

**3 December 2019**

## **ASX Announcement**

### **Director Appointment: Mr Ronnie Duncan**

#### **Highlights**

- **Mr Ronnie Duncan has joined Wide Open Agriculture's board as Non-Executive Director**
- **Ronnie Duncan is the co-founder and Chairman of Meerkats, one of Australia's leading branding, communication and advertising agencies – named the 2019 Australia/New Zealand independent agency of the year in the London International Advertising Awards**
- **Ronnie Duncan has extensive experience in purpose-led, brand strategy development and implementation in the food and energy sectors**
- **Ronnie Duncan is a Committee Member of RegenWA – Western Australia's network of farmers and industry stakeholders committed to an ecological approach to farming that encourages landscapes to renew themselves**

Wide Open Agriculture (WOA) is pleased to announce the appointment of Mr Ronnie Duncan to the board in the role of Non-Executive Director.

Ronnie possesses extensive experience in top-line growth through purpose-led, brand strategy development. His skillset aligns to WOA's focus on marketing and distribution of regeneratively farmed animal and plant-based food products to Australian and Asian markets.

Ronnie Duncan and Meerkats, the company he co-founded, have been responsible for iconic and effective promotional campaigns in Australia with clients including iiNet, Synergy and HBF.

Ronnie Duncan was the sole external advisor to the British Shadow Cabinet for the communications strategy in the 2001 British General Election. He was responsible for a AUD\$25million marketing budget over six weeks. The political campaign was "widely regarded as one of the best series of political ads in history" (source: The Guardian, April 2004).

As Chairman of Meerkats, Ronnie has overseen the brand strategy for food-based clients. The brands of Harvey Beef, Southern Forests Food Council, Brownes Dairy, and WOA's own food brand Dirty Clean Food have all been developed with Meerkats.

"WOA has all the pieces in place to make a significant and positive impact on the role of regenerative agriculture to drawdown carbon and reverse accelerating climate change. I'm looking forward to working with

WOA to produce nutritious, healthy food and supporting farmers who want to work with nature rather than battle it.”

Ronnie Duncan has a passion for regenerative agriculture, as he believes a shift in our food and agriculture system is the most effective, underdeveloped opportunity to redress climate change. He is a Committee Member of RegenWA, a network of farmers and industry stakeholders committed to an ecological approach to farming that encourages landscapes to renew themselves. He recognises WOA as the leading corporate opportunity in Western Australia to progress a positive shift in the food and agriculture system.

The Board welcomes Ronnie Duncan and looks forward to the value he will undoubtedly bring to the company in the months and years ahead.

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Chairman

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Managing Director  
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#### **+ 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:**

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