



24th November, 2025

Range Update: Discontinuation of CopRice Chick Starter & Pullet Grower Crumble

Dear Valued Customer,

As part of our ongoing commitment to strengthening the CopRice poultry portfolio and focusing on the products that deliver the greatest value to you and your customers, we have made the decision to delete two products from our range:

- **CopRice Chick Starter Crumble** – 20kg and Bulker Bag
- **CopRice Pullet Grower Crumble** – 20kg and Bulker Bag

This change reflects our strategy to consolidate the range and place greater focus on the continued growth of our Lucky Layer and Premium Layer products.

Product is expected to be exhausted by end Nov.

If you have customers currently using these products, we are committed to supporting a smooth transition. Please reach out to your SunRice Regional Retail Territory Sales Manager to discuss suitable alternatives and how we can assist with customer communication or in-store support.

Thank you for your continued partnership. We value your support and look forward to growing together.

Kind regards,

Cameron Strahorn
Regional Retail Director
SunRice Regional Retail Team