



FarmCentral Press Release

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Australian farmers and contractors will now have a better way to synchronise their operations with a leading edge online management system. The system has been developed for industry consultant Kelvin Bella by Range Media from Toowoomba, Queensland.

Known as FarmCentral, the interactive website will enable farmers and contractors to access one another in a simple and cost effective way.

The FarmCentral integrated management tool links farmers and contractors in the grain, cotton, earthworks and transport industries.

How it works

The process works by farmers registering their location, area and crop size to be harvested and starting date. 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.

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, seed treatment, transport and earthworks.

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

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. Both finding continuous work and available contractors are always a challenge."

Ian Todd who grows cotton and grain at 'Waggaby' 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 website. 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.