



22 August 2019

ASX Announcement

Online Food Sales Commence

- **New online sales platform for customer-direct purchase & delivery of regenerative, grass-fed Beef and Dorper Lamb**
- **Launch of food brand, Dirty Clean Food™**
- **Sales data from food service distribution channel imminent**

Regenerative food and farming company Wide Open Agriculture Ltd (ASX: WOA) (WOA or “the Company”) is pleased to announce the launch of a direct to consumer online sales platform for its regeneratively farmed, 100% grass fed meat, under the new food brand - Dirty Clean Food™.

The customer-direct sales platform, available on the new [Dirty Clean Food™ website](#), allows retail consumers to purchase an exclusive range of regeneratively grown, grass fed beef and Dorper lamb cuts, with next day delivery.

The launch follows the successful establishment of a specialised, direct distribution platform into Western Australia’s food service and restaurant sector in May 2019.

WOA Managing Director Dr Ben Cole said: “We are thrilled to offer customers the opportunity to buy Dirty Clean Food’s exclusive range of regeneratively farmed food, starting with local regenerative beef and lamb, with plant-based products to follow.

“This new brand connects consumers to farmers who are committed to regenerative practices that rehabilitate and enhance the entire ecosystem of the land, so customers can buy delicious, nutritious food from land that’s healthy and getting healthier.

“In addition to the new online sales channel our food service distribution channel is making positive progress, with sales data expected to be available for release in the near future.

“Next steps will be the retail roll-out of our meat products followed by the launch of a range of value-added meat and plant-based products which will diversify our customer base and grow revenue,” Dr Cole 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

www.dirtycleanfood.com.au

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