



**ANNOUNCEMENT TO THE  
AUSTRALIAN SECURITIES EXCHANGE  
2 July 2009**

**Warrnambool Cheese and Butter (WCB)  
Opening Milk Price 2009-10 season**

Following a meeting of the Board today, the company has announced an opening milk price of 28 cents cash per litre (\$3.78 per kilogram milk solids or a base price of \$2.06 butterfat and \$5.15 protein equivalent) on an average basis for the 2009/10 season.

The Company reached the decision after considering the current trading conditions, the trends in international commodity prices, movements in the Australian dollar and general dairy industry conditions. Although the price represents a significant decrease from last year's price the Company's view is that there is a positive outlook for the dairy industry and the Opening price takes into account the interests of all stakeholders in the Company.

As with the decision to make step-up payments the Opening Price is announced after an assessment is made of the Company's actual and forecast performance. The Company declares an opening price at the start of each financial year and, where appropriate, may increase the price throughout the year in the form of step-up payments.

The practice of announcing Opening Milk Prices around this time of year is common to all the major milk processors in Australia.

John Frankcom  
Company Secretary

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