



## Australian Fertiliser Services Association

Registered Number 603 301 266 ABN 41 603 301 266

Krysteen McElroy

*AFSA Executive Officer*

E: [bkmcelroy22@outlook.com](mailto:bkmcelroy22@outlook.com) M: 0408 655 108

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### *SA Member profile: Rob Lyon, FP Ag Rural Supplies*

#### ***Not taking shortcuts and making every opportunity count***

Growing up in a fertiliser family has given Rob Lyon the passion to provide the best possible service and products to his customers and to ensure that they are given the opportunity to make every bit of land count.

“Feeding the world, influencing measurable change in growing systems through yield and quality and being known as the best possible rural service provider in our patch! These things continue to drive my passion for the business and fertiliser industry each day” says Rob.

Since 2010, Rob Lyon has been a director of FPAg Rural Supplies, the branch manager of the Strathalbyn and with brother Alex as the branch’s merchandise manager, the family connection remains strong.

In 1993, Grant Lyon Fertilisers was founded by their father, Grant, to provide fertiliser and the related services to the local community, with Rob joining him in 2002 after finishing school.

A decision was made in 2005 to sell the business to a large corporate which allowed Rob to explore other opportunities within agriculture for which he has a particular passion for nutritional agronomy and the benefits it can provide to both the environment and his clients.

By 2010, the opportunity arose for the Lyon family to purchase the fertiliser blending and spreading equipment from the now closed business at Strathalbyn, and in conjunction with FPAg, who had existing branches at Victor Harbour and Yankalilla, the premises was re-opened.

FPAg Strathalbyn now offers fertiliser blending services, catering for bulk truck and bin deliveries, bulka bags and 25kg bagged product, fertiliser spreading, along with full on-farm agronomic and nutrition advice for broadacre, pasture and horticultural properties.

They also offer a complete range of fencing needs, water requirements, animal management equipment, animal health and merchandise products that the local farming community require.

Since that time FPAg have opened a fourth branch at Mt Compass and are extremely proud of retaining their independence and also growing the business into a fully vertically integrated business that has the flexibility to meet its customer's needs.

"We are very committed to being a good medium sized business at a regional level and not taking any shortcuts. If we have to spend more time and dollars to make sure we have it right, we will, as this is always a very worthwhile investment in the future" says Rob.

"As with any business there are risks to be considered, but the cut-throat nature of purchasing fertiliser and the contract/penalty based system is one of our major concerns and continues to provide us challenges on a daily basis."

Rob also believes that Fertcare and Accu-spread have a vital role in educating growers to ensure that they are being given the correct advice regarding product selection and application, and that the appropriate quality controls and systems in place.

On the homefront, Rob and his wife, Kate, a physiotherapist, have three young children including 2 year old twins Henry and Maggie and 6 month old Belle.



*Rob pictured with new blender being installed as part of a major upgrade at the Strathalbyn branch*

***For more information contact Rob Lyon at***



***Grant Lyon Fertilisers***

**Lot 1 Forrest Road, Strathalbyn, SA 5255**

**Ph – 08 8536 2122**

**Fax – 08 8536 2133**

**Mob - 0407 279 076**

**Email - [robl@fpag.com.au](mailto:robl@fpag.com.au)**