

July 30, 2008

To the Dorper Grower

New Horizon Farming is establishing itself as a supplier of premium quality Natural, Grassfed, Chemical free Dorper lamb into the high end retail butcher shops in Sydney. We have been exploring this market for some time now and we are now targeting areas in the market who want, and are willing to pay for a unique product such as ours. We believe a product like ours, which is raised to our standards, is a superior product that tastes good and is good for you. Our strength is the ability to ask the market do you know where your lamb comes from? And do you know how it was raised? This sets us apart from our competitors.

This is a great opportunity for those growers wishing to join us. Part of your commitment will be to open yourselves to many ideas about sustainable methods of farming, which many of you are probably already doing. We are not only committed to producing a quality healthy product but developing systems that deliver sustainability to our growers and their families

We are looking to build long term relationships with both the supplier and the customer. As part of your commitment you will be required to raise the lambs to our standards and be subject to an audit. We are not organic but believe we can achieve similar environmental outcomes.

In summary this is what we're offering the grower;

1. An opportunity to differentiate your product in the market place.
2. Any animal sold under the New Horizon label the ability to achieve a premium for the product
3. Reduced fees that the grower now pays if they sell through the yards or through an agent.
4. The consolidation of skins at one place so that we may achieve a reasonable value for those skins.
5. Involvement with the process
6. The ability to be recognized as individuals that are making positive decisions to achieve better environmental outcomes and long term sustainability
7. The opportunity to turn lambs over at a lower weight at a reasonable value per head thus less need for supplementary feeding
8. The chance to gain a premium for Dorpers not a discount
9. A wholesaler to organize distribution, logistics , make payments and grade the product at the processing plant
10. A standard that the animals must be raised to.

We have an information pack for anyone interested in becoming a supplier. Currently we are processing out of Cootamundra and using up to 200 lambs per week but can cater to larger numbers. We are using a trade weight lamb 19-25 kg. If you require any information please call on me 0427 078 036 or Ian on 0428 963 023 or email ; paulkelly@austarnet.com.au

Yours in good health

Paul Burkinshaw