



Sustainable Cropping & Pasture Program

This program is designed to assist farmers with having a better understanding of their agricultural business, and learn how to **maximise their production and profit potential** regardless of the season, through careful business planning.

We educate and empower our growers with our **Production Principles**, covering **key agronomic and farm business concepts**. These principles should drive the decisions each and every season, and give you control of your farm business.

Some of these Production Principles include:

Agronomic

- Understanding the critical timing of operations for your farm and why they are important
- Identifying trigger 'calendar points' throughout the season
- Moisture conservation and how this can be improved and managed on your farm
- Understanding and managing soil health
- Species selection & rotation design
- Grazing for both the animal and the pasture

With this knowledge we can be proactive, and most importantly better manage or reduce the impact of any potential challenges or situations that arise. We can then **'even out'** out the seasons, with less high impact situations to manage, which is crucial to be able to **better manage the low profit years such as drought**.

Farm Business

- Identifying the strengths and weaknesses of your **labour force, machinery & infrastructure**
- The importance of setting contingency plans and 'what if' scenarios and how the outcomes vary
- **Knowing the end-product you have**, and understanding the marketing opportunities available to you
- The key drivers for best return on investment, what to spend money on and what not to
- Enterprise mix variation, capitalising on other opportunities within your enterprises
- Understand the environment your business operates in including, soil and climatic conditions and designing a specific program to suit these.



With information in hand, we sit down with you and set realistic **production, sustainability, environmental and financial goals for the season**, which will be used as a basis for the seasons ahead.

Our initial program is delivered over 12 months usually from January to January. It includes a mix of workshops, field days, gatherings at the kitchen table, and throughout the season **we are looking and identifying any problems or issues** and sending you recommendations of the next steps to take.

We are proud of the service we provide, and the confidence our clients have at the end of our Sustainable Cropping & Pasture Program. We believe knowledge is power, and we are passionate about empowering and supporting our growers to make the best decisions for their operation given their individual circumstances. We encourage you to contact Peter on 0429 825 108.