

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 Wickham Flower 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.

Dealer principal, Vaughn Colwill, said the appointment would give farmers a greater choice of locally available precision guidance equipment and more importantly, much better access to specialist assistance.

"We're pretty excited about this development because it allows us to offer our customers a lot more - GPS Ag has kits for just about everything.

"It will allow us to provide precision ag solutions to all local farmers regardless of what brand of equipment they have. We can provide current clients with a wider range and help new clients that we couldn't previously service."

Mr Colwill said it GPS-Ag's flexibility was a big winner. "A farmer might have two or three different brands of tractor. With their guidance gear, he can use the one unit on all his tractors.

"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," Mr Colwill 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 partnership with Wickham Flower will work well. Farmers prefer to deal with a local but they also need to know that specialist support is available when necessary. Our products will be available in the three branches at Bordertown, Naracoorte and Keith."

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."