



# BOUNDARY BEND LIMITED

Australia's premier olive company

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## Media Release

26<sup>th</sup> November 2007

### Boundary Bend Wins 2007 Australian Agribusiness Exporter of the Year

Boundary Bend Limited, Australia's premier olive company, has been named the 2007 Australian Agribusiness Exporter of the year at the Australian Export Awards held in Brisbane last Thursday, November 22. Boundary Bend was selected from an esteemed list of finalists that included Pernot Ricard Pacific, Namoi Cotton Co-operative, Pacific Seeds, Craig Mostyn Group and Tasman Group Services.

This prestigious award for Boundary Bend Limited follows recent successes including the 2007 Governor of Victorian Agribusiness Exporter of the Year, and the 2007 exporter of the year at the NAB Agribusiness Awards for Excellence.

Established in 1998, Boundary Bend has become Australia's leading vertically-integrated olive oil producer and marketer with over two million trees under management and operations on 7 different locations across Victoria including Boort, Boundary Bend, Lara, Mildura and Port Melbourne.

In 2007 Boundary Bend produced almost 4 million litres of premium Australian extra virgin olive oil, equating to over 40% of Australia's total olive oil production. The company exports about 50% of their crop, and achieved export value growth of 1,400% on 2004/5.

Boundary Bend and the Australian olive industry have overcome countless hurdles over the past five years, including the recent changes to Managed Investment Scheme laws, drought, and excessive import tariffs to Europe where 70% of the world's olive oil is consumed. In overcoming these challenges Boundary Bend has established themselves as the leading exporter of Australian extra virgin olive oil and a significant player in the global premium olive oil category.

"The company's success in the face of significant challenges is a testament to the quality of our extra virgin olive oil and the efforts of our 120 fantastic staff. I am very proud of our entire team's contribution that has enabled us to secure this prestigious award" commented Boundary Bend Executive Chairman, Rob McGavin.

Boundary Bend currently exports to over 15 countries and is a major supplier of bulk olive oil and value-added products under their Cobram Estate retail brand. Boundary Bend's strategic relationship with Timbercorp has been a key to enabling the company to grow and supply burgeoning overseas demand for extra virgin olive oil.

BBL was awarded the inaugural 'Olive Grower of the Year' in 2005 by the Australian Olive Association, and was the most awarded producer in the 2005 and 2006 Australian extra virgin olive oil awards.

For further information please contact Executive Chairman, Rob McGavin or General Manager Marketing, Tim Smith or visit [www.boundarybend.com](http://www.boundarybend.com).

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