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Wheat fighting fund key for Single Desk

The NSW Farmers' Association is encouraging growers to contribute to the Wheat Export Marketing Alliance (WEMA) fighting fund to assist in the retention of the wheat Single Desk arrangements.

NSW Farmers' Association Grains Committee Chair, John Ridley says that growers' assistance is vital to maintain the Single Desk structure that the majority of Australian farmers support.

"Growers will have recently received a letter from WEMA calling for grower contributions. While we recognise that many growers are under financial pressure given the on-going drought, it is important that growers give what they can," Mr Ridley said.

"The fund will be used to engage professionals to help set up the new entity. Good advice in the areas of corporate planning, the law, financial modelling, capital markets and marketing business systems is essential to deliver a lean and effective Single Desk entity," he said.

WEMA comprises members from each State Farming Organisation along with the Wheat Growers Association. It was formed following the Federal Government's announcement in May that industry had until March 2008 to establish a new entity to manage the Single Desk.

"It goes without saying that the success of the fighting fund will be viewed by many as a litmus test for support for the Single Desk," Mr Ridley said.

"The consequences of not having a company capable of taking over the Single Desk from AWBI will effectively be the end of Single Desk marketing," Mr Ridley concluded.

If growers require further information, or have not received a letter and wish to contribute please contact the Association on 1300 794 000.

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Fast fact: Agricultural exports from NSW is valued at \$1.25 billion annually