



Australian Dairy Farms Group

25 July 2016

ASX Code: AHF

- **WOW! - Camperdown Dairy Company's milk secures shelf space in over 220 Woollies stores**
- **Available in Woolworths Victorian Stores from Sunday 24 July**

Australian Dairy Farms Group (AHF or the Group) is pleased to advise that its wholly owned subsidiary, Camperdown Dairy Company (CDC), is rapidly expanding the size and customer diversification of its order book.

From Sunday 24 July 2016, shoppers in Woolworths supermarkets throughout Victoria will be able to purchase Camperdown Dairy branded milk in 2 litre plastic bottles of Fresh Whole Milk (full cream) and Fresh Low Fat Milk varieties. These milks were among those that won awards at the Dairy Industry Association of Australia's 2016 Awards of Excellence, which were presented in May 2016.

CDC also processes and packages the Woolworths Farmers Own brand of milk in Victoria, which is sold at Woolworths stores and outlets exclusively.

AHF Group CEO Peter Skene said, *"This is a major forward step for CDC and AHF and we are grateful to Woolworths for the opportunity to showcase the Camperdown brand throughout Victoria. This step is an important one for AHF and builds on the very cooperative relationship that has developed with Woolworths management that started with the production of the Farmers Own brand in December 2014".*



Photo taken at Woolworths Point Cook, Vic.

Mr. Skene said, *"All our milk is locally supplied and our products are 100 per cent natural."*

Consumers who purchase this milk also get comfort and confidence in knowing that their purchases help to support more than 40 employees at our Camperdown plant as well as many Victorian farmers and their families, which is where all the milk comes from."

The Camperdown Dairy Company brand is also being stocked in various IGA stores including the Richie's IGA store in Camperdown where Store Manager Dave Schmidt says the brand was selling well and customers liked the products and felt they were supporting their communities.

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The newly expanded relationship with Woolworths has a very positive benefit in more than doubling the production and sales of milk at CDC when combined with the increased popularity of the Farmers Own products and the introduction of Camperdown branded milk in Woolworths throughout Victoria.



Photo taken at Woolworths Williamstown, Vic.

Negotiations are ongoing and increasingly positive with respect to securing major retailers' orders for the wider range of Camperdown Dairy products. Camperdown Dairy Company produces a range of premium dairy products at its Camperdown Victoria factory. These include award winning butters and yoghurts.

Management has concentrated efforts in marketing to the major and independent retailers, which builds ongoing sales and generates profit as well as expanding the size and diversification of the Group's customer base.

This process is usually a lengthy one; however, negotiations with retailers regarding the wider range of CDC products are ongoing and encouraging.

In addition to the increased sales in Australian domestic markets, the export sales to Chinese customers continues to be robust with existing customers and enquiry from new potential customers continues.



Sample of other Camperdown Dairy Company products.

Ends.

Further Details

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About Australian Dairy Farms Group

Australian Dairy Farms Group (AHF) is Australia's first ASX listed dairy farmer. Its initial focus was on aggregating high quality dairy farms in Victoria, initially in the South Western region with particular emphasis initially, on the famous Dairy Golden Triangle region of South West Victoria between Warrnambool and Colac south of the Princes Highway to the coast around Port Campbell.

On 29 December 2015, AHF announced to ASX that it had entered into a contract to acquire Camperdown Dairy Company Pty Ltd - ACN 140 640 606 (CDC) – see announcement on <http://www.adfl.com.au/announcements>. This transaction has now completed and CDC is a wholly owned subsidiary of AHF. The Group is now a vertically integrated milk producer, processor and product distributor in Australia and for export.

Australian Dairy Farms Group is listed as a stapled security comprising one fully paid share in **Australian Dairy Farms Limited** (the Company) and one fully paid unit in **Australian Dairy Farms Trust** (the Trust). Within the structure, the Company is the operator and manager of the dairy farm properties, which are leased from the Trust as the registered owner.

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