

# QSL MARKETING CHOICE

4 February 2019

Dear Grower,

I am pleased to advise that the necessary contractual arrangements are complete and QSL Marketing Choice is now available to Mackay growers supplying Mackay Sugar mills. This development marks an important new era for your milling district. After nearly a century of QSL and its predecessors serving Mackay growers through their miller, the new Marketing Choice arrangements will enable you to deal directly with QSL from this coming season and choose from our full range of products and services.

## HOW THE NEW SYSTEM WORKS

In order to access QSL moving forward, you must nominate QSL as a marketer of your Grower's Economic Interest in Sugar (GEI Sugar). GEI Sugar is your share of the sugar produced from your cane crop that you have traditionally received payment for, and includes both your export and domestic sugar tonnages. Under Marketing Choice, you now nominate who markets your GEI Sugar (i.e. sells it on your behalf and negotiates your premiums) and what percentage of your GEI Sugar you'd like to allocate to them each season. You can then decide which of that marketer's pricing and payment options you'd like to use for that allocated sugar.

**Please note that you do not need to make any decisions regarding your QSL pricing and payment options at this early stage.** Those growers who elect to use QSL as their marketer will be contacted by a QSL representative to discuss their pricing and payment options. It is also important to note that marketing and pricing are intertwined – you cannot market with one marketer and price your sugar with a different one. As such, you can only access QSL's pricing and payment services, including the QSL Harvest Pool, for the GEI Sugar you allocate to us to market.

## WHAT YOU NEED TO DO

This information pack includes your **GEI Sugar Marketer Nomination form**, which must be submitted by **Tuesday 5 March 2019** in order to elect your chosen marketer for the 2019 Season. This form asks you to nominate which marketer/s you'd like to use for the 2019, 2020 and 2021 Seasons, and what percentage of your GEI Sugar you'd like to allocate to them each season. For example, if you only wanted to use QSL as your marketer, you would allocate 100% of your GEI Sugar to QSL for each of the 2019, 2020 and 2021 seasons. If you make no choice or do not allocate 100% of your GEI Sugar for the 2019 Season, any unallocated sugar will default to QCS to market. **So to do nothing is to market with QCS only.**

To help you submit this form we've included a Fact Sheet on the marketing nomination process and a reply-paid envelope to return your form to us so that we can set you up in the QSL system and pass your marketing nomination on to your miller for processing.



Greg Beashel, QSL Managing Director and CEO

Visit [www.qsl.com.au](http://www.qsl.com.au) for details



## Your Trusted Partner

### GROWER INFORMATION SESSIONS

We've organised a series of grower information sessions to walk you through the QSL Marketing Choice process, help you with the paperwork and explain your QSL pricing and payment options. Session details are:

<b>Monday 11 February 2019</b>	9.30am	West's Leagues Club, Walkerston
	1pm	Eton Rural Fire Shed, Eton
	4pm	Marian Rural Fire Shed, Marian
<b>Tuesday 12 February 2019</b>	9.30am	Finch Hatton Hall, Finch Hatton
	1pm	Kuttabul Rural Fire Shed, Kuttabul
<b>Wednesday 13 February 2019</b>	9.30am	Farview Tavern, Farleigh
	1pm	St Helens Bowls Club, Calen

I urge you to attend one of these briefings, but until then you can find more information about QSL Marketing Choice and your QSL pricing and payment options on our website at [www.qsl.com.au](http://www.qsl.com.au) or by speaking with your local QSL team. You can find our office on Level 2 of the Mackay Canegrowers Building at 120 Wood Street, Mackay, or give us a call on 4967 4618.

### THE BENEFITS FOR YOU

So why should you choose QSL? As Australia's largest and most experienced sugar marketer, QSL offers Mackay growers significant advantages to QCS:

- We're a substantial, highly respected marketer with an established track record of strong returns
- Our not-for-profit, no-margin framework and income-tax-exempt status helps us minimise costs
- We enjoy lower interest rates and pricing execution costs than QCS
- Our state-wide supply footprint helps manage local weather & production risks that could impact sales
- Our unsurpassed combined storage capacity across all six of Qld's bulk sugar terminals means we have more shipping and storage options than QCS and use these to maximise returns
- We're committed to transparency and not only publicly share our pricing results and payment schedule, but provide very detailed information about how we operate each of our pricing products
- Our growers have the freedom to choose from multiple pricing and payment options

In a nutshell, using QSL means that you're banding together with growers and millers throughout our state to capture economies of scale and other benefits just not available to smaller marketers. Please consider the advantages of using us in 2019 and I hope to see you at one of our information sessions in Mackay.

Yours Sincerely,

**Greg Beashel**  
QSL Managing Director and Chief Executive Officer

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