



Agronomic Services

Capability Statement

Rural Directions Pty Ltd is South Australia's largest private agricultural consulting company. A previous winner of the Telstra South Australian Small Business of the Year, as well as the Australian and South Australian MYOB Small Business of the Year for businesses with between 5 and 20 employees, Rural Directions Pty Ltd has also been a previous finalist in the NAB Agribusiness Awards for Excellence - Risk Management Awards.

The Rural Directions Pty Ltd Agronomic Services Team is committed to excellence in agronomic technical consulting and trial management effectiveness. Our vision is to lead the industry in delivering a quality, unbiased agricultural research and development service, together with independent agronomic consulting services.



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OUR TEAM

Rural Directions Pty Ltd has a team of dedicated Research and Development (R&D) professionals with extensive experience in the conduct of trial programs. Over the last seven years, we have conducted an extensive trial program throughout South Australia. We understand the imperative of reliable, consistent and bankable results for our clients to ensure that commercial outcomes are achieved.

We also have a team of experienced agronomic consultants, skilled in the provision of integrated technical advice for modern cropping-based businesses, and a growing client base utilising these services. We strive to make a difference to our clients business by providing crop management plans and up to date, timely advice on crop management issues.

MANAGEMENT SYSTEMS

Rural Directions Pty Ltd has invested in the development of management systems so that trial operations are based on checklists and protocols. This ensures our clients trials are effectively managed to consistently produce quality results. All staff at Rural Directions Pty Ltd are acutely aware of the need to ensure client confidentiality.

We have also made considerable investment in computer-based agronomic planning systems used in the production of agronomic plans for farming clients. Documented plans are provided to the client to enable communication of the plan to the rest of the farming team.

MODERN EQUIPMENT

Rural Directions Pty Ltd has an extensive suite of specialist R&D equipment. We have a seeder, spraying and spreading equipment, and a small plot harvester capable of producing pure seed. Future plans include the purchase of a new harvester and specialist plant variety evaluation equipment.

ABILITY TO PROVIDE CONSISTENT TRIAL SITES AND DEPENDABLE COOPERATORS

Rural Directions Pty Ltd has an extensive network of farming clients and existing trial cooperators throughout South Australia and Western Victoria. This provides us with the ability to easily locate potential sites that can meet a wide range of agro ecological targets for clients.

ABILITY TO PROVIDE INDEPENDENT AND SOUND TECHNICAL ADVICE

Rural Directions Pty Ltd does not sell crop protection products or fertilisers and are a truly independent advisory service. Underlying product sales targets will not influence the advice we give. Strong links between the Agronomic Consulting and R&D teams ensures agronomists are at the cutting edge of new varieties, products and technologies.

ESTABLISHED AGRONOMIC AND R&D NETWORKS

The Rural Directions Pty Ltd agronomic consultants provide agronomic advice to nearly 60 farming clients across South Australia. These consultants support our R&D staff through the provision of agronomic support to effectively manage trials. Existing networks within the R&D community can also be utilised if technical advice regarding trials, or additional equipment is required.

These networks provide us with the ability to recognise and understand farmer needs and a capacity to provide strategic insights about commercial opportunities and weaknesses.

UNDERSTANDING OF FARMING SYSTEMS AND PRACTICES

All Agronomic Services Team members have extensive farming backgrounds, formal training and industry experience. This provides a sound understanding of farming systems and management practices in broadacre cropping operations.

Professional development of staff is a key investment area for Rural Directions Pty Ltd. Our Agronomic Services Team members attend numerous conferences, seminars and workshops to keep abreast of the latest developments in farming systems and technologies. Our team members belong to a wide range of professional organisations including the Independent Agronomic Consultants Association, the Australian Institute of Agricultural Science and Technology, SPAA, SANTFA, and others which ensure broad networks through which we gather information.

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