

9 May 2019

ASX Announcement

Launch of Direct Distribution Platform for Regeneratively Produced Meat

- **Distribution of regenerative, grassfed Blackwood Valley Beef to commence in early June**
- **Direct distribution platform will focus on restaurant, retail and online sales channels**
- **Farming system focussed on improving soil fertility, carbon sequestration, improved water cycles and animal wellbeing**

Regenerative food and agriculture group Wide Open Agriculture Ltd (ASX: WOA) (WOA or “the Company”) is pleased to announce it has established a specialised, direct distribution platform connecting regenerative meat producers with restaurant, retail and online consumers.

In early June, distribution will commence into domestic food service and restaurant sectors with regenerative, grassfed, ethically treated Blackwood Valley beef and expand into grassfed dorper lamb. Distribution will then quickly extend into retail and it is anticipated WOA will then enter international markets.

The launch of the distribution platform follows WOA’s successful partnership with leading regenerative beef producer, Blackwood Valley Beef, to develop a range of co-branded, value added beef products.

The distribution business is being led by WOA Business Development Manager Jay Albany, who most recently ran Corporate Strategy at New York-based direct to consumer eco grocery business MyFreshGrocer.

WOA Managing Director Dr Ben Cole said: “Our dedicated distribution channel offers consumers a clear line of sight from regenerative farm to fork.

“Regenerative grassfed grazing can radically improve land health by focussing on soil fertility, carbon sequestration, improved water cycles and animal wellbeing.

“We are providing an alternative that recognises the benefits that regenerative grassfed meat production has in delivering healthy animals and a healthy environment.

“International markets are also recognising these benefits with Meat & Livestock Australia reporting a 12% increase in US demand for Australian grassfed beef in the last 12 months,” he said.

About Wide Open Agriculture Ltd

Wide Open Agriculture (WOA) is a regenerative food and agriculture group based in the Wheatbelt region of Western Australia. The Company's vertically integrated food and agriculture business comprises farmland assets, protected cropping and a food brand, Food for Reasons™.

WOA operates under a '4 Returns' framework and seeks to deliver measurable outcomes on financial, natural, social and inspirational returns. The Company manages its farmland under the principle of identifying 3 zones (economic, combined and natural zones) and investing over a 20-year timeframe.

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

About Blackwood Valley Beef

Blackwood Valley Beef is located in the Blackwood Valley in Western Australia's South West. The farm is managed holistically and employs planned grazing methods, which ensures ground cover year round and true environmental sustainability.

The farm is certified organic and pastures are grown completely free of any artificial chemical inputs. Cattle are hand selected, raised and finished in a grass fed, low stress natural herd environment on farm, free from any artificial growth hormones and antibiotics. This guarantees and enhances the eating quality of the beef.

www.blackwoodvalleybeef.com.au

More information:

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