
October 31: The last day for growers to nominate QSL as their marketer for the 2021 Season

Contact your local QSL Grower Services Team

Marketing team regional visits

Growers across Queensland are invited to attend local QSL market briefings in their region with their local QSL Grower Services team and one of our visiting QSL marketing managers. Please see details below for your region.

Due to COVID-19 restrictions numbers are limited so ensure you RSVP.

Please ensure at the event you maintain social distancing and COVID-safe practices.

PLANE CREEK

- **Friday 25 September 7.30am:** Breakfast brief in Kevin Borg's shed with QSL Marketing and Logistics Manager Andrew Phipps. Campbells-Creber Road, West Hill. RSVP for more details.

RSVP: Kathy Zanco 0437 645 342 or email kathy.zanco@qsl.com.au

MACKAY

Marketing sessions with QSL's Marketing and Logistics Manager Andrew 'Phippsy' Phipps.

- **Monday 21 September 12.30pm:** Lunch briefing at Graham Volker's farm at 2242 Eungella Road, Mirani
- **Monday 21 September 5.30pm - 7.30pm:** Burgers and briefing at Wests Leagues Club, Walkerston
- **Wednesday 23 September 10am:** Smoko at the Perna family farm at 197 Marian Eton Road
- **Wednesday 23 September 5pm:** Drinks and nibbles briefing at Mt Ossa Rural, Mt Ossa.

RSVP: Harriet McLennan 0409 830 554 or email harriet.mclennan@qsl.com.au

PROSERPINE

- **Tuesday 22 September 5pm:** Briefing session with QSL Marketing and Logistics Manager Andrew Phipps. Venue to be confirmed.

RSVP & more information: Karen Vloedmans 0429 804 876 or email karen.vloedmans@qsl.com.au

BURDEKIN

QSL Treasury Manager Ginette Barrett is visiting the Burdekin region, on:

- **Wednesday 30 September**
- **Thursday 1 October**

The QSL Team is seeking expressions of interest from any growers seeking a one-on-one chat with Ginette Barrett. Spaces are limited.

RSVP: Kristen Paterson 0438 470 235 or email kristen.paterson@qsl.com.au

HERBERT RIVER

QSL Treasury Manager Ginette Barrett is visiting the Herbert River region, on:

- **Monday 28 September**
- **Tuesday 29 September**

The QSL Team is seeking expressions of interest from any growers seeking a one-on-one chat with Ginette Barrett. Spaces are limited.

RSVP: James Formosa 0447 062 213 or email james.formosa@qsl.com.au

FAR NORTH QUEENSLAND

Marketing sessions with QSL Trading Manager Marketing and Risk Matt Page.

- **Monday 6 October @ Tully:** 6pm at Tully Senior Citizens Club, Blackman St
- **Wednesday 7 October @ Babinda:** 11am Babinda RSL, School St.
- **Wednesday 7 October @ Innisfail:** 6pm at Australian Sugar Heritage Centre
- **Thursday 8 October @ Mulgrave:** 11am Parkview Hotel, Gordon St
- **Thursday 8 October @ Tablelands:** 6pm at Walkamin Community Hall, Kurrajong St.
- **Friday 9 October @ Mossman:** 11am at Mossman Bowls Club, Johnston Rd

RSVP: Amanda Sheppard 0418 264 393 or email amanda.sheppard@qsl.com.au



IMPORTANT DATES

- **15 September:** Pricing completion date for the OCT2020 Contract for growers using the QSL Individual Futures Contract
- **21 September:** Any 2020-Season QSL Target Price Contract tonnage which remains unpriced beyond this date will be rolled to the MARCH 2021 contract and costs may apply
- **31 October:** Last day for growers to nominate QSL as their marketer for the 2021 Season

Facebook: Live QSL Market Update

Get the latest market information first-hand from QSL Trading Manager, Marketing and Risk Matt Page on Facebook on Wednesday 16 September 2020 at 4pm. Click on the image below to go to the QSL Facebook page.

QSL
Sugar Market Update
With Matt Page
Trading Manager, Marketing and Risk
WEDNESDAY, 16 SEPT 2020 @ 4PM

Comparing marketers' results

As the 2021-Season marketing nomination process ramps up ahead of the October deadline, there's no shortage of material from Queensland's various sugar marketers regarding their results and the benefits of their particular offering.

Here's some handy tips to help you weigh up the claims and counter-claims that may come your way:

1. Beware the cherry-pickers!

While all businesses like to showcase their best results, sometimes it's the information that they've chosen not to highlight that's necessary to get the full story.

For example:

- **MARKETING COSTS:** QSL's Shared Pool is made up of a number of elements, including costs and revenues. Sometimes we may incur a marketing cost which ultimately delivers an increased premium or a shipping discount. Focusing on the cost alone does not capture the wider benefit achieved elsewhere on our balance sheet.

2. Context is vital

Sometimes what looks like a simple comparison isn't quite so simple or appropriate once you take into account other important factors.

For example:

- **US QUOTA:** QSL's US Quota pool value for the 2019 Season included the cost of QSL buying additional export certificates (CQEs) so we could sell more sugar into the highly lucrative US market.
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While this outlay lowered the pool price, our growers received an increased proportion of US sales and a higher US Quota return overall.

3. Don't count your chickens...

The 2020 Season is barely halfway through and so most pool returns quoted at this early stage are estimates that still have a lot of room to change before they are finalised in July 2021.

For example:

- **SHARED POOL RESULTS:** QSL captures all costs and returns associated with our pricing and marketing services in the Shared Pool allocation applied to every tonne marketed through our system. While we publish a breakdown of the Shared Pool each month, it's important to note that QSL takes a conservative approach to this estimate, which can lead to a considerable difference between early estimates and those finally achieved in July after the crush.

4. Comparing apples with apples

Pool estimates and returns – even of very similar products – can only be accurately compared if they are the same kind of pool that's been priced over the same period and valued on the same date.

For example:

- **THE HARVEST POOL:** Comparing the results of the QSL Harvest Pool (which is priced during the current season only) with a committed pool which is priced over multiple seasons is not a like-for-like comparison.

The points above illustrate why it's so important to get the whole story when considering your marketing options. Before you lock in your marketer for 2021, make sure you chat with your QSL rep – they're happy to answer any questions you may have regarding our performance, products and services so you can

make an informed decision.

QSL is committed to transparency in reporting and regularly publishes multi-season performance comparisons. You can read these by clicking the links below.

Wilmar:

- [QSL Harvest Pool vs Wilmar Production Risk Pool](#)
- [QSL Actively Managed Pool vs Wilmar Managed Pool](#)
- [QSL US Quota Pool vs Wilmar US Quota Pool](#)

MSF Sugar:

- [QSL-Managed Pools vs MSF Sugar-Managed Pools](#)

Tully Sugar:

- [QSL-Managed Pools vs Tully Sugar-Managed Pools](#)

QCS

- [QSL-Managed Pools vs QCS-Managed Pools](#)

Find your local QSL Grower Rep

To find the 2020 QSL Grower Representative/s in your region, please [click here](#).

QSL indicative pool prices

Click the link below for your region:

[Bundaberg Sugar milling districts](#)

[Far Northern Milling milling districts](#)

[Isis Central Sugar Mill milling districts](#)

[Mackay Sugar milling districts](#)

[MSF Sugar milling districts](#)

[Tully Sugar milling districts](#)

[Wilmar milling districts](#)

QSL Daily Market Snapshot

[Click here](#)

YOUR QSL GROWER SERVICES TEAM

Far North Queensland

Grower Relationship Manager
Daniel Messina
0429 660 238
daniel.messina@qsl.com.au

Grower Relationship Officer
Amanda Sheppard
0418 264 393
amanda.sheppard@qsl.com.au

Proserpine

Grower Relationship Officer
Karen Vloedmans
0429 804 876
karen.vloedmans@qsl.com.au

Burdekin

Grower Relationship Manager
Russell Campbell
0408 248 385
russell.campbell@qsl.com.au

Grower Relationship Officer
Kristen Paterson
0438 470 235
kristen.paterson@qsl.com.au

Grower Support Officer
Kylie Burkett
0428 664 057
kylie.burkett@qsl.com.au

Mackay

Grower Relationship Manager
Harriet McLennan
0409 830 554
harriet.mclennan@qsl.com.au

Grower Relationship Officer
Sonia Ball
0418 978 120
sonia.ball@qsl.com.au

Plane Creek

Grower Relationship Officer
Kathy Zanco
0437 645 342
kathy.zanco@qsl.com.au

Herbert River

Grower Relationship Officer
James Formosa
0447 062 213
james.formosa@qsl.com.au

Grower Relationship Officer
Michelle La Rosa-Aili
0408 800 937
michelle.larosa-aili@qsl.com.au

Southern Queensland

*Manager Grower Engagement
and External Relations*
Cathy Kelly
0409 285 074
cathy.kelly@qsl.com.au

QSL Direct Helpline P 1800 870 756

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QSL (Queensland Sugar Limited)

Level 12/348 Edward St

Brisbane, Queensland 4000

Australia

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