



Decision making and Farm management

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Decision making and Farm management

- History of our business
- Where we are today
- Our Strategic plan
- How we manage our human resource
- Energy efficiency
- Q & A

History

- Commenced farm ownership in 1984
- Began with 300ha developed for irrigation
- 100% of resources allocated to cotton production to pay down debt
- Strategic plan to own equipment and perform functions in house



Today

- 960ha developed for irrigation (1,200ha)
- Growth targeting local area to be managed with existing staff and equipment
- Diversified cropping program designed around Gross Margin maximisation
- Groundwater allows for long term planning



Strategic plan

- Vision: To be the most efficient Broadacre farming enterprise in Australia
- Method: Experiment – Evaluate – Implement
- Execute the plan: Maximise the benefits, minimise the damage



Human Resource management

- Inclusive – 7230R
- Independent
- Recognition



Energy Efficiency

- Irrigation bore replacement
- Reduced tractor size
- Accurate irrigation scheduling



Questions?