

# 2014

## CEO REPORT

To say 2013 has been a tough year for Australian livestock producers with tumbling livestock prices and an ever worsening drought in most parts of QLD, some of the NT and Western NSW would be an understatement. The start of 2014 has seen these producers pushed to their limits both financially and emotionally. The response we have had from clients contacting us themselves or putting articles in the press on how Beachport Liquid Minerals has helped them in a tough time makes the years of effort and commitment all worthwhile for Chris, myself and our family.

Our product name has spread by word of mouth on its own merit, which is always the best way, but once again as a stockman myself our product is not "a silver bullet". It must be remembered that with our products our first priority is feed conversion of both dry and green feed to give conception and weaning weights the best possible chance. The trace element component is there to ensure once we achieve better feed conversion, we get the best production we can for our animals.

Chris, Kelly & I must again thank our staff for their commitment and dedication to our company. It is very pleasing to hear back from both resellers and clients on what excellent staff we have in our head office. We have a great product but having great staff to back it up means all our resellers and clients know we care about each and every one of them. We would also like to welcome Nathan, Mel & Matt to our team. By having these guys with us ensures we keep our commitment to always deliver the best product and backup service possible to our customers.

We have just opened a depot in Dubbo NSW to complement our existing depots in Tamworth, Toowoomba, Rockhampton, Townsville, Darwin, Broome, Perth, Adelaide, Elliston and Melbourne. We pay to freight our product to all of these depots to ensure our commitment to supply our product to our clients at the same cost.

As I write this report I am hearing reports of good rains in parts of QLD & NSW, I hope these continue as this and only this will turn everything around. I wish all our customers a better 2014 and Chris & I hope to catch up with as many of you as we can as we head your way this year.

- Kym Sutherland  
CEO of Beachport Liquid Minerals

