



FarmCentral Press Release

Balonne Beacon, Charleville Paper, Dalby Herald, and Rural Weekly Insert

Connecting farmers and Contractors

With a busy grain harvest season approaching, now is the time for farmers and contractors to access one another in a cost effective and timely way.

An Australia-wide online management system, FarmCentral was recently launched by St George based industry consultant Kelvin Bella.

The interactive website enables farmers and contractors in the grain, cotton, earthworks and transport industries throughout Australia to link up easily.

The process works by farmers registering their location, area and crop size to be harvested and starting date. This also applies for earthworks and transport requirements.

Contractors will register and provide their equipment details, and availability. The system then automatically searches and updates both parties daily with appropriate matches, using email or SMS, depending on the users' preferences.

Searches can also be conducted by the farmer or contractor manually.

Kelvin said FarmCentral gives farmers, harvesters, truck drivers and earthworks contractors the ability to plan works months in advance.

"In cases when work or a contractor falls through, you can go straight to the website and minimise costly delays."

"If a contractor is in a certain area and it rains then they can search for work on another property while crops are drying out. Rather than travel hundreds of kilometres away for other work, they may find a farmer looking for contractors within the same district."

"Farmers have peace of mind that they can organise harvesters and trucks in advance without a mad scramble at harvest time. If during the season they require more contractors or transport, they can log in and find someone straight away."

"FarmCentral is not just another website but is an integrated management tool and working site that makes life easier."

It was after driving from St George to Dirranbandi one harvest season and seeing corrugated iron signs seeking harvesters that Kelvin realised there was a better way.

"There have been other cases of farmers wanting laser levelling done but local earth workers were busy, but down in New South Wales earth moving businesses were in desperate need of work. This website is about bringing people together for the benefit of the whole industry."

The site also contains a Business Services Directory that details support services in every region, including parts, repairs, accommodation, transport, and weather information.

Participation can be at four levels of membership, depending on the number of services to which access is required. Each category will provide access to the full range of services including harvesting and picking, haulage, spraying, dry hire, farming, baling, earthworks and transport.

Membership subscriptions are for 12 months and unlike other forms of advertising, your details can be accessed at any time, giving your coverage throughout the year.



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Andrew Moon from 'Gillebri Cotton' said: "We are both farmers and contractors, and FarmCentral will have a significant role in the future running of our operation. Finding continuous work and available contractors is always a challenge."

Ian Todd who grows cotton and grain at 'Wagaby' St George and also owns a machinery dealership said: "It is always difficult for strangers in town to know where to get the right help with repairs and parts when they desperately need to keep going. Kelvin is a very forward thinker and I wish him well with the venture." Kelvin has conducted extensive research, speaking with and surveying producers and contractors in south west Queensland and northern New South Wales about the concept and the response has been very positive. Range Media Toowoomba has worked closely with Kelvin to develop the project.

Brian Sullivan, managing director of Range Media said: "Agricultural businesses are already very much in the dot com phase and this will only increase with the up-and-coming generations of farmers in the industry."

"FarmCentral is a one stop shop for rural businesses and will remove the time-consuming and often expensive hassle of searching for work or contractors."

Information can be found at www.farmcentral.com.au