

**4 July 2019**

## **ASX Announcement**

### **Domestic Sales of Regeneratively Produced Meat Commence**

- **Commenced distribution of regenerative, grass-fed Beef and Dorper Lamb to food service and restaurant sector throughout Western Australia**
- **First month sales of \$40,000 to 20 customers to 30 June 2019**
- **Additional Supplier Agreements confirmed**
- **Online sales to begin August 2019**

**Regenerative food and agriculture company Wide Open Agriculture Ltd (ASX: WOA) (WOA or “the Company”) is pleased to announce that following the establishment of its direct distribution platform, initial domestic sales of regenerative, grass-fed beef and lamb have commenced.**

In May, WOA began distribution of holistically farmed, regenerative Blackwood Valley Beef and Parron Dorper lamb to over 20 restaurants and food outlets throughout Perth and South Western Australia, including The Reveley, Vasse Felix, Cook and Mason, Bread in Common and Short Order Burger Company.

Ben Keal, customer and Executive Chef at Three Pounds Group said: “What sets this product apart is not just the amazing taste and consistent quality, but the provenance. It’s food that tells an important story.”

In addition to its existing supply partnerships, WOA has also signed new Supply Agreements with Black Point Grassfed Beef and Greenwood Grazing, both of which commenced supplying through WOA’s distribution platform in June.

“Our regenerative meat producers not only adhere to the holistic farming practises WOA requires, but also have established brands in the food industry,” said Warren Pensini, WOA’s Livestock Supply Chain Manager and owner of Blackwood Valley Beef.

WOA Managing Director Dr Ben Cole said: “WOA’s direct distribution platform offers customers a direct line of sight to regenerative farming practices that strive to reverse climate change by rebuilding soil.

“The next step will be online sales, which will begin in August, followed by retail and export distribution to diversify our customer base and grow revenue,” he said.

## **About Wide Open Agriculture Ltd**

Wide Open Agriculture (WOA) is a regenerative food and farming company based in the Wheatbelt region of Western Australia. The Company's business comprises farmland assets and a food brand.

WOA operates under a '4 Returns' framework and seeks to deliver measurable outcomes on financial, natural, social and inspirational returns. The Company manages farmland under the framework of identifying 3 zones (economic, combined and natural zones).

WOA is listed on the Australian Securities Exchange (code: WOA) and the Frankfurt Stock Exchange (code: 2WO) and is the world's first '4 Returns' publicly listed company.

[www.wideopenagriculture.com.au](http://www.wideopenagriculture.com.au)

### **More information:**

Wide Open Agriculture  
Dr Ben Cole, Managing Director  
[ben@wideopenagriculture.com.au](mailto:ben@wideopenagriculture.com.au)  
+61 499 790 206

### **Media Enquiries**

Sarah Allchurch  
[sarah@allchurchcommunications.com](mailto:sarah@allchurchcommunications.com)  
+61 412 346 412