Appendix 3Y

Change of Director’s Interest Notice

Rule 3.19A.2

Appendix 3Y

Change of Director’s Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX’s property and may be made public.


Name of entity     FARM PRIDE FOOD LTD

ABN                      42 080 590 030

We (the entity) give ASX the following information under listing rule 3.19A.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

<table>
<thead>
<tr>
<th>Name of Director</th>
<th>DARREN LURIE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date of last notice</td>
<td>15th December 2010</td>
</tr>
</tbody>
</table>

Part 1 - Change of director’s relevant interests in securities

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of “notifiable interest of a director” should be disclosed in this part.

Direct or indirect interest | Indirect

Nature of indirect interest (including registered holder)

Director of Cullen Capital Pty Ltd
Possible beneficiary LDL Custodians Pty Ltd <The 17 Holroyd Trust>

Date of change

15th March 2012

No. of securities held prior to change

85,938

Class

Ordinary

Number acquired

200,000

Number disposed

Nil

Value/Consideration

$19,000

No. of securities held after change

285,938

+ See chapter 19 for defined terms.
### Appendix 3Y
Change of Director’s Interest Notice

<table>
<thead>
<tr>
<th>Nature of change</th>
<th>Off-market purchase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back</td>
<td></td>
</tr>
</tbody>
</table>

#### Part 2 – Change of director’s interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of “notifiable interest of a director” should be disclosed in this part.

<table>
<thead>
<tr>
<th>Detail of contract</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nature of interest</td>
<td></td>
</tr>
<tr>
<td>Name of registered holder (if issued securities)</td>
<td></td>
</tr>
<tr>
<td>Date of change</td>
<td></td>
</tr>
<tr>
<td>No. and class of securities to which interest related prior to change</td>
<td></td>
</tr>
<tr>
<td>Interest acquired</td>
<td></td>
</tr>
<tr>
<td>Interest disposed</td>
<td></td>
</tr>
<tr>
<td>Value/Consideration</td>
<td></td>
</tr>
<tr>
<td>Interest after change</td>
<td></td>
</tr>
</tbody>
</table>

Note: Details are only required for a contract in relation to which the interest has changed.

Note: If consideration is non-cash, provide details and an estimated valuation.

+ See chapter 19 for defined terms.