

NEWS RELEASE

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Better access to precision agriculture for district farmers

District farmers will now have better access to the latest precision agriculture technology following the appointment of Warrnambool Ag and Ballarat Ag as dealers for the leading national supplier, GPS-Ag.

GPS-Ag is a 10 year veteran of the industry and specialises in providing farmers with flexible guidance and control solutions. Their products are designed to be moved from machine to machine to improve utilisation and reduce costs.

The range includes auto steering, visual guidance, controllers, and yield mapping and variable rate technologies.

Dealer principle, Hugh McEachern, said the appointment of the two branches would give farmers a greater choice of locally available precision guidance equipment and more importantly, much better access to specialist assistance.

"GPS-Ag offers a great range of guidance gear but the real winner for us was their professionalism and focus. Precision agriculture is really growing and these guys are the specialists - it's their total focus.

"Farmers are increasingly recognizing the advantages but it's a big commitment and they need to know they have support. This stuff can't be fixed with a set of sockets.

"All our feedback is that when you ring GPS-Ag, the guy on the end of the phone knows what he is talking about. That will be great for our clients, and that's what it's all about," Hugh added.

GPS-Ag general manager, Peter Johnston, said the range and complexity of precision guidance equipment continued to grow. It was an important element in increasing agricultural productivity.

"Our partnerships with Warrnambool Ag and Ballarat Ag will work well. Farmers prefer to deal with a local but they also need to know that specialist support is available when necessary."

Mr Johnston said his company's success was due largely to its close connection with farmers. "We understand their needs and know they want maximum utilisation from their equipment. Because we aren't tied to a manufacturer, we can provide guidance and precision controllers that are transferable between virtually any machine on the farm."

More information on GPS-Ag precision agriculture products is available from Warrnambool Ag on 5562 5555 and from Ballarat Ag on 5339 3038.