



August (Winter) 2010, 2 pages

MEDIA RELEASE

Farm Guide (11 August 2010)

Attention:

All members of 'The Deer Association of Australia'

Farm Guide is a National publication that gives you access to 110,000 farmers and businesses related to farming across Australia. Delivered by Australia Post, Farm Guide ensures your message gets directly to members of Australia's largest farming organizations.

Farm Guide also gives you the flexibility to deliver your message nationally or State-by-State allowing you the opportunity to select the distribution most relevant to your breed.

We are also excited to announce the launch of our online directory. September 1, 2008 marked the first phase of our fully interactive website. <http://www.farmguide.com.au> provides our members with a convenient, user-friendly tool to find products and services.

Farm Guide's Information section is a valuable source of reference material tailored specifically to the needs of the farming community and is now regarded as the most authoritative agricultural publication available. Government departments use Farm Guide as a means of disseminating vital information to the farming community.

Farm Guide's directory section is full of businesses that want to promote their products or services to farmers giving the farmer a comprehensive range of products and services that are not limited by area ensuring that farmers retain and use the Guide on a regular basis.

Better still, by the farmers using the guide, they are directly supporting the farming organizations. A percentage of the revenue from Farmguide goes directly back to the farming organizations, ensuring they are able to continue supporting rural Australia.

Most importantly to you, our fully comprehensive and up to date Stud Breeders Guide has recently been revamped and provides information and important contacts for the majority of Associations across Australia. There is a Stud Breeders Guide from the previous 2009/10 Victorian issue available from us as an example of where you will see all Stud Breeders listed. This gives you access to other breeders across Australia. All this information is provided by FarmGuide free of charge and is a service we provide to our 110,000 members of the Farming Federations across Australia, and also simultaneously promoting your breed at the same time. The members of The Deer Association of Australia are being offered this opportunity also.

There are currently entries appearing in the Stud Breeders Guide nationally under Deer but they need updating. We are hoping to have a fully comprehensive and current list of all Deer breeders, ie: your name, address and phone number, to appear in the future editions of FarmGuide, and would appreciate your prompt approval to list your details to your Association by email as soon as you can as we will be printing 2010/11 issue next month.

If you have any questions feel free to call me on (03) 9584 1666.

Kind regards
Robyn Rotar
ACCOUNT MANAGER

STATE**DISTRIBUTION**

Victoria	25,000
New South Wales	30,000
Queensland	20,000
South Australia	17,500
Western Australia	17,500
TOTAL	110,000

ORGANISATION

Victorian Farmers Federation
New South Wales Farmers Association
AgForce and CANEGROWERS
South Australian Farmers Federation
Western Australian Farmers Federation