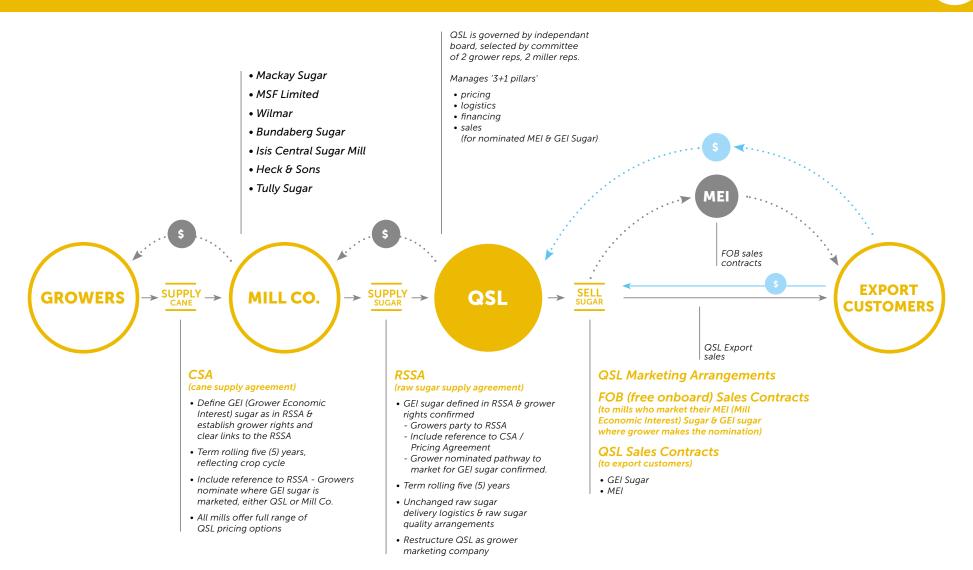
# Pathways to Market for Grower Economic Interest (GEI) Sugar

P.T.O.

A marketing model being proposed by growers



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# **Objective**

To provide cane payment security through a stable marketing platform that features a stable grower-miller risk/reward profile, that is transparent, not open to the abuses of intra-company transfer pricing and provides growers **Real Choice** over who sells and prices GEI sugar.

## **Central Principle**

Growers' right to determine who sells GEI sugar and how that sugar is priced is embedded in Cane Supply and Related Agreements (CSA) with those rights linked to and reflected in the Raw Sugar Supply Agreement (RSSA).

## **CSA Key Terms**

- Defines GEI sugar, establishes grower rights, and links to RSSA
- Marketing: Grower determines how GEI sugar is priced and sold
- Grower may elect to price and market sugar with their mill or the central marketing agent
- Pricing: Mills offer a full suite of QSL pricing products to all growers with no add on costs
- **Term:** five (5) years reflecting crop cycle
- Logistics: All sugar (GEI and Mill Economic Interest (MEI)) passes through the central marketing agent

# **RSSA Key Terms**

- GEI sugar definition unchanged, link to CSA maintained
- Marketing: Grower nominated pathway to market for GEI sugar confirmed
- **Term:** five (5) years—reflecting crop cycle
- Logistics unchanged: All sugar (GEI and Mill Economic Interest (MEI)) passes through the central marketing agent
- Restructure QSL as a grower marketing company
- Growers to be a party to the RSSA

# Growers decide who sells GEI sugar

# GROWERS MILLS MILLS MILLS SELL SUGAR SELL SUGAR

# CSA contains grower rights over GEI sugar



# RSSA reflects grower GEI sugar decision

