

27 August 2019

ASX Announcement

Sales Update: Food Service & Restaurant Sector

- **\$105,000 of cumulative sales to 31 July 2019 of regenerative, grass-fed beef and Dorper lamb to WA food service & restaurant sector since launch of program in late May 2019**
- **\$55,000 in 2nd full month of sales**
- **30% sequential sales growth in month ending 31 July 2019**
- **More than 35 restaurants and food service partners are now receiving Wide Open Agriculture's regenerative products in Perth and Margaret River**

Regenerative food and farming company Wide Open Agriculture Ltd (ASX: WOA) (WOA or "the Company") is pleased to announce that sales of regenerative, 100% grass-fed beef and Dorper lamb to the WA food service & restaurant sector increased to \$55,000 for the month of July 2019, up more than 30% sequentially from first month sales of \$42,000 in June.

In late May 2019, WOA established a direct distribution platform for a range of regeneratively grown, grass-fed beef and lamb to restaurants and food outlets throughout Perth and South Western Australia.

WOA Managing Director Dr Ben Cole said: "Early food service sales have been greater than expected, with buyers responding not just to the amazing taste and quality, but to the provenance of our regeneratively farmed meat. We are grateful to our customers for their support to us and our regenerative farming partners.

"Earlier this month, we also launched a direct to consumer online sales platform under our new food brand - Dirty Clean Food™. Available on the [Dirty Clean Food™ website](#), the platform allows retail consumers to purchase an exclusive range of our regenerative beef and lamb, with next day delivery.

"The Dirty Clean Food™ brand connects retail and restaurant consumers to farmers who are committed to regenerative practices that rehabilitate the entire ecosystem of the land, so customers have a direct line of sight from healthy farm to the food on their fork.

"We are currently negotiating the retail roll-out of our meat products, which will be followed by the launch of a range of value-added meat and plant-based products to 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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