

**MARKET NOTICE**

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**DATE:**                    07 January 2015

**SUBJECT:**                **REQUEST FOR INFORMATION TO ASSIST WITH DETERMINATION OF LOCATION DIFFERENTIALS (LD) FOR SUNFLOWER SEEDS FOR 2015/2016 MARKETING SEASON**



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Dear Market Participant,

Please feel free to distribute to any interested parties.

The new marketing season for sunflower seeds commencing 01 March 2015 is approaching and we kindly request all interested participants to provide input in order to ensure the published location differentials most accurately reflect the cost of transport from the registered delivery point to Randfontein.

We are attaching a separate spreadsheet with all registered suns delivery points with a special column provided for you to enter your road rates to Randfontein. The latest January 2015 rates are requested.

If you prefer a different format of providing the information, please feel free to do so. The JSE has already consulted various sunflower seed logistic companies to ascertain the payload that should be applied. The JSE will use 30 tons as an aggregate payload for sunflower seeds.

Once information is received as per table above, we will then proceed and use the formula below to determine rand per ton (RPT):



$$RPT = \frac{\textit{Distance} * \textit{RLF} * \textit{RPK}}{\textit{Payload}}$$

Where:

Distance is distance in km to the reference point,

RLF is the return load factor,

RPK is Rand per km, and

Payload is in tons.

Note that rail transport is not considered when calculating location differentials for sunflower seeds since we have not seen product move via this medium. It is also imperative market participants refer to the published distances of each registered delivery point to Randfontein to ensure these remain accurate as the distance travelled is critical in ensuring the accuracy of the calculation. The distances are also provided in the attached spreadsheet

In the absence of rail component in our calculation, the aggregate rand per ton (RPT) road component obtained above will be the actual Location Differential rates for sunflower seeds.

Our commitment stands that we always treat your submitted information with utmost confidentiality. Only aggregated information of all participants combined will be used as inputs in our model to determine the LD for sunflower seeds.

Please forward all your input to [commodities@jse.co.za](mailto:commodities@jse.co.za) or contact Raphael Karuaihe on 011 5207258. All contributions should reach the JSE no later than **Friday 30 January 2015**.