

NEWS RELEASE  
October 8, 2009

## **Better access to precision agriculture for EP farmers**

Farmers will now have better access to the latest precision agriculture technology following the appointment of Eyre Peninsula's Pringles Ag-Plus as a dealer 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.

Sales manager for Pringles Ag-Plus, Craig Walker, said the appointment would give farmers a greater choice of precision guidance equipment and more importantly, much better access to specialist support and assistance.

The industry is forever changing and we need to be proactive and this will help us keep up because GPS-Ag's total focus is on satellite technology. They are a true specialist.

"Their wide range will fill the gaps in our existing offering. It will allow us to provide precision ag solutions to all local farmers regardless of what brand of equipment they have. We can offer current clients a wider choice and help new clients that we couldn't previously service."

Mr Walker said GPS-Ag's flexibility was a big winner. "A farmer might have two or three different brands of tractor, seeding or spraying equipment. With their technology, we can service all their needs.

### **Peace of mind**

"The really important issue for farmers is support when the pressure is on at busy times like seeding. They can't afford any downtime. Problems have to be fixed quickly. Farmers have a lot of money tied up in this type of equipment and they need peace of mind if unexpected things occur.

"When you ring GPS-Ag's 1800 support number, the guy on the end of the phone knows what he is talking about."

Assisting farmers to get greater efficiency from existing collected data was another advantage that would flow from the new partnership, Mr Walker said. "Many producers now have extensive data on hand from technologies such as yield mapping. Now is the time to generate savings from it by applying it to variable rate seed and fertiliser applications, for example.

"We will now be able to provide that assistance to farmers because GPS-Ag is right across these latest techniques.

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 partnership with Pringles Ag-Plus will work well for Eyre Peninsula farmers. They 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 machines on the farm."



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