



New services to encourage on-farm innovation

FFI CRC participant, Landmark, a national rural service provider, has taken a step forward with the launch of Landmark Farm Services.

According to National Farm Services Manager, Bruce Cairns, Landmark's commitment to growing value by delivering world-class solutions locally through the provision of unrivalled industry knowledge and services is the underlying reason for the launch of Landmark Farm Services.

"Our clear goal is to continue to develop a national team of professional service providers and expand the range of farm services we offer," Bruce said. "Throughout the country, Landmark already has more than 200 strategically placed agronomists, animal nutritionist and vets who add significant value to our clients' businesses. Landmark is making a significant investment in training its staff so that they have the right set of skills.



"Part of their job is to challenge existing practices and expose clients to new ideas. There is a clear link between production advice and financial outcomes and it all has to be done within an acceptable risk profile for the client."

Landmark's investment in the FFI CRC is central to their Farm Services strategy. The FFI CRC is developing new and adaptable farming systems for southern Australia by creating new land-use systems that will improve farm productivity and adaptability in a variable climate.

Landmark agronomists and animal production staff will be involved in taking relevant information from FFI CRC research projects and practically applying it on the ground with clients.

Under the Landmark Farm Services division, producers will see new services provided by agronomists including:

- NutriWise® nutrient planning software for better expertise in determining nutrient application rates
- PaddockWise® farm and paddock planning software that links production advice with financial outcomes
- Using Yield Prophet® software to improve decision making processes so production risk is reduced
- A precision farming service using zone mapping and variable rate technology for better use of inputs to improve our customers' profitability.

Employing qualified animal production specialists adds further value to the Landmark Farm Services team. Landmark's animal production specialists provide a range of advice to sheep and cattle producers, including feedlotter.

Animal nutrition and health are highly specialised fields requiring a good blend of learned academic skills as well as industry experience.

The animal production team will fulfil a number of important roles within Landmark including:

- Internal staff training on animal health and animal nutrition
- Working alongside the agronomy team to boost their clients' grazing management capability and productivity
- Working with Landmark clients directly using the latest software to formulate specialised nutritional advice and flock management strategies.

Clients will continue to see Landmark Farm Services investing in further services with the aim of making Landmark the most comprehensive information and value adding service provider to Australian farmers. 🌱

🌱 More information

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