



prospectus





FOUNDATION FARM

A PACIFIC SEEDS INITIATIVE

A COMMITMENT TO INNOVATION

Pacific Seeds is committed to innovation and seeing growers' full farming potential realised. As part of our unwavering commitment to this, we have established a farming innovation hub on the Darling Downs in Southern Queensland. This facility provides an environment of innovative collaboration between like minded organisations, researchers and growers to develop integrated systems that drive efficiency, sustainability and ultimately profit for Australia's agricultural industry.

KEY RESEARCH PILLARS

Research and the sharing of knowledge is the foundation of this exciting project. The key research pillars are as follows:

Sustainable Farming Systems

The continued development of sustainable farming systems is one of the cornerstones of the project.

- Tillage systems
- Cover cropping
- Relay cropping
- Carbon farming

New Technology

With innovation comes new technology, which is the key to industry advancement. Potential new technologies include:

- Remote sensing for crop development, stress detection, integration with crop models to drive better decision making
- In-crop sensors, water and nutrient monitoring, canopy temperature
- Climate analysis tools

Crop Agronomy

The innovation farm provides a wealth of agronomic insights that will be of great value to the industry for years to come. These include:

- Improved planting and harvesting systems
- Plant population and nutrient management
- Water management and irrigation scheduling

DETAILS

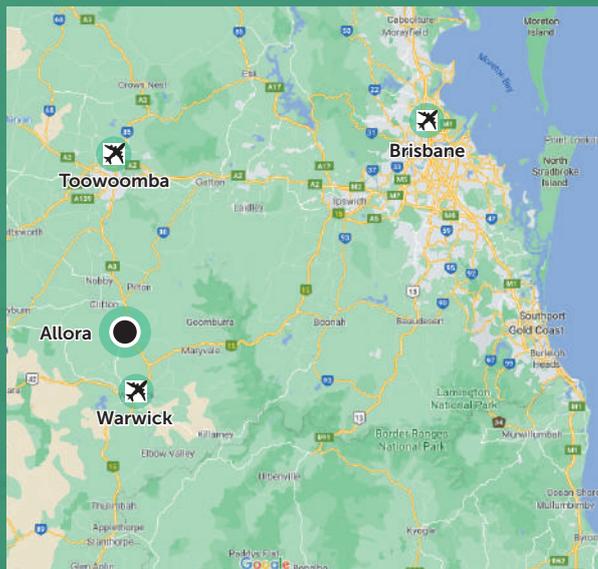
32.4 hectares / 80 acres

Provides opportunities for dryland and irrigated cropping systems

Two fully-equipped bores

Uniform deep black clay loam

Primary crops are Grain Sorghum, Field Corn and Forage Sorghum



ABOUT THE FARM

The farm is centrally located at Allora in Southern Queensland. The property is ideally located within close proximity to a number of airports including Toowoomba, Brisbane and Warwick.

This farming innovation hub facilitates the testing and proving of new technologies prior to their implementation on farms. It facilitates the development of every day agronomic solutions, in addition to being a practical and highly valuable resource when it comes to educating young farmers and agronomists.

Crop Protection

The continued development of new crop protection technologies will play a key role in ensuring the long-term viability of cropping both here in Australia and the rest of the world.

- New crop protection products
- Integrated pest management systems – reduce the input costs and improve environmental outcomes

Training

The program facilitates ongoing opportunities for training and education for a variety of people. This includes, but is not limited to:

- Base agronomy
- Crop diagnostics
- Machinery setup
- Technology training

MARKETING & COMMUNICATION

Involvement in the program provides access to highly engaged audiences through a variety of media platforms and marketing opportunities.

Field days and in-field training see up to 500 people visiting the property annually. These visitors consist of growers, agronomists, retail representatives and students.

The program has a strong presence on a variety of media platforms, including Twitter, Facebook, YouTube and the Pacific Seeds website.

The target audience for the communications relating to the project will be extremely broad. It will cover Australia's entire agricultural industry and the wider community, including consumers.

Collaborative partners are invited to be involved in public activities held at the facility. These events provide an opportunity to demonstrate appreciation for their involvement, while also providing partners with access to the attendees.

Collaborators in joint research have full access to all relevant data generated from projects in which they have participated. In addition to this, Pacific Seeds will make the facility available to partners to access for their own customer field days and events.

FOUNDATION PARTNERS



This multifaceted project already has a number of foundation partners who have played, and continue to play, important roles. These foundation partners include:

- Goanna Ag
- Precision Seeding Solutions
- Incitec Pivot
- Lallemand Silage Systems
- DJI
- Frontier Voice and Data

HOW TO GET INVOLVED

To find out more about this exciting project and to better understand how you could get involved, please contact Trevor Philp, Summer Grains Agronomist, Pacific Seeds.

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