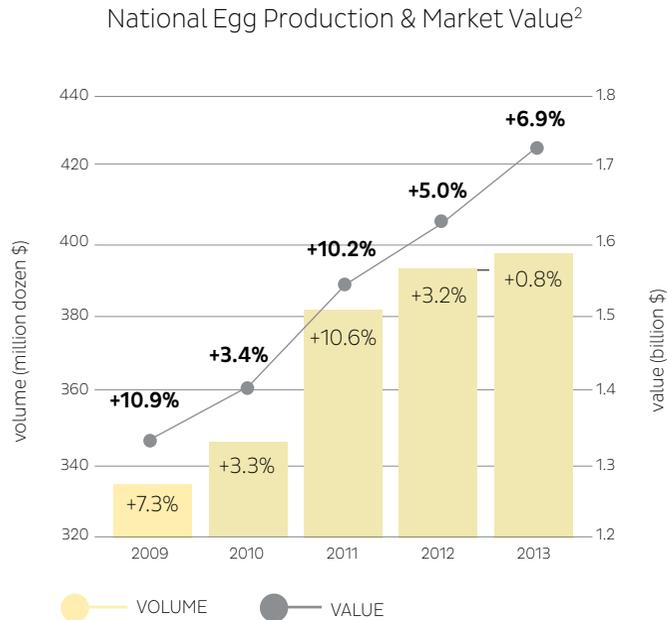


There's '**GOLD**'
in **FREE RANGE** eggs



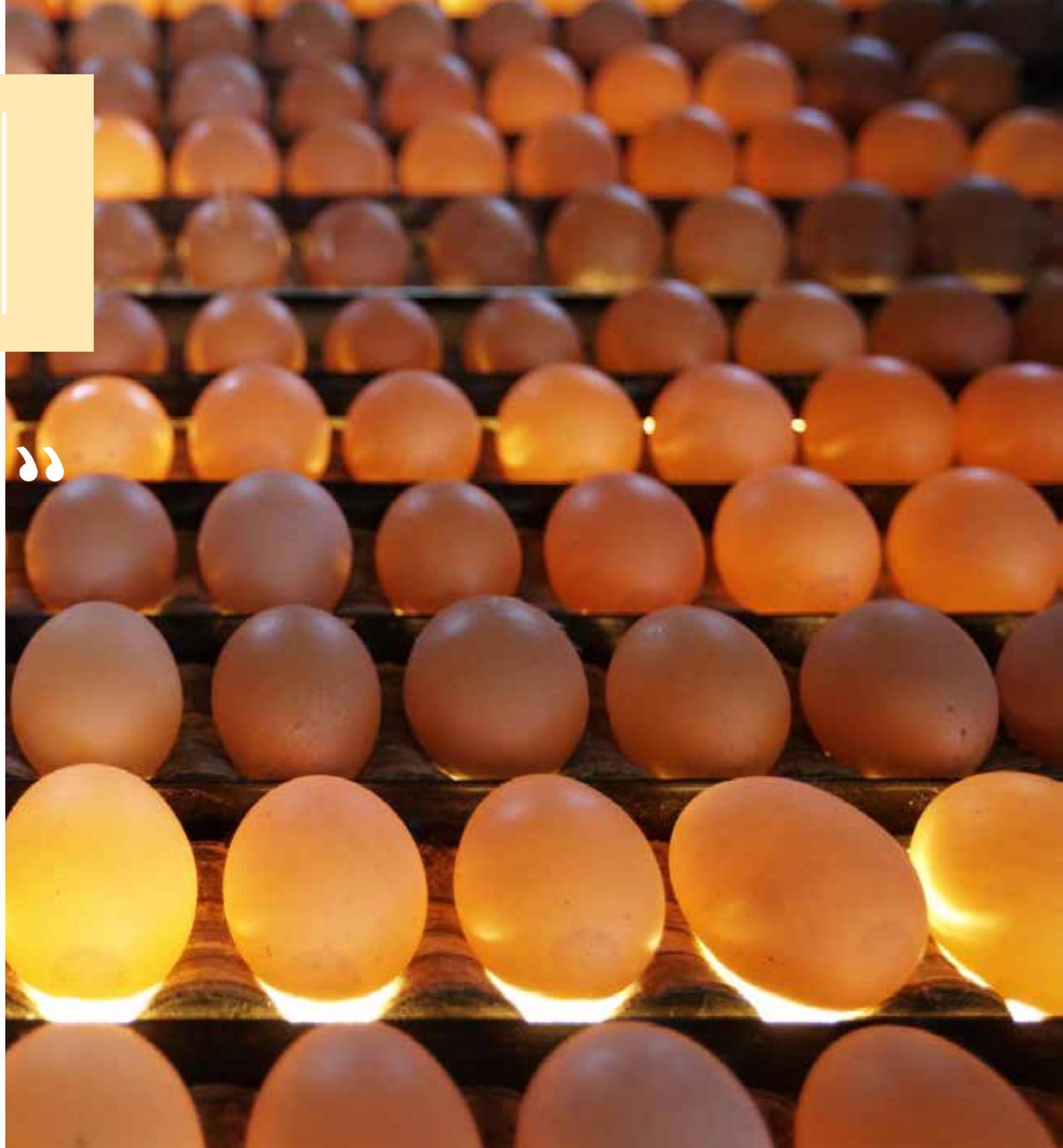
“ In terms of egg production, the number of eggs produced has increased from 274 million dozen in 2003 to 397 million in 2013 representing an increase of 45%, with the market value increasing by 102%.

Our ultimate indicator is egg consumption, which has increased from 164 eggs in 2003 to 213 eggs in 2013, an increase of 30%. These macro indicators show the growth of the Australian egg industry which has grown at a faster rate than Australia’s population¹.

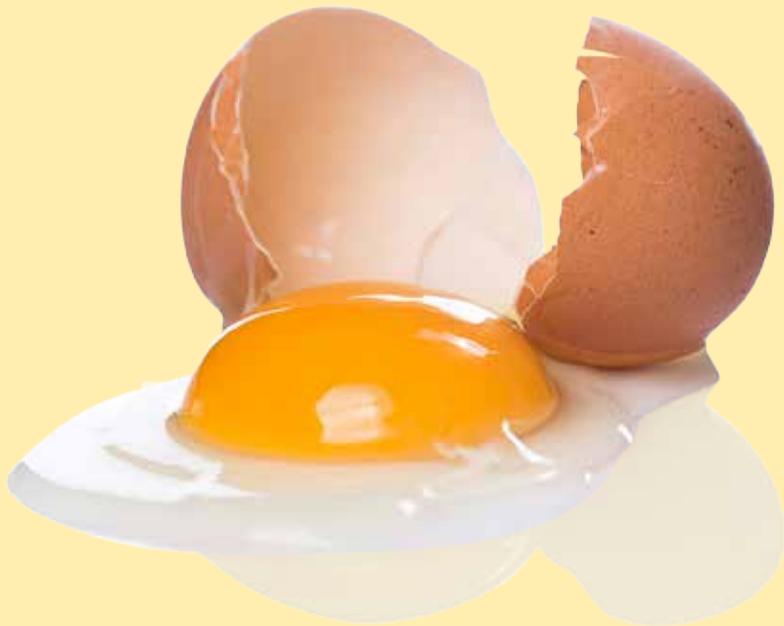


1 - Excerpt from AECL Annual Report 2013 Jeff Ironside, FAICD, Australian Egg Corporation Ltd Chairman (AECL)

2 - Source: AECL and AZTEC



CRACKING the commercial **EGG MARKET** in WA



Eggs - they are a universal food and Australians consume nearly 400 million dozen* of them every year. And that number continues to grow, year on year, as more and more people recognise the natural goodness eggs (free-range eggs in particular) deliver.

In 2013 that equated to 213 eggs a year consumed by for every man, woman and child in this country, and that figure was up nearly 30% on the same statistic back in 2003*. So that's a whole lot of omelettes and egg and bacon McMuffin's!

In fact, according to a statement in the AECL 2013 Annual Report by Chairman, Jeff Ironside, Australian egg industry production is currently growing at a faster rate than Australia's population!

That consumption converted to a staggering statistic in relation to the gross value of egg production at market of \$1.672 billion (based on 2012 figures obtained from the Australian Egg Corporation 2013 Annual Report).

A 35% shortfall in LOCAL SUPPLY*

Here in Western Australia, we account for around 10% of total egg consumption in Australia (about 40 million dozen eggs a year) or, in dollar terms, a market value of close to \$170 million a year.

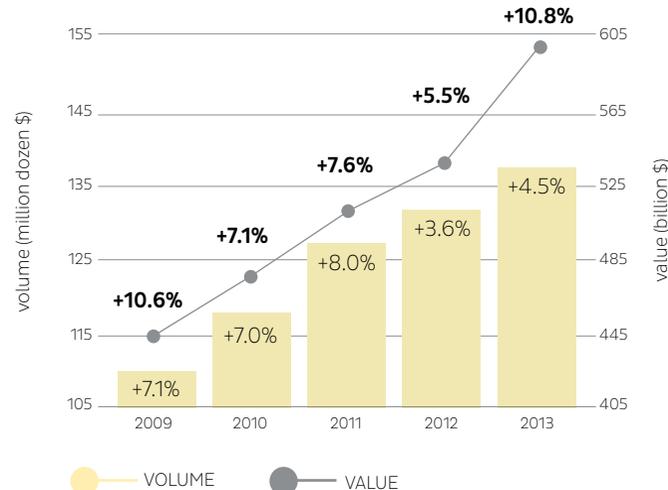
So, would it surprise you to learn that as much as 35% of that annual consumption currently has to be imported from Eastern States? That's around \$60 million in income going east each year.

A statistic that we are determined to turn around.

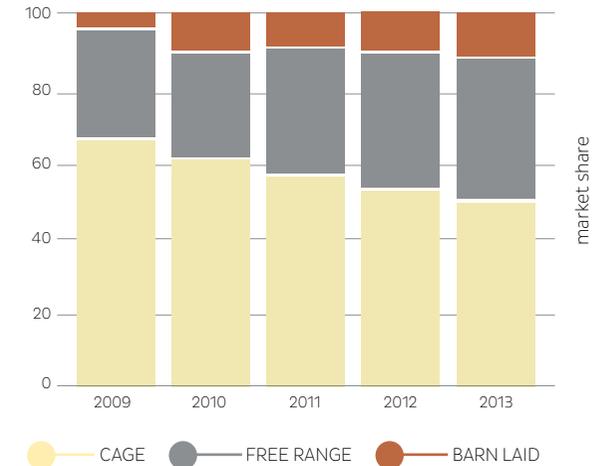
A GOLDEN opportunity

There are currently just three major egg producers accounting for egg production in the wider Perth metropolitan. While these are major producers who employ the latest production methods, there is still an obvious shortfall if local production has to be topped up with imports from interstate.

National Retail Sales of Eggs³



Retail Sales of Eggs by Segment⁴





“ The egg industry will become more reliant on the strategic investment of industry funds and government contributions towards research and development to ensure the industry can reach its vision over the long term

AECL will play its part by ensuring the ongoing investment in egg promotions to increase egg consumption and the ongoing investment in research, development and extension to improve on-farm productivity and business sustainability.”

Free-range FOCUS

Given recent changing consumer and retailer demands and increased government regulations and compliance requirements, the farming methods of some Australian egg producers who employ caged and battery egg processes, the free-range egg market, which has been steadily encroaching on market share for caged eggs over the past five years, has now emerged as the 'future face' for egg consumption.

With major retail giants like Woolworths then Coles signaling a major shift away from caged eggs to free-range and barn laid, an opportunity exists to fill future demand.





RUSTY PLUME

Free-range Eggs



A new player with new ideas & a vision

We have identified the opportunity, done our research and due diligence, drawn up plans, done the sums, found the ideal location, in the agricultural-rich Avon Valley, and engaged professional advice in key strategic areas of finance and marketing... now we need the support of selected like-minded individuals, who can provide the kind of financial support we require, to turn our vision into reality.

We're confident that the right partners are out there; willing to invest in what really is a 'no brainer', to use the popular vernacular:

- The niche has been identified and exists in the market as a real and viable opportunity
- The growth in egg consumption is demonstrable and verifiable
- The product is a recognised essential element of our everyday diet
- The market is on the cusp of change with public opinion and retail marketers already supporting the change to a more humane, holistic approach to commercial egg production

Free-range is the way of the future for commercial egg production and Rusty Plume is in the vanguard ready to pounce on this timely quantum shift in the market.

EAGER to find out MORE?

We are keen to share our detailed plans for this exciting new Start Up business, with astute investors who can see the future mutual benefits associated with this project.

Our website, www.rustyplume.com.au offers additional information on the scope, location and design for Rusty Plume's production facility and we can be contacted by phone or email if you would like access to additional information on investment options and income projections.

Please contact:

Gavin Butler or Nikki Groves on **0427 426 200**
or email us **gavin@rustyplume.com.au**



**RUSTY
PLUME**
FREE RANGE EGGS