

MEDIA RELEASE
21 APRIL 2006



WELLARD RURAL EXPORTS

EXPORTER AFTER LAMBS FOR SAUDI MARKET

Leading livestock exporter Wellard Rural Exports is currently contracting to purchase long tailed lambs from local suppliers to meet the period of high demand from Saudi Arabia during the Hajj religious festival.

Wellard Rural Exports Live Sheep Manager David Kerr said the company was seeking long tailed lambs from suppliers and was paying premium prices for export quality livestock available for delivery in November and December this year.

“Demand for Australian livestock has been very strong since the Saudi trade reopened in August last year,” Mr Kerr said.

“In anticipation of further strong demand for long tail lambs during the annual pilgrimage to Mecca, we are very keen to source supply from local WA-based producers.”

Hajj is the pilgrimage to Mecca in Saudi Arabia and is considered one of the most important lifetime events for Muslims. This year it will take place around the end of December in the Islamic month of Dhu al-Hijjah. Long tail lambs are a preference for Muslims for religious reasons.

Mr Kerr said that Wellard was running a major advertising campaign in local newspapers and rural-focused publications to attract partnerships for the supply contract.

“In 2004, Wellard Rural Exports transported about 700,000 sheep and about 60,000 cattle from Australia to destinations in the Middle East and South East Asia.

“This year we anticipate our market share in the Middle East to increase,” Mr Kerr said.

Wellard Rural Exports has been commended as a proactive, market leader for improving industry standards. The company’s focus on stock handling, animal health, feedlot preparation, animal nutrition and management of on board livestock meets the highest possible standards in terms of animal welfare.

The company has supplied quality Australian sheep and cattle to the world for more than 25 years. Based in Fremantle, Wellard’s operations cover every aspect of the export chain, including feed and high fibre milling, road transport, feedlot facilities and modern shipping.

Further information:

David Kerr
0403 389172