

23 June 2021

## **OATUP SECURES INITIAL DISTRIBUTION INTO NSW AND VIC MARKETS**

**Wide Open Agriculture Limited (ASX:WOA)** (“WOA” or the “Company”) is pleased to announce that it has received an initial OatUP purchase order from food and drink distribution company The Market Grocer, for sales into New South Wales (NSW) and Victoria (Vic). The Market Grocer is one of the largest grocery wholesalers servicing independent, specialty grocers and major supermarkets throughout Australia.

After an initial trial evaluating potential customer interest and market opportunities, completed earlier this month, WOA and The Market Grocer have agreed to work together to launch Dirty Clean Food’s OatUP into New South Wales and Victoria. The Market Grocer will be WOA’s first major distributor in the NSW market, and the companies have agreed to collaborate to promote and distribute OatUP in NSW and VIC.

CEO of Dirty Clean Food, Jay Albany said, “After a strong launch in Western and South Australia only six months ago, we are excited to have another wonderful partner expanding the availability of OatUP into the Eastern States. OatUP is the world’s first regenerative and carbon neutral oat milk. This is a special distinction, which aligns with the values that underpin the larger trend of consumers evaluating a switch from dairy to plant-based milks.”

Founded in 2005, The Market Grocer is one of the largest grocery wholesalers servicing independent grocers and major independent supermarkets throughout Australia. The Market Grocer offers specialised expertise in the distribution and sale of fast-moving consumer goods (FMCG) in NSW, VIC, and throughout Australia, which is well-matched with OatUP’s target customer base.

The Market Grocer will be the lead point of contact for independent grocers wishing to stock OatUp in NSW and VIC. Product has been shipped to its facilities in Homebush, NSW and Lilydale, Victoria with product estimated to be available for purchase by the end of June.

This approach provides WOA with an initial presence in the East Coast and could accelerate sales of OatUP materially given the significantly larger population base of NSW and VIC relative to WA. The Company will update the market on any further developments as it pursues the national and international roll out of OatUP.

**[ENDS]**

This announcement has been authorised and approved in accordance with the Company's published continuous disclosure policy and has been approved by the Board.

For investor, media or other enquiries please contact:

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### **About Wide Open Agriculture Ltd**

Wide Open Agriculture (WOA) is Australia's leading ASX-listed regenerative food and agriculture company. The Company's innovative Dirty Clean Food brand markets and distributes food products with a focus on conscious consumers in Australia and South-East Asia. Products are chosen based on their market potential and the positive impact they deliver to farmers, their farmland and regional communities. The company is based in the Wheatbelt of Western Australia. WOA operates under a '4 Returns' framework and seeks to deliver measurable outcomes on financial, natural, social and inspirational returns.

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)

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

