media, 48 hour recorded footage at Emporium Melbourne CBD.

The campaign received a Silver award in Media & a Silver award in the Outdoor category at Spikes Asia creative advertising awards. Also entered into "AWARD" – results pending.



Outlook



- Egg supply
- Current conditions
- ACCC
- Drought
- Disease

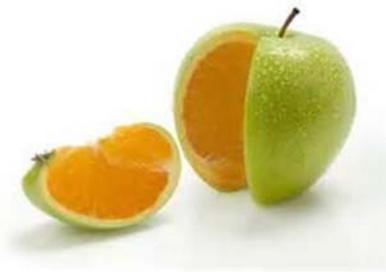
Free Range Egg Claims

- Animal welfare
- Consumers and producers
- Consultation



Questions ?

Thank you





FARM PRIDE
EGG WHITES FROZEN
235g
550ml

- Good source of protein
- Contains essential amino acids
- Low in fat
- Low in carbohydrates*
- Equivalent to the whites of 34 large eggs
- Available in the freezer aisle of selected Coles Supermarkets

*Compare to standard shop premium prices
Available at **coles**
farmspride.com.au

Cracka the Farm Pride Egg
Published by Sarah McLeod 11 March

We are very excited to be a part of this years Melbourne Fitness and Health Expo. You can pre-book your tickets online at www.fitnessexpo.com.au/tickets/ Make sure you come past the stand to say hello and check out our show specials! @AusFitnessExpo #FitStrongHow

FITNESS & HEALTH EXPO MELBOURNE
10-12 APRIL 2015
MELBOURNE CONVENTION & EXHIBITION CENTRE

SEE US AT THE MELBOURNE FITNESS & HEALTH EXPO

DISCOVER YOUR FITNESS

the Good Egg
Proudly supporting the McGrath Foundation, Donating a minimum **\$100,000** each year*

FARM PRIDE
cage free
700g
12 X-LARGE EGGS

the Good Egg
cage free
700g
12 X-LARGE EGGS



Freshly laid eggs
18 egg Value pack
1kg
18 X-Large eggs

FARM PRIDE
18 egg Value pack
1kg
18 X-Large eggs