

Media Release

22 January 2010

A Better Deal for MIL Water Buyers

Analysis conducted by National Water Brokers, Waterfind has shown that growers using a national market trading platform can smooth localised demand and supply spikes created by events such as heat waves and localised peak crop demands.

The analysis has represented that growers in regions such as the MIL could have saved over \$38,000 on their water purchasing costs between December 1 2009 and January 19 2010 with access to a broader market rather than using a localised exchange that does not integrate with other water trading regions.

Waterfind CEO Tom Rooney said "It is best for you to shop around to ensure they are getting the best deal with their water purchasing activities even if they are offered water through free localised exchanges as some growers have lost a pound trying to save a penny."

National water exchanges such as the Waterfind common market exchange offer MIL growers a connection to local, intra and interstate markets and are often free to join as a customer.

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