



THE MARKET

Rice enjoys a wide reputation as a nutritious and healthy food, even amongst those consumers who rarely eat it. This reputation is richly deserved. Rice, as an excellent source of carbohydrate, is a good energy supply, is low in fat and low in salt, contains no cholesterol, is low in sugar and contains no gluten, additives or preservatives.

Australians are health conscious and active people who are becoming increasingly well educated about nutrition. These factors have certainly played their part in the rapid increase of rice consumption in Australia over the past few years. On average, each Australian eats over ten kilograms of rice annually.

SunRice is the marketing arm of Ricegrowers Co-operative Limited. Ricegrowers has experienced a decade of aggressive growth and value creation. Wholly owned by NSW rice farmers, Ricegrowers exports 85 per cent of its production, representing 4 per cent of world trade. With annual export sales of \$500 million, Ricegrowers is Australia's largest exporter of branded food products and the number four rice exporter in the world. Australian rice is marketed to 72 countries with Papua New Guinea, Japan, Hong Kong and Saudi Arabia as the major markets.

ACHIEVEMENTS

Consumption of rice has doubled in Australia over the past nine years, and SunRice can take much of the credit for this. SunRice has played a major role in raising the awareness of the Australian public of the benefits of rice as a high energy food. A stream of new products and new flavours, the result of intensive breeding programs and market research, has helped to promote public interest and to keep up with changing tastes and fashions. Today there is a greater interest than ever before in international rice-based foods, particularly Asian, Middle Eastern and Mediterranean dishes.



Rice in Australia is grown in a comparatively restricted area of one state - New South Wales - where conditions for the crop are close to perfect. The limited size of the crop's geographical spread helps SunRice to maintain a product of consistent quality. At the same time the excellence of Australian growing conditions means that quality is not simply uniform, but consistently among the best in the world. Yields are spectacular. Australian rice farmers achieve an average yield of 9 tonnes per hectare, which is one of the highest in the world.

SunRice is leading the way with the development of innovative value-added rice based products in the area of quick-cooking rice meal solutions and rice based snack foods. SunRice now produces quick-cooking flavoured rices, complete meal kits, three minute



rice snacks, rice noodle snacks, rice chips and rice tortilla chips.

HISTORY

Rice is not native to Australia. Like many other crops it was introduced in the 20th century, though it had a more exotic history than most. Rice was first cultivated in Australia by Isaburo (Jo) Takasuka, a Japanese immigrant who arrived in 1905 with his family and 15 bags of medium grain Japonica rice. In 1914 Jo grew Australia's first successful commercial crop near Swan Hill, Victoria. After hearing about the developing Murrumbidgee Irrigation Area (MIA), he sent his eldest son Sho to the Yanco experiment farm in New South

Wales with bags full of grain from the crop. The seed was grown in rice trials in the MIA and this



was the beginning of the Australian rice industry.

Today, Australian rice is still grown in the Murrumbidgee Irrigation Area and the Murray Valley, both in New South Wales. Nowadays more than 2500 Australian ricegrowers produce an annual crop of some 1.3 million tonnes from 152,000 hectares. Ricegrowers Co-operative Limited is Australia's most successful producer co-operative and the largest of its type in the world.

THE PRODUCT

The SunRice range of products includes over 2,000 brand name and pack size configurations. Plastic packaging protects the rice and keeps it fresh. In Australia there are many rice varieties to try

including white, brown, long-grain, medium-grain, parboiled, Jasmine, Arborio, Basmati, Koshihikari, Wild Blend, Express Rice, and Organic rice.

SunRice value-added products include rice cakes, flavoured rices, 3 minute rice, rice noodles, rice meal kits, rice chips and rice tortilla chips. SunRice rice is also widely used in breakfast cereals, most notably in Kellogg's Rice Bubbles, and in the manufacture of snack foods, frozen meals, convenience foods and rice 'milk'.

RECENT DEVELOPMENTS

It takes years of research to grow a rice in any particular environment, and to ensure that it has precisely the right flavour, combined with high

Rices, SunRice Chip Sensations and SunRice Tortilla Sensations.

PROMOTION

The year 2000 marked a new look and new logo for SunRice, establishing SunRice as a contemporary and innovative food brand. The new look logo is an evolution from the old, seeking to capture the



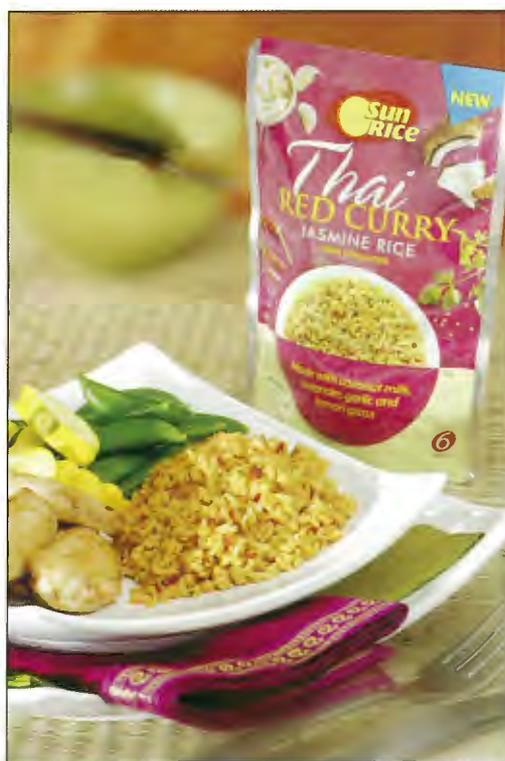
nutrition and ease of cooking. The SunRice World Rices range was launched after a full decade of plant breeding and testing by SunRice experts.

Consumers are increasingly experimenting with many different cuisines and flavours from around the world. The key to the success for many of the great international dishes is using the right rice for the right dish to enhance and complement the flavour of the meal. SunRice World Rices gives consumers access to the most extensive range of World Rices.

SunRice Jasmine fragrant long grain rice is ideal for Asian dishes such as stir-fries. SunRice Basmati aromatic long grain rice is well suited to Indian and Middle Eastern dishes such as curries. SunRice Arborio medium grain rice is used mainly for Mediterranean dishes such as risotto. SunRice Koshihikari, a short grain rice, is perfect for creating authentic Japanese dishes, such as sushi.

SunRice innovation has recently focused on convenience foods and meal solutions. New technology allows for rice grains to be partially steamed and then dried again and packaged for sale. This speeds up the cooking process without decreasing the quality and nutritional value of the rice, making it faster and more convenient for busy cooks.

Several new rice-based product ranges have been recently launched including SunRice 3 Minute Rice™, SunRice Rice Noodles, SunRice Meal Kits, SunRice Flavoured



simplicity, practicality and new food focus of a revitalised company. The new packaging seeks to further add contemporary and food appetite appeal cues to the SunRice range of rices, now featuring quick and easy meal ideas, as well as more practical cooking instruction tips.

With recent product launches, the SunRice brand has utilised various advertising media to support the new product ranges with range-specific advertising campaigns. Each campaign communicates the key product benefits of each product in a relevant and often humorous manner, to firmly establish SunRice as a contemporary food brand.

The SunRice World Rices television and magazine advertisements establish SunRice World Rices as an easy to prepare, versatile food that allows consumers to prepare great tasting meals

from around the world. The SunRice Doongara CleverRice print advertisement communicates the key benefit of the product, namely that it provides a slow energy release due to its low glycaemic index, providing sustained endurance, assistance in weight control, and increased satiety. The SunRice Meal Kits and Flavoured Rices television commercials introduce the two ranges as easy to use, high quality meal solutions. The recent launch of SunRice Chip and Tortilla Sensations (rice chips) was supported with outdoor and print advertising, communi-

cating the two essential benefits of the products – they are a low fat snack without compromising on a flavour hit.

BRAND VALUES

SunRice, the Australian icon in rice, has historically been renowned for the marketing of SunRice Calrose Medium Grain Rice. Today, the SunRice range includes a rice suited not only to many cuisines but also to many eating occasions, including snacks. Although the SunRice brand has extended its range beyond regular pillow bags of rice, the brand remains familiar and highly trusted across its entire range of products.

The vibrant yellow and red 'sun colours' of the SunRice logo are synonymous with wholesome, natural and pure food. SunRice, 'The Rice Experts', is a long established yet contemporary food brand. Steeped in the tradition of quality Australian rice, SunRice now embodies both quality and innovation to suit the needs of the modern food market.

THINGS YOU DIDN'T KNOW ABOUT SUNRICE

- Calrose rice originated in California and stands for California Rose.
- Australians eat around 10.7kg of rice each per year.
- Rice is grown on more than 10 per cent of the Earth's arable surface.
- Rice plants have been traced back to 5000BC, but the practice of ricegrowing is believed to have originated in areas of China around 2000BC.
- Ricegrowers is the largest Australian branded packaged food exporter.
- Ricegrowers is the largest exporter of shipping containers from Australia.