

SEALINK

Travel Group

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MEDIA RELEASE

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SEALINK CONNECTS K.I. TO THE WORLD

The first shipment of some of the purest grain in the world – sold under the revolutionary new KI Pure Grain banner – has travelled on a new SeaLink ferry service and is being prepared for shipment to Thailand on board the ship Mol Eminence next Wednesday.

About 200 tonnes of specially selected, low protein KIPG Wheat is being packed in AQIS inspected food grade containers to be shipped from Port Adelaide to a premium flour mill in Bangkok Thailand as part of a trial shipment for premium Thai Noodles.

And while the new ferry service is designed to help the agricultural community, SeaLink Travel Group Managing Director Jeff Ellison says the entire community will benefit with special fares being offered on the 5.30am service.

“As the major link between South Australia’s premier tourist destination, Kangaroo Island, and the mainland we are pleased to welcome on board KI Pure Grain which will deliver pristine Kangaroo Island grain product to the world,” he said. “For the past 20 years, SeaLink has marketed Kangaroo Island around the globe, focusing on its pristine and natural environment.

“This has helped pave the way for local farmers to market their grains as natural while the establishment of KI Pure Grain has allowed an unprecedented collaborative approach to efforts. This extension of the Kangaroo Island brand is strongly welcomed by SeaLink which will help enhance the Island’s reputation in markets all over the world.”

The inaugural shipment marks the beginning of a new chapter for Kangaroo Island farmers who are capitalising on the Island’s clean, green image, marketing their grain under the new, regional brand KI Pure Grain – a move that has the potential to reshape the future of the island.

KI Pure Grain Managing Director Duncan MacGillivray believes the Thai shipment will be the first of many success stories for the new Group which has already sold a considerable tonnage to Allied Mills, exclusive suppliers to Arnotts Biscuits and to Weston Milling, producers of the quality Tip Top range of breads.

“You never know, we may well have a flour miller come to us looking for a biscuit, bread or pastry made exclusively from Kangaroo Island Pure Grains, the only Australian grain that is naturally farmed, pure, segregated by variety and traceable back to the individual farmer. This is a very exciting opportunity” says Mr MacGillivray.

The new arrangements were made possible following KI Pure Grain’s purchase of ABB grain handling and storage facilities, a deal with local growers and a freight arrangement with SeaLink and local road transport operations.

The new service departs from Penneshaw at 5.30am five days a week from Monday to Friday, excluding public holidays, until 30 June 2010. A 50% discount is offered on the vehicle cost with passengers travelling at standard fares. The return ferry will depart Cape Jervis at 7am (no discounts apply to this service). For bookings and further information visit www.sealink.com.au or call 13 13 01.

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