

4 December 2019

## ASX Announcement

### Dirty Clean Food expands retail distribution in Western Australia

#### Highlights

- **Wide Open Agriculture announces strong start to retail launch of the company's flagship Dirty Clean Food regenerative food brand in Western Australia**
- **Dirty Clean Food's 100% grass-fed, regenerative beef and lamb product lines are now available in over ten retail locations across the Perth metropolitan area**
- **Dirty Clean Food has been well received by stockists and is seeking additional retail partners in Australia and South East Asia**

Wide Open Agriculture (WOA) is pleased to announce a successful launch to its flagship regenerative food brand, Dirty Clean Food. Dirty Clean Food's 100% grass-fed, regenerative beef and lamb product lines are now available in more than 10 retail locations and expanding quickly.

Uptake by independent retailers has exceeded expectations and includes Perth's leading independent retailers.

Dr. Ben Cole, Managing Director said, "We are focussed on building long-term relationships with retailers committed to offering quality, delicious food that connects consumers directly with farmers that are leading the way with regenerative farming practices."

Leading independent retailers carrying Dirty Clean Food's regenerative lamb and beef include locations at Boatshed Market, Farmer Jacks, IGA, Peaches, Loose Produce, Fresh Provisions and Perth Organics.

"Dirty Clean Food allows shoppers to walk alongside farmers on a regenerative journey committed to building healthy soil, sequestering carbon and expanding biodiversity.

"We'd like to request that any shopper seeking 100% grass-fed, regenerative beef and lamb should ask their local retailer to stock Dirty Clean Food."

Dirty Clean Food's farmer-partners including Blackwood Valley Beef, Parron Dorper Lamb and Black Point Grass-fed Beef.

## + 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)

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