



Australian Agribusiness Group

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MEDIA RELEASE

IMMEDIATE USE

## Five Million now read the AAG Agri-Index

The AAG Agri-Index is now distributed to over 5 million readers throughout Australia. Distribution now includes a great number of metropolitan and regional publications, stretching from Sydney to Brocken Hill and from Loxton (SA) to Albany (WA) and Bendigo (VIC).

The AAG Agri-Index is the ONLY comprehensive measure of the comparative performance of listed agri stocks against the All Ords. It has been compiled by the Australian Agribusiness Group since October 2000. It is issued each fortnight, with a short, pithy commentary on the "winners" and "losers" for the period.

Marcus Elgin, Executive Chairman of AAG commented on the distribution base saying, "If no one reads information, it might as well not exist. The AAG Agri Index affects people all over Australia - not just "suit and tie" types. People need to be informed about how the sector which affects their lives is performing. The AAG Agri Index is one tool to help achieve that goal".

AAG Agri-Index tracks 60 listed companies, insuring an accurate and non-superficial account of Agri-business performance. A list of the 60 companies has been attached.

The objective of the AAG Agri Index is to inform readers to compare and contrast the performance of listed agribusiness and the wider equities indices. Agribusiness is not just a core part of life ("If you don't eat - you die") but it is also a major employer, exporter and generator of further value.

**ENDS**

**Further Information:**

For further information, and an example of the AAG Agri Index please visit <http://www.ausagrigrp.com.au/ausagri-index-2weeks.php>

The Australian Agribusiness Group provides leading expertise in research, investment management and agribusiness consulting nationally. For more information about AAG please visit [www.ausagrigrp.com.au](http://www.ausagrigrp.com.au), or contact:

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