

Enhancements to the agronomy offer

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We need to change.....

- Objectives:
 - provide services & infrastructure that compliment the agronomy offer of our customers & key industry influencers
 - create a community for sharing of agronomy information
 - leverage resources like:
 - International Plant Nutrition Institute
 - IPL's trials data base
 - IPL's lab data base
- We have some work to do.....

"This will lead to increased investment in infrastructure and agronomy support"



What's changing?

- Increasing contact with industry influencers and farmers
- All trial work outsourced to:
 - farming systems groups
 - IPL customers
 - private contractors
 - institutions
- Independence, rigor, time saving.....
- Better communication of outcomes

"IPL currently run around 70 replicated research trials a year - that won't change"

What's changing?

- Widened support for independent agronomy:
 - International Plant Nutrition Institute
 - Farming systems groups
- Consolidation of agronomic data from 40 years of research and 50 years of soil analysis
- Leverage vast resources to create an “agronomy community”:
 - Australian centre for fertiliser excellence
 - THE NUTRIENT portal

“Increased investment in sharing agronomy research”



What's changing?

- IPL technical agronomists to be positioned to take a lead on emerging industry issues
 - reef rescue
 - precision agriculture
 - greenhouse gas emissions from agriculture
- Provide tools to support technical excellence within sales forces of IPL and customers
- Strengthen relationships with our customers to assist farmers in better nutrient decisions

“Strong focus on expertise - technical excellence”



Nutrient Advantage Advice

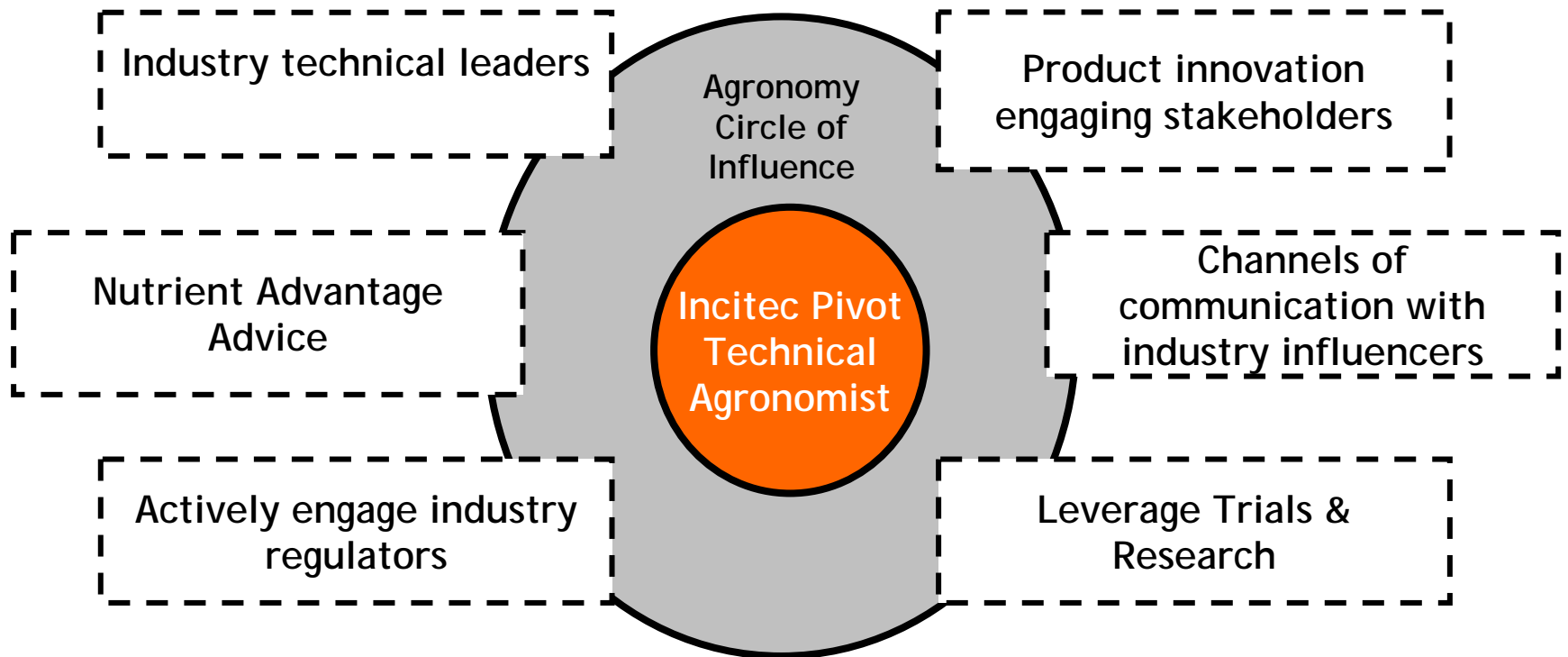


- Full review of existing system
 - driven by customer input
- Continue to enhance service through:
 - user flexibility
 - participation in proficiency schemes
 - updating and independent auditing of models
 - leveraging huge existing database
 - development & adoption of new technology
 - training / tooling for technical excellence of users
 - resource allocation to business management and development

"Highest quality analysis and advice service"



What does our agronomy model look like?



Next steps

- Address hot technical issues:
 - environment
 - greenhouse gas emissions from agriculture
 - nutrient / product knowledge
- Review of NAA
- Review IPL's R & D investment against
 - customer need
 - proprietary product focus
- Design of enablers for "agronomy community"

Summary

- This is a big change which won't happen overnight
- Significant investment in new approach and systems
- Improved support for agronomy services
- Resources focused and flexible
- Aim to deliver leading edge independent nutrient advice that is
 - accessible to key stakeholders
 - widely used
 - easy to use

"We welcome your involvement"





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Research Trial