



100%
Locally grown
Australian owned
Certified sustainable

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Media Release: SUNNY SEASON AHEAD

The NSW Sugar industry will kick off the 2021 crushing season with an outlook that can only be described as sunny.

The three sugar mills across the Northern Rivers; at Condong, Broadwater and Harwood; will fire into action from the 8th of June, following an intensive off-season maintenance program.

The estimate for the overall crop tonnage is still uncertain following a very wet but warm growing season that including some flooding.

The feeling amongst growers is buoyant, with the prospect of their cane price for the season being as high as \$37 to \$38 per tonne, depending on CCS (sugar content).

Chairman and cane grower, Mr Jim Sneesby said: "The news of a significant lift in cane price, is definitely instilling a positive feeling within the local sugar industry."

Almost 100% of the planned sugar make is already locked into the Sunshine Sugar sales program, with customer orders in place Australia-wide.

Sunshine Sugar's CEO, Mr Chris Connors recently addressed cane growers to share the positive news, not only in regard to cane price, but also to give an update on the commercial developments made across a number of diversification projects, including botanical water and a gourmet mushroom product – both of which will utilise assets within the cane stalk to produce alternate products and new income streams.

"This is an exciting time for our local sugar industry;" commented Mr Connors. "Agriculture is seeing a surge in interest and the NSW sugar industry can demonstrate a proven track record in being sustainable, providing long-term returns to its growers and a solid plan for future growth; making it an appealing proposition for farmers and investors alike."

Sunshine Sugar is the only 100% Australian grown, made and owned sugar with a family-farming footprint that stretches from the Tweed to the Clarence and from the coast to Casino.

For further information, contact:

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