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Precision Agriculture cultivating growth

Leading agriculture technology services provider Precision Agriculture (PA) is undergoing an exciting expansion with the appointment of Richard Sawyer to manage operations across Northern Victoria and Southern New South Wales, based in Euroa, VIC.

Originally from the United Kingdom, Richard has been operating agricultural machinery his whole life. “I was driving machines before I had a car license,” Richard said. “Anything from cotton pickers to onion harvesters.”

It was this early passion for agriculture that saw Richard complete a Bachelor of Land and Farm Management, and he worked on several farm businesses in the UK and Australia before finally settling in Australia full time five years ago.

Now Richard brings his extensive range of skills and 20 years of experience to the PA team and is excited to assist farmers in the region, saying: “Precision Agriculture isn’t just about one type of machinery or technology, it is about finding solutions. I like to bring a practical approach to analysing data, potential agronomic benefits, and what it means to each farmer.”

Richard has moved to the Euroa area with his partner who is working in the racehorse industry. “We’ve bought a little farm here, and we’re really enjoying the community,” Richard said.

This expansion follows PA celebrating its 10-year anniversary, with the business successfully assisting farmers improve their productivity all over the country since its founding in 2009. Services include yield mapping, GPS guidance management, crop surveillance, digital farm mapping, farm productivity assessments, variable rate applications, surface water management, soil management plans and on-farm trials.

“Precision Agriculture is really forging its own path and that allows us to deliver results for our customers,” Richard said. “I’m really looking forward to bringing the best information, technologies and soil science advancements to our customers.”

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ABOUT PRECISION AGRICULTURE

As a leading provider of precision agriculture services, we aim to improve our customers’ productivity and profitability through better, more informed management decisions.

It’s all about data, insight and action. Whether it’s on-farm, for industry or government we collect, measure and interpret data to find opportunities for technology to deliver savings and unlock potential. We provide practical assistance and support to apply our findings to the real world.