

6 May 2008

TRADE ANNOUNCEMENT

I am pleased to advise that following an extensive search and recruitment process, the Board has appointed Mark Hancock as NAFDA's new CEO.

Mark has had a wide and diverse working life that includes extensive and successful experience as Chief Executive Officer in food based businesses.

Most recently Mark was the Chief Executive Officer of Seafarm Pty Limited, one of Australia's major aquaculture production, sales and marketing companies. For nine years prior to that, he was the Group Managing Director of the Mildura Co-operative Fruit Company, known more recently as Sunbeam Foods Group.

Mark will commence in the role on Monday 12 May 2008.

Regards,



Greg Peterson
Chairman