

Simplot Australia Embraces New Company Branding

Simplot Australia has made significant progress with the revitalization of its brand identity, part of the wider global initiative to strengthen the Simplot brand and achieve greater global consistency.

Simplot Australia (SAPL) began its transition to the Company's new logo and branding at the beginning of 2015.

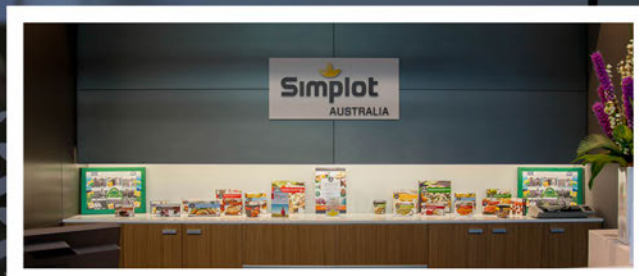
Terry O'Brien, Managing Director, Simplot Australia said that the global brand revitalization project is helping to give Simplot Australia "a feeling of belonging and a clear direction to follow."

In April, SAPL updated all signage at its head office in Chifley Park, Victoria.

In May, SAPL relocated its South East Asian head office in Kuala Lumpur to a purpose-built, open plan space designed to enhance collaboration. The Simplot Company's new potato leaf design was incorporated into the office layout, and all Simplot Australia stationary was refreshed to reflect the new brand.

SAPL's next major project will be the replacement of all corporate signage at its sites. New site signage at the factory in Pakenham will be completed in August.

"At Simplot Australia, we have experienced a number of changes over the past 12 months and the global alignment of purpose flowing from the re-branding initiative has come at the right time," said Kaelene McLennan, SAPL corporate affairs, sustainability and communications manager.



Son of Idaho Plant Employee wins Simplot Global Energy Coloring Contest



Isaiah Garcia, winner of the Simplot Global Energy Coloring Contest, is pictured with his mother Maribel Garcia, who is a quality assurance auditor at the Idaho Plant in Caldwell.

Isaiah Garcia, 11, a student at Lone Star Middle School in Nampa, was the Special Grand Prize winner in a global energy calendar coloring contest sponsored by Simplot Australia and the Simplot corporate energy department.

Garcia is the son of Maribel Garcia, a quality assurance auditor at the Idaho Plant in Caldwell.

Don Sturtevant, Simplot's director of energy, said the intent of the contest was to engage with employees and their families to think about saving energy both at home and at work.

"Employees were given calendars to take home to their children to color and as a conversation starter with the children on ways to save energy," he said.

Isaiah, who included an essay with his colored calendar, was singled out for the special grand prize because of his understanding about the limited supply of energy sources.

"What really set Isaiah's response apart from the others, was his letter talking about the importance of saving energy," Sturtevant said.

Here is Isaiah's winning essay:

"Saving energy is important because we will save money and we will reduce air pollution caused by burning coal to generate electricity and from car fumes. Energy isn't free. Grownups in

our homes pay for the electricity we use, so wasting energy is the same thing as wasting money and we know that's not a good idea. Most of the energy sources we depend on like natural gas can't be replaced. Once we use them up they're gone forever. Another problem is that most forms of energy cause pollution, so the more energy we save, the better off our pocketbooks and our earth will be."

Isaiah received a \$75 gift card for his winning entry and his mother received a new digital, Wi-Fi capable NEST thermostat for the family home. The NEST is a learning thermostat that adapts to the occupants and their daily routines.

Isaiah said he planned on picking up a new video game with his winnings. Science is Isaiah's favorite subject in school and saving energy has always been important to him.

"We had a lot of entries which helped raise the awareness of energy efficiency at home and work," Sturtevant said. "Maribel and Isaiah are a great example of thinking globally and acting locally."