



FarmCentral Press Release

Queensland Country Life

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Website timely link for farmers

A New online service has been launched to help farmers and contractors access one another in a timely way.

With a busy grain harvest season approaching, the interactive FarmCentral website launched by St George – based industry consultant Kelvin Bella enables farmers and contractors in the grain, grain cotton, earthworks and transport industries throughout Australia to link up easily.

Farmers can register their location, area, crop size to be harvested and starting date while contractors can register and provide equipment details and availability.

The system then automatically searches and updates both parties daily with appropriate matches, using email or SMS, depending on the user's preferences.

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

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The advertisement features a large image of a yellow combine harvester working in a golden grain field under a clear blue sky. In the upper left, the 'FarmCentral' logo is displayed. In the upper right, a diagram shows a box labeled 'FARMER' connected by a line to a box labeled 'CONTRACTOR'. Below the harvester, the text reads: 'AT LAST there is an easy cost efficient way for farmers and contractors to find each other without the need for costly advertising or time consuming phone calls. Once your details are entered the system will automatically search and will update you daily with results by email or SMS. FarmCentral links farmers and contractors in the Cotton, Grain, Earthworks and Transport industries'. At the bottom, it lists the features: 'FarmCentral', 'Integrated management tool', 'Links farmers and contractors', and 'Let the system do the work'. Contact information is provided at the very bottom: 'For more information visit: www.farmcentral.com.au info@farmcentral.com.au'.