

**12 November 2019**

## **ASX Announcement**

### **Dirty Clean Food launches retail campaign in Western Australia**

#### **Highlights**

- **Retail channel will provide access to Western Australian shoppers to 100% grass-fed, regenerative beef and lamb product lines**
- **Retail channel launch will be hosted by one of WA's leading chefs, Tony Howell (Executive Chef at Cape Lodge)**
- **Retail channel has been identified as a key strategic step in growing a regenerative food brand with strong recognition in South-East Asian markets**

Wide Open Agriculture (WOA) is pleased to announce the launch of its campaign to the supermarket and retail sector of its regenerative brand, Dirty Clean Food.

The launch event will be held in Perth and will be hosted by Tony Howell, Executive Chef at Cape Lodge in Yallingup and supported by Simon Kony, owner of Short Order Burger Co. in Fremantle and the Perth CBD.

The event will present the distinctive packaging design of Dirty Clean Food that will be offered to select, leading supermarkets and food retailers across Western Australia.

Dr. Ben Cole, Managing Director said, "We want to offer our healthy, nutritious food that regenerates farmland to as many customers as we can reach, starting locally and then expanding to high-demand South-East Asian markets."

"We are passionate about providing high-quality, delicious food and are excited about the opportunity to offer our product lines to WA's leading supermarkets and retailers. Dirty Clean Food connects consumers directly with farmers that are leading the way with regenerative farming practices."

The industry event will showcase food supplied by Dirty Clean Food's farmer-partners including Blackwood Valley Beef, Parron Dorper Lamb and Black Point Beef.

The event will be supported by West Australian supply partners Willespie Wines and Gage Roads Brewing Co.

## + About Wide Open Agriculture Ltd

Wide Open Agriculture (WOA) is a regenerative food and agriculture company based in the Wheatbelt region of Western Australia. The Company's innovative brand distributes food products with a focus on consumers in Australia and South-East Asia. Products are chosen based on their market potential and the positive impact they deliver to farmland and regional communities.

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)

### More information:

Wide Open Agriculture

Dr Ben Cole, Managing Director

[ben@wideopenagriculture.com.au](mailto:ben@wideopenagriculture.com.au)

[+61 415 387 270](tel:+61415387270)

